WebSights Implementation Guide

For administrators implementing WebSights with ZoomInfo Sales or Marketing

WebSights is powered by ZoomInfo's proprietary IP matching algorithm that reveals the identities of organizations that visit your website and provides visualized analytics.

You enable WebSights by adding the *ZoomInfo Script* to your web page HTML. The ZoomInfo Script:

- Is "installed" in your site's web pages by either manually copy-pasting it into the page HTML, or by using Google Tag Manager to associate the script with your web pages.

- Is a single script that supports other ZoomInfo products you may have, including FormComplete, Schedule, and Chat.

- Enables tracking of company behavior on every web page you choose to track.

Implementation Overview

Here are the primary steps to enabling WebSights on one or more domains in your organization.

Prerequisite: Review and take action based on Content Security Policy considerations

Understand and take any necessary actions to ensure your organization's Content Security Policies allow the ZoomInfo Script to properly function.

Step 1: Add a domain

First, you'll add a domain owned by your organization that you want WebSights to track. You'll do this from the **WebSights > Management** tab.

Step 2: Prioritize the pages you care about

For pages within your domain tracked by WebSights, you can also set up page-level ranking values that are categorized as high, low, or medium. This enables WebSights users to target more meaningful website visits when viewing analytics.

Step 3: Integrate with Google Analytics (optional)

If you use Google Analytics, you can set up an optional integration to send ZoomInfo data about companies tracked using WebSights to a Google Analytics dashboard.

Step 4: Install the ZoomInfo Script

Once you've added a domain and set page rankings, you'll work with your webmaster or a developer to add the script to your web pages. This can be done manually by copying and pasting the script directly, or by integrating the script using Google Tag Manager.

Step 5: Enable and test WebSights

Enable WebSights for the domain and make a test visit to a tracked page

Content Security Policy Considerations

If a content security policy is enabled on your site, the following domains must be whitelisted in the respective policy directives. If the directive listed for a given domain is not restricted by your content security policy, it does not need to be whitelisted and can be ignored.

Policy Directive	Domain	Explanation
script-src	js.zi-scripts.com	ZoomInfo Script
script-src	ws.zoominfo.com	Standalone WebSights script (old)
script-src	tags.clickagy.com	Clickagy script
connect-src	aorta.clickagy.com	XHR call from Clickagy
connect-src	hemsync.clickagy.com	XHR call from Clickagy
frame-src	hemsync.clickagy.com	Hashed email sync iFrame

For a full list of cookies used with the ZoomInfo Script, see [this article](#).
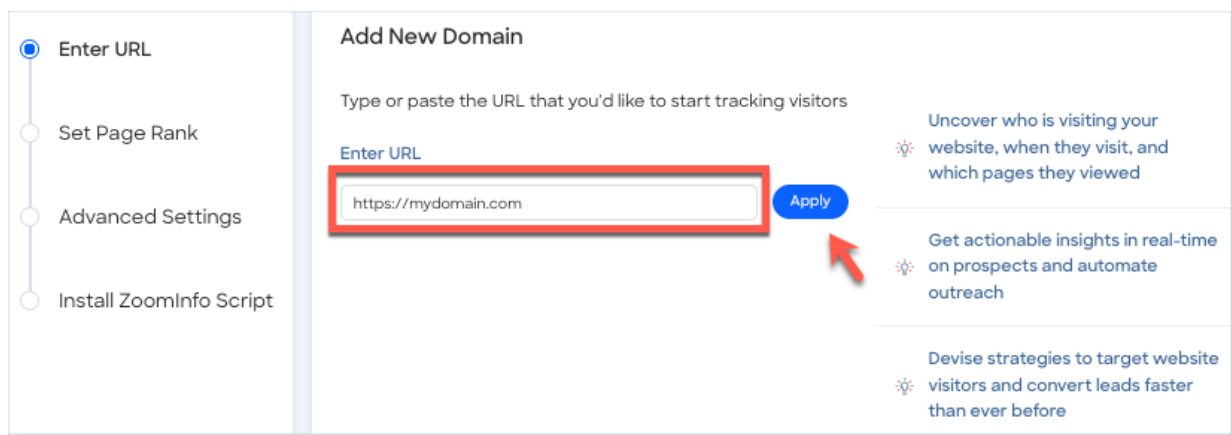
Step 1: Add a Domain

The WebSights **Management** tab lets you establish a new domain for which you want WebSights to track company visits.

1. Log in to ZoomInfo as an admin and navigate to the **WebSights > Management** and click **Add New Domain**.
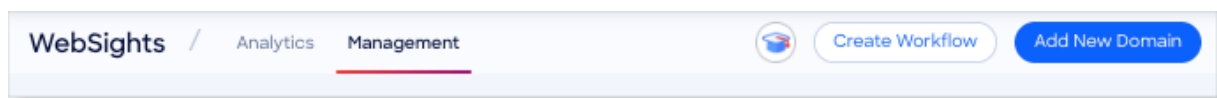
2. Type a domain and click **Apply**.

Step 2: Prioritize the Pages You Care About

Continue with the wizard to identify the pages that have high or low buyer intent ranking. For example, a **pricing** page may be high priority, while a **blog** page may be low.

You can capture sub pages easily by using the Contains condition. For example, if you have a page called **solutions**, and sub-pages called **page1**, **page2**, and **page3**, you can capture all 4 pages using the following:

You can choose other conditions - **Exactly Matches (=)**, **Begins With**, and **Ends With**.

You can set up to 30 rank conditions - just click **+ Add New**.

Step 3: Configure Advanced Settings (Optional)

Configure Advanced Settings to set up website personalization and Google Analytics.

In the Advanced Settings step, you can set up:

- **Website Personalization**: Choose to return ZoomInfo firmographic based on visitor IP addresses and use that data to personalize your website visitor experience.

- **Google Analytics**: Set up an optional integration with Google Analytics to send ZoomInfo data about companies visiting your website to a Google Analytics dashboard.

Set Up Website Personalization

If you are using third-party website personalization tools, account and firmographic data based on a visitor's IP address can be used to personalize your website experience for visitors.

Enabling WebSite Personalization exposes company information from ZoomInfo based on the visitor's IP address and returns it to the visitor's browser. Your organization can then employ a web personalization tool that uses this returned company data to deliver a more personalized experience to your visitors.
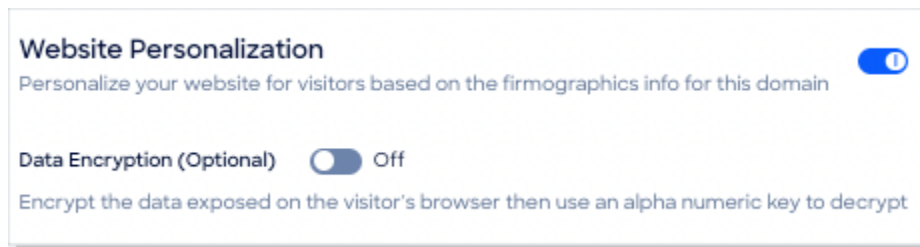
Company data includes:

- Company name
- Website
- Ticker
- Location
- Revenue

- Funding
- Employee count
- Industry
- NAICS and SIC codes

Personalization Tools: There are many third party personalization tools available. It is your organization's responsibility to configure the selected tool to use the firmographic data returned when this feature is enabled for a domain.

Credit Consumption: Company data returned when Website Personalization is enabled will consume bulk credits - one per company - unless that company is already considered a record under management. Therefore, we recommend enabling this feature only if you are using a tool to make use of this data to personalize your visitor experience.

Enable Website Personalization

To enable this feature, set the **Website Personalization** toggle to ON.

