



ZoomInfo Named a Leader in 2026 Gartner® Magic Quadrant™ for Account-Based Marketing Platforms

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VANCOUVER, Wash.--(BUSINESS WIRE)--Oct. 8, 2026-- ZoomInfo (NASDAQ: GTM), the all-in-one AI GTM platform, today announced that it has been positioned as a **Leader** in the **2026 Gartner® Magic Quadrant™ for Account-Based Marketing Platforms**. This marks the third consecutive year that ZoomInfo has been named a Leader in this research.

To them, ZoomInfo's position reflects its continued investment in account-based marketing, GTM Studio and its broader strategy to connect data, intelligence, AI and workflows across the go-to-market organization.

"Account-based marketing is evolving beyond static account lists and disconnected campaign execution," said **Alice de Courcy, Chief Marketing Officer at ZoomInfo**. "Revenue teams need trusted context that helps them understand what is happening across an account, coordinate engagement and act across the channels and systems where their teams already work. We believe our position as a Leader reflects the continued evolution of ZoomInfo's platform and our commitment to helping organizations execute more connected GTM strategies."

ZoomInfo's approach to ABM

ZoomInfo Marketing and GTM Studio help organizations identify priority accounts, build and activate audiences, understand buyer activity and coordinate engagement across marketing and sales workflows.

GTM Studio brings together ZoomInfo's B2B data and intelligence foundation with audience management, intent signals, advertising, orchestration, sales insights and integrations. The platform is designed to help revenue teams move from account targeting to coordinated action across acquisition, retention and expansion motions.

"ZoomInfo has continued to connect account intelligence with the workflows revenue teams use every day," said **Ben Daters, VP, Emerging Products & ZoomInfo Marketing at ZoomInfo**. "GTM Studio gives marketers and revenue teams a more dynamic way to build audiences, activate campaigns and coordinate plays around changing account and buyer signals. Our headless approach extends that context into the broader technology environment, creating a foundation for the next generation of ABM and GTM execution."

ZoomInfo's approach is built to support organizations as they:

- Identify and prioritize accounts based on fit, intent and engagement signals
- Create and refresh audiences as account and buyer activity changes
- Activate campaigns across advertising and marketing channels
- Coordinate marketing and sales plays around shared account priorities
- Connect GTM intelligence with the systems and workflows revenue teams already use

Extending ABM through GTM Studio and GTM.AI

ZoomInfo's GTM Studio strategy 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.

Together, GTM Studio and GTM.AI help organizations connect account and buyer intelligence with campaign execution, sales engagement, revenue operations and AI-powered workflows.

Learn more about how ZoomInfo helps you run ABM: <https://www.zoominfo.com/products/marketing>

Source: Gartner, *Magic Quadrant for Account-Based Marketing Platforms*, Jenifer Silverstein, Ray Pun, Chris Chandler and Upasna Chandra, 7 October 2026.

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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 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, HubSpot, Microsoft, Anthropic, OpenAI, Perplexity, and dozens more.

Learn more at zoominfo.com and gtm.ai.

View source version on businesswire.com: <https://www.businesswire.com/news/home/20261008529784/en/>

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