

# Facebook Integration Guide for ZoomInfo Marketing

For administrators setting up the ZoomInfo Marketing integration with Facebook

<b>Enable the Facebook Account</b>	<b>2</b>
<b>Get Connected</b>	<b>2</b>
<b>View and Manage Connected Integrations</b>	<b>5</b>
<b>Authorize User Access to ZoomInfo Marketing</b>	<b>5</b>
<b>User Experience</b>	<b>6</b>
<b>Additional Resources</b>	<b>7</b>

The ZoomInfo Marketing integration with Facebook helps marketers target B2B opportunities using ZoomInfo's advanced search and filtering capabilities to build and export audiences to Facebook. Marketers can then build and execute Facebook Ad campaigns and track success metrics for each campaign using the ZoomInfo Marketing dashboard.

## Enable the Facebook Account

Review the key requirements for enabling the Facebook account:

1. **Admin Status** - You must have Admin status on your company's Facebook account to integrate with ZoomInfo Marketing.
2. **Facebook Business Manager account** - Your company must have a Facebook Business Manager account to integrate with ZoomInfo Marketing. If you don't have a Facebook Business Manager account, see the Facebook documentation topic, [How do I sign up for Business Manager](#).
3. **Facebook Ad account** - Your company will need to have a Facebook Ad account associated with your company Facebook Business Manager account. There are three ways to add a Facebook Ad account to your Business Manager account as described [here](#).
4. **Facebook Custom Audience Terms of Service** - Your company's Facebook Admin must have accepted the [Facebook Custom Audience Terms of Service](#).

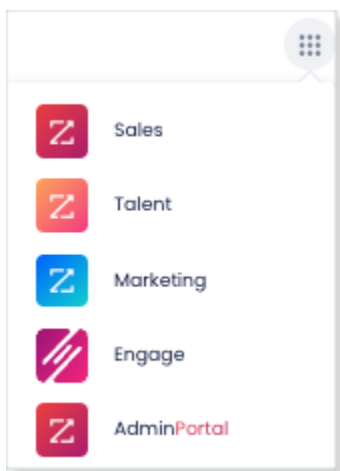
**Important:** Facebook (Meta) policies require that you associate a verified Facebook Business Ad account that has an established reputation with Facebook (Meta). We advise all companies that do not advertise on Meta to create a Business Account and begin advertising on Meta to start building credibility in accordance with their guidelines.

## Get Connected

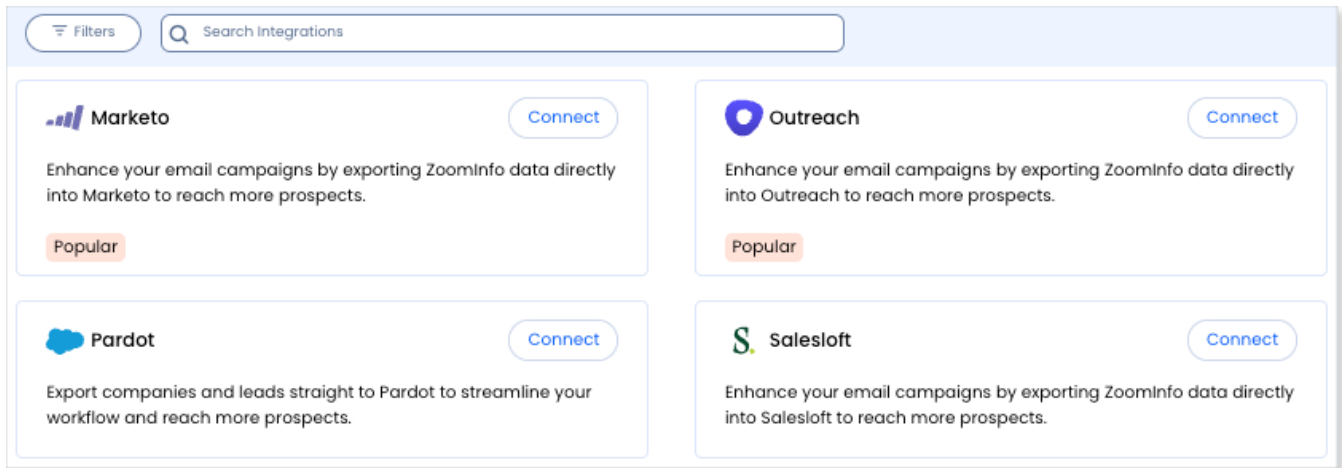
A ZoomInfo admin establishes the integration with Facebook that enables ZoomInfo users to connect and export data to Facebook.