Website Personalization
Personalize your website for visitors based on the firmographics info for this domain

Data Encryption (Optional) Off
Encrypt the data exposed on the visitor's browser then use an alpha numeric key to decrypt

Enable Data Encryption (Optional)

Optionally set the **Data Encryption** toggle to ON to encrypt the data exposed on the visitor's browser.

A **Decryption Key** is generated. You can then use the provided **Decryption Key** to decrypt the data.

Using the ZoomInfo Company Data to Enhance Your Visitor Experience

This section describes how data is returned when website personalization is enabled - with or without encryption enabled - and provides generic examples to help your developers understand how to leverage the data.

You can consume the visitor firmographics exposed in the browser in one of two ways:

1. **Local Storage** - You can directly consume the `_ziVisitorInfo` object from the browser's local storage.

   To check the object in your browser, inspect the page source and go to **Application > Local Storage**. Select your page domain and see `_ziVisitorInfo` in the **Key** column.
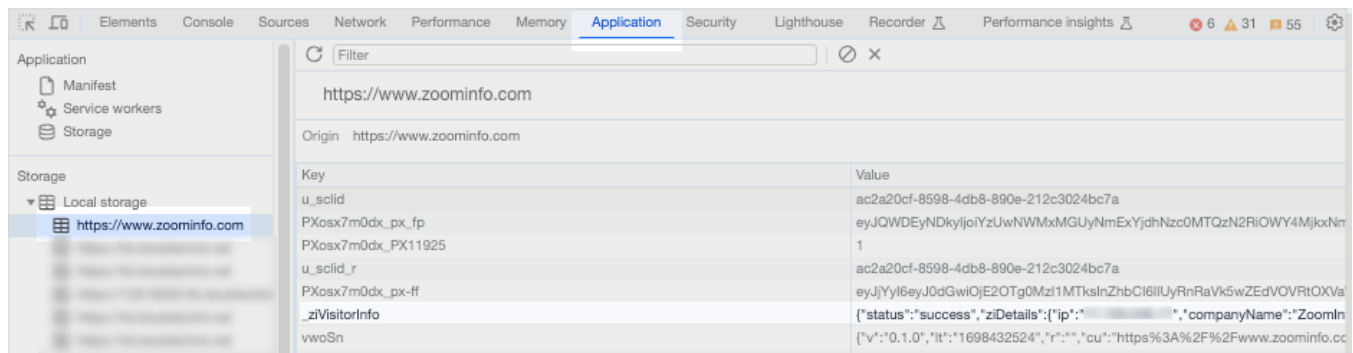
2. **Script** - Both the ZoomInfo Script (which provides the WebSights functionality) and the script below should be installed in your website's `<head>` tag.

   a. Copy the below personalization script and save it using an app like Notepad.

   b. You can then install the personalization script when you install the ZoomInfo Script in the next section, <u>Step 4: Install the ZoomInfo Script</u>.

```
<script>
```

```
    if (!window._zi_ws) {
        window._zi_ws = {}
    }
    window._zi_ws.wsVisitorInfo = (visitorInfo) => {
        console.log('VisitorInfo Received', visitorInfo);
        //you can add your code snippet here to consume visitorInfo
    }
</script>
```

Here is the schema of the `visitorInfo/_ziVisitorInfo` object (assuming the visitor's IP address matches a company):

```
{ status: 'success', // Possible values - success/error
  ziDetails:  //Object
  { ip: ,   // String
    companyName:, // String
    revenue: ,// Number
    companyFunding:,// String
    employeeCount:   ,// Number
    primaryIndustry:   ,// String
    state:   ,// String
    zipCode:   ,// String
    street:   ,// String
    city:   ,// String
    country:   ,// String
    ticker:   ,// String
    website:   ,// String
    naicsCodes: [     ],//Array
    sicCodes: [     ]//Array
  }}
```

If the visitor's IP address does not match a company, the following response is returned:

```
visitorInfo {
  status: 'success', // Possible values - success/error
  ziDetails: { //Object
 ip: // String
}}
```

When encryption is enabled, the data will be returned as an alphanumeric code. The code can be decrypted using the decryption key provided in WebSights (**Management tab > Domain > Advanced Settings**).

Here is the schema of the `visitorInfo` object when encryption is enabled:

```
{
```

```
  status: 'success', // Possible values - success/error
  ziDetails: //Value will be a Encrypted string
}
```

Here is some sample decryption code using a Cloudflare open source library. In this example, the script to add is:

```
<script src="https://cdnjs.cloudflare.com/ajax/libs/crypto-js/4.0.0/crypto-js.min.js"></script>
```

The function below could be used to decrypt the encrypted visitor information by passing `encryptedData` and the `decryptionKey` for the website:

```
function decryptData(encryptedData, decryptionKey) {
      let keyHex = CryptoJS.enc.Utf8.parse(decryptionKey);
      let decryptedData = CryptoJS.AES.decrypt({
                      ciphertext: CryptoJS.enc.Base64.parse(encryptedData),
                      },
                      keyHex,
                      {
                        mode: CryptoJS.mode.ECB,
                      }
      );
      return decryptedData.toString(CryptoJS.enc.Utf8);
}
```

Integrate with Google Analytics

If you are making use of Google Analytics, you can set up an optional integration with Google Analytics to send ZoomInfo data about companies visiting your website to a Google Analytics dashboard.

Note: Company records exported to Google Analytics will consume credits - one per company - unless that company is already considered a record under management.
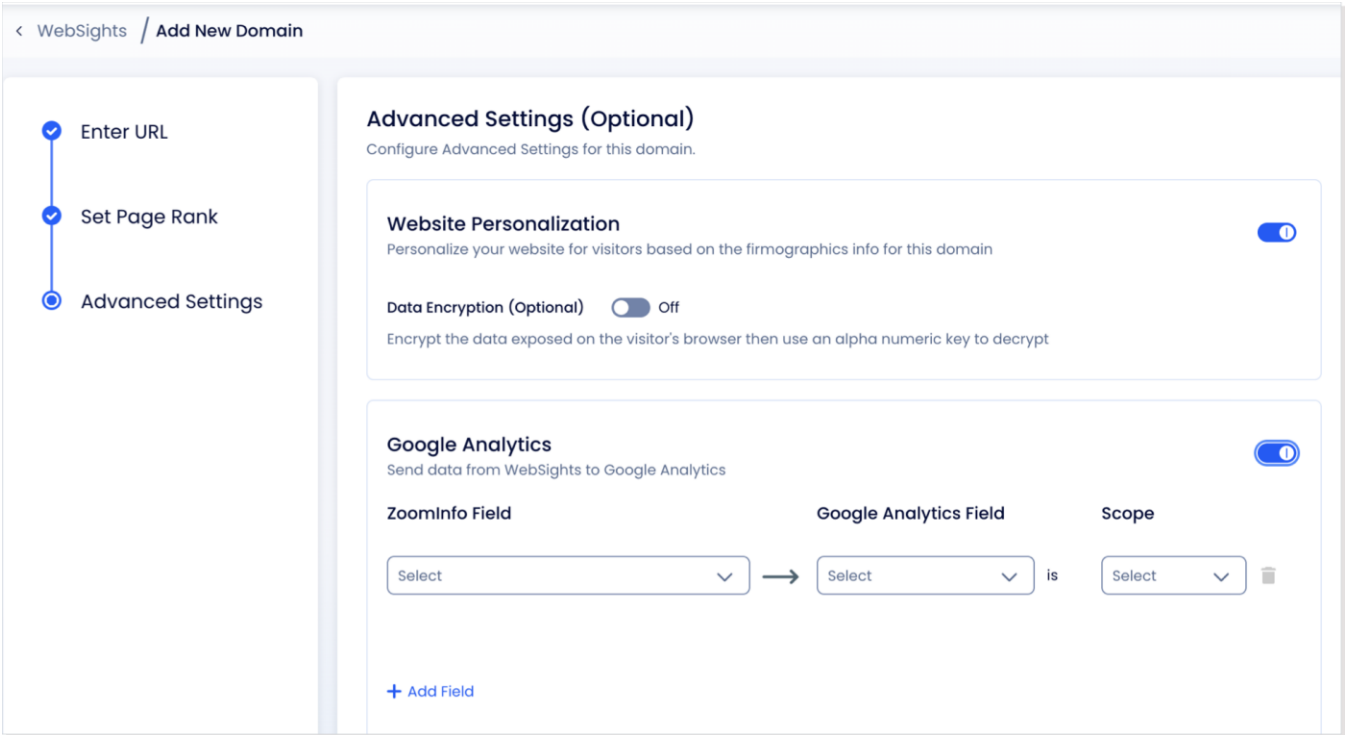
See (Optional) Integrate WebSights with Google Analytics for details on what you need to do in both Google Analytics and in your WebSights domain configuration to leverage Google Analytics to view your WebSights data.

