

# ZoomInfo vs ProductQuant

Competitor One-Pager | B2B Intent Data & Sales Intelligence | Updated May 2026

**Verdict:** ZoomInfo is the industry incumbent — comprehensive but expensive. ProductQuant offers higher-signal leads at 5–10% of ZoomInfo's annual cost, with real-time intent data from 14+ platforms and a credit-free pricing model.

## Company Overview

Dimension	ZoomInfo	ProductQuant
<b>Founded</b>	2007 (public: ZI on NASDAQ)	2025
<b>G2 Rating</b>	4.5/5 (9,384 reviews)	New entrant
<b>Database Size</b>	~200M contacts, 100M companies	Focused signal intelligence from 14+ platforms
<b>Target Market</b>	Enterprise (\$15K–\$60K+/yr)	SMB to Mid-Market
<b>Core Differentiator</b>	CRM enrichment + contact database	Intent signal detection + platform arbitrage

## Pricing Comparison

Plan	ZoomInfo	ProductQuant
<b>Entry Level</b>	\$15,000–\$25,000/yr (3 seats)	From \$147/mo (no long-term contract)
<b>Mid-Market</b>	\$25,000–\$35,000/yr	Custom — 50-90% less than ZoomInfo
<b>Enterprise</b>	\$30,000–\$60,000+/yr	Custom — flat rate, no per-seat fees
<b>Pricing Model</b>	Seat-based + credit consumption	<b>Flat-rate, no credit system</b>
<b>Hidden Costs</b>	Credit overages, add-on modules	None — all features included
<b>Free Trial</b>	Yes (limited)	Yes

## Signal Quality & Data Sources

Capability	ZoomInfo	ProductQuant
<b>Contact Data</b>	✓ Best-in-class (phone + email)	✓ Enriched via multiple providers
<b>Intent Signals</b>	✓ Buyer intent (web + content consumption)	✓ <b>14+ platform signals</b>
<b>Real-Time Alerts</b>	✓ Streaming Intent add-on	✓ <b>Real-time multi-platform alerts</b>
<b>Signal Sources</b>	Proprietary + third-party web scraping	<b>14+ platforms: LinkedIn, X, Reddit, Telegram, GitHub, VC.ru, Habr, VK, TenChat, hh.ru, Dzen, Setka, 2GIS, DaData</b>
<b>Company Timeline</b>	✓ Funding, leadership changes	✓ <b>Multi-dimensional: funding, hiring, pricing, product launches, regulatory</b>
	Good (daily updates)	Excellent (real-time signal detection)

Data  
Freshness

## ZoomInfo — Key Strengths

- **Massive database:** Largest contact repository in B2B — 200M+ contacts with phone numbers
- **CRM integration:** Deep native integrations with Salesforce, HubSpot, MS Dynamics
- **GTM ecosystem:** Full stack — SalesOS, MarketingOS, OperationsOS, TalentOS, Chorus, Copilot
- **Brand trust:** 35,000+ customers, 11 consecutive quarters as G2 leader
- **Conversation intelligence:** ZoomInfo acquired Chorus.ai — now integrated Copilot for call analytics

## ZoomInfo — Key Weaknesses

- **Prohibitively expensive:** \$15K–\$60K+/yr, credit system makes costs unpredictable
- **Overkill for SMB:** Built for enterprise — small teams pay for features they never use
- **Data decay:** Industry-estimated 22-30% annual data decay, especially in phone numbers
- **Signal depth limited:** Intent data limited to web browsing/content consumption — misses social, hiring, pricing signals
- **Contract lock-in:** Annual contracts, hard to cancel mid-term
- **Privacy concerns:** Multiple class-action lawsuits re: data sourcing practices

## When to Choose Each

Choose ZoomInfo When	Choose ProductQuant When
You need phone numbers at enterprise scale	You need <b>real buying signals</b> , not just contacts
Your team is 25+ reps with enterprise budget	You're SMB to mid-market (\$2M–\$50M revenue)
You need CRM enrichment across 5+ tools	You want flat-rate pricing with no credit anxiety
Conversation intelligence is a priority	You target Russian/EU markets (14-platform coverage)
You're replacing an existing ZoomInfo deployment	You're <b>building a new pipeline</b> from scratch

**ProductQuant Advantage:** ZoomInfo gives you contacts. ProductQuant tells you which ones are actually worth sending to. While ZoomInfo charges \$15K+/year for a contact database with basic web intent, ProductQuant covers 14+ signal platforms, detects high-intent buying signals in real time, and delivers them at a fraction of the cost — with zero credit tracking or seat-based pricing.

Try ProductQuant → [productquant.dev](https://productquant.dev) | Start from \$147/mo, no contract