Bullhorn Integration Guide

For administrators setting up the ZoomInfo integration with Bullhorn

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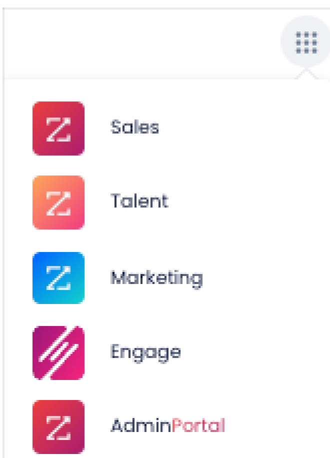
Get Connected

ZoomInfo admins set up the ZoomInfo integration with Bullhorn - specifically for the Sales or Marketing products. Setup includes export settings, custom mappings, and data sharing settings. ZoomInfo Sales or Marketing users can then connect to Bullhorn using their credentials.

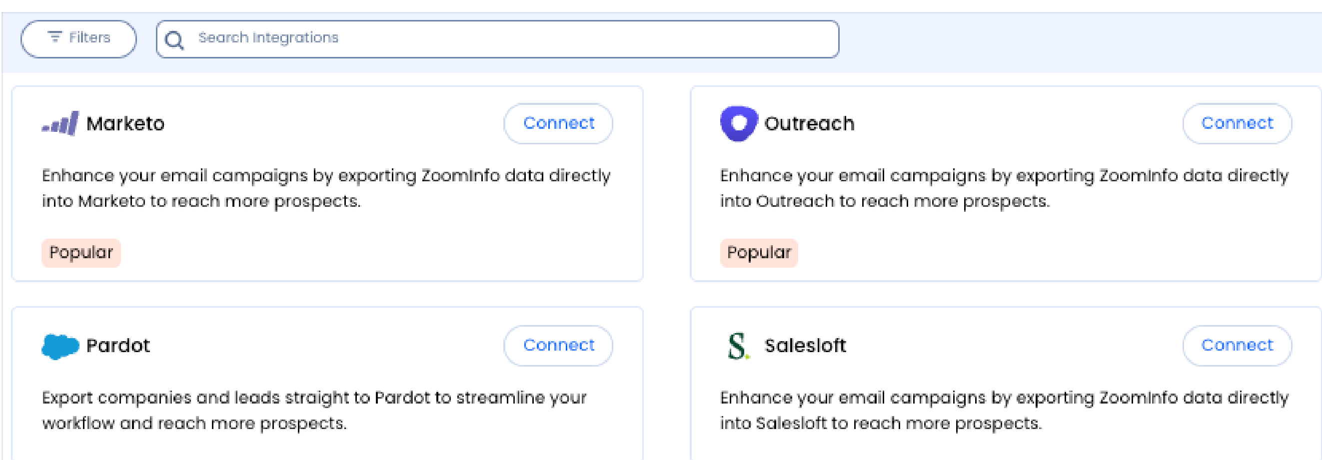
If you're a ZoomInfo Talent admin you'll need to connect the separate Bullhorn integration for ZoomInfo Talent which has export and mapping settings that are geared for talent acquisition use cases. For more details, see the Bullhorn Integration Guide for ZoomInfo Talent.

A ZoomInfo admin establishes the integration with Bullhorn that enables ZoomInfo users to connect and export data to Bullhorn.

1. Login to ZoomInfo and select **Admin Portal** from the waffle menu.



2. Click **Integrations**.



3. Use the **Filters**, or **Search integrations** options to find your integration.

4. On the tile for your integration, click **Connect**.

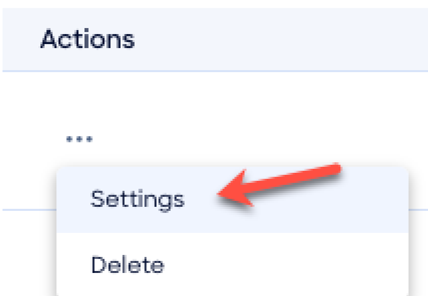
5. Complete the connection using your credentials.