Step 4: Install the ZoomInfo Script

The last step in the Add Domain wizard is the Install ZoomInfo Script step. This step will only display if this is your first implementation of the ZoomInfo Script.

See "Installing the ZoomInfo Script" in the [ZoomInfo Script Implementation Guide](#) for instructions on how to copy the script or send it to a webmaster to implement on your site. This document also includes helpful video tutorials for popular website builder apps and Google Tag Manager.

Next steps

Once you've installed the script, return here to complete the implementation and learn more about getting value from the insights delivered by WebSights.

Step 5: Enable and Verify WebSights

Once the ZoomInfo Script is installed for a domain, you can return to the **WebSights > Management** page.

The initial status for the domain indicates that it's unverified.
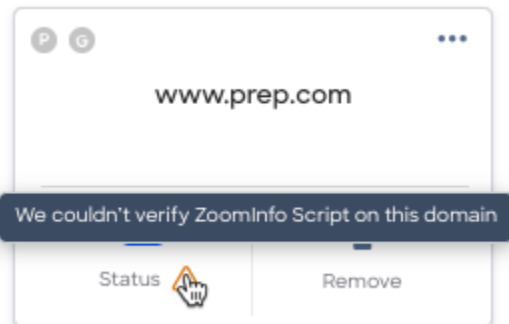
1. To verify, you simply need to ensure that the Status toggle is set to ON and visit one of the tracked pages on the domain.

2. Wait a couple of minutes and refresh the **WebSights > Management** page. The unverified icon should no longer be visible.

3. On the **ZoomInfo Script** page (**Admin Portal > Company Settings > ZoomInfo Script**) ensure that the:

    - WebSights toggle is turned ON in the **Product Connections** section

    - Domain is on the list of allowed domains.

Add More Domains

If you need to add a new domain, repeat the steps in this document to add the domain, install the ZoomInfo Script, and ensure the configuration works as expected.

Get Insights About Companies Visiting Your Website

Once WebSights is up and running, you can use our built-in analytics or dig deeper by integrating with Google Analytics.

- **Built-in Analytics**: Get built-in analytics about companies visiting your website on the WebSights Analytics tab. See Using WebSights Analytics for details.

- **Google Analytics**: Leverage Google Analytics for insights. See Using Google Analytics (Optional) for details.

- **Prioritize Dashboard**: If you're using ZoomInfo Marketing and have integrated with Salesforce, you can enable the Prioritize Dashboard in Salesforce to visualize ZoomInfo Marketing account data. From there, you can take more targeted actions on accounts without leaving Salesforce. See the Prioritize Dashboard Implementation Guide for Salesforce for details.

Using WebSights Analytics

You can filter and view analytics about companies that are visiting your website and take actions on them using the WebSights Analytics tab.

Note: Only website traffic with IP addresses successfully matched in ZoomInfo are shown. Anonymous web traffic is not shown.

Tabular View

The default view of the Analytics tab is the Tabular view.

Filtering options include:

- **Time**: Select the date range for the data displayed.

- **Domain Name**: Look at company traffic for a domain.

- **Webpage(s) URL**: Look at the company traffic for specific web pages (e.g., your site's Pricing page, or Contact Us page, etc.).

- **Company Name**: Search for specific companies that have visited your website. Use this filter in conjunction with the Webpage filter to see companies that have visited a specific page on your website.

- **Page Rank**: Set page rank values for pages tracked in WebSights. Pages tracked in WebSights can be ranked as high, low, or medium, enabling WebSights users to target more meaningful website visits when viewing analytics.

  If you have both ZoomInfo products that support WebSights (ZoomInfo Sales *and* ZoomInfo Marketing), page rank settings will be the same across both products. Any configuration change that you make in either the Sales or Marketing context will be shared with both products.

- **Location**: Narrow your results to show companies by specific headquarters and visitor office locations. For example, begin typing a city, state, or country in the text box to see a list of matching results.

- **Webpage(s) URL**: Filter by specific URL.

- **Tracking Parameters**: UTM tracking codes let you monitor traffic sources of websites.

- **Unique Visits**: Refers to a person who visits a site at least once within the selected time period. Each visitor to the site is only counted once during the selected time period.

- **Page Views**: This data point gives you a better view into visitor traffic on your website. For example, a user that browses 4 web pages in a visit would record 1 Unique Visit and 4 Page Views.

- **Minimum Session Duration**: Filter by how long a visitor spent on your web page.

Actions you can take:

- **Refresh**: Proactively refresh the page data.

- **Export**: You can export the WebSights data to a CSV file. Each record exported consumes one credit.

- **Tag Companies**: You can tag up to 200,000 companies at a time. These tags can only be accessed from Advanced Search.

- **Open in Search**: Open the company results in ZoomInfo Advanced Search.
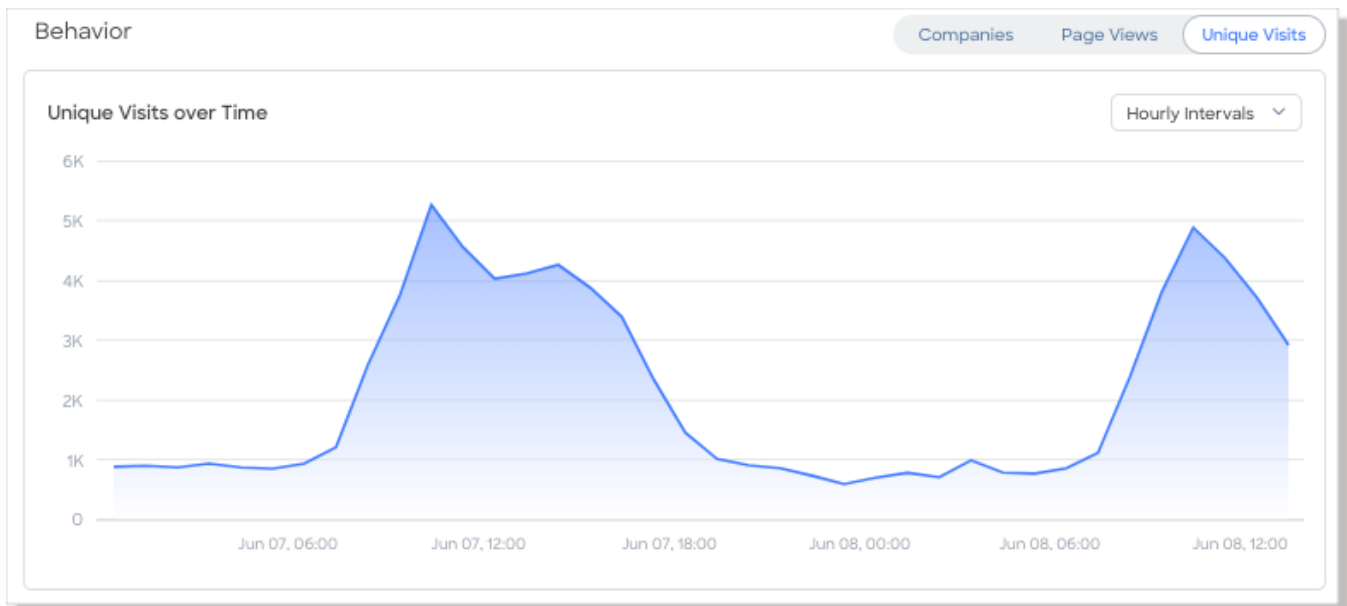
Dashboard View

