



ZoomInfo Extends Open Environment to Unlock Seamless High-Quality Data Integration

July 24, 2025

Brings ZoomInfo's intelligence to growing ecosystem of partners for more complete AI-enabled GTM motions

VANCOUVER, Wash.--(BUSINESS WIRE)--Jul. 24, 2025-- ZoomInfo (NASDAQ: GTM), the leading Go-To-Market (GTM) Intelligence Platform, today announced it is adding API Access to all ZoomInfo Copilot plans. This allows customers to access ZoomInfo's leading AI-ready market intelligence data layer across a growing ecosystem of partner applications.

"Data powers the GTM flywheel, and AI is what propels it into overdrive," said Ali Sadat, Senior Vice President of Product Management at ZoomInfo. "Speed alone means nothing without precision—without the right data, even the fastest motion leads nowhere. By offering ZoomInfo customers access to our data via partners, we're enabling their applications to deliver clean, enriched data from the start—fueling smarter AI, sales, marketing, and operational strategies."

Benefits of ZoomInfo's APIs:

Plug-and-play access to ZoomInfo data from ISV's, including Salesloft and Outreach functionality where ZoomInfo customers can discover key contacts not in their CRM and ensure contacts have working email and phone numbers.

Expanding Functionality and Data – As new insights and datasets are added, ISVs can easily join these attributes to Contacts and Companies using ZoomInfo IDs.

Partners and customers can leverage APIs through ZoomInfo's GTM Intelligence platform. All ZoomInfo Copilot customers now have APIs included in their plans which allow them to build private API apps or connect to ZoomInfo's growing ecosystem of partner integrations. Initial partners include Outreach and Salesloft, who are augmenting CRM data with additional context directly from ZoomInfo.

For information about purchasing or upgrading to [ZoomInfo Copilot](#) or becoming a [partner](#) click the link.

About ZoomInfo

ZoomInfo (Nasdaq: GTM) 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.

View source version on [businesswire.com](https://www.businesswire.com/news/home/20250724601955/en/): <https://www.businesswire.com/news/home/20250724601955/en/>

Media Contact

Silvie Casanova
Corporate Communications
ZoomInfo
pr@zoominfo.com

Source: ZoomInfo