Configure Integration Settings

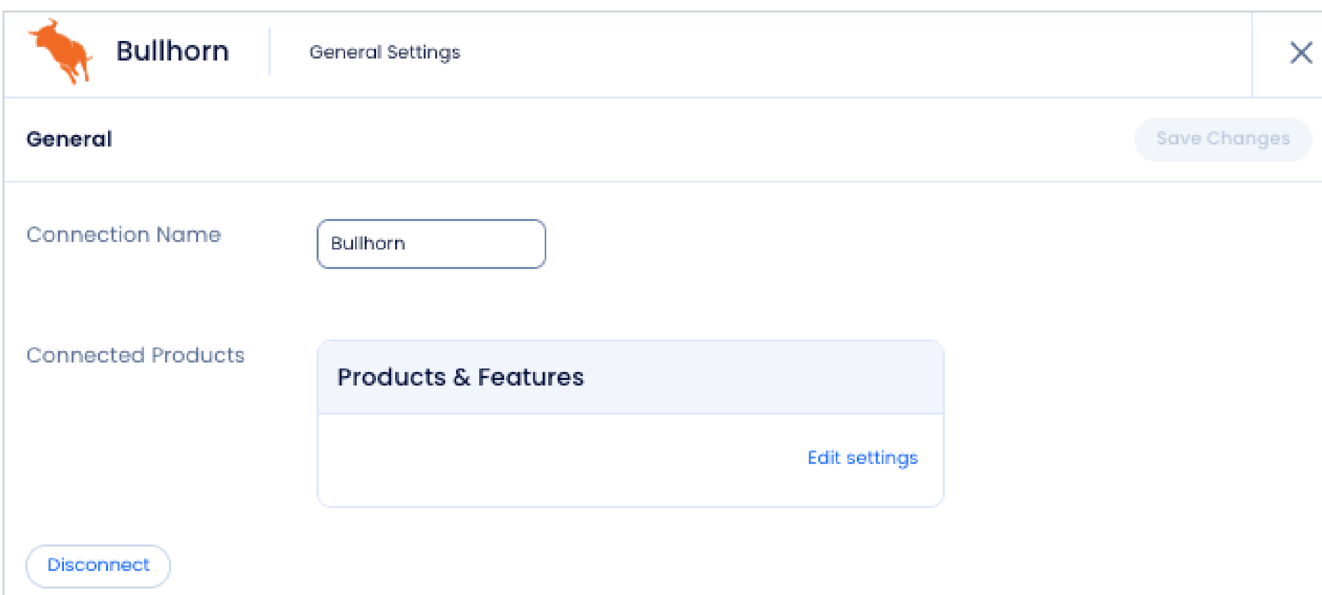
Once your integration is connected, you can configure the settings, including export preferences and mapping:

To access the **Settings** page for your integration:

- Click **Edit Settings** from the connection success message.
- If you've already closed the connection success message, navigate to the **Connected** tab and click **... > Settings** in the **Action** column.



The **Settings** page displays.