Access the Dashboard view using the toggle on the top right corner of the **Analytics** tab. The Dashboard view includes the same filtering options as the Tabular view, displaying the results graphically.
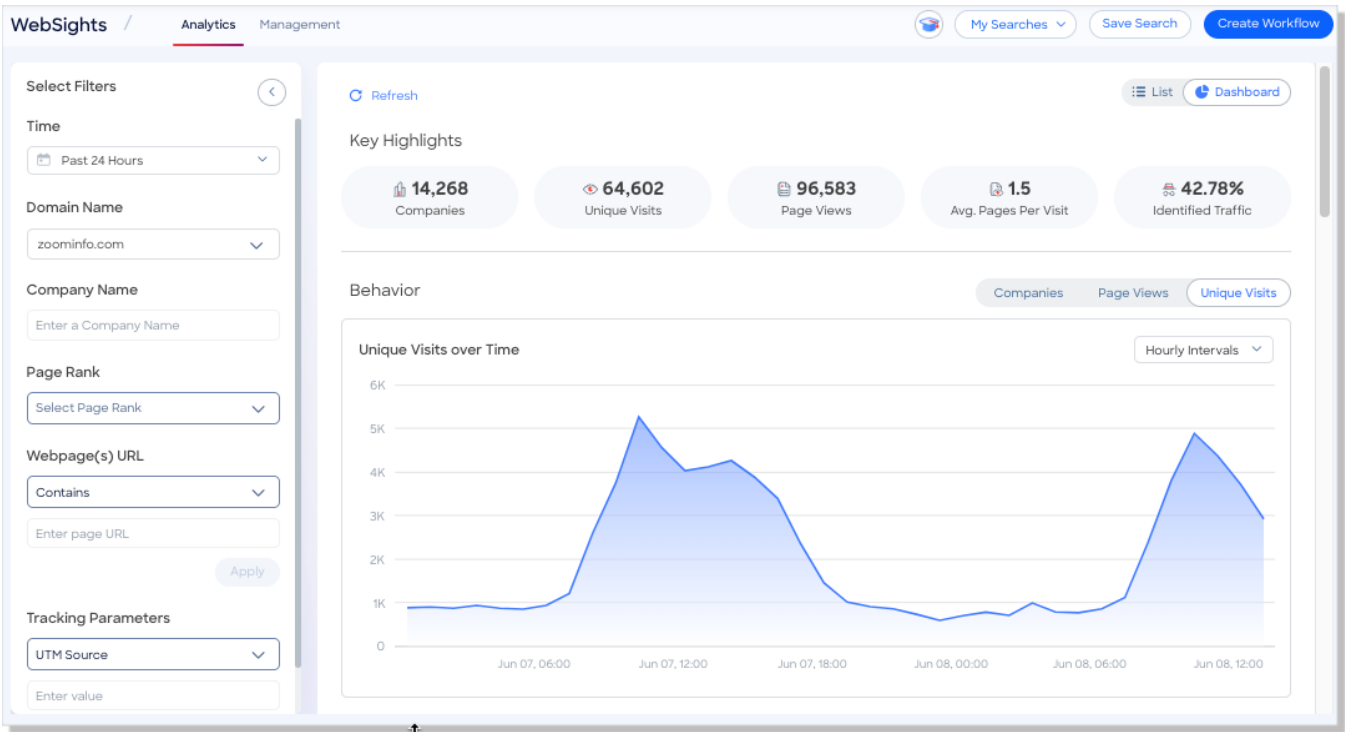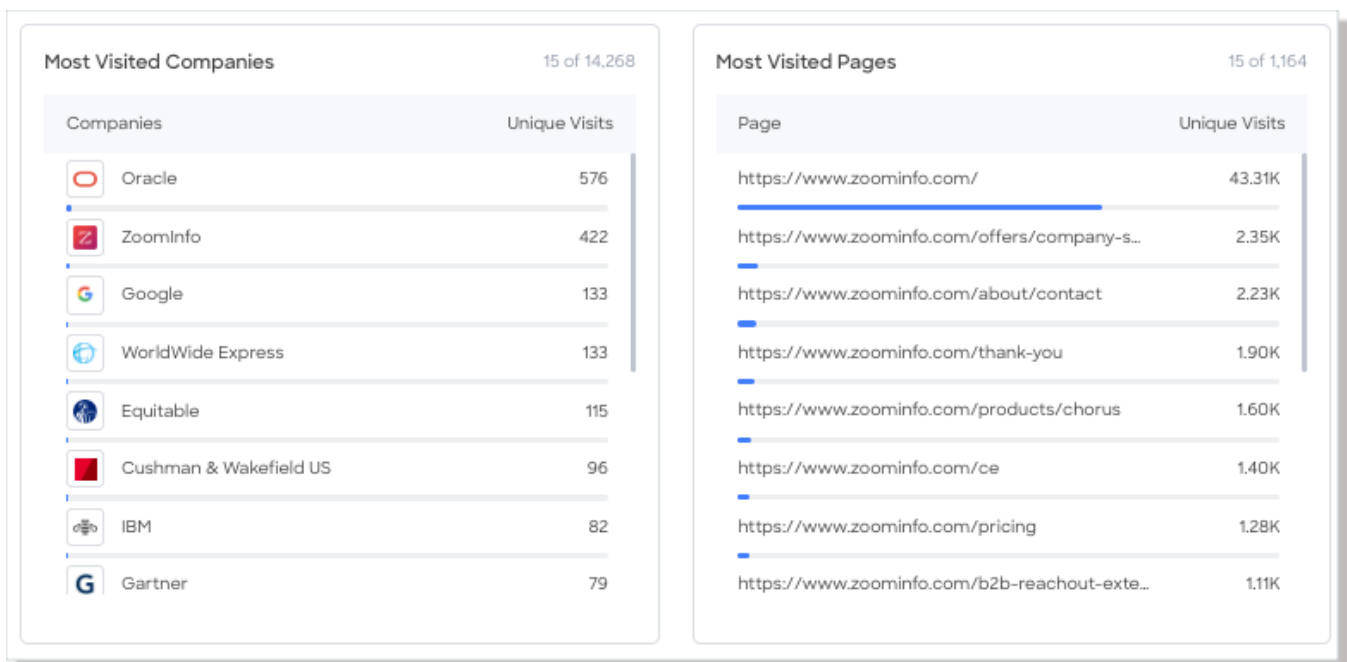

Key Highlights section: This section shows key statistics including the total number of companies visiting your website, Unique Visits, Page Views, Average Page Views and Identified Traffic percentage.
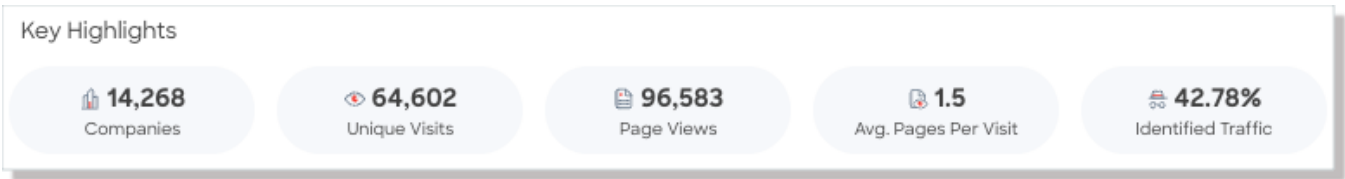
Behavior section: In this section, you can see the trend over time for Companies, Page Views, and Unique Visits.

