

Intentsify vs. ZoomInfo

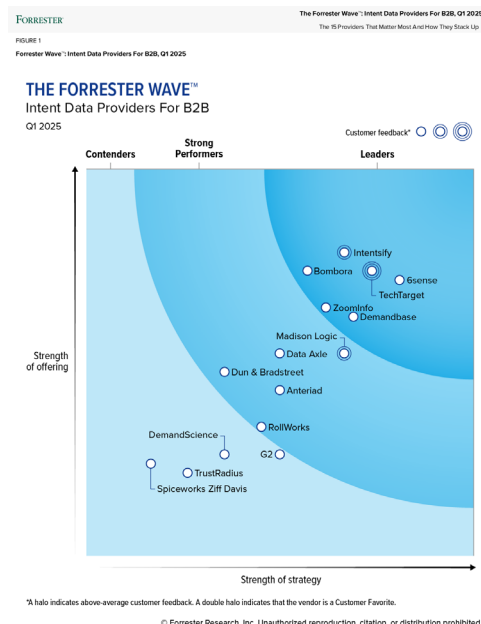


Don't settle for anything less than the top intent data solution. In The Forrester Wave™: B2B Intent Data Providers Q1 2025 report, Intentsify was ranked #1 for strength of offering and scored higher than ZoomInfo in 13 categories, including Volume of Signals, Uniqueness of Signals, Geographic Coverage, Identity Resolution, Buying Cycle Analysis, and more. Intentsify's activation solutions are powered by hyper-customized intent models that are tailored to each customer's unique solutions, greatly outperforming ZoomInfo's generic intent signals.



The introduction of the Intentsify Orbit identity graph in 2024 ranks among the most significant innovations in the space over the past two years, driving persona-based analysis and improved buying group prediction.

THE FORRESTER WAVE™: INTENT DATA PROVIDERS FOR B2B, Q1 2025



Side-by-Side Findings from The Forrester Wave™: Intent Data Providers For B2B, Q1 2025

	INTENTSIFY	ZOOMINFO
Volume of signals	5	3
Uniqueness of signals	3	1
Keyword coverage	5	3
Geographic coverage	5	3
Identity resolution	5	5
Accuracy and noise filtering	5	3
Future-proofing data collection	5	5
Buying cycle analysis	5	3
Persona-based analysis	5	3
Insight generation and recommended action	5	5
Vision	5	3
Innovation	5	3
Roadmap	5	5

5 = Superior relative to others; 3 = On par relative to others

Why Intentsify

Solution-Level Buying Group Intelligence

- **ZoomInfo's Limitations:** Monitors generic, account-level intent signals and equally weights them, regardless of relevance to your business
- **Intentsify's Advantage:** The only intent provider that offers custom-fitted intent models tailored to your solutions, delivering highly relevant insights at the account-, buying group-, and persona-level

AI-Generated Intent Models

- **ZoomInfo's Limitations:** Intent model generation and topic selection is done manually
- **Intentsify's Advantage:** Intent models and keyword and topic selection are custom calibrated and uniquely weighted using AI

Comprehensive Data Coverage

- **ZoomInfo's Limitations:** Limited to 4K topics, does not track keyword-based signals and leverages only 3 intent data sources, resulting in just 220M monthly intent signals
- **Intentsify's Advantage:** 90K+ topics and unlimited keywords across 7 different intent sources, delivering 1.1T+ monthly intent signals

TAL Analysis & Optimization

- **ZoomInfo's Limitations:** Does not offer a complimentary audit to proactively identify opportunities to optimize your audience and activation strategies
- **Intentsify's Advantage:** Leverages AI and expertise of our professional services team to identify unknown accounts within your ICP and unlock additional opportunities for engagement – without charging an additional fee

Reliable Buying Group Activation

- **ZoomInfo's Limitations:** Has a history of data accuracy challenges as indicated by G2 customer reviews and only leverages data within their own platform to identify audiences
- **Intentsify's Advantage:** Delivers buying group contacts that are continuously validated using engagement data from over 100 platforms enabling you to pinpoint and engage in-market buying groups with confidence

Intent-Activated Brand-to-Demand Solutions

- **ZoomInfo's Limitations:** Does not have their own content syndication solution and their intent data and display advertising solutions operate in siloes
- **Intentsify's Advantage:** Offers intent-activated lead generation programs, seamlessly integrated with our programmatic advertising solution

White-Glove Service Model

- **ZoomInfo's Limitations:** Basic platform support with tiered service levels that result in costly fees
- **Intentsify's Advantage:** Fully managed service with all-inclusive pricing, regardless of campaign volume – resulting in lower Total Cost of Ownership and faster speed-to-value

The Anti-Platform Approach

- **ZoomInfo's Limitations:** Longer implementation and onboarding process to get your team to get up and running, requires you to log into yet another platform, and involves lengthier contracts that are difficult to cancel
- **Intentsify's Advantage:** Our professional services team manages everything, with optional platform access – no lengthy subscription required

**Talk to Us About Accelerating
Your Revenue Growth**

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