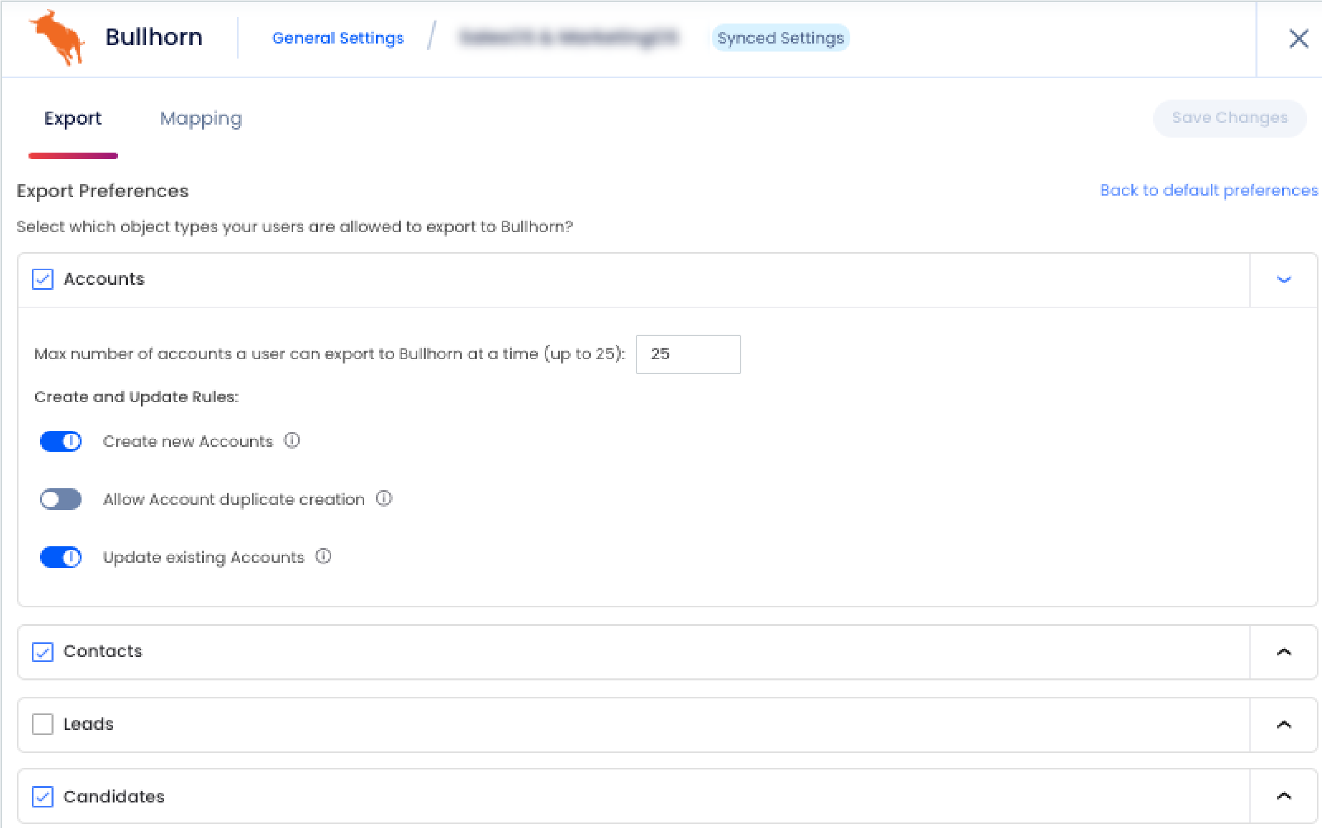


From this page, click **Edit settings** to begin configuring your integration.

Export Preferences

ZoomInfo admins can configure export preferences and limit the objects that can be exported:

1. Click the **Export** tab.
2. Select each object type you want your users to be able to export to Bullhorn.



Note: You can adjust the maximum number of records a user can export for each object type.