Behavior — Companies | Page Views | Unique Visits

Unique Visits over Time — Hourly Intervals

Also included are breakdowns of Most Visited Companies and Most Visited Pages.

Most Visited Companies	15 of 14,268
Companies	Unique Visits
Oracle	576
ZoomInfo	422
Google	133
WorldWide Express	133
Equitable	115
Cushman & Wakefield US	96
IBM	82
Gartner	79

| Most Visited Pages	15 of 1,164
Page	Unique Visits
https://www.zoominfo.com/	43.31K
https://www.zoominfo.com/offers/company-s...	2.35K
https://www.zoominfo.com/about/contact	2.23K
https://www.zoominfo.com/thank-you	1.90K
https://www.zoominfo.com/products/chorus	1.60K
https://www.zoominfo.com/ce	1.40K
https://www.zoominfo.com/pricing	1.28K
https://www.zoominfo.com/b2b-reachout-exte...	1.11K

Company Insights section: This section provides graphical breakdowns of Revenue, Employee Count, and Industries for visiting companies.
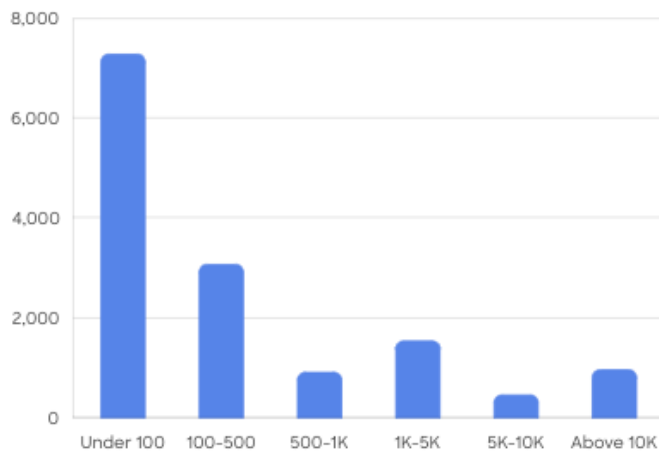
Companies Insights

Revenue

Revenue in USD Companies
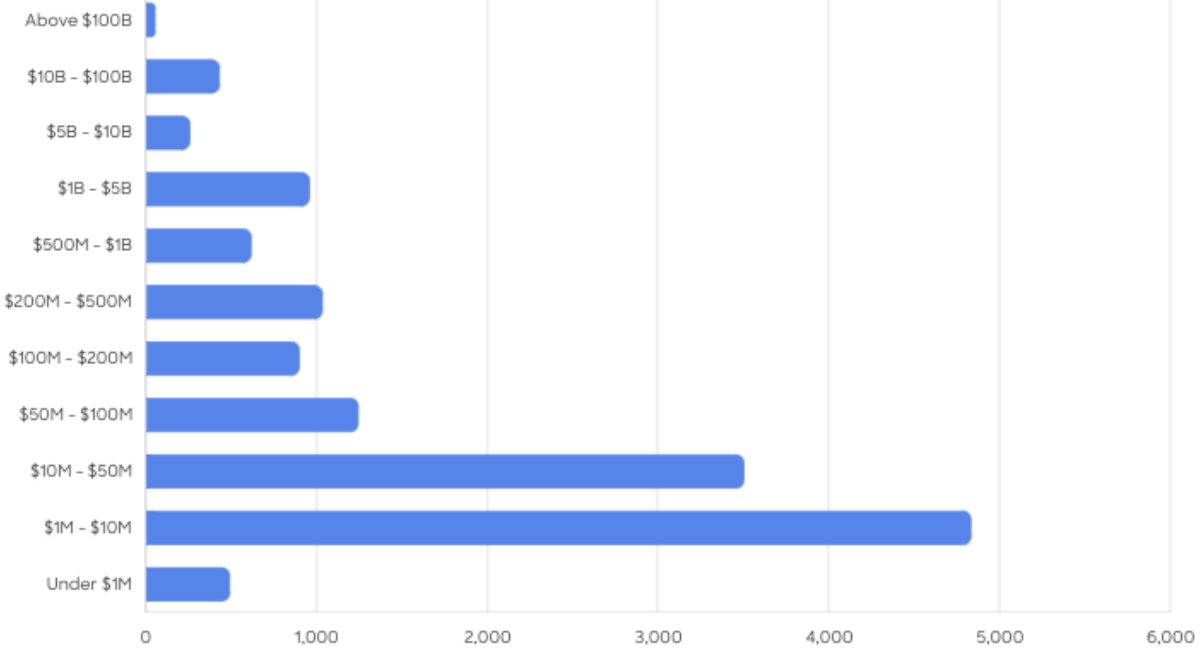
Employee Count

Industries

Industry	Companies
Business Services	4.02K
Software	1.89K
Manufacturing	1.32K
Custom Software & IT Services	1.29K
HR & Staffing	974
Education	859
Finance	766

Location section: This section includes a scrollable list of visitors per location and an interactive map visualization. You can toggle between the USA and World to view the statistics you're most interested in.
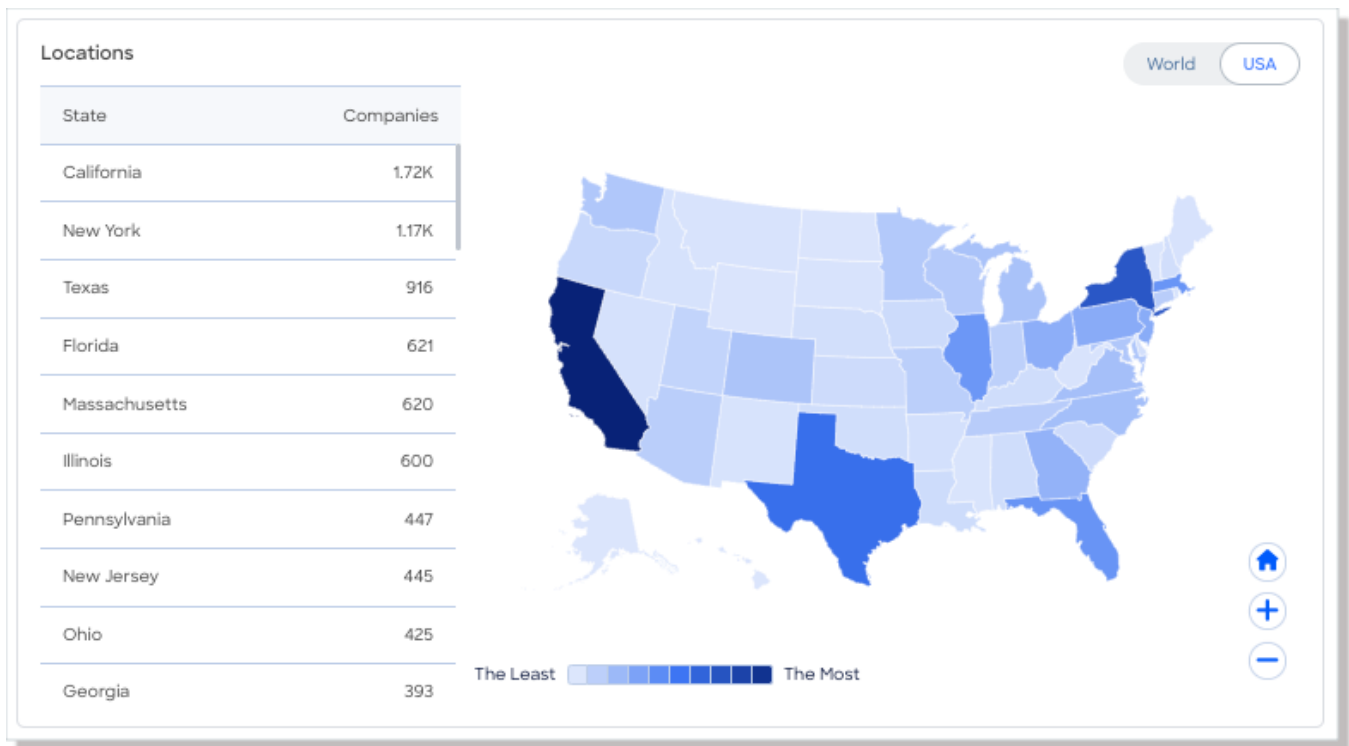
Using Google Analytics (Optional)

