



## ZoomInfo Launches GTM.AI, the Headless GTM Context Layer, to Ground Every AI Agent in Verified GTM Data

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*ZoomInfo has made GTM.AI generally available as the verified data foundation that grounds AI agents across the go-to-market ecosystem, from Claude, ChatGPT, Microsoft Copilot to Salesforce Agentforce, HubSpot Breeze, and dozens more, in continuously verified B2B intelligence.*

VANCOUVER, Wash.--(BUSINESS WIRE)--Jun. 1, 2026-- ZoomInfo (NASDAQ: GTM), the all-in-one AI GTM platform, has confirmed the general availability of [GTM.AI](#), the headless GTM context layer and the API and Model Context Protocol home that makes the company's verified intelligence natively accessible to AI agents across the tools go-to-market teams already use. Through one connection, that verified intelligence now reaches dozens of surfaces including:

- **Frontier AI assistants:** Claude, ChatGPT, Microsoft Copilot
- **Agentic CRM and orchestration platforms:** Salesforce Agentforce, HubSpot Breeze, Microsoft Copilot Studio, and IBM watsonx Orchestrate.
- **Sales execution and engagement tools:** Outreach AI, Nooks AI, Gong, and LeanData.
- **Data and agent platforms:** Google ADK, Dust, Glean, Databricks, and Google's Agent Development Kit.

Any connected agent can ground its work in the same continuously verified data that powers the world's largest revenue organizations, without rebuilding pipelines, without scraping, and without compromising on compliance.

Go-to-market is being rebuilt in real time. The teams pulling ahead are not the ones with the most tools, they are the ones whose AI is grounded in the cleanest, most verified data, wired into every workflow they run.

**The depth and breadth AI agents in GTM actually need.** Frontier models are exceptional at reasoning, but they are constrained by what they can access. The ceiling on agentic go-to-market is not model intelligence. It is the quality, freshness, and structure of the data the model can call. The GTM Context Graph behind GTM.AI resolves 100 million companies, 500 million contacts, billions of buying signals, and identity-resolved IP-to-organization pairings into one connected graph, so every record resolves to every other record. When an agent asks for VP-level marketing leaders at fast-growing fintechs that moved their data warehouse to Snowflake and have a champion who just changed jobs, the system returns a verified, contactable, signal-ranked list in a single call.

**One GTM context layer, available everywhere work happens.** The Model Context Protocol, the open standard for connecting AI systems to external data and tools, has become the connective tissue of the agentic era. ZoomInfo's MCP implementation positions GTM.AI as the headless context layer beneath every connected agent, exposing company search, contact discovery, real-time enrichment, intent retrieval, and AI-powered recommendation, each governed by the customer's existing data entitlements and permissions. Inside Claude, an analyst can build a target account list, enrich it with verified contacts, and produce a buying-committee map in one conversation. Inside ChatGPT, a seller can prep a discovery call by pulling org structure, news, intent signals, and direct dials without leaving the chat. Inside Salesforce Agentforce or HubSpot Breeze, an autonomous agent can prospect against verified accounts instead of stale CRM records. Same verified intelligence, same GTM Context Graph, whichever surface the work happens on.

B2B data decays fast. By widely cited industry estimates, roughly 70 percent of contact data goes stale every year, and that decay is fatal to agentic workflows. An agent acting on stale data does not just produce a bad outcome. It produces bad outcomes at machine speed and scale. ZoomInfo's verification methodology, built on proprietary collection technology, machine learning, public-source signal processing, and a contributory network, is what allows agents to act with confidence. Forrester has named ZoomInfo a Leader in Intent Data Providers, citing the largest research and development investment of any provider. Enterprise compliance is built in across ISO 27701, ISO 27001, SOC 2 Type II, and TRUSTe GDPR.

For the go-to-market operator, the implication is direct. The AI tools your teams already use, whether that is Claude or ChatGPT for research, Microsoft Copilot for execution, Salesforce Agentforce or HubSpot Breeze for autonomous prospecting, or Outreach AI and Nooks AI for engagement, can now operate against the same source of truth. You do not need a new workflow. You need a better version of the one you already have. GTM.AI, ZoomInfo's headless GTM context layer, is generally available to ZoomInfo customers, with setup guides and full developer documentation for the MCP server and APIs available at [gtm.ai](#).

### About ZoomInfo

ZoomInfo (NASDAQ: GTM), the all-in-one AI GTM platform, enables sales, marketing, and customer success teams to execute their go-to-market strategy with confidence. Powered by the industry's most comprehensive B2B data, including more than 100 million companies, 500 million contacts, and billions of signals, ZoomInfo delivers the intelligence, automation, and integrations that modern revenue teams need to identify, engage, and convert their best buyers.

**GTM.AI** is ZoomInfo's headless GTM context layer. It is the API and Model Context Protocol home for AI agents, powering integrations across Salesforce Agentforce, HubSpot Breeze, Microsoft Copilot, Claude, ChatGPT, and dozens more.

Learn more at [zoominfo.com](#) and [gtm.ai](#).

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