



zoominfo

Slack ZoomInfo MCP Integration

What is ZoomInfo MCP?

Connect ZoomInfo's B2B intelligence directly to your AI assistant. Ask natural questions and get instant access to 100M+ company profiles, 300M+ professional contacts, and your organization's CRM and conversation history.

MCP Tools:

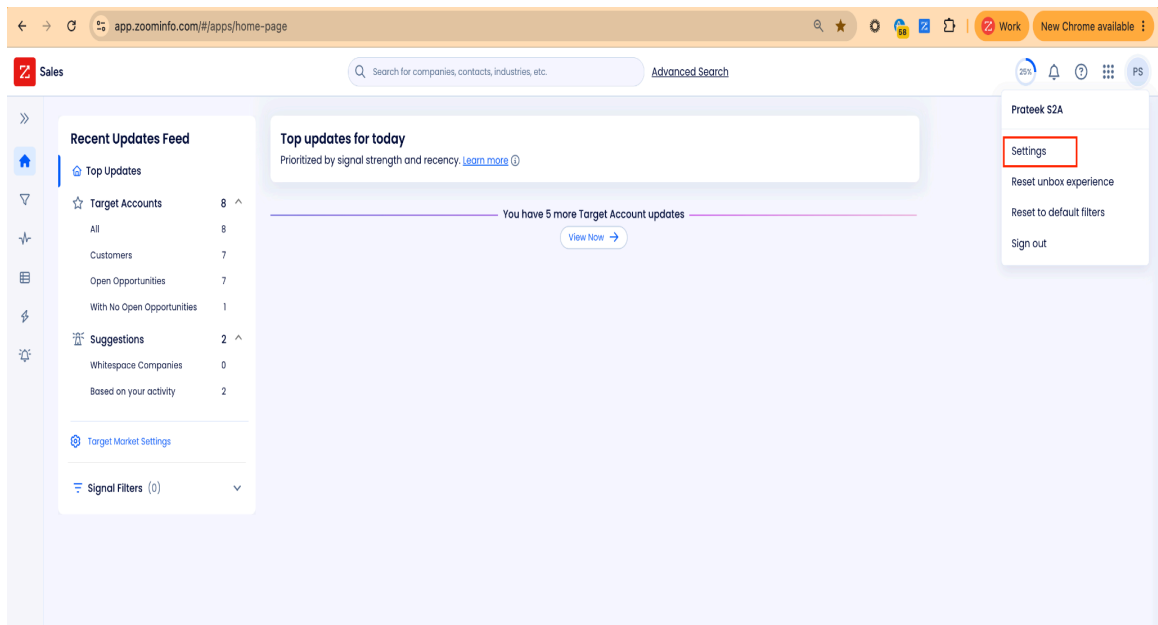
<https://docs.zoominfo.com/docs/available-mcp-tools>