To connect the Facebook integration:

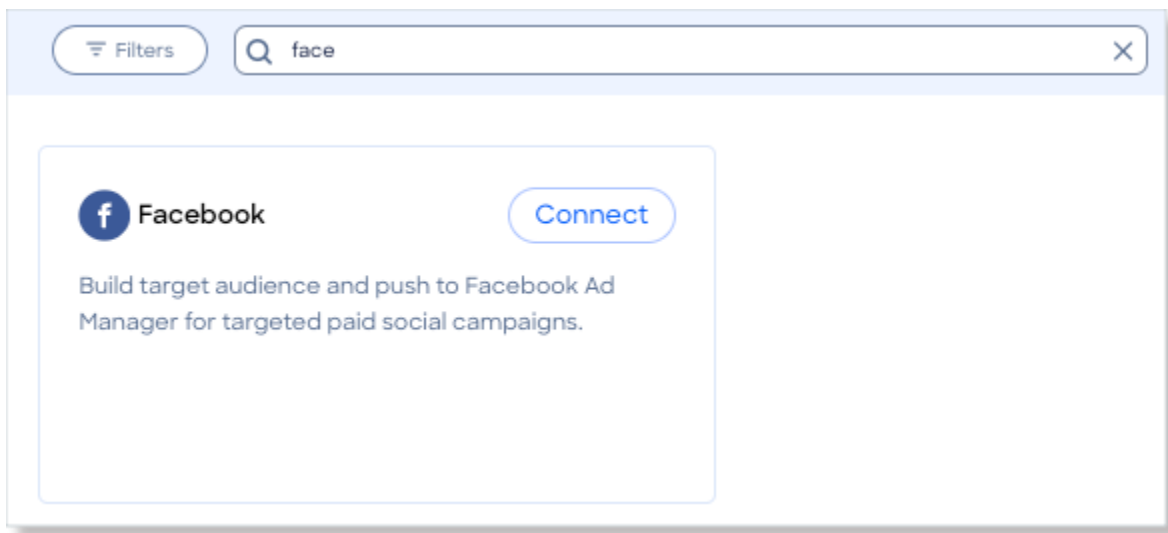
1. Login to ZoomInfo and select **Admin Portal** from the waffle menu.



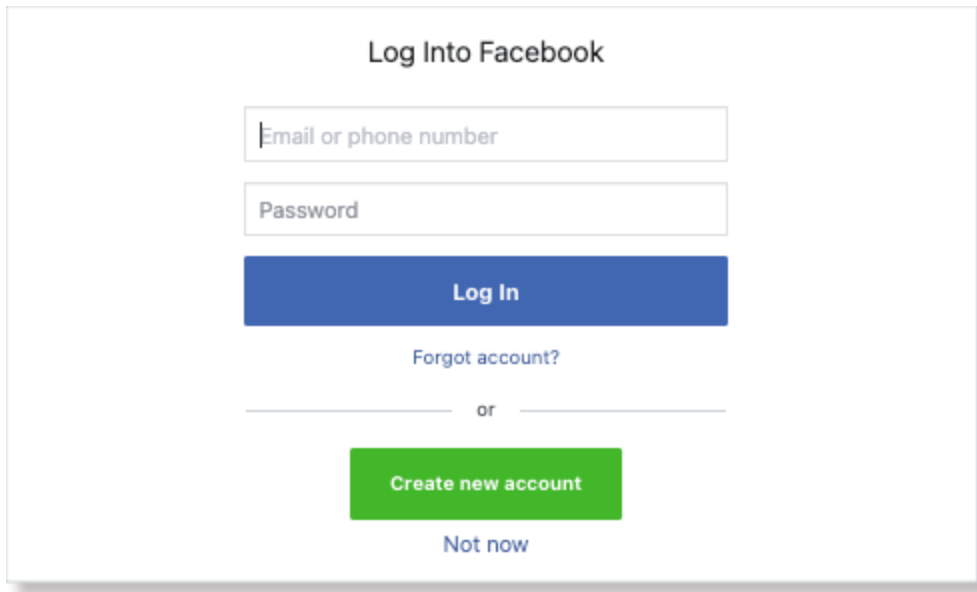
## 2. Click **Integrations**.



