



## ZoomInfo Copilot Workspace: Complete Book of Business in One Workspace With AI Agent Execution, Puts Time and Focus Back on Customer

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*Easy stack integration and real-time buyer insights help close the execution gap and support shift to outbound selling*

VANCOUVER, Wash.--(BUSINESS WIRE)--Oct. 6, 2025-- [ZoomInfo](#) (NASDAQ: GTM), the Go-To-Market (GTM) Intelligence Platform, today announced the launch of ZoomInfo Copilot Workspace, an AI-powered execution engine that transforms how revenue teams implement GTM strategies. Copilot Workplace shifts sales, account management and customer success teams from reactive to proactive, allowing sellers to manage their entire workflow from one unified workspace.

Failure to execute on GTM strategies is a massive drag on the economy. [Boston Consulting Group](#) estimates that companies waste \$2 trillion in excess sales, general, administrative costs, and lost revenue potential. AI-driven shifts in customer acquisition will only accelerate this trend, with [Gartner predicting that inbound search traffic will drop 25% by 2026](#) as AI answers replace clickthroughs. As a result, revenue teams are scrambling to rebuild their demand generation strategies around intelligent outbound motions.

One key factor driving the execution gap is fragmented GTM tools. The average enterprise has [23 GTM technologies](#) in their tech stack. Copilot Workspace integrates with CRM systems such as Salesforce, sales engagement platforms, and other GTM tools. It pulls insights and signals from these disparate systems into one consolidated view, giving sellers complete visibility into their accounts. Its AI agents handle researching accounts, generating follow-ups, monitoring signals, drafting outreach, updating CRM fields, and surfacing next best actions. These AI capabilities continuously learn from user interactions, customer responses, and market changes, adapting strategies in real-time. They deliver the most complete buyer intelligence, helping sales teams enter every interaction better prepared and more effective at advancing deals.

"The problem for today's sales teams isn't a lack of strategy or tools. It's that execution has become too complex," said Henry Schuck, CEO and Founder of ZoomInfo. "Copilot Workspace solves this by giving sellers one workspace with complete buyer context and AI that handles the administrative work. This lets revenue professionals focus on what actually drives results: building relationships and advancing deals. When you make selling simple, execution becomes effortless."

ZoomInfo's suite of AI-powered B2B solutions and unmatched data foundation are helping organizations from small to medium business, all the way up to Fortune 500 companies, [empower their sales, marketing and operations teams](#). With GTM Intelligence, revenue teams can precisely target customers and align their motions to the ways buyers actually make decisions through intelligent engagement. This allows teams to work smarter, move faster, and drive revenue growth.

[Click here for more information about ZoomInfo Copilot Workspace.](#)

### 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 GTM intelligence that accelerates revenue growth, please visit [www.zoominfo.com](http://www.zoominfo.com).

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