You can choose to integrate with Google Analytics to track website visitor data from WebSights.

About Google Analytics and ZoomInfo Credits

Exporting records to a Google Analytics dashboard costs ZoomInfo credits (one bulk credit per company exported, per year). When a new company visits your website, ZoomInfo will push that company to Google Analytics and charge 1 bulk credit. Once this occurs:

- ZoomInfo will continue to push that company to Google Analytics for every visit for the next 12 months at no charge.

- After 12 months, ZoomInfo will charge another credit to push it again.

Integrating with Google Analytics is only recommended if you are already using the service, and would gain significant value from having the WebSights data automatically sent to a Google Analytics dashboard.

Integration Overview

To set up the integration you will:

1. Create custom dimensions in Google Analytics for the ZoomInfo company-related data points you want to track in your Google Analytics dashboards. We provide basic instructions for doing this in either Google Analytics 4 or Google Analytics 3.

2. Configure mapping in WebSights between ZoomInfo data points and Google Analytics custom dimensions you created.

3. Enable the Google Analytics toggle in your WebSights configuration.

4. Create Google Analytics dashboards to view the data.

Create Custom Dimensions in Google Analytics

Use one of the following sections to create Custom Dimensions based on the version of Google Analytics you are using:

- [Create Custom Dimensions Using Google Analytics 4](#)

- [Create Custom Dimensions Using Google Analytics 3](#)

Create Custom Dimensions in Google Analytics 4

This section provides a brief overview of creating a custom dimension in Google Analytics 4. For in-depth information on Custom dimensions and metrics, see the [Google documentation](#).

From the Analytics page:

1. Click the Configure icon in the left navigation and select **Custom definitions**.
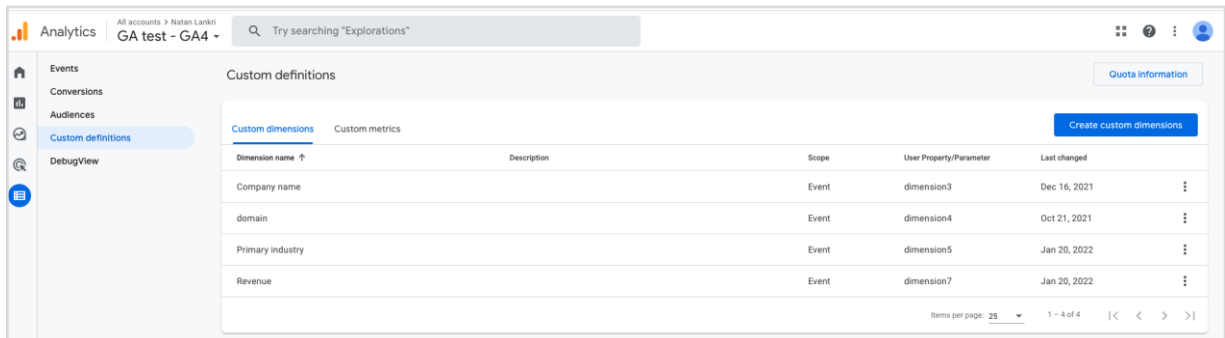
2. Click **Create custom dimensions**.

3. Create a custom dimension (e.g., "Company revenue").
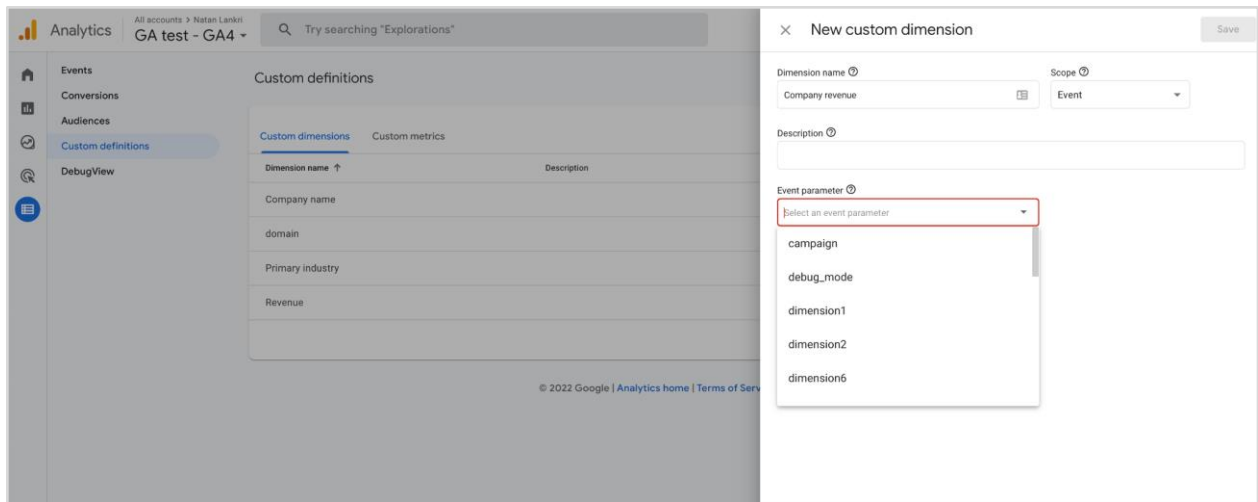
a. Select a **Scope** from the drop-down menu and choose either **Event** or **User**.

   Note: In this example, we've chosen the **Event** Scope.

b. Provide a **Description** for the custom dimension.

c. Select an **Event parameter** from the dropdown list, or enter the name of a parameter you'll collect in the future.

d. Click **Save**.

