



ZoomInfo Launches Native ClickUp Integration Through GTM.AI

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VANCOUVER, Wash.--(BUSINESS WIRE)--Oct. 9, 2026-- ZoomInfo (NASDAQ: GTM), the all-in-one AI GTM platform, has confirmed a native integration with ClickUp, the world's first Converged AI Workspace used by sales, marketing, and project teams. The integration allows mutual customers to bring verified ZoomInfo data into ClickUp with immediate effect.

ZoomInfo Intelligence Now Available Inside ClickUp

The integration runs through a native connector built on Model Context Protocol (MCP), the open standard that lets AI agents and applications reach external data sources through one interface. Once a mutual customer connects their ZoomInfo entitlement to ClickUp, tasks, docs, and ClickUp's AI agents can query GTM.AI directly for company and contact data grounded in ZoomInfo's GTM Context Graph, which holds identity-resolved records on more than 100 million companies, 500 million contacts, and billions of buying signals.

The connector replaces a manual workflow. Sales and project teams working in ClickUp no longer need to export a contact list from ZoomInfo or paste account details into a task by hand. The data is available where the task already lives.

Teams can use the connector to keep account and contact context current on active deals, to ground an AI agent's answer about a company in verified data rather than a stale CRM record, and to bring firmographic and contact detail into project docs without leaving ClickUp.

The ClickUp connector joins a growing set of integrations on GTM.AI, ZoomInfo's headless GTM context layer, which already includes Salesforce Agentforce, HubSpot Breeze, Microsoft Copilot, Gong, LeanData, Glean, Claude, ChatGPT, and Google Workspace. Each surface reads from the same GTM Context Graph and inherits the same governance.

Authentication and permissions for the ClickUp connector stay tied to a customer's existing ZoomInfo and ClickUp entitlements. Access control, data lineage, and audit logging carry over from GTM.AI's platform layer, so organizations keep the same visibility into how the connected data is used inside ClickUp that they have inside ZoomInfo itself.

The native, MCP-based model differs from a generic data export. The connector reads live from ZoomInfo's GTM Context Graph rather than a point-in-time file, so the account and contact data inside ClickUp stays as current as the data inside ZoomInfo.

The ClickUp integration is generally available now to mutual ZoomInfo and ClickUp customers. [Connect](#): ClickUp > AI > Connections > ZoomInfo MCP.

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

Learn more at zoominfo.com and gtm.ai.

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