

# TechnologyAdvice Integration Guide

For administrators setting up the ZoomInfo Sales integration with TechnologyAdvice

<b>Prerequisites</b>	<b>2</b>
<b>Get Connected</b>	<b>2</b>
<b>View and Manage Connected Integrations</b>	<b>5</b>
<b>User Experience</b>	<b>5</b>

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

- Using this connection, ZoomInfo will ingest buyer intent data from TechnologyAdvice on a nightly basis.
- Your organization's users can use TechnologyAdvice Buyer Intent filters along with ZoomInfo data to find decision makers at accounts that have demonstrated intent on TechnologyAdvice based on researching your products, your competitors, comparisons, pricing, reviews, and more.

## Prerequisites

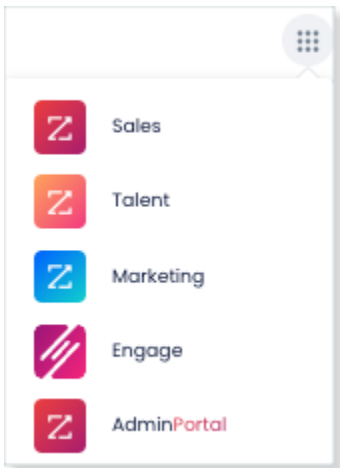
Ensure the following prerequisites are met:

- Your organization must be subscribed to a TechnologyAdvice Traction package
- To establish the connection between ZoomInfo and TechnologyAdvice, you must be an Account Owner in TechnologyAdvice.

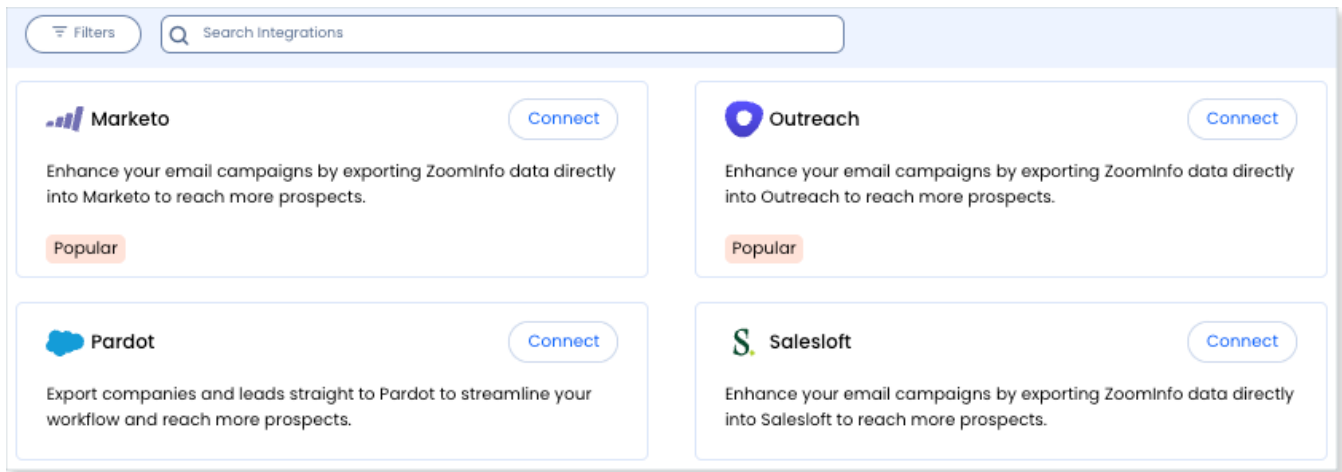
## Get Connected

To connect the TechnologyAdvice integration:

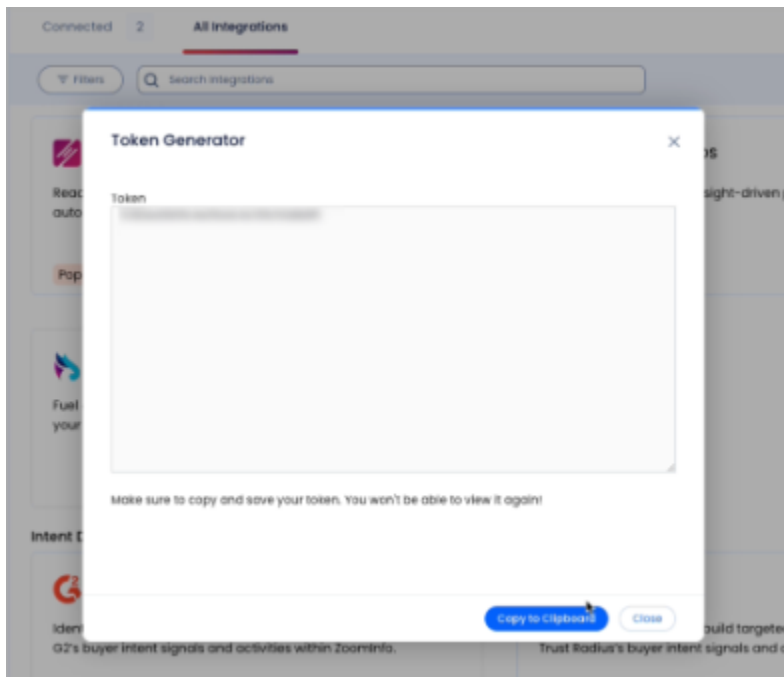
1. Login to ZoomInfo and select **Admin Portal** from the waffle menu.



