



## Independent Research Ranks ZoomInfo the #1 GTM Connector in Anthropic's Directory

July 31, 2026

*Independent research tracking Anthropic's connector directory found ZoomInfo in the top position every week of a nine-week study, a public measure of how widely revenue teams now reach verified go-to-market data through GTM.AI.*

VANCOUVER, Wash.--(BUSINESS WIRE)--Jul. 31, 2026-- ZoomInfo (NASDAQ: GTM), the all-in-one AI GTM platform, ranked as the number one go-to-market connector in Anthropic's connector directory in a new independent benchmark from Send. The study, "The State of GTM Connectors," tracked eleven GTM providers over nine consecutive weeks from July to September 2025 and placed ZoomInfo first in every one of them.

Send built the ranking on the directory's own popularity score, which it calls the closest public signal to how widely each connector is actually used. Researchers polled the directory every minute across the study window, logging more than 100,000 snapshots in total and 3,610 for the eleven GTM providers studied. ZoomInfo finished at the top with a normalized index of 100.0, leading a competitive field in which the top providers stayed within roughly two index points of one another.

**The connector runs on GTM.AI.** The ZoomInfo connector in Anthropic's directory is powered by GTM.AI, ZoomInfo's headless GTM context layer and the API and Model Context Protocol home for AI agents. When a user asks Claude to research an account, size a market, or map a buying committee, GTM.AI is the context layer returning verified company and contact data behind the answer. Ranking first for nine straight weeks is a public measure of how much that context layer is already in use.

The result matters because agentic go-to-market work is only as accurate as the data underneath it. Roughly 70% of B2B contact data decays every year, and an AI assistant grounded in a stale export inherits every error in it. GTM.AI instead grounds those assistants in ZoomInfo's verified data: more than 100 million companies, 500 million contacts, and billions of signals. That data is refreshed continuously rather than exported once and left to age.

**One governed source across every AI surface.** GTM.AI is the same context layer beneath ZoomInfo's integrations across Claude, ChatGPT, Microsoft Copilot, Salesforce Agentforce, and HubSpot Breeze. Each surface reads from one governed source, so an organization's entitlements, permissions, and data lineage stay intact wherever an agent runs. Authentication and governance remain tied to existing ZoomInfo permissions, and organizations keep visibility into what their agents access and where the data came from. That native, governed model is what separates a real context layer from a one-time data export.

The full benchmark is available from Send at [send.co](https://send.co).

### 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](https://zoominfo.com) and [gtm.ai](https://gtm.ai).

View source version on businesswire.com: <https://www.businesswire.com/news/home/20260731786522/en/>

### Media contact:

Public Relations Team  
ZoomInfo  
[PR@zoominfo.com](mailto:PR@zoominfo.com)

Source: ZoomInfo