

Gong Engage Integration Guide

For administrators setting up the ZoomInfo integration with Gong Engage

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This integration is for ZoomInfo organizations using both Gong Engage and Salesforce.

Before You Begin

For successful connection:

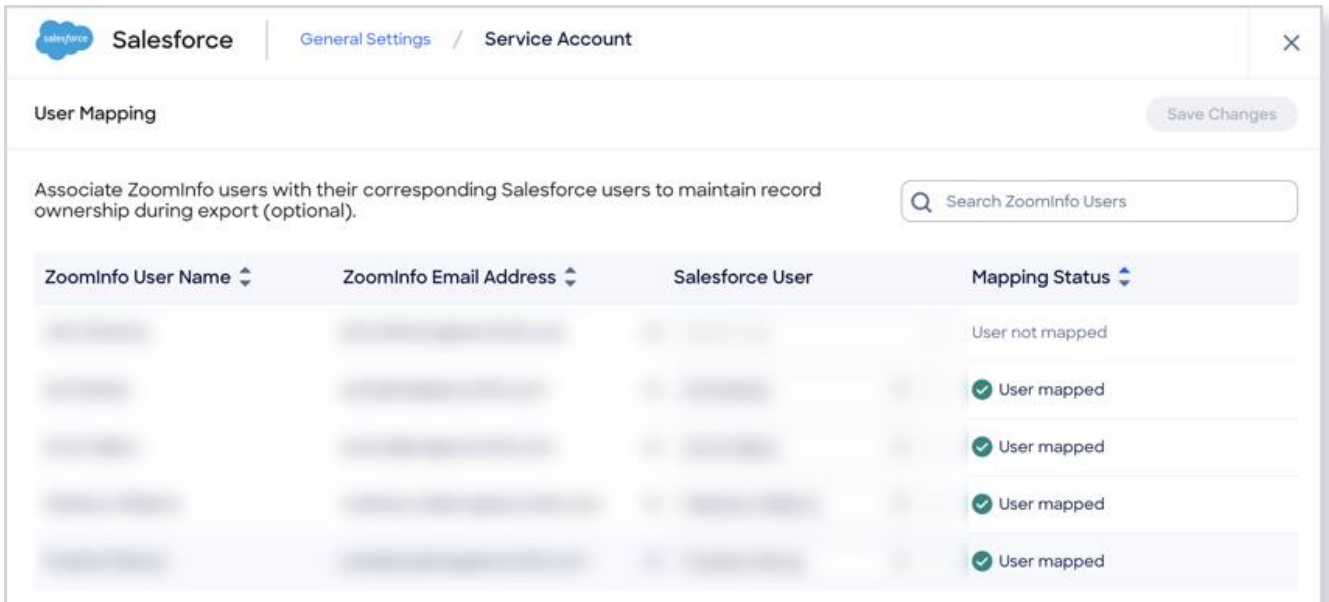
- Make sure you have pop-up blockers disabled on your current tab.
- Ensure your instance URL includes `https://` at the beginning.
- Ensure you've set up your Salesforce integration with ZoomInfo and it is the same Salesforce instance that you're using with Gong Engage.
 - The Admin setting up the integration must meet the necessary Salesforce permissions criteria as described in the [ZoomInfo Salesforce Integration Guide](#).
 - The Salesforce integration with ZoomInfo *must use the Service Account Connection option* as described in the [ZoomInfo Salesforce Integration Guide](#) for more details.
- The ZoomInfo admin must be a current Gong Engage user.
- The Gong Engage user you use to set up the integration as the Service Account user must have a **Technical Administrator profile** in Gong Engage.

