ZoomInfo Launches MCP Integration With Notion Through GTM.AI

November 3, 2026

VANCOUVER, Wash.--(BUSINESS WIRE)--Nov. 3, 2026-- ZoomInfo (NASDAQ: GTM), the all-in-one AI GTM platform, today announced an MCP integration with Notion that brings ZoomInfo GTM Intelligence into Notion AI. ZoomInfo customers on Notion Business and Enterprise plans can connect ZoomInfo as a connector in Notion AI chat and get answers grounded in ZoomInfo company and contact data while they work in Notion.

The integration runs on GTM.AI, ZoomInfo's headless GTM context layer. GTM.AI connects ZoomInfo's data and agentic orchestration through an API and a Model Context Protocol (MCP) server, so platforms such as Notion can connect to ZoomInfo without building their own data layer. Notion AI reaches ZoomInfo through the same MCP connection that powers ZoomInfo's other partner and developer integrations.

ZoomInfo's GTM Context Graph covers about 100 million companies, 500 million contacts, and billions of signals. Identity resolution connects those records across sources, so a question about an account or a buying committee returns one consistent answer, whether it is asked inside Notion or in another connected tool. Use the MCP with Notion to help build out your campaign audience, size out your TAM, and much more.

The capabilities for the connection between Notion and ZoomInfo include being able to pull real-time context like firmographic data, and buying signals directly into your Notion notes, project docs and AI prompts without switching between apps. This can help to prep for account or customer calls and to create strategy documents for unified go-to-market planning.

“Notion AI is most useful when it can reach the context teams rely on every day,” said David Rosenberg, Head of Ecosystem at Notion. “Through ZoomInfo’s MCP connector, go-to-market teams can ask Notion AI about any account or buying committee and get answers grounded in ZoomInfo’s data. This partnership is a strong example of how open connections make Notion AI more useful for the work our customers already do.”

Enterprise controls apply to the connection, including access control, permissioning, data lineage, and audit logging.

The Notion launch adds to a growing set of places where ZoomInfo GTM Intelligence is available through MCP. Each connector draws on the same GTM Context Graph, so customers get consistent records wherever they work.

The Notion connector is available to ZoomInfo customers on any ZoomInfo plan whose Notion workspace is on a Business or Enterprise plan. Notion workspace admins manage which connections are available to users.

Core ZoomInfo tools, including contact search and enrichment, work on all ZoomInfo plans; some advanced tools require additional entitlements or credits. Customers can find setup steps and the connector listing at zoominfo.com/integrations/notion. ZoomInfo's broader catalog of partner integrations, including its MCP and API options for developers, is available at zoominfo.com/integrations.

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.

View source version on businesswire.com: https://www.businesswire.com/news/home/20261103978960/en/

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

Source: ZoomInfo