ZoomInfo Script Implementation Guide

For administrators implementing the ZoomInfo Script with ZoomInfo Copilot, Sales or Marketing

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Multiple ZoomInfo features leverage a script-based integration with your organization's website. The ZoomInfo Script delivers this functionality with a single, unified script that you install on your website.

Once installed, you can manage settings for features that use ZoomInfo Script from the ZoomInfo Admin Portal.

Features Supported by ZoomInfo Script

You can add the ZoomInfo Script to web domains and pages for your organization to support the following ZoomInfo features: FormComplete, Schedule, WebSights and Chat.

FormComplete and ZoomInfo Schedule

FormComplete fills out your pre-existing web forms in real-time based on a user's email address. After a visitor's email address has been entered, ZoomInfo works instantly to find a matched record within the database of over 130 million business contacts. FormComplete then automatically fills in available information for the remaining form fields, and allows visitors to correct information (if needed) before submission.

If your organization has access to both ZoomInfo Marketing and FormComplete, you can use **ZoomInfo Schedule** for form acceleration and group calendar options. With this meeting automation tool, customers filling out a form on your website will be able to book a meeting with your sales representatives at any time of day. This round robin system is based on representative availability, and can seamlessly integrate with Google and Microsoft 365 calendars. See How to Use ZoomInfo Schedule for more details.

WebSights

WebSights uses ZoomInfo's proprietary Visitor Resolution Service to reveal the identities of organizations that visit your website and provides visualized analytics. It matches anonymous traffic on your site to company profile pages in our database, allowing you to engage with prospects actively researching your products and services.

ZoomInfo Chat

ZoomInfo Chat alerts your teams instantly when new and existing customers visit your website. Chat lets you create scalable, personalized AI-driven conversation experiences based on visitors website behavior, demographic and firmographic data.

Cookie and Content Security Policy Considerations

Strictly Necessary Cookies

These cookies are absolutely necessary for ZoomInfo products to function and cannot be switched off in our systems. These cookies do not collect any personal information.

Cookie Name	Domain	Duration	Usage	Explanation
CookieConsent	.zoominfo.com	365 days	Privacy/GDPR	Stores data for users who consent to cookies.
_cfuvid	.zoominfo.com	For a specific browser session	ZoomInfo Script	Cookie by Cloudflare related to rate limiting and used to allow Cloudflare to distinguish individual users who share the same IP address.
coo	.clickagy.com	365 days	Advertising	Clickagy cookie opt-out. Set when a user has requested to opt-out of tracking. The detection of this cookie will prevent targeting cookies from being set.

Performance Cookies

By definition, performance cookies are used to understand how visitors interact with their website by collecting information such as the number of visitors, the pages visited, and the time spent on the website.

These cookies are necessary for ZoomInfo products to function and cannot be switched off in our systems. Users can set their browser to block or be alerted about these cookies, but parts of our products will not work effectively.

Cookie Name	Domain	Duration	Usage	Explanation
visitorid	.ws.zoominfo.com	730 days	Old WebSights Script (Not relevant if you're using ZoomInfo Script)	It's a 3rd party cookie for tracking visitors on the website and maintaining a unique visitor identifier.
insent-user-id	User domain	730 days	Old Chat Script (Not relevant if you're using ZoomInfo Script)	It's a first party cookie for maintaining a unique visitor identifier.
_zitok	User domain	365 days	ZoomInfo Script	It's a first party cookie for maintaining a unique visitor identifier. This cookie is used for WebSights, FormComplete, Chat and Schedule products. It contains an opaque GUID to represent the current visitor.

Content Security Policy Whitelisting

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	ZoomInfo assets
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: ZoomInfo Cookies and CSP Allow-listing

Configuring Supported Features

Each of the supported features that use the ZoomInfo Script require configuration that is detailed in separate implementation guides.

Since the script implementation process is common to each of these features, you'll be directed to this guide to install the script.