Prerequisites

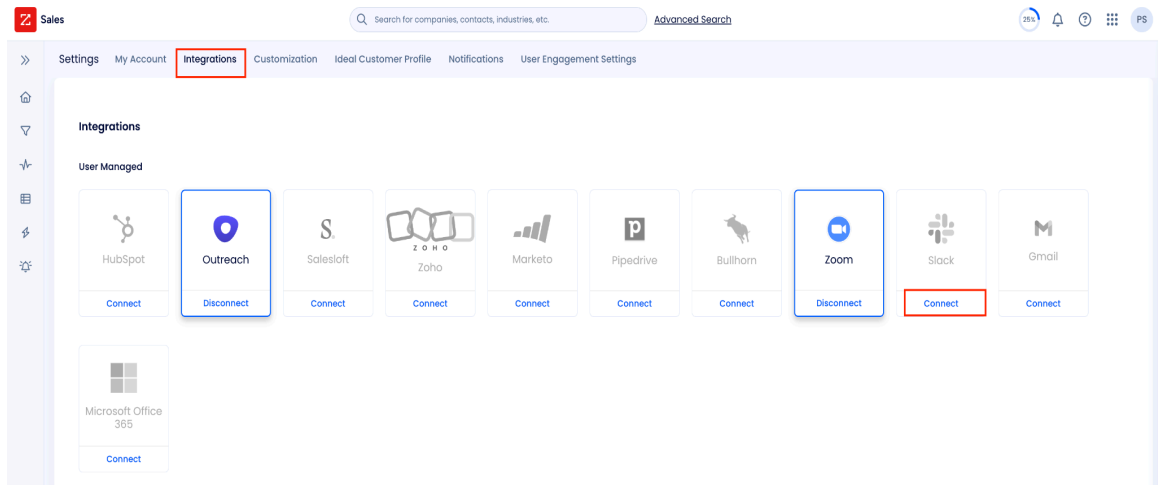
- ZoomInfo access (any SalesOS or Copilot subscription will work)
- Slack AI must be enabled for your Slack plan to use ZoomInfo MCP tools through Slackbot (your personal AI agent). [Link](#)
- **Optional:** For the best results with the Account Research and Contact Research tools, connect your CRM and email integrations to the ZoomInfo platform and enable data ingestion before configuring the MCP integration. This allows the tools to use your available CRM and email data to provide more relevant and comprehensive results.
- For a seamless setup experience, we recommend that a Slack administrator temporarily disable the requirement for app approval when installing third party applications. The ZoomInfo Slack app is installed as part of the Slack integration setup. If your workspace requires app approval, a Slack administrator may need to approve the ZoomInfo app before the setup can be completed.

Set Up the Slack Integration and Installation of Slack App

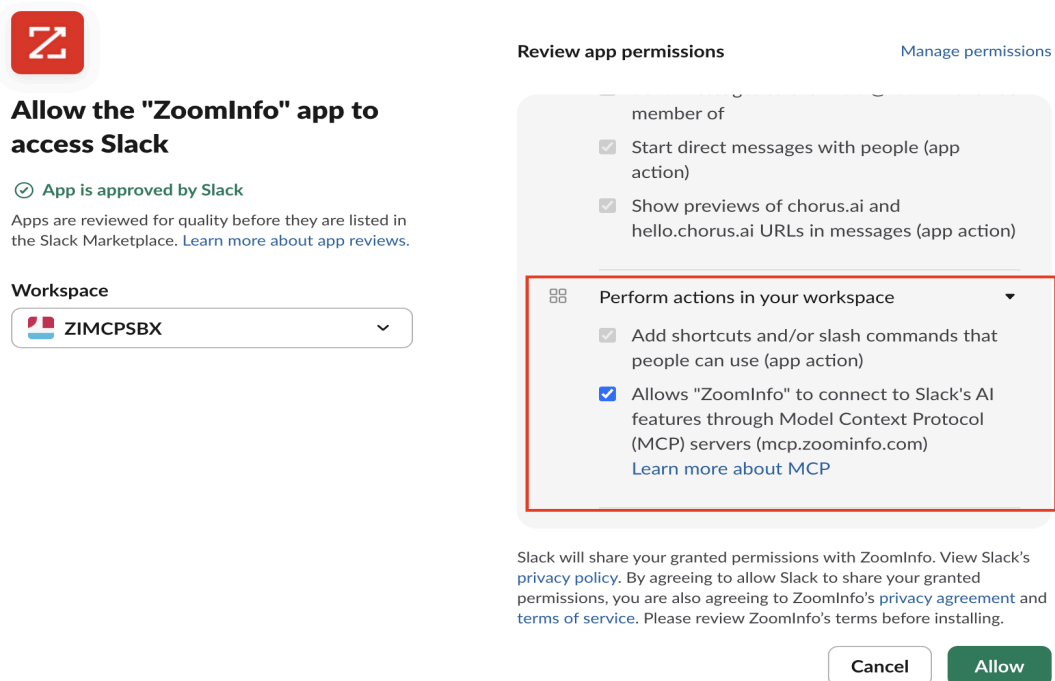
1. Sign in to the ZoomInfo application: [Link](#)
2. Open the **Sales** application.
3. Select your **Profile**.
4. Go to **Settings**, then select **Integrations**.



