

CLAY VS. ZOOMINFO:

WHICH ONE IS RIGHT FOR SALES & MARKETING?

Quick Comparison



Feature	Clay (Enrichment & Automation Platform)	ZoomInfo (Static Data Provider)
Core Function	Data-enrichment and automation platform for personalized B2B workflows	Provides a prebuilt database of contacts
Data Ownership	Your data is yours. Keep it forever.	You must delete data after canceling a subscription
Cost Structure	Pay by usage in the form of credits - monthly and annual contracts	Expensive (\$15K+/year), long-term contracts
Customization	Fully customizable workflows & enrichment	One-size-fits-all database searches
Automation	Automates data sourcing, enrichment, outreach	Limited automation, focused on list building
Integrations	100+ integrations (Salesforce, Chrome Extensions, AI Tools)	Limited integrations, focused on CRM sync
AI Enablement	Advanced AI/LLM Personalization, automation, and enrichment	Limited AI Capabilities

Why Clay is the Better Alternative

- ✔ **Multi-source data access** – Pull from 100+ sources, not just one database
- ✔ **Automate everything** – Build workflows for prospecting, enrichment, and outreach
- ✔ **No forced data deletion** – You own the data forever, even if you cancel
- ✔ **No long-term contracts** – Pay only for what you use, no hidden fees
- ✔ **More affordable** – Start as low as ~\$150/month vs. ZoomInfo's ~\$15K+ per year

The Problem with ZoomInfo

- ✘ **Extremely expensive** – Starts at ~\$15K per year and increases with add-ons
- ✘ **You're renting data** – Must delete exported contacts if you cancel
- ✘ **Locked-in contracts** – Annual commitments with auto-renewals and price hikes
- ✘ **Limited flexibility** – Can only access data from their database, no customization
- ✘ **Minimal automation** – Mostly just contact lookups, not workflow-driven

Final Verdict

ZoomInfo is a high-cost, high-commitment static database. Clay is a flexible, automation-first platform that gives you full control over your data and workflows. If you want agility, customization, and affordability, Clay is the clear choice.