ZoomInfo Slack App Integration Guide

For administrators setting up the ZoomInfo Slack app integration

With the [ZoomInfo Slack app](), teams can continually monitor their entire total addressable market or talent pool and be alerted immediately to actionable insights affecting their target accounts, territories, or hiring initiatives. ZoomInfo Workflows users can also take advantage of the Slack app integration to post notifications to Slack.

The ZoomInfo Slack App can be used with the following ZoomInfo products and features:

ZoomInfo Product/Feature	Slack App Capabilities	More Info
Workflows	ZoomInfo Workflows can include an action to post to Slack channels or send direct messages.	Review the information in this guide.
ZoomInfo Copilot	ZoomInfo Copilot users can receive go-to-market alerts about their target companies in Slack.	Review the information in this guide.
Chorus by ZoomInfo	ZoomInfo sifts through the noise to summarize your recorded calls and meetings with Chorus by ZoomInfo. The app can post to Slack channels, send direct messages, and mention users, while delivering personalized AI-recommended insights at exactly the right time to take action.	Connect the ZoomInfo Slack app within your Chorus admin settings. See the [Chorus Integrations Guide]() for details.

Configure the Admin Connection

To successfully connect the ZoomInfo Slack app to your Slack workspace you must have permissions to connect third party apps to your workspace. Contact your IT administrator for assistance if needed.

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

2. Click **Integrations**.
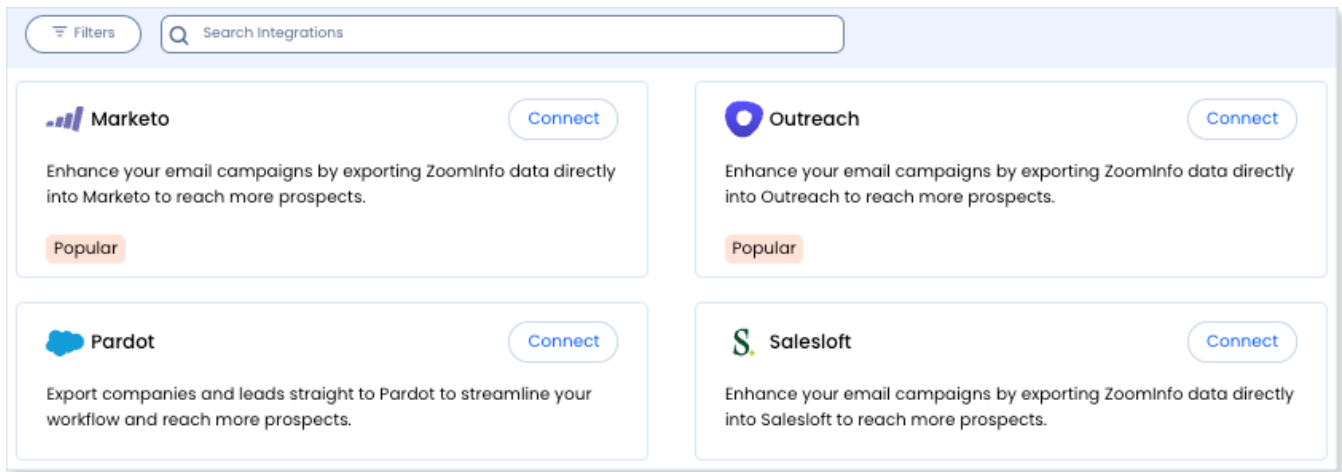
3. Search for *Slack* and click **Connect**.

4. Complete the connection using your credentials.

5. Toggle the Slack connection on to enable for all users.

   Note: ZoomInfo users will need to [make their own connection to Slack](#) from ZoomInfo using their credentials.

## Workflows: Add the ZoomInfo Slack App to Slack Channels

As an administrator, you can configure your Workflows to automatically send notifications to a designated Slack channel immediately after the Workflow executes. This ensures that relevant stakeholders receive timely updates with minimal delay.

The notification includes:

- A link to the Workflow

- Firmographic and contact information

To add the app to one or more Slack channels to which you want notifications sent.

