Audience Creation in ZoomInfo's GTM Studio Grows 7X as Go-to-Market Teams Consolidate Their Tech Stack

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New adoption figures show customers building 7X more audiences quarter over quarter in GTM Studio, with 5X more customers creating their first audience, as go-to-market teams consolidate point tools into a single platform.

VANCOUVER, Wash.--(BUSINESS WIRE)--Jul. 31, 2026-- ZoomInfo (NASDAQ: GTM) today shared new adoption metrics for GTM Studio, its platform for building and launching go-to-market campaigns. The company said customers built 7X more audiences in GTM Studio quarter over quarter, the number of customers creating their first audience grew 5X over the same period, and overall adoption of the platform has been growing at a rate that doubled month over month.

The two quarter-over-quarter figures measure different things. The 7X increase counts how many audiences customers built in the platform, a sign that active users are running more of their campaigns through GTM Studio. The 5X increase counts how many customers created an audience for the first time, a measure of how quickly new users are reaching an initial result.

The momentum reflects a broader shift in how go-to-market teams want to operate. For years, sales and marketing organizations have assembled their technology from separate products: one system for buyer intent, another for contact data, a third for AI, and a fourth to orchestrate campaigns across channels. That model left teams stitching data and workflows together by hand and paying for overlapping software that rarely worked as one.

GTM Studio is built to bring those functions into one place. It combines ZoomInfo's B2B data with buyer intent, AI, and campaign orchestration so a team can move from an idea to a launched campaign without leaving the platform or exporting data between tools. The company said the result is a shorter path from identifying an audience to putting a campaign in market.

GTM Studio is available now, and new users can start with a free trial at zoominfo.com.

About ZoomInfo

ZoomInfo (NASDAQ: GTM) is a go-to-market platform that helps companies find, engage, and win their next customers. By bringing together a leading source of B2B data with buyer intent, AI, and orchestration in a single system, ZoomInfo helps go-to-market teams move from insight to action. The company is headquartered in Vancouver, Washington. Learn more at zoominfo.com.

Forward-Looking Statements

This release contains forward-looking statements, including statements about product adoption and market trends. Actual results may differ materially from those expressed or implied. The growth figures cited are unaudited operational metrics of product usage and are not financial results or guidance. ZoomInfo undertakes no obligation to update these statements except as required by law.

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