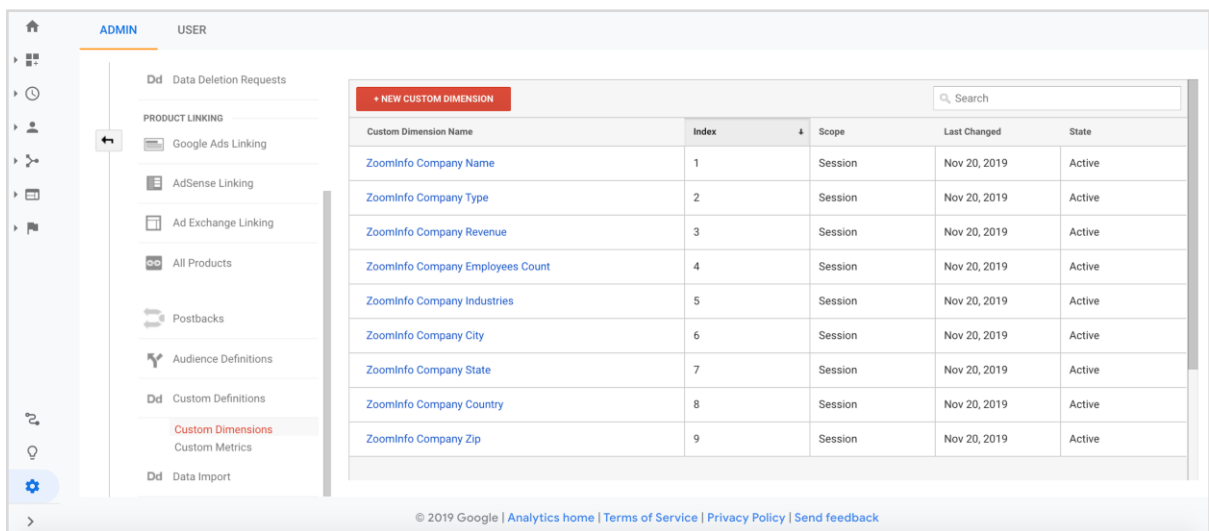## Create Custom Dimensions in Google Analytics 3

1. In Google Analytics, navigate to the Admin settings page.
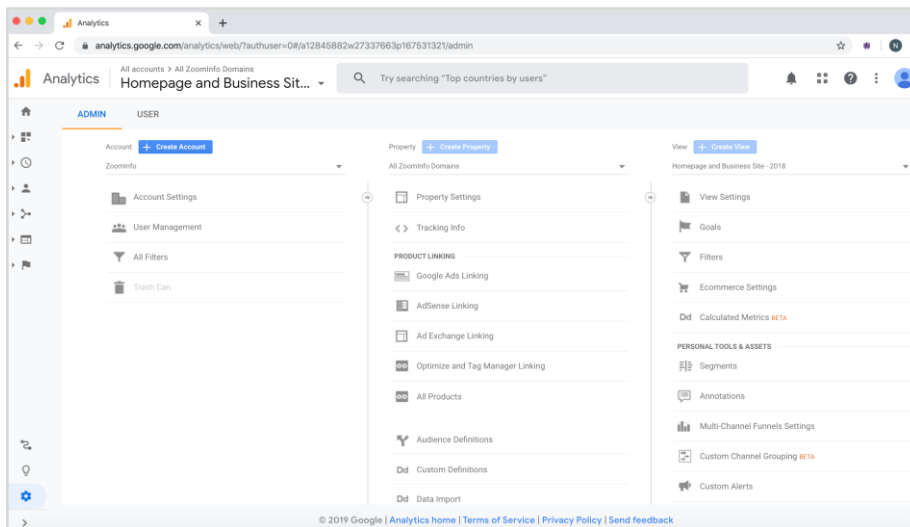
2. Click **Custom Definitions**, and then click **Custom Dimensions**.
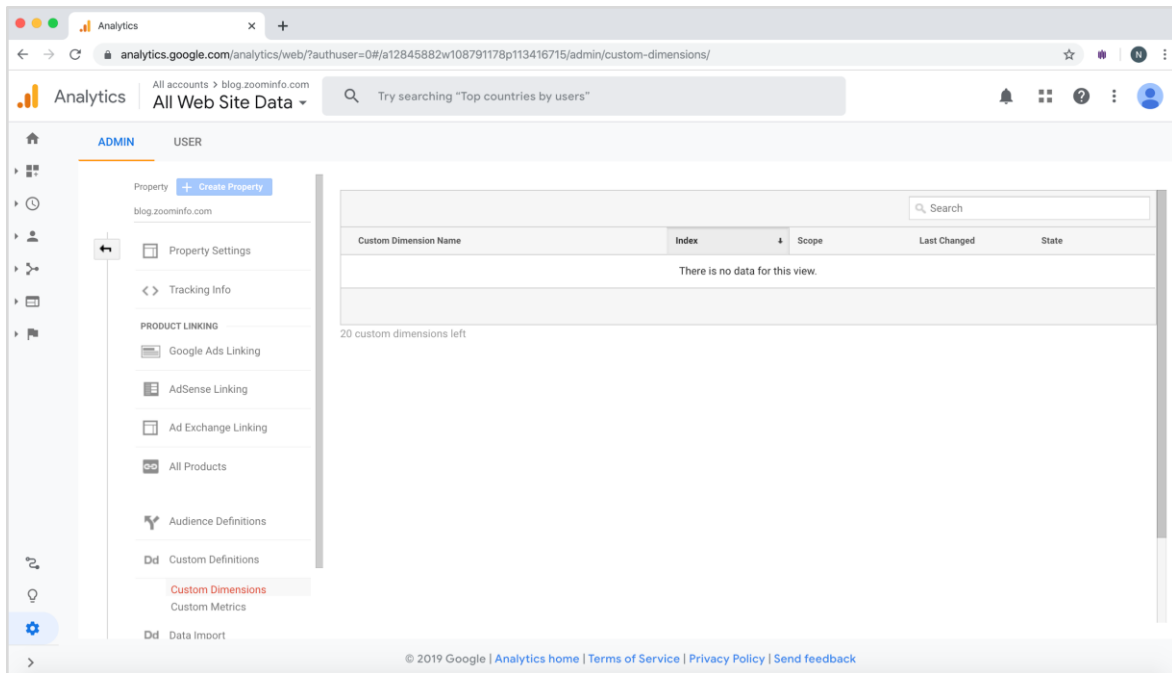
3. Add Custom Dimensions as follows:

Configure Mapping

To map ZoomInfo fields to Google Analytics fields:

1. Click the tile for your domain.

2. Navigate to the **Advanced Settings (Optional)** step and enable the toggle for Google Analytics.

3. Select a **ZoomInfo Field** and then choose the corresponding **Google Analytics Field** and the **Scope**.

Here's a list of ZoomInfo Company fields you can export to your Google Analytics dashboards based on the IP address.

- CompanyID
- CompanyName
- CompanyType
- CompanyRevenue
- CompanyRevenueRange
- CompanyEmployeesCount
- CompanyEmployeeRange

- CompanyIndustries*
- CompanyPrimaryIndustry
- CompanyCity
- CompanyState
- CompanyCountry
- CompanyZip

*CompanyIndustries provides a hierarchical list of industries (primary, secondary, and tertiary).

4. Add more fields and map them as needed.

Google Analytics
Send data from WebSights to Google Analytics

ZoomInfo Field		Google Analytics Field			Scope		
Company Name	∨	→	Dimension 1	∨	is	Event	∨	🗑
Company Domain	∨	→	Dimension 2	∨	is	Event	∨	🗑
Company State	∨	→	Dimension 3	∨	is	User	∨	🗑

+ Add Field

5. When done, click **Publish**. It will take some time before company visitor data begins to populate in Google Analytics - usually between 30 minutes and one day.

