

# Operations At-A-Glance

Expert Marketing Advisors acts as an extension of ZoomInfo's existing team, providing expertise and managed support in all aspects of marketing operations.



## MARKETING OPERATIONS

- Optimize ZoomInfo's marketing ops and refine processes including: data entry, data management, automation management, training, reports & dashboards, and ongoing requests.
- Offer actionable reporting and analytics to the ZoomInfo team to measure the impact of marketing efforts.



## ABM

- Support with configuring and tailoring ZoomInfo's ABM tool to align with customers' specific business objectives.
- Provide strategic guidance to ZoomInfo customers to enhance the overall effectiveness of their ABM initiatives.



## INTEGRATIONS

- Leverage our technical proficiency to facilitate integrations for ZoomInfo customers, enhancing data flow and accessibility.
- Ensure data integrity and synchronization between ZoomInfo customers' platforms.

## Our Success



Past clients have seen **\$8M in revenue** from our ABM support.



We have completed **14 acquisitions** to date.



We have received **3+ industry awards** for our work in B2B technology marketing.



We have added **20+ new clients** in the last year.

## Who We Are

Expert Marketing Advisors is a team of seasoned professionals specializing in driving operational excellence. eMa delivers seamless integrations, streamlines marketing operations, and enables successful ABM strategies.

## Why Us

Going beyond traditional consulting, eMa actively takes charge of operations responsibilities including day-to-day tasks as well as ongoing support and maintenance. Our dedicated team of experts continuously monitors and optimizes operations, ensuring sustained success and adaptability in a dynamic market.