For details on services that use the ZoomInfo Script, see the following guides:

- FormComplete Implementation Guide (this configuration includes support for ZoomInfo Schedule)
- WebSights Implementation Guide
- ZoomInfo Chat

New Implementation Scenarios

You may need to implement the ZoomInfo Script more than once for your organization, depending on whether you have one domain, or multiple domains.

Scenario 1: Implementing the Zoominfo Script for the First Time for a Domain

If you're new to ZoomInfo and are initially implementing the ZoomInfo Script on your website - for example, your organization just purchased WebSights - you will install the ZoomInfo Script after entering your domain.

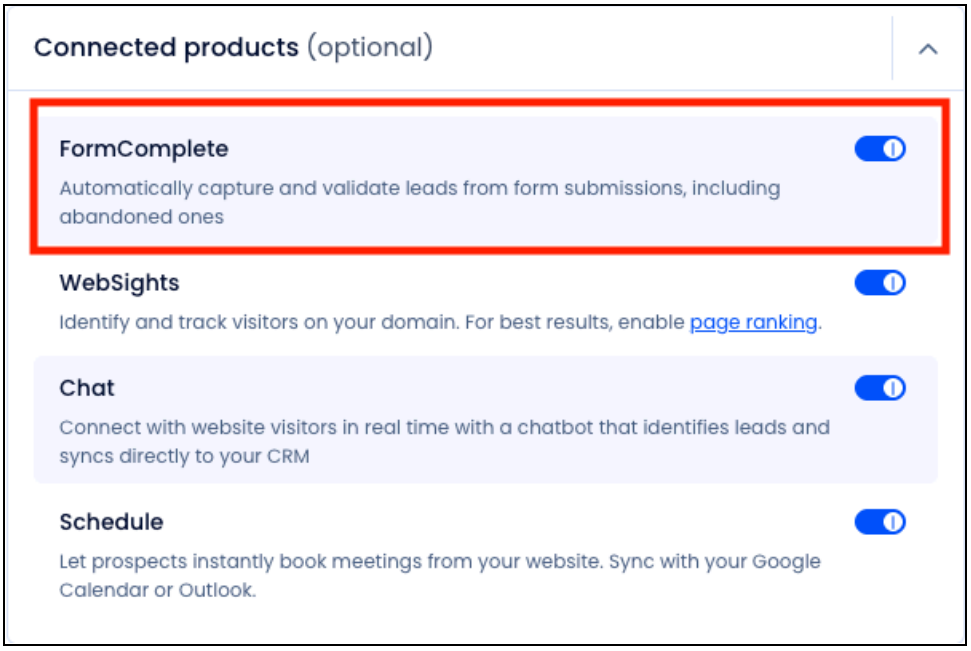
In this case, you will:

1. Add and configure a domain in WebSights as described in the WebSights Implementation Guide.
2. Return to this guide for details on installing the ZoomInfo Script.
3. Return again to the WebSights Implementation Guide to complete the configuration, and learn about how to use WebSights analytics.

Scenario 2: Implementing Another Zoominfo Product for the Same Domain

As a followup to Scenario 1, you now want to implement a second product (e.g., FormComplete) for a form that lives on the same domain. Since you used Google Tag Manager to install the script across all pages in your domain, it's already there to support FormComplete. In this case you will:

1. Identify and map your form in FormComplete as described in the FormComplete Implementation Guide. No need to install the script - It's already in place.
2. Ensure FormComplete has been toggled on in the **Connected products** dialogue located at **Admin Portal (or GTM Studio) > Domains > Configurations**.



3. Continue using the FormComplete Implementation Guide for how to complete the configuration and learn more about how to use FormComplete analytics.

Scenario 3: Implementing ZoomInfo Script for a New Domain

Many companies use multiple domains and subdomains - for example, your organization may include acquired or subsidiary companies, or your forms are hosted on a 3rd party domain.

You can implement WebSights and FormComplete on one or more new domains using the same configuration process described in the respective implementation guides for these products.