3. Click **Save Changes** to apply the changes for all users in your organization's ZoomInfo instance.

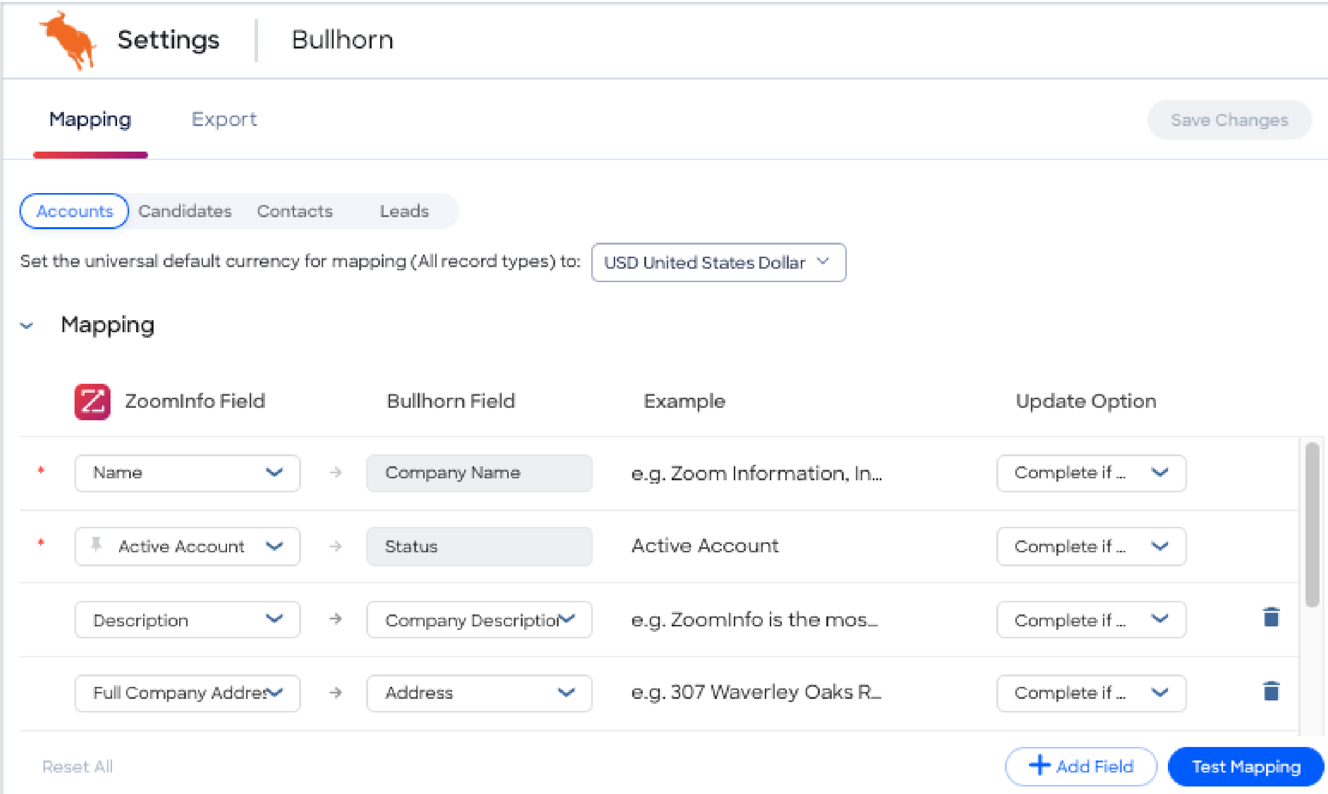
Video: Administrator Export Preferences (ZoomInfo login required)

When exporting contacts, users will experience one of these options:

- If an account does not exist, the user is asked to confirm the creation of the account. If confirmed, ZoomInfo will assign the contact to the newly created account.
- If only one account exists, the user is asked to confirm that they want to associate the contact with that account.
- If we match on multiple accounts, the user is asked to choose the account with which they want to associate the contact.

Custom Mapping

Click the **Mapping** tab.



On the **Mapping** tab, use the **Accounts**, **Contacts**, **Leads**, and **Candidates** tabs to review the default mappings for each object type and make any mapping changes.

Field	Description
ZoomInfo Field	Available ZoomInfo fields. Required fields are marked with an asterisk (*).
Bullhorn Field	Available Bullhorn fields. These fields are retrieved directly from your Bullhorn instance.
Update Options	Select an option: • **Complete if missing** (default) - Only complete with ZoomInfo data if none exists in Bullhorn. • **Overwrite field** - Overwrite existing data in Bullhorn with ZoomInfo data.

