



ZoomInfo Data Now Integrated With Microsoft Copilot Studio and Available in Microsoft 365 Copilot, Dynamics 365, Excel, and Word

August 11, 2026

ZoomInfo's headless GTM context layer now connects to Microsoft 365 Copilot, surfacing 500M contacts, 100M companies, and billions of signals inside Dynamics 365, Excel, and Word without a tab switch

VANCOUVER, Wash.--(BUSINESS WIRE)--Aug. 11, 2026-- ZoomInfo (NASDAQ: GTM), the go-to-market intelligence company that helps businesses find, acquire, and grow their customers, today announced the availability of the ZoomInfo GTM MCP connector for Microsoft Copilot Studio. Mutual customers with the required ZoomInfo account, Microsoft licenses, administrator approval, and configured agent can use ZoomInfo's verified B2B intelligence—including contacts, company data, and intent signals—to ground supported sales experiences built with Copilot Studio and Dynamics 365.

[GTM.AI](#) is ZoomInfo's headless GTM context layer. It exposes a verified data graph and agentic orchestration through API and Model Context Protocol, so any agent, workflow, or tool can reach it without ZoomInfo being the interface. The Microsoft 365 Copilot integration joins a growing ecosystem of connections - Salesforce Agentforce, HubSpot Breeze, Gong, LeanData, and customer-built agents on Claude and ChatGPT - all querying the same GTM Context Graph through the same layer.

"The gap between AI and action has always been data. We closed that gap for every team running on Microsoft. A sales rep can ask Copilot for a contact and get a verified direct dial, in the same window where they're working the deal. That's GTM.AI doing what it was built to do."

Dennis Sevilla, Chief Marketing Officer, ZoomInfo

What the Integration Enables

Once an administrator adds and configures the connector in Microsoft Copilot Studio, organizations can make ZoomInfo tools available to approved agents and workflows. Sellers can use natural-language requests to search companies, identify relevant contacts, enrich account context, and support sales research in experiences where the configured agent is deployed. Availability and behavior depend on the Microsoft product, tenant configuration, licenses, permissions, and ZoomInfo plan.

- **Microsoft Dynamics 365:** Enrich contact and account records inline with verified contacts, firmographics, technographics, funding history, and intent signals. No manual entry. No tab switching.
- **Microsoft Excel:** Describe a target audience in plain text. ZoomInfo returns verified names, titles, direct dials, and business emails in a structured table inside the spreadsheet.
- **Microsoft Word:** Generate account plans and research documents using live ZoomInfo company and contact data, assembled by Copilot in real time.

The experience is conversational. A rep types what they need. ZoomInfo's powers the response. The result lands in the application where the rep is already working.

Why This Matters

Sales teams lose significant time to manual research and CRM hygiene. Data that should be available at the point of sale is locked in a separate tool, requiring exports, imports, and manual reconciliation that no one does consistently.

ZoomInfo's MCP via GTM.AI removes that friction. It applies consistent governance, access control, and data lineage across every surface that consumes it. Customer control is built into the deployment model. Administrators decide whether the connector is enabled, which agents and users can access it, and which ZoomInfo tools are exposed. Users authenticate to ZoomInfo, and access remains subject to their organization's Microsoft policies, ZoomInfo entitlements, and configured permissions. Any workflow that writes to CRM or initiates another business action should require explicit configuration and an appropriate review or confirmation step. The same controls that protect data inside ZoomInfo also protect it inside Microsoft 365 Copilot, Salesforce Agentforce, HubSpot Breeze, and every customer-built agent running on the same context layer.

ZoomInfo customers have reported 54% productivity gains and 11.5 hours saved per week on account research and outreach preparation. The same intelligence that drives those outcomes is now available to teams running inside Microsoft 365.

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.

View source version on businesswire.com: <https://www.businesswire.com/news/home/20260811134017/en/>

Media contact: Public Relations Team, ZoomInfo, PR@zoominfo.com

Source: ZoomInfo