Qualified Upgrades Its ZoomInfo Integration to the GTM.AI API, Bringing Verified Company and Contact Data to Piper

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VANCOUVER, Wash.--(BUSINESS WIRE)--Nov. 20, 2026-- ZoomInfo (NASDAQ: GTM), the all-in-one AI GTM platform, today announced that Qualified from Salesforce has upgraded its ZoomInfo integration to the ZoomInfo GTM.AI API. Qualified now enriches website visitor profiles through the API's company and contact enrichment endpoints, replacing the legacy WebSights and Enterprise APIs, so Piper, Qualified's agent, works from verified ZoomInfo company and contact data.

For Qualified customers, the integration works as it did before. They connect their ZoomInfo account in Qualified, and visitor profiles are enriched automatically, with no change to their setup.

The integration enriches each website visitor at two points. When a visitor arrives on a customer's website, Qualified uses reverse IP enrichment to add ZoomInfo company data to the visitor's profile. When a visitor shares an email address, Qualified uses email enrichment to add ZoomInfo contact data.

Both enrichment steps run automatically, at the same two points every time. The data flows into Qualified visitor fields, the context Qualified holds on each website visitor. Customers choose which fields Piper can use in conversations and which fields drive deterministic workflows such as segmentation and routing.

The API gives partners and customers programmatic access to ZoomInfo's verified company and contact data. The Qualified integration uses two of its endpoints, company enrichment and contact enrichment, and only the fields those endpoints return.

Customers connect the integration with their existing ZoomInfo account.

“Qualified customers already generate pipeline with Piper,” said Dennis Sevilla, Chief Strategy Officer at ZoomInfo. “ZoomInfo adds verified company and contact data to every visitor profile. Piper starts each conversation knowing more about who she is talking to, and teams can segment and route visitors on data they trust.”

Qualified customers can connect ZoomInfo from the Qualified settings page at app.qualified.com/settings/zoominfo. Customers who do not see the option can contact their Qualified Success Architect (QSA). Details are also available on the ZoomInfo integrations page at zoominfo.com/integrations/qualified.

The upgrade puts Qualified on the same GTM.AI API that ZoomInfo partners use to bring verified company and contact data into their platforms.

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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