Get Connected

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

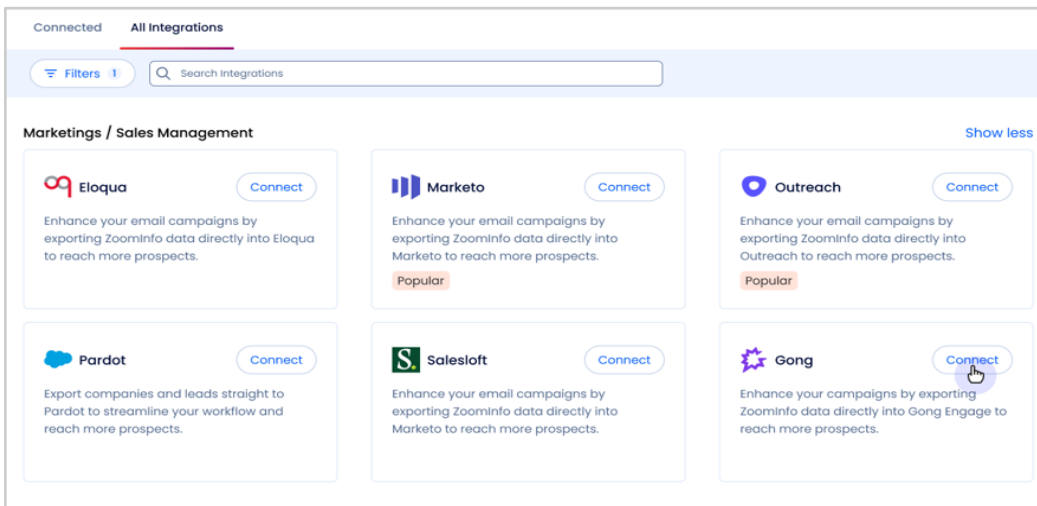
To get connected:

1. Login to ZoomInfo and select **Admin Portal** from the waffle menu.
2. Click **Integrations**.
3. Find the **Salesforce** integration on the **Connected** tab and edit the connection.
4. Click **Edit User Mapping**.
5. Users are mapped between ZoomInfo and Salesforce based on their email address. Validate that your ZoomInfo users are successfully mapped to your Salesforce users.

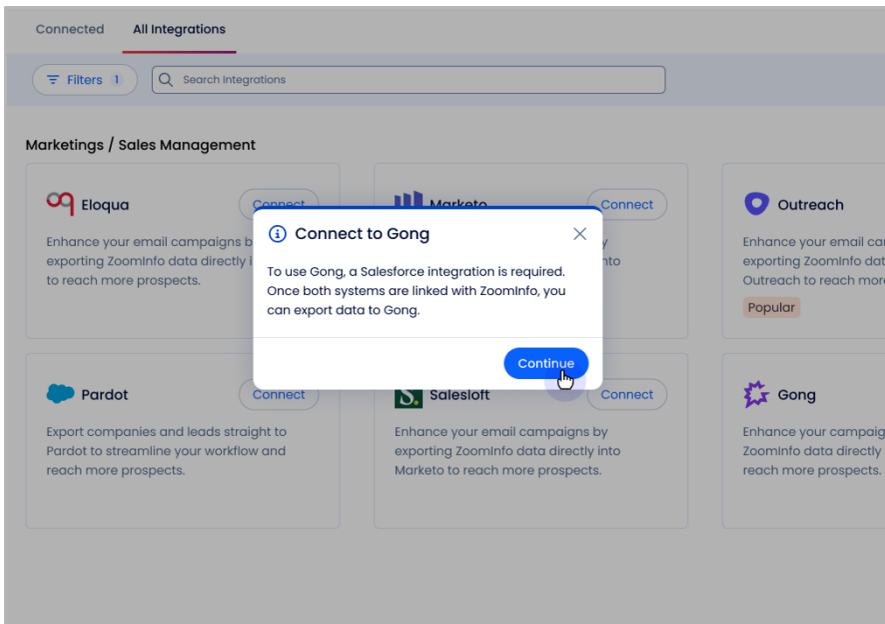


Note: This step is required to ensure the ownership of the records is maintained when records are exported from ZoomInfo Sales. Refer to "ZoomInfo and Salesforce User Account Mapping" in the [ZoomInfo Salesforce Integration Guide](#).

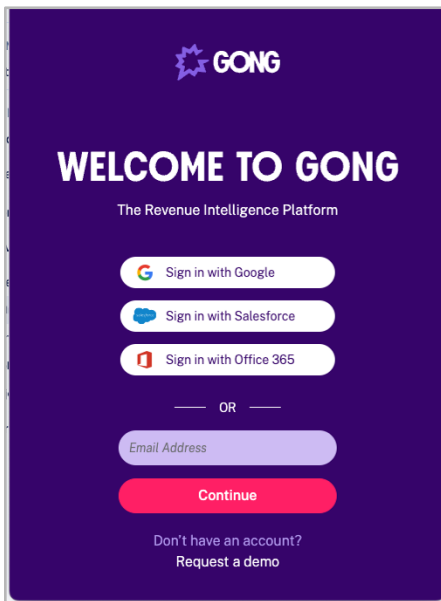
6. Return to **Integrations** and select the **All Integrations** tab.
7. Search for **Gong** and click **Connect**.