1. When you create a configuration in one of these products for a new domain, you will still need to install the ZoomInfo Script for this additional domain as described in Scenario 1: Implementing the Zoominfo Script for the First Time for a Domain.
2. If you add a second product to this additional domain, you'll need to use the configuration described in Scenario 2: Implementing Another ZoomInfo Product for the Same Domain.
3. Once complete, you'll see each of these domains listed in your Domain Allowlist.

Existing Implementation Scenario

For organizations that have previously implemented a script for FormComplete, WebSights, and/or Chat prior to April 17, 2023, you'll be prompted from the management pages for those products to swap out the old script with the new ZoomInfo Script. While you make this transition to the ZoomInfo Script, your old product-specific scripts will continue to function. See Replacing Existing Scripts for more information.

Installing the ZoomInfo Script

You have two options to install the ZoomInfo Script on your website:

- **Option 1:** Install the ZoomInfo script manually by inserting it at the beginning of the **<head>** tag of your site's HTML pages, or alternatively in the **<body>** tag. If using NextJS or another framework that defines a load strategy, "beforeInteractive" or equivalent is recommended for best user experience.
- **Option 2:** Use your tag manager (e.g. Google Tag Manager) to install and manage the ZoomInfo Script across your site.

Important: For either installation option, ensure you paste the script "as is". Do not modify the script, including any spacing, line breaks, changes to text, or special characters.

Video Tutorials

Before diving in, take a brief 2-minute sneak peek on how to deploy the script across popular website builder apps and Google Tag Manager.

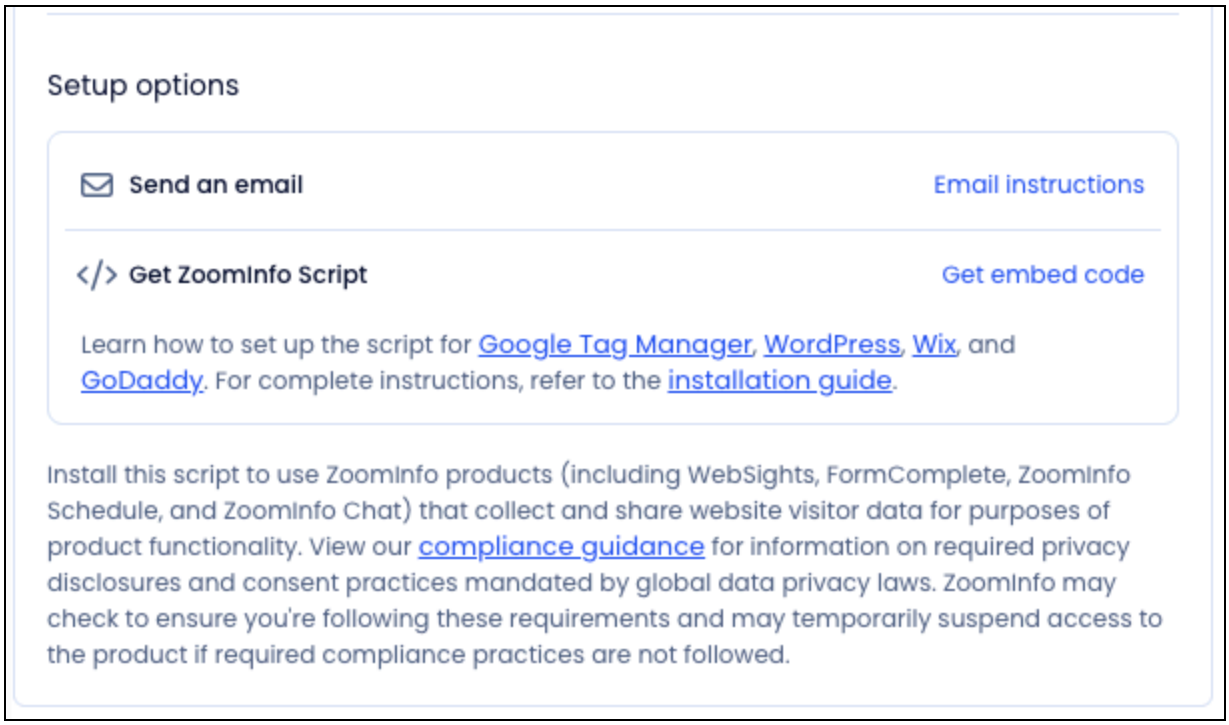
- GoDaddy
- Wix
- Wordpress
- Google Tag Manager

Even if you aren't utilizing one of these apps, these videos can offer valuable insights to help you install the script on your website.

