



New ZoomInfo Copilot Features Deliver AI-Fueled Sales Capabilities at Every Stage of the Sales Funnel

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Automatic account tracking, faster setup, and AI-powered insights for later-stage engagements help sales teams sell smarter and win faster

VANCOUVER, Wash.--(BUSINESS WIRE)--Apr. 14, 2025-- [ZoomInfo](#) (NASDAQ: ZI), The Go-To-Market Intelligence Platform, has updated its [ZoomInfo Copilot](#) solution to deliver AI-fueled account insights far beyond the initial prospecting stages, giving sellers an AI advantage from outreach to upsell.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20250414981886/en/>



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The latest feature upgrades, which expand upon the groundbreaking Copilot solution launched less than a year ago, give sales teams more ways to accelerate and close late-stage opportunities, advancing deals with speed, precision, and confidence:

- **Easier Setup, Automatic Account Tracking:** Copilot now automatically tracks the accounts and contacts that users engage with, surfacing relevant buying signals in their Activity-Based Account Feed. These high-value signals allow sellers to track and act on critical insights for their owned accounts, without going through an initial account setup process.
- **Expanded Account Intelligence:** Account managers and account executives will be able to supercharge their renewals, pursue upsells, and maintain customer relationships more effectively with an expanded Copilot AI Emailer. By pulling in historical engagement, CRM data, and key account insights, AI Emailer will craft smarter, more relevant emails at every stage of the sales cycle.
- **Signals Delivered to Your CRM:** Keeping sellers informed and focused on high-impact opportunities, Copilot now pushes a specific account's key signals to sellers while they're working in Salesforce or HubSpot.
- **Better Intelligence on Key Contacts:** Copilot automatically generates professional summaries of participants for upcoming meetings, helping sellers tailor their approach, reference relevant expertise, and kick off the conversation with confidence.
- **Alerts for At-Risk Deals:** Deals often stall out before reaching a key member of the buying group, so Copilot alerts sellers when an account's decision-maker hasn't engaged within the first 30 days. It also flags single-threaded opportunities that have interacted with only one contact, which are prone to delays and collapses.
- **Context and Sources for Insights:** To spare sellers a deep dive into their inbox and meeting notes to track down details, Copilot Chat now provides the source of its insights, linking sellers to the original meetings, emails, and calls. With one click, sellers at all stages of the funnel can instantly access key conversations.

"With our spring Copilot updates, we're extending our capabilities beyond prospecting to help accelerate late-stage opportunities," said Darrell Grissen, ZoomInfo's Senior Vice President of Product Management. "By leveraging the unique account insights and signals only ZoomInfo can provide, we're giving sales teams the crucial intelligence needed to close deals and drive success in the final stages of the sales process."

As part of ZoomInfo's category-defining Go-To-Market Intelligence Platform, Copilot combines the world's richest B2B data and high-velocity buying signals with agent-ready AI to drive smarter, more precise GTM execution.

Uncover hidden opportunities, lock in on high-value accounts, and engage buyers at the exact moment they're ready to say yes. Copilot turns noise into focus, giving you clear, actionable insights on who to reach, what to say, and when to act – from qualification to close.

Recently [recognized](#) for its world-class buying signals and intent data, ZoomInfo offers unmatched insights to power engagement for go-to-market teams. With higher engagement translating into higher win rates, customers implementing ZoomInfo have seen a 14-point increase in the percentage of deals closed (from 32% to 46%), according to ZoomInfo's [2025 Customer Impact Report](#).

Watch [ZoomInfo's Copilot update video](#) to see the new Copilot features in action, and read the [ZoomInfo blog](#) to learn more.

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.

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