

ZoomInfo Streamlines Data Activation to The Trade Desk with Five by Five



The Challenge:

ZoomInfo sought to strengthen its data supply chain to enhance both data quality and audience activation at scale. While The Trade Desk offered a powerful destination for digital advertising, ZoomInfo's prior reliance on third-party data intermediaries created additional steps in the process. These intermediaries added variable costs and introduced delays between audience creation and activation. This lack of speed and flexibility limited campaign agility, restricting ZoomInfo's ability to maximize display revenue and deliver the most current, actionable intelligence to customers.



The Solution:

To overcome these challenges, ZoomInfo joined the Five by Five Data Co-Op. By connecting directly to the 5x5 Identity Graph, ZoomInfo eliminated the need for third-party intermediaries, creating a more streamlined and efficient supply chain. This direct connection enhanced ZoomInfo's ability to activate audiences efficiently through The Trade Desk's platform, taking full advantage of its real-time onboarding and optimization capabilities.



The Results:

Accessing 5x5 enabled a complete transformation of ZoomInfo's audience activation strategy, delivering immediate and measurable benefits:

- ◆ **Cost Elimination:** ZoomInfo was able to eliminate the variable costs associated with third-party intermediaries, improving its bottom line and creating a more efficient operational model.
- ◆ **Increased Audience Volume and Revenue:** The direct data connection to the 5x5 Identity Graph expanded ZoomInfo's own identity graph, resulting in larger, more complete audience segments. This increase in volume directly correlated to higher audience onboarding rates, leading to greater potential for media spend and display revenue.
- ◆ **Unprecedented Agility with Real-Time Activation:** With intermediaries removed, ZoomInfo could take full advantage of The Trade Desk's open, interoperable platform, connecting the 5x5 Identity Graph and see near real-time audience onboarding. Teams can now build, refresh, and activate audiences instantly, ensuring that campaigns always leverage the most current, relevant insights to gain a competitive edge.

**Ready to transform
your data strategy?**

Join the world's most trusted data partner and discover how 5x5 can power your possibilities.