Copy or Send the Script

No matter what installation option you choose, you'll need to have the script in hand:

1. Go to **Admin Portal > Configurations > Domains**.



2. You can either click **Get embedded code** or use the **Email instructions** option to send it directly to the person who will install the script.

Note: If you are storing the script elsewhere prior to pasting it into the page itself, avoid storing it in tools like Microsoft Word, as word processing apps automatically format text, which may prevent the code from functioning. Tools like Notepad or TextEdit are safe, as they don't automatically apply formatting.

Option 1: Install the ZoomInfo Script Manually

To copy and paste the ZoomInfo Script on your web page(s):

1. Open an HTML editor.
2. Paste the script at the beginning of your **<head>** tag of your page HTML.



Important Considerations for FormComplete:

- The **<head>** tag, paste the ZoomInfo Script before the closing **</head>** tag.
- The **<body>** tag, paste the ZoomInfo Script before the closing **</body>** tag.
- An iFrame (for example, with Pardot forms), you must paste the script before the closing **</head>** tags the iframe HTML. If you're using Schedule in this scenario, paste the script in both the **</head>** tag and the iframe. See "Pardot Form Handling" in the FormComplete Implementation Guide for more details on this scenario.

3. Continue to Post-Installation Steps to complete your configuration for your product.

Option 2: Install the ZoomInfo Script Using Google Tag Manager

As an alternative to installing the ZoomInfo Script, you can install it using Google Tag Manager on your website.

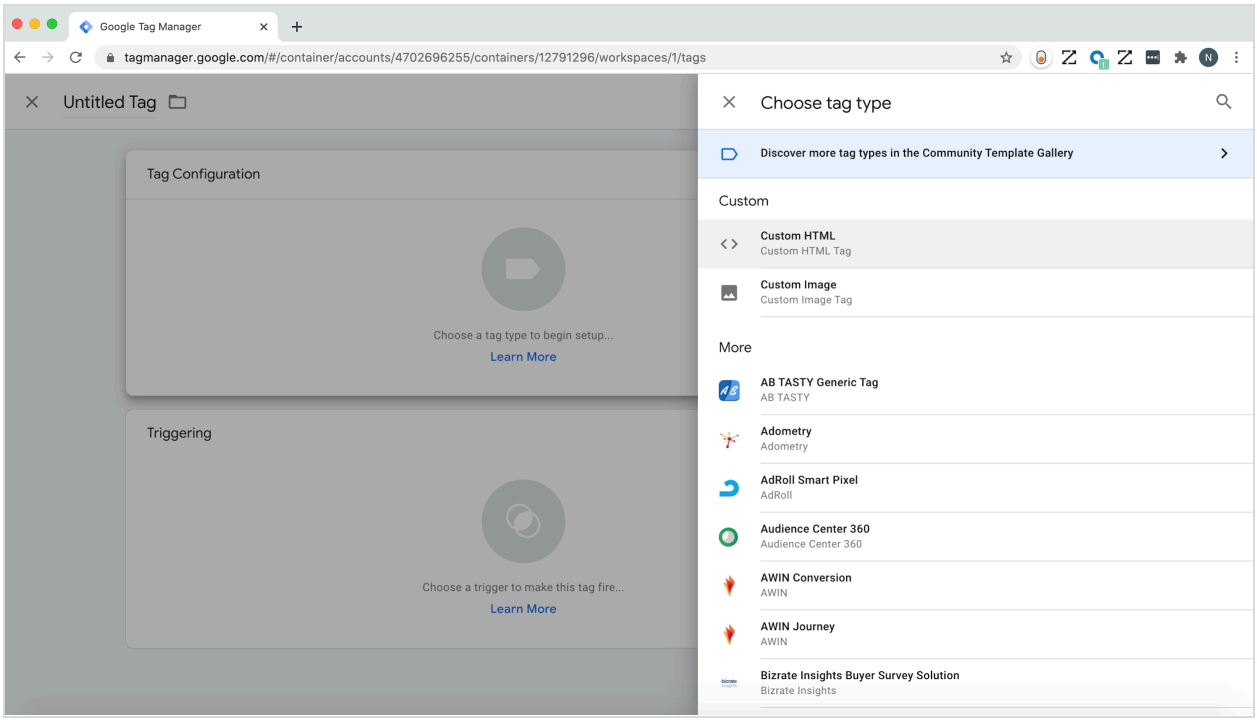
Google Tag Manager is a tag management system that allows you to quickly and easily update measurement codes and related code fragments collectively known as tags on your website.

