



ZoomInfo Named a Flagship Data Partner for Hunter, Salesforce's New Outbound Sales Agent

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Salesforce customers using Hunter can combine CRM and sales context with ZoomInfo intelligence to research accounts, find relevant prospects, and prepare personalized outreach, all within Salesforce.

VANCOUVER, Wash.--(BUSINESS WIRE)--Oct. 15, 2026-- ZoomInfo (NASDAQ: GTM), the all-in-one AI GTM platform, has confirmed it is one of the flagship data partners for Hunter, Salesforce's new outbound sales agent built for Sales Cloud. Hunter combines a seller's CRM and sales context with live ZoomInfo intelligence to prioritize accounts, identify relevant prospects, and inform next actions inside the workflow sellers already use.

Hunter is Salesforce's outbound [sales agent](#), designed to help sellers turn their goals into action. It learns a team's sales motion from calls, emails, and notes, works within existing permissions and approval rules, and keeps context on accounts, contacts, and opportunities over time. When a step needs a judgment call, Hunter shows its reasoning and asks the rep for approval first.

ZoomInfo Intelligence Now Available Inside Hunter

ZoomInfo supplies the external view of the market that CRM data alone cannot provide. Hunter draws on verified company and contact data, intent signals, news, and more from ZoomInfo's GTM Context Graph, which covers more than 100 million companies, 500 million contacts, and billions of signals. Data access is built into Hunter, so Salesforce customers can use ZoomInfo intelligence without a separate login or tool switch.

That changes what an outbound day looks like. Hunter can spot that a target account just raised a funding round or hired a new revenue leader, surface the right contacts who are not yet in the CRM, and draft outreach grounded in that context for the rep to review. Sellers spend less time assembling research and more time on conversations that are already relevant.

"Hunter combines everything Salesforce knows about how a team sells with trusted third-party intelligence. ZoomInfo is an important part of that, bringing verified company and contact data and real-time signals directly into the seller's workflow inside Sales Cloud. No separate contracts are needed, ZoomInfo ships with Hunter out-of-the-box." Said Rohan Punamia, VP of Product Management at Salesforce.

"Every AI sales agent runs into the same limit: it can only reason over what's already in the CRM. Hunter pairs Salesforce's understanding of how a team sells with ZoomInfo's verified data on more than 100 million companies and 500 million contacts. That's the difference between an agent that summarizes last quarter and one that knows what changed at an account this morning." Said Dennis Sevilla, Chief Strategy Officer at ZoomInfo.

One Data Foundation Across Every Agent

ZoomInfo intelligence reaches Hunter through GTM.AI, ZoomInfo's headless GTM context layer, which already powers the Salesforce Prospecting Agent and integrations with Claude, ChatGPT, Microsoft Copilot Studio, HubSpot Breeze, and Gong. Teams already using ZoomInfo in Salesforce keep everything they rely on today, and Hunter adds another place where that intelligence shows up.

Governance stays tied to existing permissions. Hunter operates within Salesforce's permission and approval model, and ZoomInfo data access follows existing ZoomInfo and Salesforce controls. Organizations keep visibility into what the agent did, which data it used, and who approved each action.

By combining Salesforce's understanding of an organization's customer and sales motion with ZoomInfo's [market intelligence](#), Hunter can help sellers act on what is happening at an account, not just what is recorded in the CRM.

Hunter is expected to be generally available later this year. Salesforce customers can learn more [here](#).

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.

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