

TrustRadius Integration Guide

For administrators setting up the ZoomInfo Sales integration with TrustRadius

Prerequisites	2
Get Connected	2
View and Manage Connected Integrations	4
User Experience	5

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

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

Prerequisites

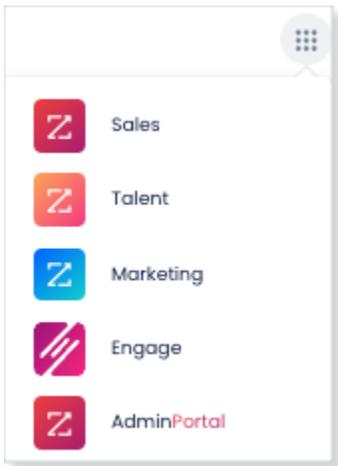
Ensure the following prerequisites are met:

- Your organization must be subscribed to a TrustRadius package with intent
- To establish the connection between ZoomInfo and TrustRadius, you must be an admin in TrustRadius.

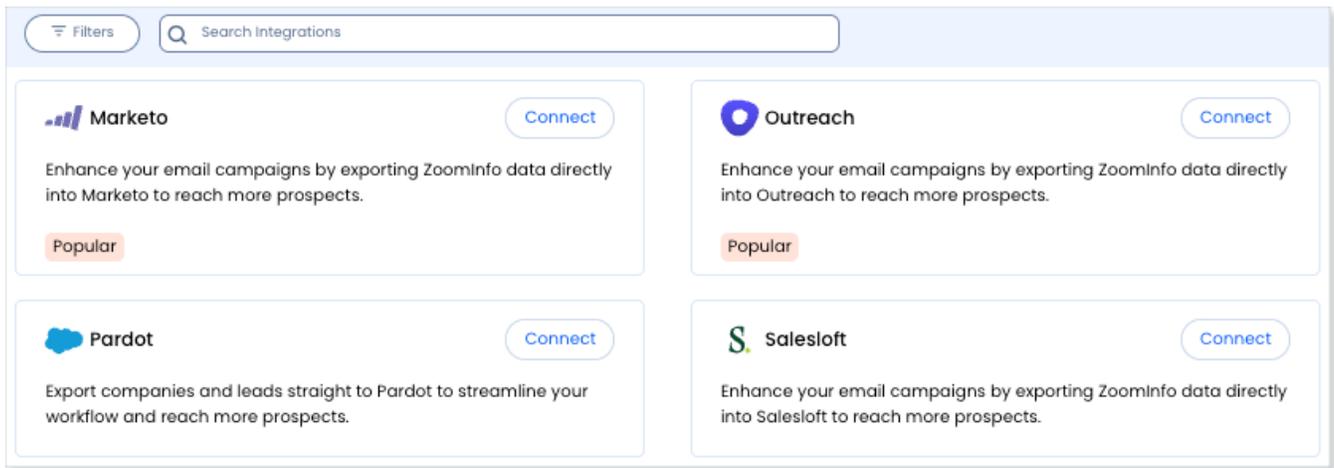
Get Connected

To connect the TrustRadius integration:

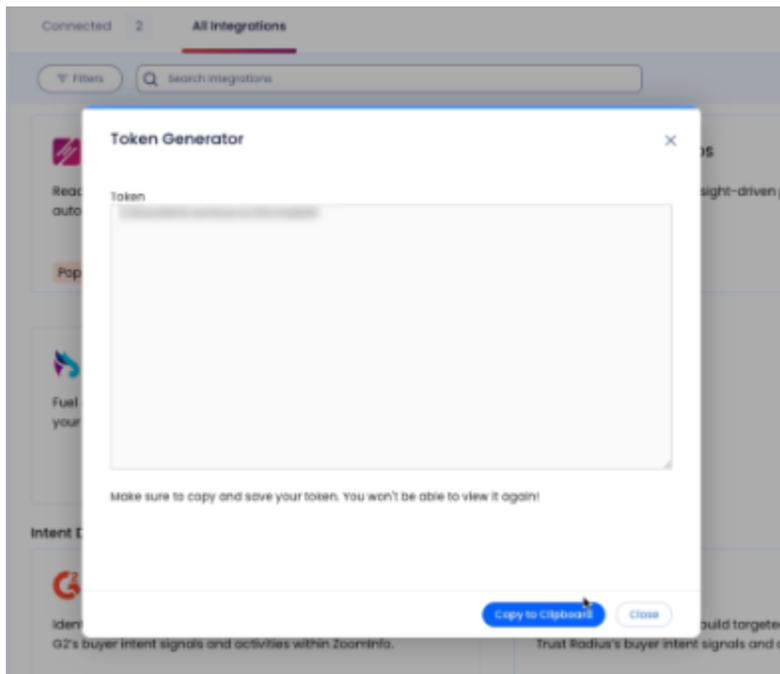
1. Login to ZoomInfo and select **Admin Portal** from the waffle menu.