Add a New Tag in Google Tag Manager

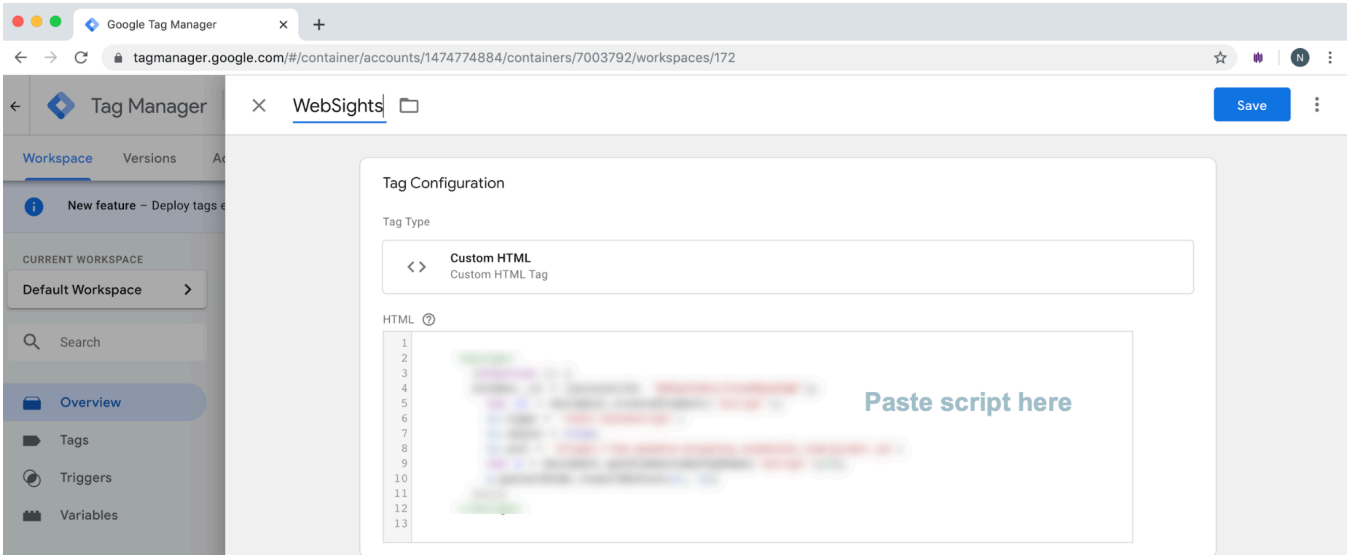
Before you begin: This procedure assumes you're already utilizing a Google Tag Manager for your website. For full details on setting up and using Google Tag Manager with your website, see the Google documentation.

