G2 Integration Guide

For administrators setting up the ZoomInfo integration with G2

Zoominfo admins can enable the G2 Buyer Intent integration by connecting their G2 account with ZoomInfo.

- Using this connection, ZoomInfo will ingest buyer intent data from G2 on a nightly basis.

- Your organization's users can use G2 Buyer Intent filters along with ZoomInfo data to find decision makers at accounts that have demonstrated intent on g2.com based on competitor views, profile views, ads, and more.
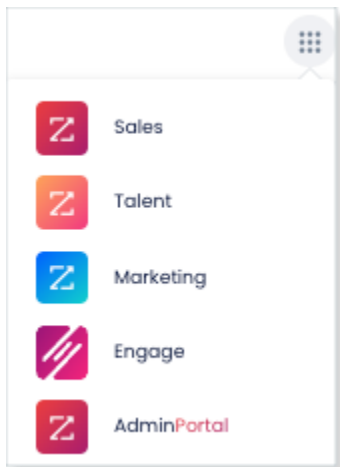
Prerequisites

Ensure the following prerequisites are met:

- Your organization must be subscribed to G2's Pro, Power, or Power+ level packages

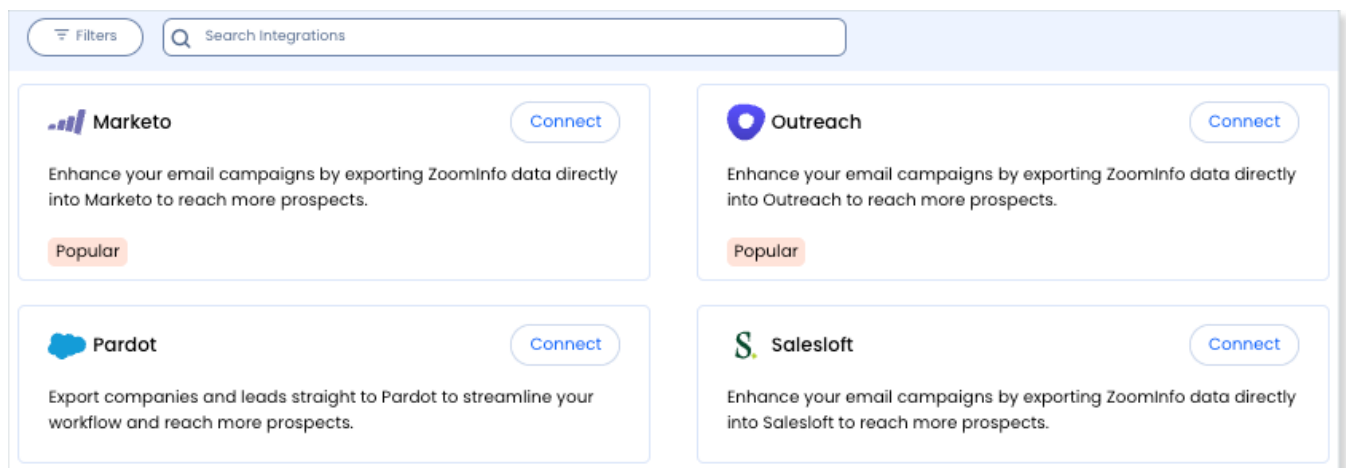- To establish the connection between ZoomInfo and G2, you must be an admin in G2.

Get Connected
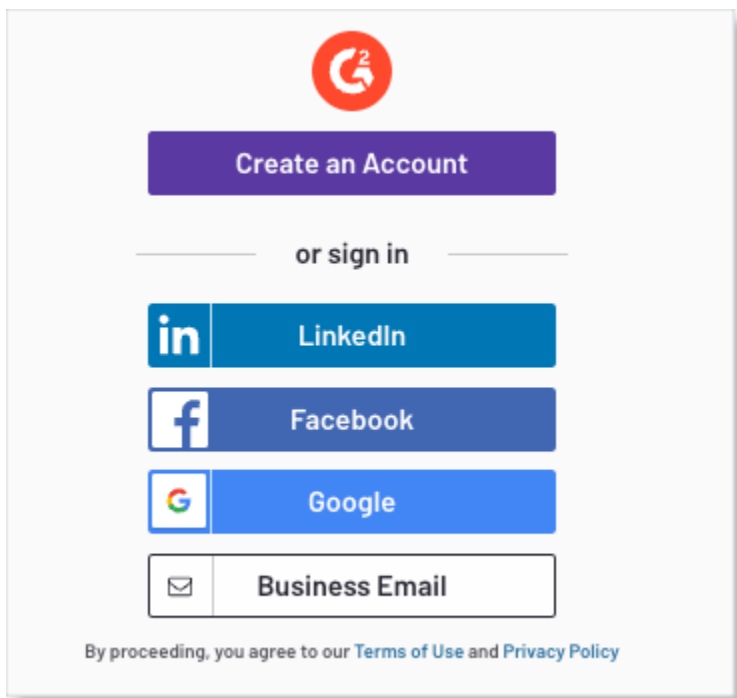
To connect the G2 integration:

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. Log in with G2 admin credentials using one of the options provided.

Once you establish the connection, G2 buyer intent data will begin populating in ZoomInfo Sales and/or Marketing within a few hours.

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.
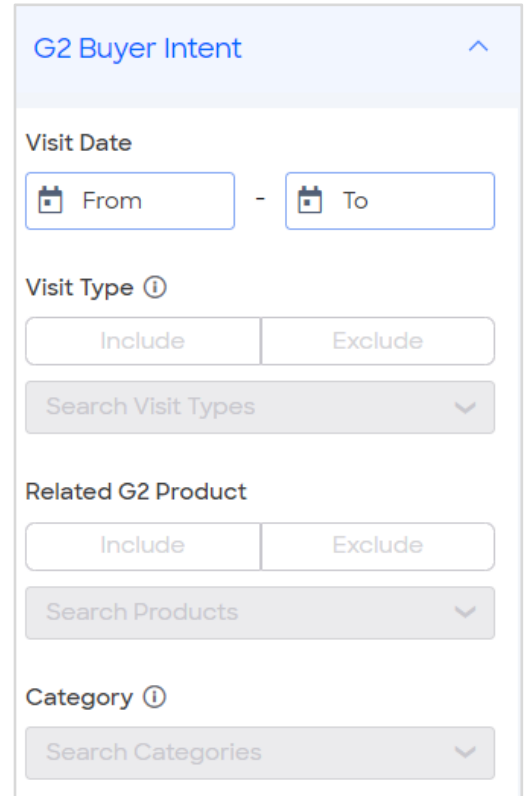
User Experience

For G2, individual users do not need to connect. All users that are listed under **Admin Portal > User Management** can take advantage of the **G2 Buyer Intent** filters.

Once the admin establishes the connection, an organization's users can use the **G2 Buyer Intent** filters in ZoomInfo Sales and Marketing.

- **ZoomInfo Marketing** - Users can use the **G2 Buyer Intent** filters when building an audience.

- **ZoomInfo Sales** - Users can use the **G2 Buyer Intent** filters in Advanced Search and within the Intent tab.

For both platforms, users can refine results by:

- **Visit Date** - Specify the date range applied to the remaining **G2 Buyer Intent** filters.

- **Visit Type** - Filter accounts based on the visit type of page views.

- **Related G2 Product** - Filter accounts based on product page views.

- **Category** - Filter accounts based on category page views.