8. Connect your Gong account by clicking **Continue**.

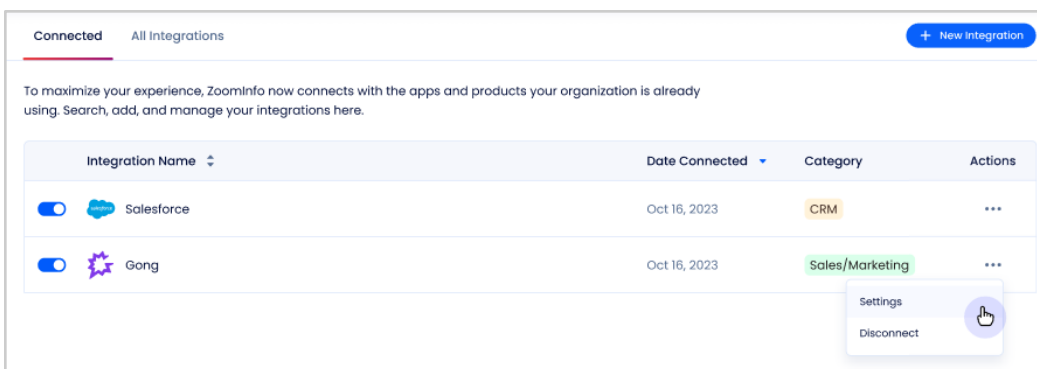


9. Log into Gong using your Gong Technical Administrator credentials.



10. Return to **Integrations** and click the **Connected** tab.

11. Click the **...** (**Actions**) menu and select **Gong**.



The General Settings page displays.

12. Click **Edit User Mapping** and confirm that ZoomInfo users are mapped to your Gong users. Users are mapped between ZoomInfo and Gong based on their email address.

Notes:

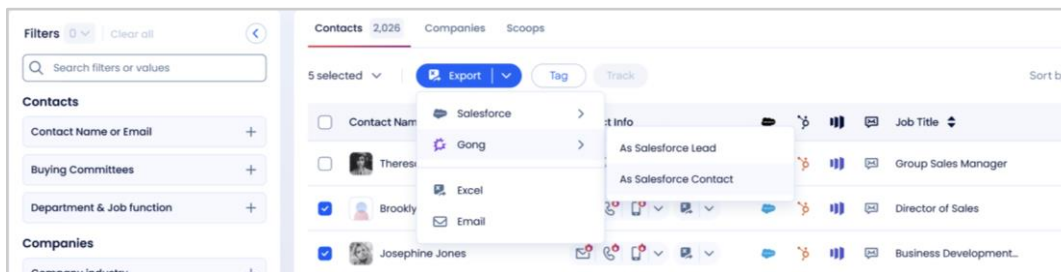
- Validating user mapping is required to ensure that Zoominfo can display Gong flows (both personal and company flows) associated with the user at the time of export.
- At the time of export, ZoomInfo will prompt Gong to use the user's email address to fetch the personal and company flows from Gong Engage.

Additional Considerations

Where in ZoomInfo Sales can a user export contacts to Gong Engage flows?

Users will see **export to Gong Engage** in the following locations:

- Advanced Search results
- Contact Profile page
- Company > Org Chart



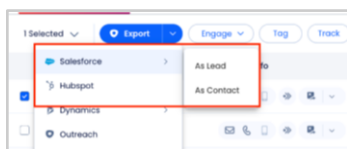
Are contacts exported as leads or contacts to Salesforce?

A user can choose between exporting as a lead or a contact.

The contact or lead will be exported and added to Salesforce as a net new creation or by updating an existing record. Then, the contact or lead will be added to the selected Gong Flow.

Note: The records added to a Gong Engage flow will initially be in a 'Pending' status.

Exporting via Salesforce Integration:



Can I use the ZoomInfo Salesforce Native Application (SFNA) managed package with the ZoomInfo + Gong integration?

You cannot currently use the [ZoomInfo Salesforce Native App managed package](#) with the ZoomInfo integration with Gong Engage. This functionality is only available from the ZoomInfo platform (app.zoominfo.com).

Can I export to Gong from ReachOut?

No. Export functionality is currently not supported via ReachOut.