Create a Dashboard in Google Analytics

This section describes how to create a sample dashboard in Google Analytics based on the fields that ZoomInfo returns. You can use this information as a basis to create your own dashboards.
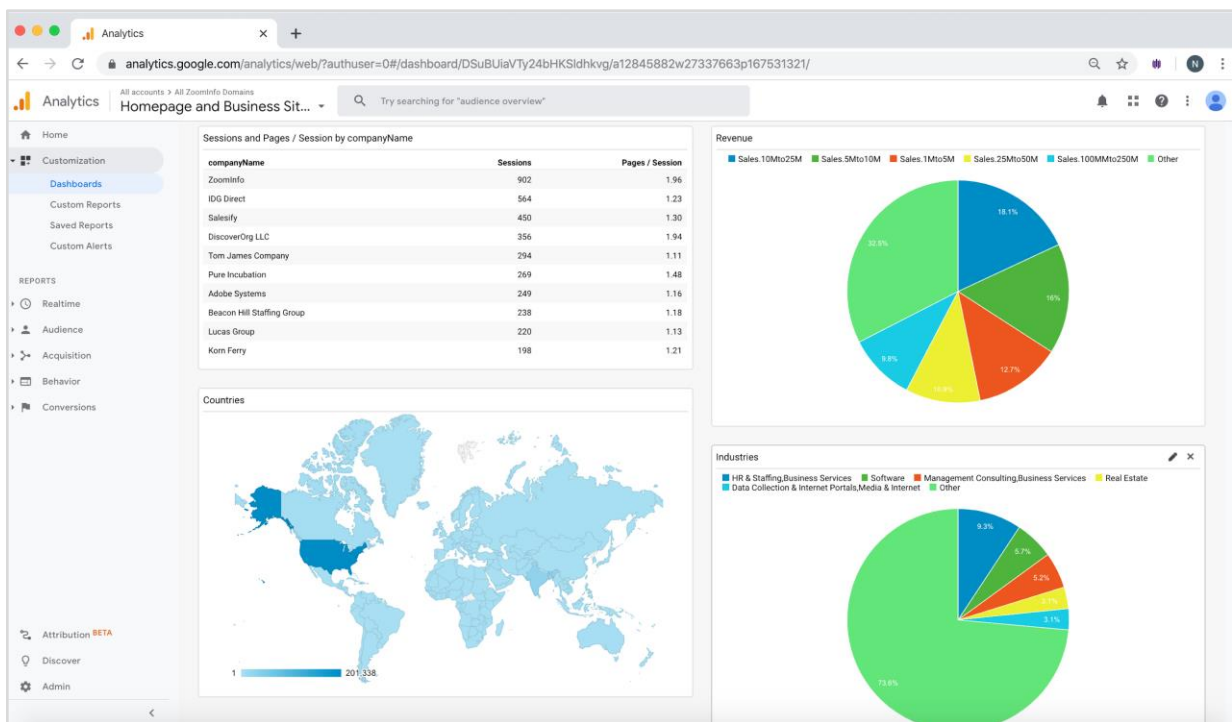
In Google Analytics:

1. Navigate to **Dashboards**, and click **Create Dashboard**.

2. Select a **Starter Dashboard**.
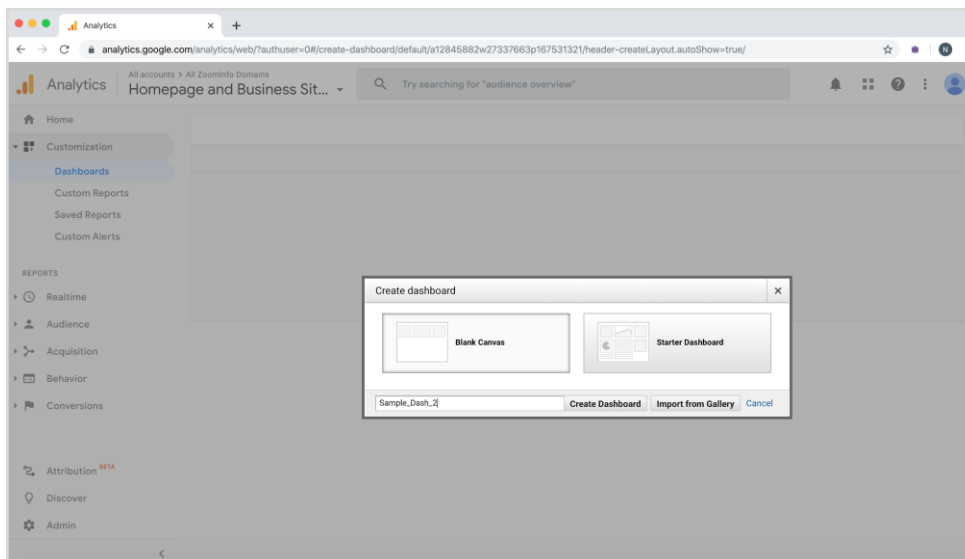
3. You can add custom dimensions you have created into different widgets as shown below:
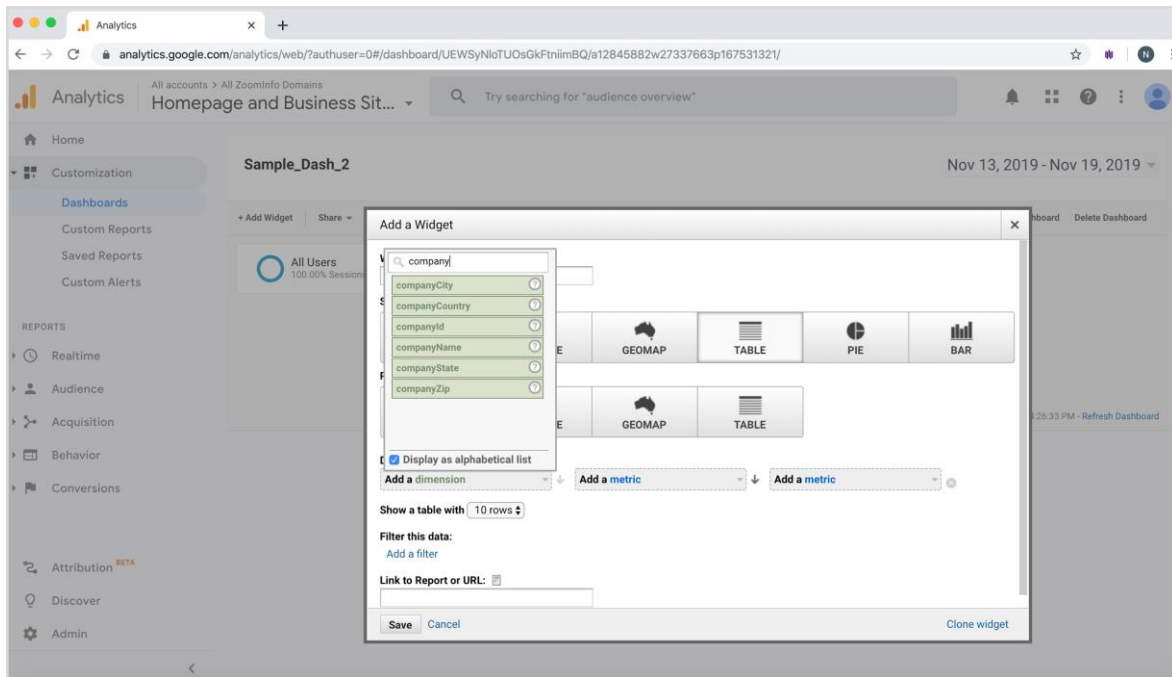
Here's an example of a sample dashboard:

Data Sharing

The Data Sharing page in the Admin Portal is enabled if your organization has not contractually opted out of data sharing with ZoomInfo that is intended to analyze your use of connected integrations. Data sharing helps to improve the ZoomInfo service and make recommendations to you.

1. Go to **Admin Portal > Data Sharing**.

   - If your organization has chosen to opt-out of data sharing, the following message displays:

     As a precaution, this function is set to OFF and is not editable, in order to prevent unintended changes that may be in conflict with your organization's contractual terms.

   - If your organization has not opted out of data sharing, the **Data Sharing** page displays with the ON/OFF toggles enabled.

2. Data collection is subject to ZoomInfo's Privacy Policy. Review the policy details using the link provided.

3. Review and manage the data sharing settings according to your organization's data sharing preferences.

4. Over time, you can review the **Contributions** tab to monitor the contributions made by your organization.