



ZoomInfo Launches GTM Bench, the Benchmark for AI That Does Go-to-Market Work

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GTM Bench scores LLMs and AI agents on real go-to-market work across two axes, how much of the job the system finishes and whether the output is grounded in verifiable data.

VANCOUVER, Wash.--(BUSINESS WIRE)--Jul. 10, 2026-- ZoomInfo (NASDAQ: GTM), the all-in-one AI GTM platform, has released GTM Bench, a versioned benchmark that evaluates LLMs and AI agents on the work go-to-market teams actually do: building target lists, enriching records, scoring accounts, and reaching decision-makers. Version 1 covers more than 20 jobs, 4 systems, and 3 models, and the methodology, sample tasks, and grading rubrics are published for scrutiny.

Most AI benchmarks measure reasoning inside a closed world. They hand the model the facts and grade how well it reasons over them. Go-to-market fails differently. The constraint is data availability: roughly 70% of B2B contact data decays every year, and the facts that move revenue work sit scattered across the web and private systems. A summary that is 90% right is still useful. A prospect list that is 90% right sends a rep to the wrong company.

Every GTM Bench result is graded against a senior GTM operator's work product on two independent axes. Answer measures what share of the requested work product the system delivers. Grounding measures what share of the returned data traces to a real, current source. A confident wrong answer scores negative. Rubrics are designed by GTM and RevOps practitioners, and competitors run at their best available configuration.

Only one system grounds the answer. In the v1 run, ZoomInfo's GTM.AI led every pillar, with a GTM Bench Index of 77 against 47 for Apollo, 36 for Exa, and 31 for open-web search. It finished 98% of the operator's work product, returned 478 verifiable records per 1,000 against 7 to 35 for the field, and ran cheapest at \$0.79 per task. On the same 1,000-contact suite, the non-ZoomInfo field returned 720 wrong phone numbers.

GTM Bench is a vendor-run benchmark, and ZoomInfo publishes it accordingly. The losses are shown plainly, including four categories where the ZoomInfo edge is thin or absent, from pure copywriting to owned CRM data no external tool can see. Grounding is graded against ZoomInfo's verified records, a reach measure rather than an independent audit. The benchmark is versioned, will be re-run on major model releases, and version 2 adds agentic multi-step workflows, international coverage, and an owned-data axis.

The system at the top is GTM.AI, ZoomInfo's headless GTM context layer. It exposes the GTM Context Graph (100M companies, 500M contacts, billions of signals) and agentic orchestration through API and Model Context Protocol, with every record carrying a confidence score and its lineage. GTM.AI powers dozens of live integrations, including Salesforce Agentforce, HubSpot Breeze, Microsoft Copilot, Claude, ChatGPT, Gong, LeanData, and Google Workspace.

Other data providers and agent builders can submit their systems, and ZoomInfo will run them at their best configuration and add them to the leaderboard. The full task set, the 1,000-contact grounding study, and the 20-job tool-choice study are available on request.

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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