5. Locate the **Slack** integration and click **Connect**.



- Review the requested OAuth permissions, then click **Allow** to authorize the connection. Follow the on-screen instructions to install the ZoomInfo Slack app and complete the integration setup. The ZoomInfo app will be installed in your Slack workspace during this process.

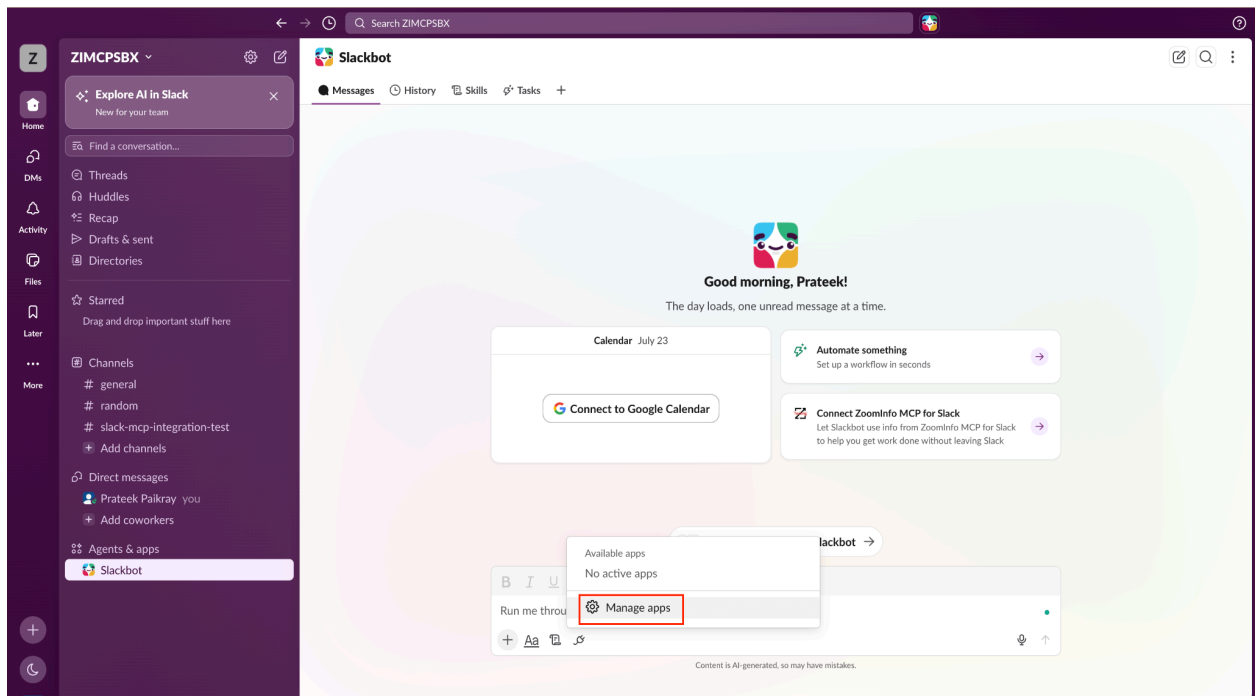


Note: If you do not plan to use ZoomInfo MCP tools in Slack, you can unselect the MCP permission during the integration setup.