Video: [Admin Mapping Preferences]() (ZoomInfo login required)

Video: [Bullhorn Integration Custom Mapping]() (ZoomInfo login required)

Add or Remove Fields

Add fields by clicking **Add Row** at the bottom of the field list. Each field that you add must be mapped to a corresponding field in your integration.

Click the trash icon to remove any fields that you do not want to map.

Set a Hierarchy for ZoomInfo Data Within a Single Bullhorn Field

In some cases, you may want multiple ZoomInfo fields to be stacked hierarchically within a single Bullhorn field. Field hierarchy allows for both first and second choice values for selected Bullhorn fields. For exported records where more than one data point is available from ZoomInfo (such as phone numbers) you can prioritize the data by preference within your mapping.

For example, you may want to import both the ZoomInfo Direct Phone and Company Phone fields into the Bullhorn Business Phone field.

1. Map **Direct Phone** to **Business Phone**.
2. Map **Company Phone** to **Business Phone**.

The first occurrence of the **Business Phone** field is denoted with number 1, and the second with number 2.

Test and Save

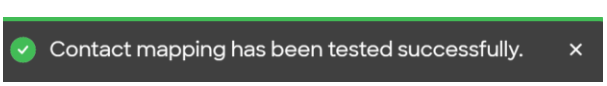
Before saving your mapping changes, click **Test Mapping** to export and delete a test record using your current settings.

- If the test record cannot be created, this is typically due to an error in the mapping settings. For example, mappings cannot be saved with a blank field.

  Adjust the settings and click **Test Mapping** again.

- If the test is successful, a notification displays.

After performing a successful test mapping, click **Save Changes**.

- If the mappings are not set correctly, an error notification displays indicating the adjustments needed.

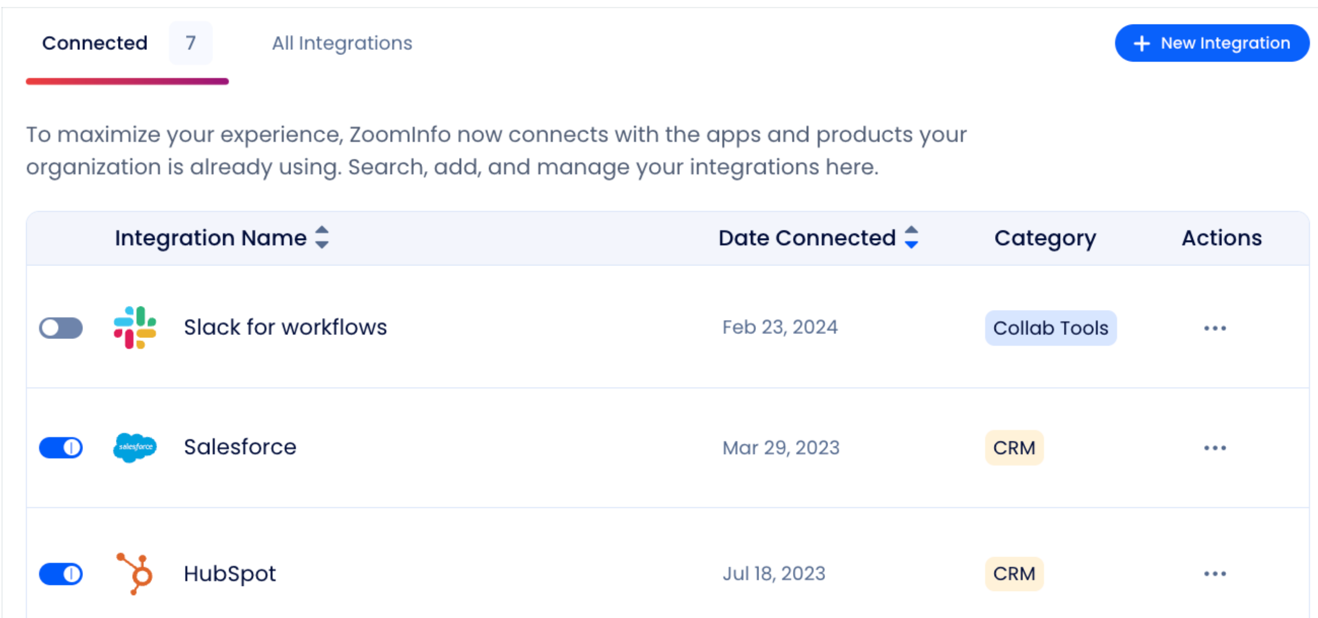
  Remove any unfilled rows and click **Save Changes** again.

