



ZoomInfo, Recognized as “One to Watch” in Snowflake’s Modern Marketing Data Stack Report

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GTM.AI, powered by ZoomInfo's context layer for AI-driven go-to-market, brings ZoomInfo data and agents to revenue teams running on Snowflake AI Data Cloud

VANCOUVER, British Columbia--(BUSINESS WIRE)--Jun. 29, 2026-- ZoomInfo today announced at Cannes Lions 2026 that it has been recognized by [Snowflake](#), the AI Data Cloud company, as a Data & Identity “One to Watch” in [The Modern Marketing Data Stack: Governing the Agentic Enterprise](#). ZoomInfo was identified in Snowflake’s report as a “One to Watch” in the Data & Identity Category for the Modern Marketing Data Stack.

Now in its fifth year, Snowflake's Modern Marketing Data Stack report reflects a major shift in how marketing organizations operate—from fragmented tools toward AI-driven, agentic systems built on governed data foundations. This edition draws on insights from more than 11,500 Snowflake customers and ecosystem partners across 13 categories, highlighting how organizations are enabling AI to move beyond assistance to decisioning and action across the marketing lifecycle, while addressing the growing demands of data gravity, privacy and trust.

"Revenue teams are rebuilding their stack around AI agents, and they need a data layer that those agents can actually call. GTM.AI is powered by the GTM context layer for ZoomInfo — our audiences, signals, and skills exposed through MCP, APIs, and the marketplace, governed on Snowflake when our customers live there. The 'One to Watch' recognition tells us we're building on the right surface."

—Dennis Sevilla, Chief Marketing Officer, ZoomInfo

ZoomInfo's data, audiences, skills, and agents are now reachable from inside Snowflake AI Data Cloud; no exports, no duplicate copies, no separate identity layer to reconcile. Revenue teams build account lists, intent plays, and ABM programs against ZoomInfo data using the governance, lineage, and access controls their data org has already set up in Snowflake. For the GTM engineers building AI-first revenue stacks, [GTM.AI](#) exposes the same data and agents via MCP and APIs, so an agent running in Claude or ChatGPT can call ZoomInfo as easily as a human running a play in GTM Studio.

"ZoomInfo is one of a small number of partners building for the agentic enterprise from the data layer up. Their MCP availability and the GTM.ai marketplace make ZoomInfo's data directly callable by agents — and when those agents run against Snowflake AI Data Cloud, customers get the governance, lineage, and access control they expect on every record. That's why ZoomInfo earned the 'One to Watch' position in this year's Modern Marketing Data Stack."

—Denise Persson, Chief Marketing Officer, Snowflake

Learn more about The Modern Marketing Data Stack [here](#).

ZoomInfo is an all-in-one AI GTM Platform that allows your sales reps to walk into every call knowing why the deal is moving, who's championing it, and what's likely to happen next. With ZoomInfo, your marketers can describe audiences in plain language and launch plays against the accounts that match your proven win patterns. No engineering ticket required.

Your leaders can see deal risk before it shows up in CRM stage fields. That depth comes from the GTM Context Graph, an intelligence layer built on the most comprehensive B2B dataset in the industry, unified with your CRM records, conversation transcripts, and behavioral signals. Your team accesses it through the dedicated GTM Workspace for sellers, GTM Studio for marketers and RevOps, or APIs and MCP in any front-end.

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