Engage
by zoominfo + salesforce

ZoomInfo Engage + Salesforce Integration

Leads and contacts sync in minutes so you can take action quickly


Sales professionals often use disparate systems for sourcing contact information, reaching out, and tracking activity, which is time consuming. Once your team has identified prospects, they face the challenge of connecting with these leads and winning the deal. To streamline this process and reduce back and forth between platforms, you can leverage the bi-directional, automatic sync of contact and lead data between Salesforce and ZoomInfo Engage.
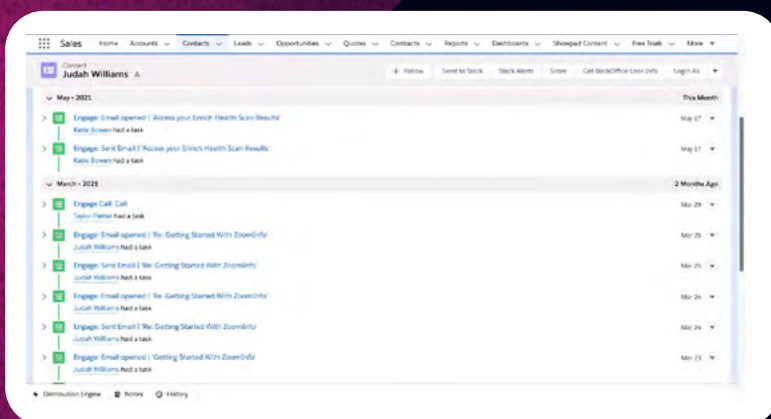
How the Integration Works
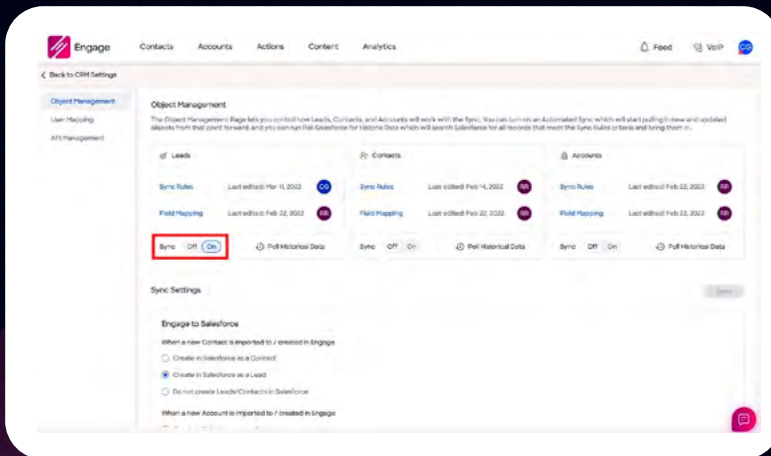
1. Automated sync brings contact and lead data from Salesforce to Engage every five minutes, so you're able to quickly take action on new leads and contacts.
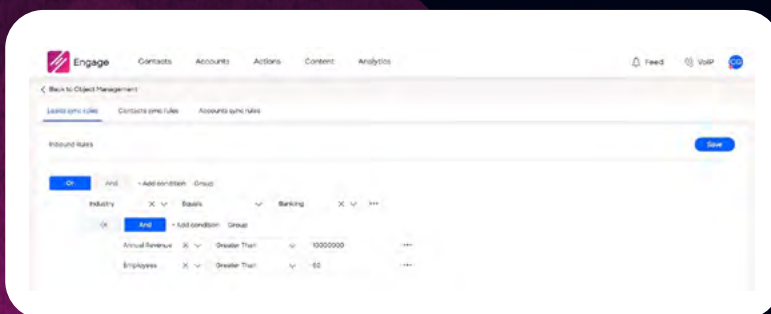
2. Sync rules enable admins to set criteria for which leads and contacts to bring into Engage from Salesforce, so your team can prioritize the most qualified leads.

3. Call and email activity from Engage is pushed to Salesforce, reducing duplicate data entry between systems.

Why ZoomInfo Engage + Salesforce

The deep integration between ZoomInfo Engage and Salesforce empowers Engage admins to manage and control how information is synced between systems via a single user connection. With Engage's historical data pull of Salesforce information, teams can begin engaging on day one with contacts and leads that are already in Salesforce. The automated, bi-directional sync eliminates duplicate data entry of call and email activities between systems and ensures that your team can take action on new leads within five minutes of them being loaded into Salesforce.

About ZoomInfo

ZoomInfo (NASDAQ: ZI) is a leader in modern go-to-market software, data, and intelligence for more than 25,000 companies worldwide. ZoomInfo's revenue operating system, RevOS, empowers business-to-business sales, marketing, operations, and recruiting professionals to hit their number by pairing best-in-class technology with [unrivaled data coverage](), accuracy, and depth of company and contact information. With [integrations]() embedded into workflows and technology stacks, including the leading CRM, [Sales Engagement](), Marketing Automation, and Talent Management applications, ZoomInfo drives more predictable, accelerated, and sustainable growth for its customers. ZoomInfo emphasizes [GDPR and CCPA compliance](). In addition to creating the industry's first proactive notice program, the company is a registered data broker with the states of California and Vermont. Read about ZoomInfo's commitment to [compliance, privacy, and security](). For more information about ZoomInfo's leading go-to-market software, data, and intelligence, and how they help sales, marketing, operations, and recruiting professionals, please visit [www.zoominfo.com]().