



ZoomInfo Brings Enterprise Knowledge Into The GTM Context Graph Through Workbounce Acquisition

October 14, 2026

Workbounce adds a semantic knowledge layer to the GTM Context Graph, unifying ZoomInfo's verified market data with the unstructured knowledge inside a company's own tools

VANCOUVER, Wash.--(BUSINESS WIRE)--Oct. 14, 2026-- ZoomInfo (NASDAQ: GTM), the all-in-one AI GTM platform, has announced added product capability through Workbounce, which it [acquired in 2024](#). Workbounce is a knowledge platform for unstructured go-to-market data, co-founded by Rowan Bailey and Adam Smith.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20261014111847/en/>



Adam Smith and Rowan Bailey co-founders of Workbounce

documents, account notes, Slack threads, Google Drive folders, and Notion pages.

By bringing that knowledge into the same GTM Context Graph as ZoomInfo's verified company, contact, and buying-signal data, agents can become more personalized, more context-aware, and more useful in every customer interaction.

Until now, that context has started with ZoomInfo's verified structured data: the companies, people, relationships, and buying signals that create a reliable model of the market. But much of what a go-to-market team knows is not structured. It lives across disconnected tools, buried in conversations and documents that [sellers and AI agents](#) cannot consistently access. Workbounce connects that internal knowledge and brings it into GTM.AI.

"There are three context graphs inside every organization; corporate search, engineering, and product. The Workbounce acquisition powers our ability to deliver the GTM Context Graph across this unstructured data that is critical to GTM teams everywhere," said Henry Schuck, Founder and CEO of ZoomInfo.

"ZoomInfo gives GTM.AI the verified structured data needed to understand the market. Workbounce adds the institutional knowledge inside your own walls. When those two layers come together, an agent can understand both the market and the account, with provenance, permissions, and confidence built in."

Structured Data Meets Institutional Knowledge

GTM.AI turns verified grounding data, unified identity, and the ZoomInfo GTM Context Graph into skills that agents can run across go-to-market workflows. Workbounce extends that foundation into the unstructured half of enterprise knowledge.

Inside GTM.AI, Workbounce helps ingest, search, and reason over a company's proprietary knowledge, unifying it with ZoomInfo's market data under the same trust model. Every input can carry lineage, confidence, and entitlement controls, giving agents the context they need while preserving the governance enterprises require.

[ZoomInfo's GTM Bench v1](#) compared its CLI and MCP with two competitors, and web search across 10 research tasks. ZoomInfo's MCP delivered the highest verified work-email coverage (94%), and [ZoomInfo CLI](#) used the fewest work tokens. In a Claude Opus 4.8 run, the CLI used 460K tokens versus 11.1M for web search, while MCP completed the tasks in 32 minutes versus 102 minutes for web search. It shows the value of structured market data; Workbounce addresses a separate need by bringing proprietary company [context into agent workflows](#).

Re-engaging closed-lost deals. Reconstructing an account's history. Understanding what was said on the last call. Finding the right asset for a specific buyer question. Verified market data alone cannot answer those questions. Workbounce brings that missing context into the agent workflow.

Workbounce: A Semantic Knowledge Layer for Sales Teams

Workbounce is a search, collaboration, and analytics platform for sales teams: a single point of entry to the documents, conversations, and context sellers need to build stronger customer relationships.

The platform connects to tools teams already use, including call recordings, email, and Google Drive, and makes their knowledge semantically searchable. Instead of relying on keyword search or tribal memory, teams can retrieve the right answer, asset, or account context by meaning.

Workbounce is integrated into ZoomInfo's GTM.AI to deliver:

- **Answer and asset retrieval:** helping reps and agents find the right collateral, conversations, and internal knowledge faster.
- **Reduced seller admin:** cutting time spent searching across systems, reconstructing account history, and handling repetitive customer-prep work.

This extends [GTM.AI](#), ZoomInfo's headless layer, beyond external market intelligence and into the internal GTM knowledge companies already possess: call transcripts, emails, decks, product

- **Next-best-action recommendations:** suggesting the assets and messages most likely to move an opportunity forward.
- **Collaborative customer spaces:** enabling better knowledge sharing across vendor and customer teams as workflows mature.

"Workbounce was built on a simple belief: a team's most valuable knowledge is often its most scattered," said Adam Smith, Vice President, Product Management at ZoomInfo. "ZoomInfo has the trusted structured data layer for go-to-market. By bringing Workbounce into GTM.AI, agents can ground their answers in both external market truth and everything the team already knows, exactly when that context is needed."

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 a headless layer that connects to ZoomInfo's GTM Context Graph. 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.

About Workbounce

[Workbounce](#) is a knowledge platform for unstructured go-to-market data. Its search, collaboration, and analytics layer connects siloed knowledge hubs into a single point of entry and makes them semantically searchable, helping reps and AI agents find the information, assets, and context they need to win deals and improve customer relationships.

View source version on businesswire.com: <https://www.businesswire.com/news/home/20261014111847/en/>

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

Source: ZoomInfo