- If mappings are correctly configured, a success notification displays.

View and Manage Connected Integrations

Once you've connected one or more integrations, you can view and manage them on the **Connected** tab of the **Admin Portal > Integrations** page.



On this page, you can:

1. Use the toggle to turn an integration on or off for users in your organization. Toggling an integration to off does not affect the mapping and export settings you've configured.
2. Update the settings for an integration by clicking the integration name, or by clicking **... > Settings** in the **Action** column.
3. Delete a connected integration (including any mapping and export settings you've configured) by clicking **... > Delete** in the **Action** column.

Duplicate Checking

When a user exports records from ZoomInfo to Bullhorn, duplicate checking logic is applied to avoid creating duplicate records within Bullhorn.

Admin Control of Duplication Settings

A ZoomInfo admin can control the user's available options for handling duplicates by configuring the default duplication settings for the integration in the Admin Portal. When a duplicate is encountered during export, users can choose the default behavior set by the admin or select other available options.

User Options During Export

During an export, duplicates are flagged and presented to the user. Depending on available options set by an admin, the user can choose to update an existing record, create a duplicate record, or not export the record.

Duplicate Logic

ZoomInfo checks for specific criteria, in a specific order, to determine if existing data in Bullhorn matches data being exported.

For companies: Companies in ZoomInfo are equivalent to accounts in Bullhorn. When exporting companies to Bullhorn, ZoomInfo will check for duplicate Bullhorn accounts using criteria applied in the following order:

1. Exact Company Name
2. Website

For people: People in ZoomInfo are designated as contacts, and can be exported as Bullhorn contacts, candidates, or leads.

When exporting contacts to Bullhorn, ZoomInfo will check for duplicate Bullhorn contacts. If no contacts are found, ZoomInfo will check for duplicate candidates, then leads, using criteria applied in the following order:

