ZoomInfo Launches monday CRM Integration Powered by GTM.AI

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VANCOUVER, Wash.--(BUSINESS WIRE)--Nov. 23, 2026-- ZoomInfo (NASDAQ: GTM), the all-in-one AI GTM platform, today announced an integration with monday CRM that brings ZoomInfo GTM intelligence into the CRM that teams already use to manage deals and customers. Mutual customers can enrich monday CRM records with ZoomInfo data without leaving the platform. The integration runs on GTM.AI, ZoomInfo's headless layer, which connects ZoomInfo's data and orchestration through APIs, MCP, or CLI.

The integration works through the API Connector. Teams can enrich records in monday CRM and its workflows with ZoomInfo's GTM intelligence, and they can bring monday CRM context back into ZoomInfo to power audience building and chat. Setup steps are documented by monday.com, and customers can find the integration here. To use ZoomInfo enrichment, you need an active ZoomInfo account. You can connect it directly from within the enrichment flow — no separate setup is required beforehand.

GTM.AI powers this connection. It is the headless layer that connects to the GTM Context Graph, an identity-resolved graph of more than 100 million companies, 500 million contacts, and billions of signals. Agentic orchestration runs agent teams over that graph for enrichment, research, and outreach. Because GTM.AI is headless, partner platforms can reach the same data through APIs and MCP, and the same governance controls apply across every surface that consumes it, including access control, permissioning, and audit logging.

"Sellers and marketers already live in their CRM, so the data they need should be there too," said Dennis Sevilla, Chief Strategy Officer at ZoomInfo. "Through GTM.AI, the same verified data and governance behind ZoomInfo's own products now reach the monday CRM platform teams already use."

“Every CRM team I talk to struggles with incomplete records, outdated contacts, and other gaps nobody has time to fill. AI doesn’t fix that mess, it amplifies it. Connecting ZoomInfo through monday CRM API Connector enriches leads and contacts with ZoomInfo data right where teams already work, so they spend less time hunting for information and more time moving deals forward. Complete, accurate records are the foundation every smart capability is built on,” said Ron Kimhi, Head of monday CRM go to market at monday.com.

monday CRM, built by monday.com, combines a simple, flexible platform with powerful AI agents that get work done. Unlike traditional CRMs that add complexity, monday CRM makes work easier, helping teams manage leads, close deals, and build stronger customer relationships. AI handles the busywork, automates workflows, and keeps everything moving.

The monday CRM integration is one of many ways customers reach GTM.AI. The same access powers integrations with Salesforce, HubSpot, Microsoft, as well as custom-built agents on Claude and ChatGPT.

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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