



ZoomInfo Positioned as a Leader in 2026 IDC MarketScape for Worldwide Unified Revenue Orchestration Platforms

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IDC MarketScape recognizes ZoomInfo's strengths in complete workflow orchestration, sales engagement orchestration, and fully integrated conversational intelligence

VANCOUVER, Wash.--(BUSINESS WIRE)--Oct. 5, 2026-- ZoomInfo (NASDAQ: GTM), the all-in-one AI GTM platform, today announced that it has been positioned as a **Leader** in its first appearance in the **2026 IDC MarketScape for Worldwide Unified Revenue Orchestration Platforms (Doc. #US54121526, September 2026)**.

The IDC MarketScape notes that ZoomInfo “serves more than 35,000 companies worldwide across software, business services, manufacturing, and financial services, with core products spanning GTM Studio, alongside specialized applications for Sales, Marketing, Operations, Talent, and the company's headless solution, GTM.AI.”

GTM Studio combines ZoomInfo's B2B data and intelligence foundation with workflow orchestration, sales engagement, AI-powered prioritization, and conversational intelligence. The platform helps marketing, sales, and revenue operations teams identify priority accounts, understand buyer activity, and coordinate action across revenue workflows.

“Revenue teams need more than access to data. They need the context to understand what is changing across their accounts and the ability to act in the workflows where work gets done,” said Dennis Sevilla, Chief Strategy Officer at ZoomInfo. “We believe this recognition reflects the strength of GTM Studio and ZoomInfo's evolution from a source of go-to-market intelligence into an AI-powered revenue orchestration platform.”

GTM Studio connects intelligence to action

The IDC MarketScape evaluated ZoomInfo's capabilities across the revenue orchestration lifecycle. Through GTM Studio, organizations can use company, contact, intent, engagement, and CRM data to support coordinated go-to-market execution.

The IDC MarketScape highlights ZoomInfo's strengths in:

- **Complete workflow orchestration.** Workflow design, real-time triggering, multisystem coordination, monitoring, controlled rollout and rollback, and continuous experimentation are all fully supported — a genuinely end-to-end orchestration engine rather than a set of disconnected automations. This reinforces ZoomInfo's headless-first architecture strategy and aligns with the market's broader shift toward API-/MCP-native, agentic execution layers that can be governed and iterated on in production.
- **Strong sales engagement orchestration.** Cadence governance, automated enrollment and removal, AI-driven next best cadence recommendations, and native performance dashboards are all well supported, showing a meaningful extension beyond ZoomInfo's traditional data and intelligence roots into full engagement execution. That matters strategically as the category consolidates around platforms that combine trusted data with the ability to act on it directly, rather than treating engagement as a separate layer.
- **Fully integrated conversational intelligence.** Complete language coverage and insight extraction reflect successful integration of conversation intelligence into the broader platform rather than a bolt-on acquisition.

GTM Studio supports use cases including identifying accounts showing relevant buying activity, prioritizing accounts based on fit and intent, refreshing target audiences, triggering enrichment and routing workflows, and coordinating marketing and sales plays around shared account priorities.

For demand generation and marketing operations teams, these capabilities can support a more dynamic approach to account-based marketing and demand activation. Rather than relying solely on static lists or manually maintained segments, teams can use changing account and buyer signals to inform campaign audiences, sales handoffs, and next-best actions.

Extending GTM Studio through GTM.AI

GTM Studio is complemented by [GTM.AI](#), ZoomInfo's headless GTM context layer. Through APIs and Model Context Protocol, GTM.AI extends ZoomInfo's verified intelligence into the applications, AI assistants, agents, and workflows where customers already work.

GTM.AI supports integrations across Salesforce Agentforce, Microsoft Copilot, Google Cloud Gemini Enterprise, Zapier, Claude, ChatGPT, and other customer-built agents. These connections help customers bring ZoomInfo's B2B data and buyer signals into their existing technology environments while supporting enterprise controls such as permissions, access management, data lineage, and audit logging.

Read the [IDC MarketScape: Worldwide Unified Revenue Orchestration Platforms 2026 excerpt](#).

About IDC MarketScape

The IDC MarketScape vendor assessment model is designed to provide an overview of the competitive fitness of technology and service providers in

a given market. The research methodology uses a rigorous scoring process based on qualitative and quantitative criteria, resulting in a single graphical illustration of each vendor's position within a market. IDC MarketScape provides a framework for comparing vendors' product and service offerings, capabilities, strategies, and current and future success factors. The framework also helps technology buyers assess the strengths and weaknesses of current and prospective vendors.

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.Studio](#) helps revenue teams orchestrate go-to-market workflows by connecting ZoomInfo's B2B data, buyer signals, AI, and engagement capabilities.

[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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