2. Click **Integrations**.

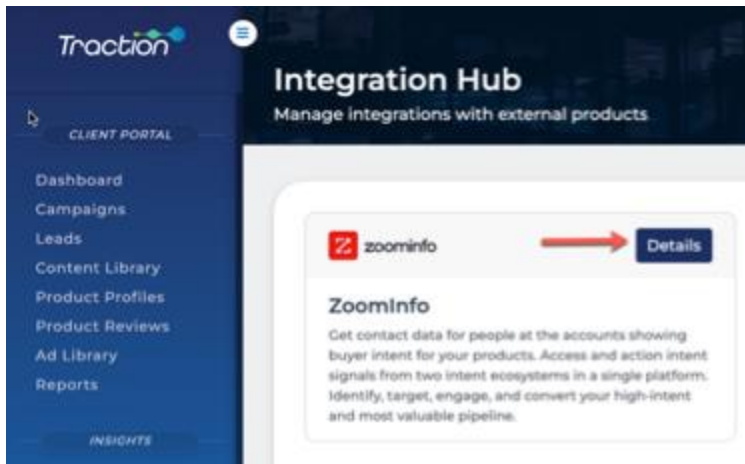


3. Use the **Filters**, or **Search integrations** options to find your integration.
4. On the tile for your integration, click **Generate Token**.
5. In the popup that displays, click **Copy to Clipboard**.

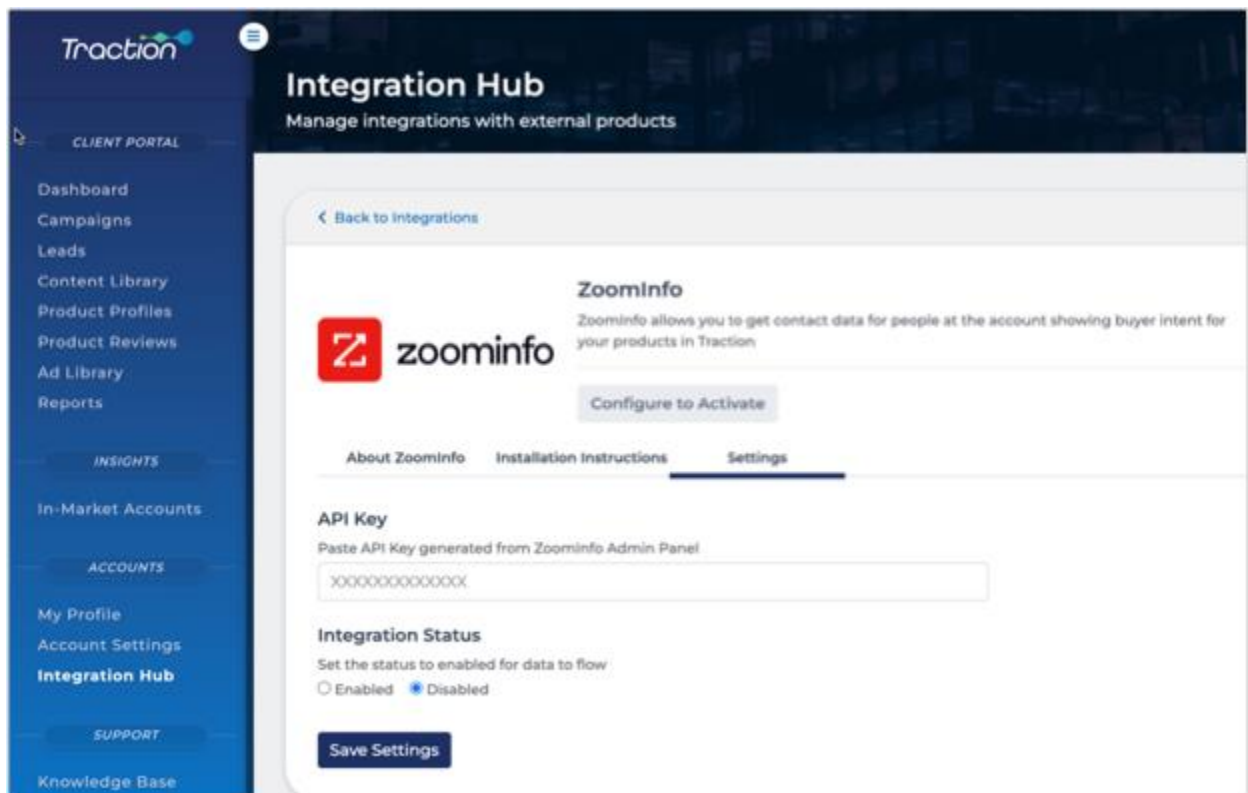


**Important:** The token is only available when you initially generate it. We recommend pasting the token (e.g., in Notepad or a similar app) temporarily before you continue to the next step, especially when there might be a delay in performing it.