2. Click **Integrations**.

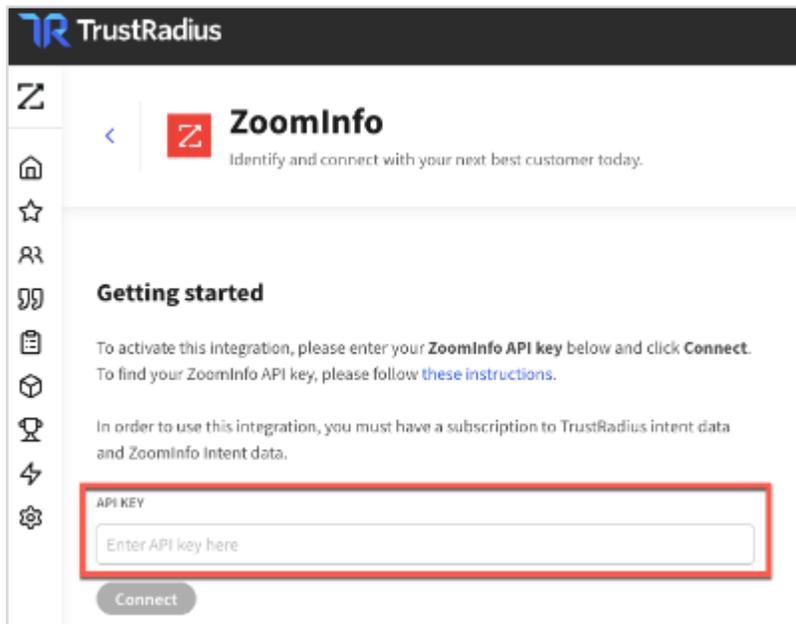


3. Use the **Filters**, or **Search integrations** options to find your integration.
4. On the tile for your integration, click **Generate Token**.
5. In the popup that displays, click **Copy to Clipboard**.



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 TrustRadius vendor portal (<https://vendor.trustradius.com/>).
 - a. Go to the Integrations Hub, and to the ZoomInfo integration.
 - b. Connect the integration by pasting in your API token and clicking **Connect**.

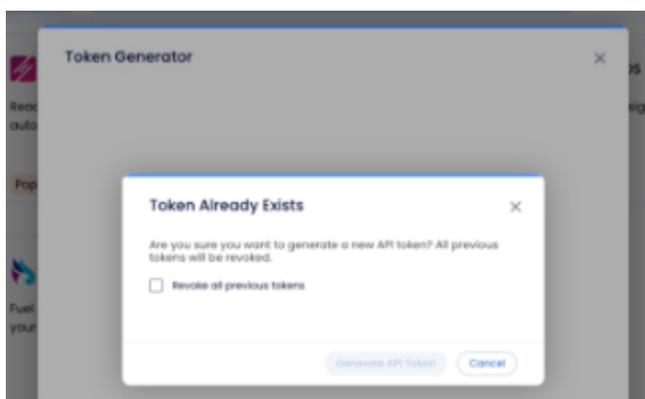


Once you establish the connection, TrustRadius buyer intent data will begin populating in ZoomInfo within 24 hours.

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.

1. Once a token has been generated, clicking **Connect** on the TrustRadius 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 TrustRadius.

User Experience

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

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

Users can refine results by:

- **Activity Date Range** - Specify the date range applied to the remaining **TrustRadius Buyer Intent** filters.
- **Product Name** - Filter by products that visitors on TrustRadius are researching, including your products and competitor products
- **Product Category** - Filter by one or more product categories that appear in your TrustRadius intent data. Filtering by a category includes all accounts researching any products in the category as well as accounts researching the category itself.
- **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.
- **Content** - Filter by the specific type of content or feature that a visitor engaged with when researching a product or category.
 - **Comparison** - When a visitor compares multiple products.
 - **Comparisons** - When a visitor clicks **Comparisons** on the TrustRadius product listing.
 - **Competitors** - When a visitor views the **Alternatives** (competitors) page for a product.
 - **Product Reviews** - When a visitor clicks **Reviews** on the TrustRadius product listing.
 - **Review** - When a visitor views a specific review for a product
- **Location** - Filter by the geographic location of the visitor who did an activity.

