



## ZoomInfo-Salesloft Partnership Gives Sellers AI-Ready Insights for Timely, Personalized Engagement

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*Newly expanded partnership between two industry leaders pairs ZoomInfo's B2B intelligence with Salesloft's revenue orchestration platform*

### Takeaways:

- ZoomInfo's industry-leading GTM Intelligence pairs with Salesloft's robust revenue orchestration platform to turn real-time insights into action
- ZoomInfo will represent Salesloft in deals with commercial and mid-market customers
- Through a new integration, marketing and sales teams can bring ZoomInfo's buying signals into Salesloft Rhythm workflows to target the right prospects and customers

VANCOUVER, Wash.--(BUSINESS WIRE)--Jan. 15, 2025-- [ZoomInfo](#) (NASDAQ: ZI), the Go-To-Market Intelligence platform, and [Salesloft](#), the leading Revenue Orchestration Platform, today announced an expanded partnership to accelerate revenue growth for GTM teams.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20250115909016/en/>



Taking signal-to-action to a whole new level, sellers can set up automations that push ZoomInfo's key buying signals over to Salesloft Rhythm. (Photo: Business Wire)

ZoomInfo customers can now purchase Salesloft's revenue orchestration platform through their ZoomInfo account managers, giving them access to a new integration. This enables teams to target the right prospects using ZoomInfo's best-in-class

data and turn real-time insights into seller action through the Salesloft platform.

Detailed insights into buyer behavior and intent fuel more timely and personalized engagement through Salesloft's multi-channel tools, building stronger connections with prospects and customers. With AI-prioritized workflows, revenue teams will benefit from streamlined operations, reduced manual effort, and a more cohesive pipeline management system that drives conversion and accelerates deal cycles.

Joint customers can leverage this powerful integration through a number of new capabilities:

- **Sync ZoomInfo Buying Signals to Salesloft Rhythm:** Taking signal-to-action to a whole new level, sellers can set up automations that push ZoomInfo's key buying signals over to Salesloft, where Rhythm assigns the next best action, such as calling a critical stakeholder or adding the ZoomInfo-recommended buying committee to an AI-powered sales cadence. Salesloft's AI then prioritizes sellers' daily workflows to keep them focused on the deals and buyers most likely to convert.
- **Send AI Email Through Salesloft:** Sellers have the option to use ZoomInfo Copilot's signal-powered generative AI or Salesloft's generative AI to craft unique emails based on buyer insights and tailored to each prospect's needs, then seamlessly send them through Salesloft for timely and relevant engagement.
- **Export to Salesloft for Enhanced Personalization:** Sales and marketing teams can build customizable, hyper-targeted lists in ZoomInfo and easily push details to Salesloft to engage buying groups with highly personalized strategies using Salesloft's multi-channel tools.

"This exciting partnership brings together two industry leaders to deliver unparalleled data-driven insights and transform those insights into revenue-generating actions for our customers," ZoomInfo Chief Revenue Officer James Roth said. "Together we're revolutionizing how sales teams approach their go-to-market strategies. From actionable insights to streamlined workflows and personalized engagement, our combined platforms redefine what it means to sell effectively in the modern era and help teams win more business, faster."

"At the core of this strategic partnership lies a shared mission: to make selling smarter, easier, and more impactful," said Mark Niemiec, Chief Revenue Officer at Salesloft. "By enabling customers to seamlessly act on ZoomInfo's timely, high-value insights directly within the Salesloft platform, we help customers drive profitable efficient growth, leading to durable revenue outcomes. Additionally, ZoomInfo's representation of Salesloft worldwide will expand the reach of our revenue orchestration capabilities, empowering even more teams to accelerate revenue generation and build lasting customer relationships."

To learn more about the enhanced integration, please visit the [ZoomInfo blog](#).

### About Salesloft

Salesloft powers durable revenue growth for the world's most demanding companies. Salesloft's industry-leading Revenue Orchestration Platform uses purpose-built AI to help market-facing teams prioritize and take action on what matters most, from first touch to upsell and renewal. More than 5,000 customers including Google, 3M, IBM, Shopify, Square, and Cisco gain a performance force multiplier with Salesloft by shifting to a durable revenue engagement model, helping them solve the complexities of modern B2B sales and unlock revenue efficiency.

**About ZoomInfo**

ZoomInfo (NASDAQ: ZI) is the Go-To-Market Intelligence Platform that empowers businesses to grow faster with AI-ready insights, trusted data, and advanced automation. Its solutions provide more than 35,000 companies worldwide with a complete view of their customers, making every seller their best seller. ZoomInfo is a recognized leader in data privacy, with industry-leading GDPR and CCPA compliance and numerous data security and [privacy certifications](#). For more information about how ZoomInfo can help businesses with go-to-market intelligence that accelerates revenue growth, please visit [www.zoominfo.com](http://www.zoominfo.com).

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