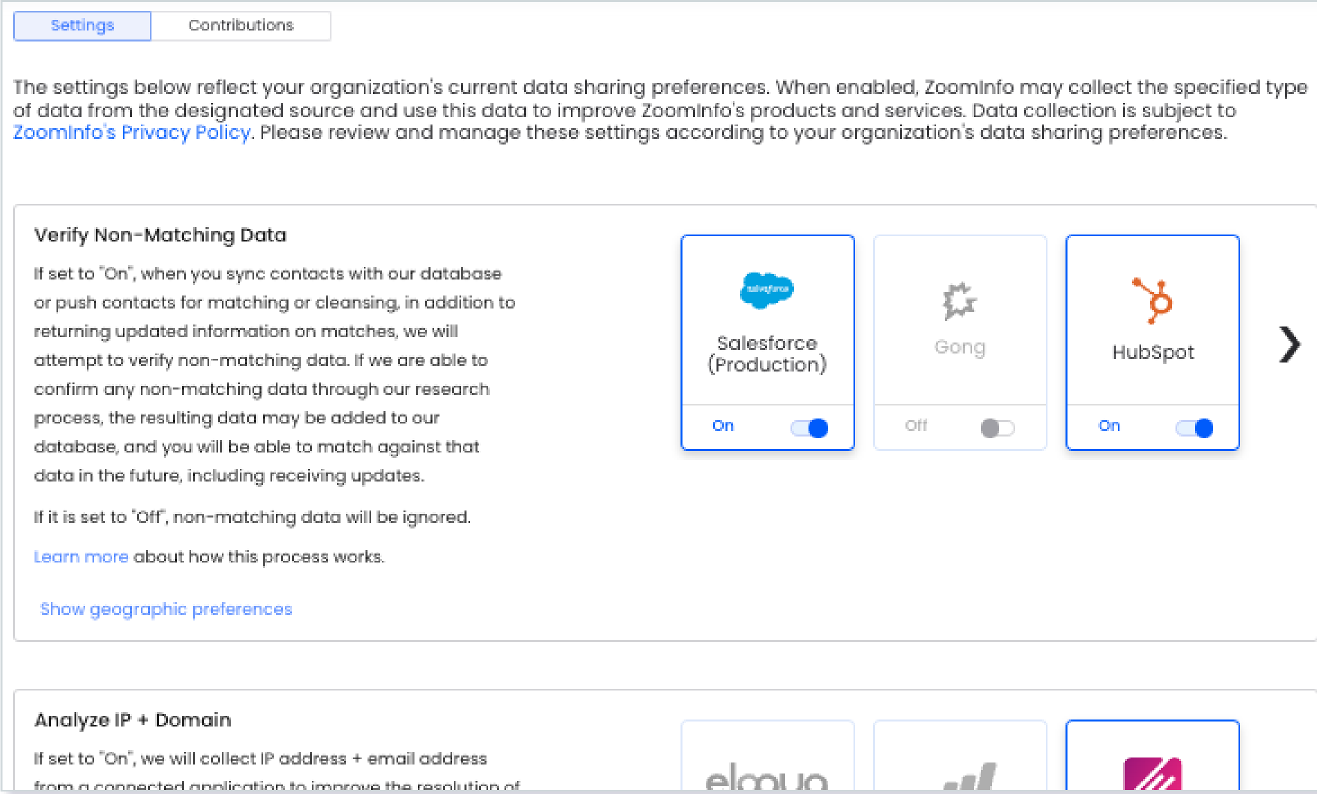
1. Personal Email Address
2. Business Email Address
3. First Name + Last Name + Exact Company Name

Note: If a person in Bullhorn exists as a contact, candidate, or lead, ZoomInfo will present the contact record as the duplicate.

Video: Bullhorn Integration Duplication Logic (ZoomInfo login required)

Data Sharing

The Data Sharing page in the Admin Portal is enabled if your organization has not contractually opted out of data sharing with ZoomInfo that is intended to analyze your use of connected integrations. Data sharing helps to improve the ZoomInfo service and make recommendations to you.



1. Go to **Admin Portal > Data Sharing**.

   - If your organization has chosen to opt-out of data sharing, the following message displays:

     As a precaution, this function is set to OFF and is not editable, in order to prevent unintended changes that may be in conflict with your organization's contractual terms.

   - If your organization has not opted out of data sharing, the **Data Sharing** page displays with the ON/OFF toggles enabled.

2. Data collection is subject to ZoomInfo's Privacy Policy. Review the policy details using the link provided.

3. Review and manage the data sharing settings according to your organization's data sharing preferences.

4. Over time, you can review the **Contributions** tab to monitor the contributions made by your organization.

Connect Users

Once the ZoomInfo admin has enabled the integration for all users by clicking the toggle to the left of the integration in the Admin Portal, individual ZoomInfo users can connect to Bullhorn.

Note: Once a user has connected to Bullhorn, the user will be assigned as Contact Owner for any contacts they export from ZoomInfo to Bullhorn (unless the Bullhorn admin has set up alternative automation or mapping preferences).

Admins should share the following link with users for instructions on how to connect ZoomInfo to Bullhorn.

Video: Non-Admin Users Connection to Bullhorn (ZoomInfo login required)