

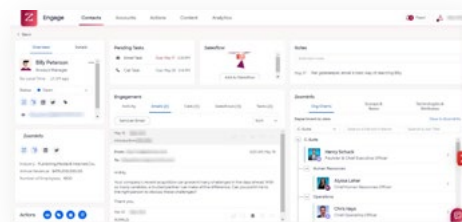
# ZoomInfo for Engage + HubSpot

Sync ZoomInfo Engage with HubSpot to reduce manual efforts

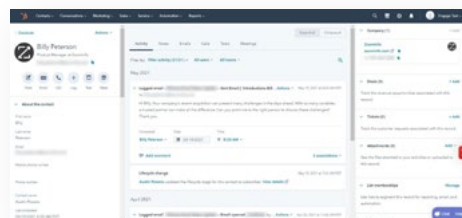
Sales professionals often use disparate systems for sourcing contact information, reaching out, and tracking activity, which is time consuming. Your sales team spent time identifying the prospects who fit within your ideal customer profile, and now your team faces the challenge of connecting with these leads and winning the deal. To streamline this process and save your team time, you can leverage the ZoomInfo Engage and HubSpot integration.

## How the Integration Works

1. Sync Engage Contacts with HubSpot Contacts so you have transparency into contact information, call and email activities, and lead status from either platform.

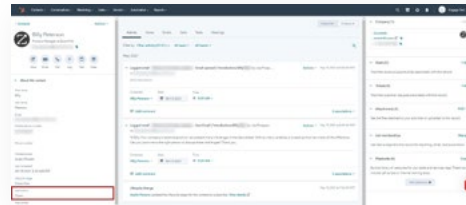


2. Once a Contact is synced, all call and email activity from Engage will be pushed to the HubSpot Contact activity history, reducing duplicate data entry.





3. Sync Contact Status and Unsubscribes between Engage and HubSpot for greater visibility into lead status and to ensure compliance with CAN-SPAM.



## Why ZoomInfo Engage + HubSpot

Eliminate manual logging of call and email activities and increase transparency into synced Contacts with the ZoomInfo Engage integration with HubSpot. Engage automatically reflects the latest updates made on a HubSpot record's Contact details, including the Contact's status and unsubscribe status. Admins can choose whether new Contacts imported/created in Engage should be created in HubSpot, which reduces duplicate data entry and list imports.

## 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](http://www.zoominfo.com).