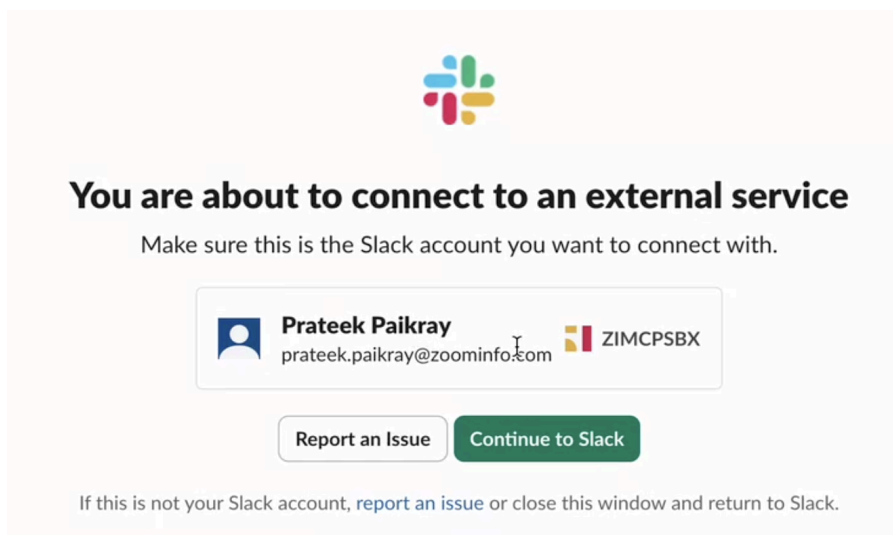
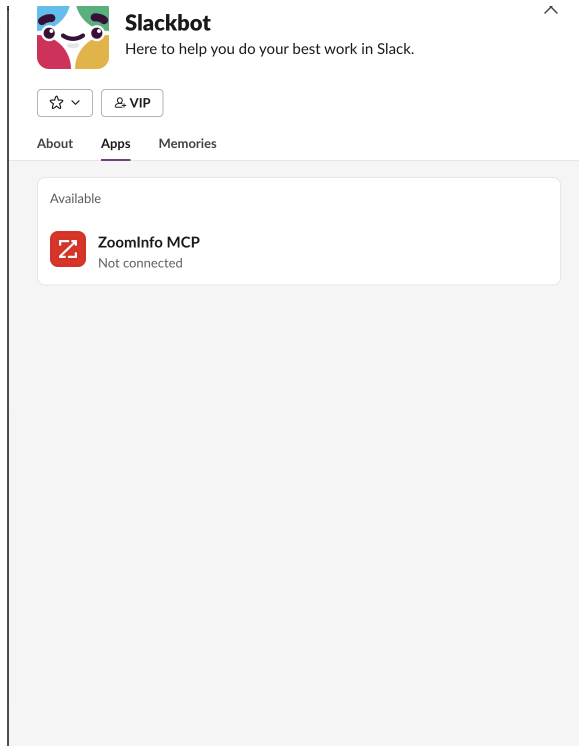
7. After the installation is complete, return to ZoomInfo and verify that the Slack integration appears as **Connected**.

Enable ZoomInfo MCP in Slack

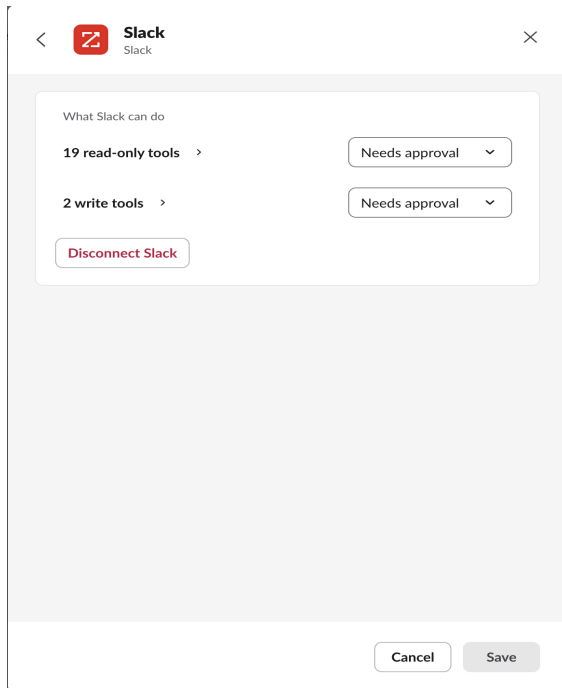
1. Open your Slack workspace.
2. Open **Slackbot**.
3. Click the **Apps** connector. Select Manage Apps.



4. Search for **ZoomInfo MCP** and select it to connect Slack with ZoomInfo MCP tools. You will be redirected to the ZoomInfo sign in page to authenticate your account.



5. After signing in, select the MCP tools you want to use and grant the requested permissions. Then click **Save Changes** to complete the setup.



Test the MCP Integration

Enter the following prompt in Slackbot:

- Show me the VPs of Sales at ZoomInfo.