1. In Slack, click the dropdown next to the channel title and select the **Integrations** tab.

2. Under **Apps**, click **Add Apps**.
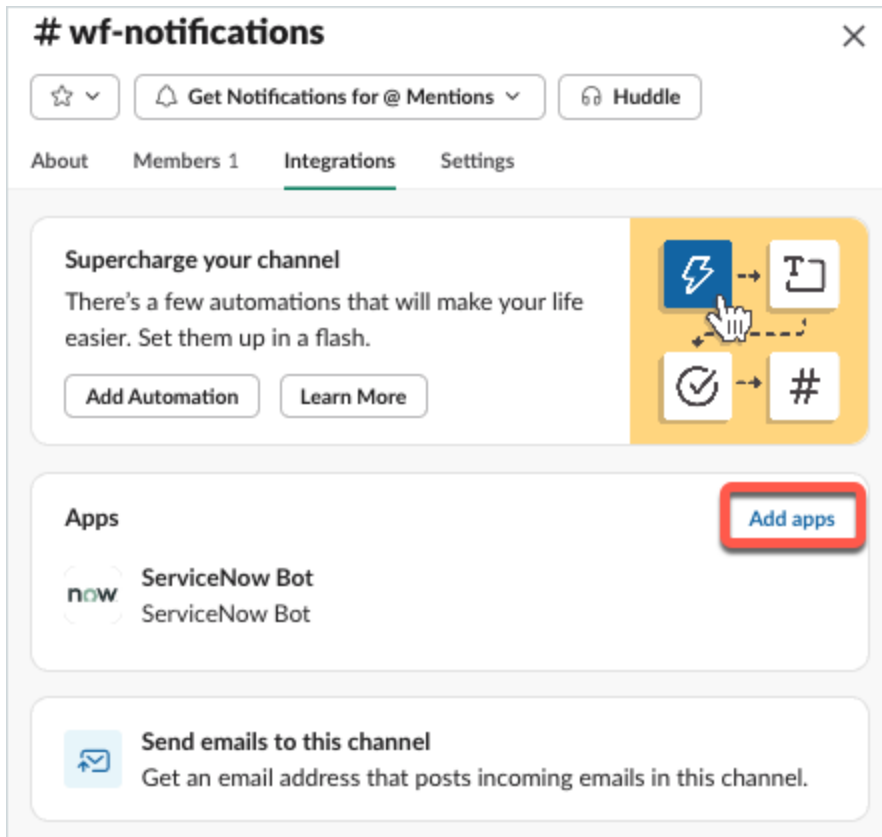
3. Search for and select the **ZoomInfo** app

4. A message in the channel will indicate that ZoomInfo has joined the channel.

5. Repeat this procedure for each Slack channel to which you want notifications sent.

Enable User Connections

To enable users to connect:

1. Add your organization's users under **Admin Portal > User Management**.

2. Under **Admin Portal > Integrations**, ensure the toggle on the Slack integration is enabled.

Each user can now connect to Slack with their own credentials.

Instruct Users to Connect

Once the Slack integration is connected and enabled from the Admin Portal, individual ZoomInfo users can connect to the Slack app integration using their own credentials. This can include users (and admins) creating and managing Workflows, and Copilot users who want to receive go-to-market notifications about their target accounts. Instruct users to click their initials and select **Settings > Integrations** to connect.

User Experience

Here is a summary of the user experiences that are enabled by integrating the ZoomInfo Slack app.

Workflows

Once an admin has [added the ZoomInfo Slack app to desired channels](#), an admin or user configuring a Workflow can configure a Slack notification:

1. Select **Slack** as an action for the Workflow.

2. Log into the ZoomInfo Slack app with your Slack credentials

3. Choose the **Slack** user(s) or channel(s) you want to notify. Users can send to any Slack user at their organization or post any channel in the Slack workspace to which the ZoomInfo Slack has been added.

Action(s)

export to Salesforce and update existing records and create new

records as Accounts and Contacts and select campaign and assign to

select user then

export to Slack and post to channel/user

Go-To-Market Alerts

Once connected, ZoomInfo Copilot users can elect to receive Slack notifications for go-to-market alerts about their target accounts. To configure these notifications, the user can:

1. Click their **initials** and select **Settings**.

2. Click the **Notifications** tab.

3. Ensure the **Slack** checkbox is selected for **Target Account Breaking Alerts**.

Chorus

Organizations with Chorus by ZoomInfo can also leverage the ZoomInfo Slack app to summarize recorded calls and meetings in Slack notifications. A Chorus admin can enable Slack notifications by connecting the ZoomInfo Slack app in the Chorus admin settings. See the Chorus Integrations Guide for details.

Important Considerations

Review these considerations when enabling the ZoomInfo Slack app.

Removing Link Previews

Admins or Slack workspace owners may want to remove link previews to provide a better visual experience in Slack. To remove link previews from posts generated using ZoomInfo Workflows, follow the instructions in this Slack Help Center article, under "Turn off previews for specific sites".

Slack Rate Limits

Slack rate limits prevent apps from posting more than one message per second to a Slack Workspace. This means that Workflows set to process immediately (such as Streaming WebSights or Streaming Intent) may be subject to these rate limits, depending on the volume of records that meet the filter criteria.