6. Log in to the **TechnologyAdvice Traction portal**:  
<https://traction.technologyadvice.com/accounts/integrations>
7. Go to the **Integration Hub**, and find the **ZoomInfo** integration.



8. Click **Details**.
9. Go to the **Settings** tab and paste the API token you saved earlier in the **API Key** field.



1. Set the **Integration Status** to **Enabled**.
2. Click **Save Settings**.

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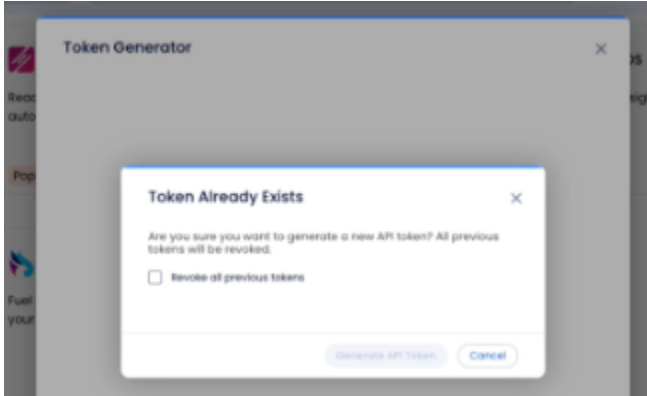
Once you establish the connection, TechnologyAdvice buyer intent data will begin populating in ZoomInfo within 48 hours.

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# 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.

1. Once a token has been generated, clicking **Connect** on the **TechnologyAdvice** integration tile will display a **Token Already Exists** popup.



2. Click the **Revoke all previous tokens** checkbox and then click **Generate API Token** to generate a new token.
3. Follow the procedure in [Get Connected](#) to paste the new token in TechnologyAdvice.

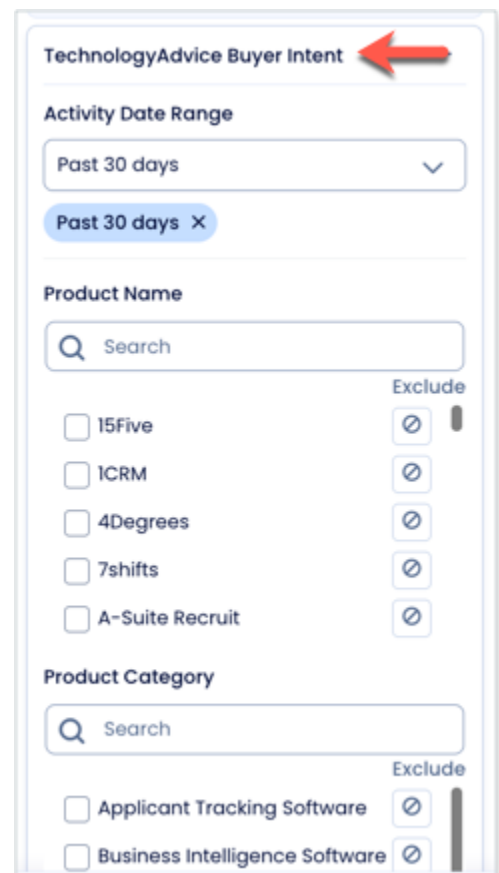
## User Experience

For TechnologyAdvice, individual users do not need to connect. All ZoomInfo Sales users can take advantage of the **TechnologyAdvice Buyer Intent** filters.

Once the admin establishes the connection, an organization's users can use the **TechnologyAdvice Buyer Intent** filters in ZoomInfo Sales Advanced Search.

Users can refine results by:

- **Activity Date Range** - Specify the date range applied to the remaining **TechnologyAdvice Buyer Intent** filters.
- **Product Name** - Filter by products that visitors on TechnologyAdvice are researching, including your products and competitor products
- **Product Category** - Filter by one or more product categories that appear in your TechnologyAdvice intent data. Filtering by a category includes all accounts researching any products in the category as well as accounts researching the category itself.



- **Content Type** - Filter by the specific type of content or feature that a visitor engaged with when researching a product or category.
  - **Alternatives**
  - **Best Software**
  - **Comparison**
  - **Product Profile**
- **Visitor Action** - Filter by the specific activity that a visitor engaged in when researching a product or category. We recommend selecting **All Actions** to maximize your results.
- **Visitor Location** - Filter by the geographic location of the visitor who did an activity.