



ZoomInfo Announces Updates to ZoomInfo MCP on Salesforce's AgentExchange

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ZoomInfo customers can now benefit from natural-language access to verified GTM data directly inside Slack AI, without leaving the conversation

VANCOUVER, Wash.--(BUSINESS WIRE)--Aug. 24, 2026-- ZoomInfo (NASDAQ: GTM), the all-in-one AI GTM platform, today announced it has updated ZoomInfo MCP on [Salesforce's AgentExchange](#), Salesforce's marketplace for the agentic era that brings together the rich ecosystems of AppExchange, Slack, and Agentforce into one experience, making it easy for customers to reach ZoomInfo's verified GTM data directly inside Slack AI, without switching tools. The relisted integration connects GTM.AI, ZoomInfo's headless GTM context layer, into Slackbot, Slack's built-in AI assistant, and is available to any customer whose Slack plan includes Slack AI.

ZoomInfo MCP is currently available on AgentExchange at <https://slack.com/marketplace/A1APPMGCE>.

ZoomInfo MCP

Before this integration, a Slack user researching an account or a contact had to leave the conversation, open a separate tool, and search for the answer there. The ZoomInfo MCP, powered by [GTM.AI](#), the GTM Context Layer removes that step. A user can type a question directly into Slackbot, such as asking for the sales leaders at a given company, and the Account Research and Contact Research tools built into ZoomInfo MCP return an answer grounded in ZoomInfo's verified data graph of more than 100 million company profiles and 500 million professional contacts, plus the organization's connected CRM and email history where those integrations are already in place.

Access control, permissioning, and audit logging carry over from a customer's existing ZoomInfo and Slack permissions, so an organization keeps the same visibility into who can query what, and through which tool, that it already has inside ZoomInfo itself. Being listed on AgentExchange puts that connection in front of the same install base now discovering agents and tools across Salesforce and Slack in one place.

Comments on the News

Dennis Sevilla, Executive Vice President and Chief Marketing Officer at ZoomInfo said:

"Slack AI can now see ZoomInfo's data and access the GTM Context Graph. A rep can ask Slackbot for the sales leaders at an account and get an answer grounded in the same verified data graph running inside Salesforce Agentforce. That's GTM.AI doing what it was built to do."

Salesforce AgentExchange makes it easy for customers to discover, buy, activate, and manage trusted solutions across Salesforce and Slack. Today, customers can discover nearly 14,000 vetted apps, agents, sub-agents, tools, integrations, and experts that help customers solve their unique business challenges faster.

Additional Resources

- Follow Salesforce on [LinkedIn](#) and [X](#)
- Follow ZoomInfo on [LinkedIn](#) and [X](#)

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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 Microsoft Copilot, Claude, Perplexity, ChatGPT, and dozens more.

Learn more at zoominfo.com and [GTM.AI](#).

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