

From B2B Data to GTM Intelligence: ZoomInfo's Bold Repositioning and Product Launch

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IDC'S QUICK TAKE

ZoomInfo has changed its Nasdaq ticker symbol from "ZI" to "GTM" reflecting a new focus — moving beyond traditional B2B data to become a go-to-market (GTM) intelligence platform. The company launched GTM Studio offering a unified workspace that integrates third-party contact data, external buying signals, and CRM data for more self-serve GTM campaign execution. As ZoomInfo targets enterprise GTM leaders, it faces the challenge of differentiating itself from established CRM and marketing automation providers while maintaining its user-friendly model. The success of the company will hinge on its ability to deliver on its promises of simplified execution and unified data integration.

PRODUCT ANNOUNCEMENT HIGHLIGHTS

On May 12, 2025, ZoomInfo announced [a strategic repositioning marked with ringing of the Nasdaq bell](#) as the company changed its Nasdaq ticker from "ZI" to "GTM," reflecting the company's evolving focus from B2B data to full-spectrum go-to-market intelligence. The positioning was supported by its [launch of GTM Studio](#), a new workspace within its GTM Intelligence Platform that signals ZoomInfo's ambition to lead a broader transformation in go-to-market execution.

To promote the repositioning and launch, ZoomInfo rolled out its first major in-person customer event effort, the [GTM 2025 Roadshow](#) — kicking off in New York, with additional stops in Boston, and London through mid-June.

At the initial roadshow, CEO Henry Schuck framed the move as ZoomInfo's "next chapter of reinvention," tying it to a broader journey that has included past acquisitions, such as that of RainKing and DiscoverOrg, as well as the launch of ZoomInfo Copilot, its AI-driven sales assistant. The company, well known for providing contact data, is now focusing on execution, helping customers execute campaigns quickly and autonomously based on diverse data sets.

GTM Studio combines planning, activation, and data in a single workspace. It promises to unify ZoomInfo's third-party company and contact data with external buying signals, unstructured internal inputs like calls and emails, and first-party CRM data to streamline GTM execution.

Schuck was direct in his critique of traditional CRM systems: "The most important signals aren't in your CRM," citing sales calls, competitive moves, and earnings reports — data that rarely makes it into CRM — as essential for modern execution. Schuck positioned GTM Studio as a call to move beyond CRM-centric workflows, toward GTM-centric operations powered by broader, more intelligent data connections.

The company aims to eliminate slow, fragmented GTM processes (e.g., building a segment, defining territories, structuring audiences) that often depend on IT, data science, or RevOps resources. ZoomInfo's platform is designed to let GTM leaders execute ideas with a self-serve capability, allowing teams to launch campaigns in days instead of months.

IDC'S POINT OF VIEW

ZoomInfo's repositioning around GTM is more than a ticker change — it's a declarative move to frame go-to-market strategy as a core business discipline. While other account-based marketing (ABM) platforms have referenced GTM topics, ZoomInfo seems committed to defining — and leading — a new product category.

At the center of this shift is a familiar challenge: bridging the gap between sales and marketing. For GTM leaders — CMOs, CROs, and sales VPs — the problem isn't new. Despite years of vendor promises, most organizations still deal with disconnected systems and incomplete data. ZoomInfo claims GTM Studio will finally drive real coordination and execution, but that's a bar many others have tried — and failed — to clear.

Technology buyers supporting GTM programs will watch ZoomInfo closely to see if GTM Studio truly simplifies execution and unifies data — or just adds another layer to an already overbuilt stack. Interestingly, ZoomInfo may have a unique edge in executing on its data promises. Its underappreciated strength in forms completion — a tactical function often overlooked — may have gifted the company with strong skills (if not proprietary technology) in tagging and identification methods. This behind-the-scenes expertise could help the company connect signals across the buyer journey in ways that competitors struggle to match.

Historically, ZoomInfo excelled as a best-in-class contact database. As one professional services client at the GTM 2025 Roadshow shared, "ZoomInfo's data is probably the best out there — it's accurate more often than not and is indispensable." However, GTM Studio signals a shift toward a larger role: becoming the connective tissue of the modern revenue tech stack. ZoomInfo's GTM Intelligence positioning puts the company in more direct competition with established technology providers across marketing automation, CRM, CDP, and analytics categories. This challenge will intensify as it targets the complex enterprise market.

ZoomInfo's upmarket shift to target enterprise GTM leaders, like CROs, CMOs, and sales VPs, represents a departure from its traditional SMB and midmarket Business Development Representative fan base and could be challenging. The company's assertive, sales-driven culture, often highlighting point solutions as novel and comprehensive, may not resonate with complex enterprise clients. These risk-averse organizations have intricate needs, significant infrastructure investments, and established systems, so they tend to favor well-considered solutions over disruptive innovations.

That said, today's GTM leaders are under immense pressure to drive revenue and execute at breakneck speed, which may offer a foothold for ZoomInfo. Early signs of its upmarket strategy are encouraging, with several large organizations including Mastercard, Stripe, T-Mobile, and Bank of America among its customer base and many users reporting significant and quantifiable improvements. In addition, the company has made investments in new support models, such as a new GTM community, and its white-glove onboarding is highly praised.

With the launch of GTM Studio and a new ticker symbol, ZoomInfo is signaling that unified data, automation, and actionable intelligence are now essential for go-to-market success, boldly declaring its intent to define and lead this category. The critical challenges ahead will be scaling this vision, differentiating itself from established players, and (crucially) executing on its technical promises — all while preserving the ease-of-use DNA that fueled its initial success.

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