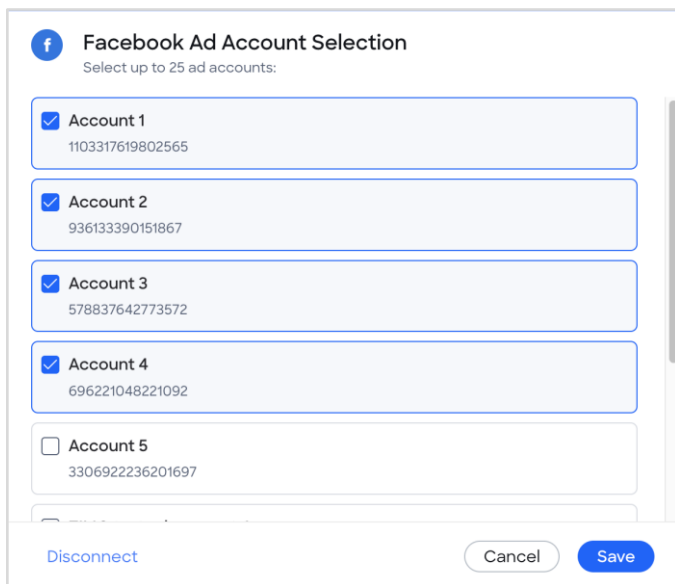
3. Explore the categorized list of integrations, use the **Filters**, or **Search integrations** options to find the Facebook integration.



4. On the tile for your integration, click **Connect**.
5. Log in with Facebook credentials.



6. Grant ZoomInfo access to your Facebook Ad Accounts and related stats.
7. Select up to 25 Ad Account(s) you want to use with ZoomInfo Marketing.



8. Click **Save**. You are now able to push audiences to a Facebook Ad account.

## 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.

## Authorize User Access to ZoomInfo Marketing

To ensure users in your organization can connect to ZoomInfo Marketing:

1. Go to **Admin Portal > User Management**.
2. Select the **Users** who should have access to ZoomInfo Marketing.

3. For each user's profile, select the appropriate ZoomInfo Marketing product from the **Subscription** dropdown.

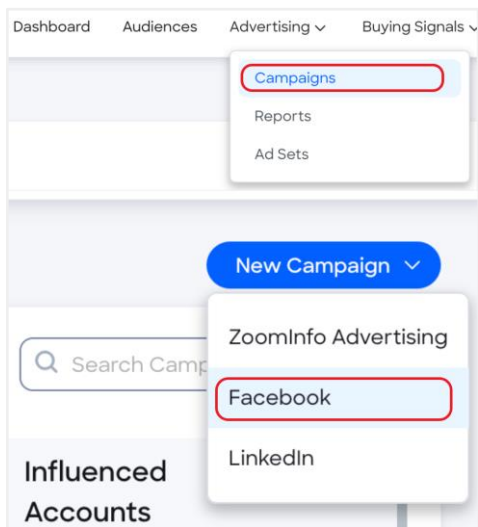
A screenshot of a user profile form. The form contains several fields: \* First Name (John), \* Last Name (Doe), \* Email (john.doe@companyname.com), \* User Name (with a checked box for 'Set User Name equal to E...' and the email address). On the right side, there are fields for Group (Assign to Existing Group | New Group), Is Admin (checkbox), \* Subscription (Select Product dropdown, highlighted with a red box), and \* User Credit Limit (-Select- dropdown).

Instruct the user(s) to log out and log back in. The user can now click the **ZoomInfo Marketing** option on the waffle menu to access the application.

## User Experience

Enabled users can now push audiences to a selected Facebook Ad account.

1. From the top menu click **Advertising > Campaigns**.
2. Click **New Campaign > Facebook**.



3. Select an audience and ad account, then click **Sync Audience**.

**Audience**

The number of accounts in your Audience is its "Estimated Reach." When you edit your Audience, the Estimated Reach updates automatically.

Search your Audiences or [create a new Audience](#) to add to your campaign

Search Audience

Exclude accounts that are in the following (optional) or [Create a new Exclusion List](#)

Search Exclusion Lists

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**Facebook Ad Account**

Select the ad account to export the audience

Search Ad Account

- Chorus
- ZoomInfoAdAccount
- ZoomInfo Marketing

## Additional Resources

For additional information including articles and videos, visit the [ZoomInfo Knowledge Center](#).