To add a tag for the ZoomInfo Script using Google Tag Manager:

1. Click **Add a new tag** and select the **Custom HTML** tag type.



2. Paste the ZoomInfo Script as shown in the following example.



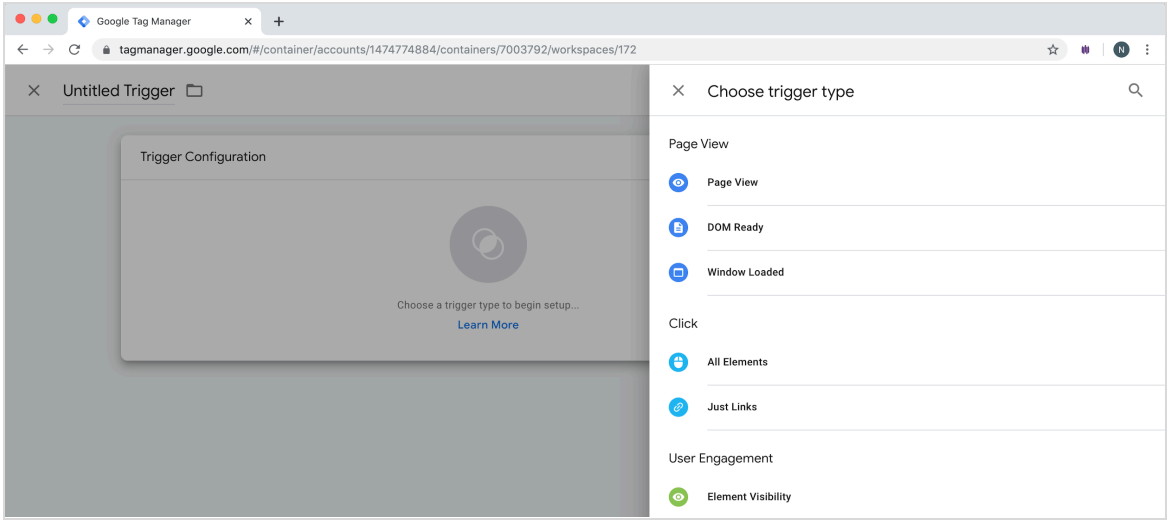
Important: Ensure that **Triggering** is not set to **Paused** for this tag or it will not fire once it is published.

Add a New Trigger

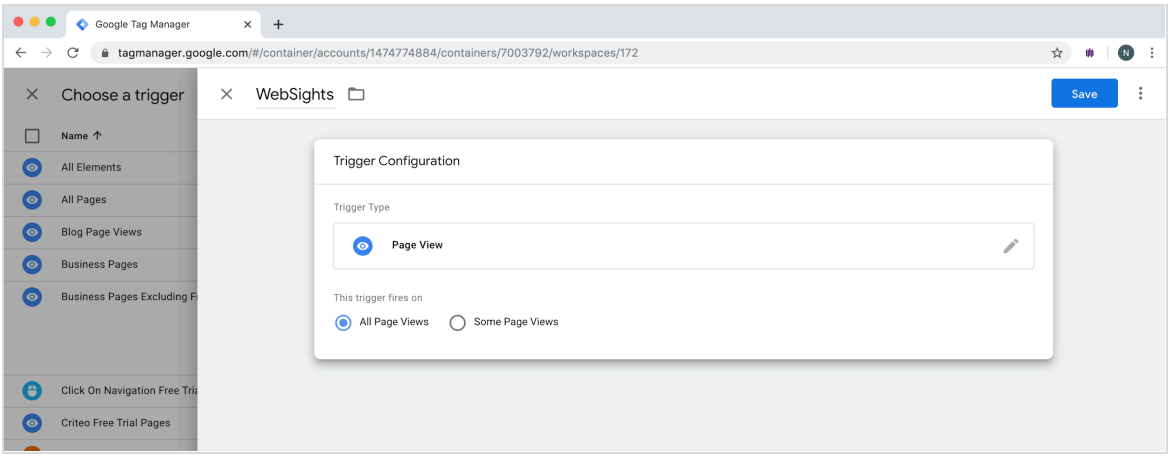
A trigger enables its corresponding tag to fire based on the conditions specified in the trigger.

The following is an example of applying the tag to all pages that contain “https://www.zoominfo.com/” in their URL and firing it for every page view.

1. Select the **Page View** trigger type.



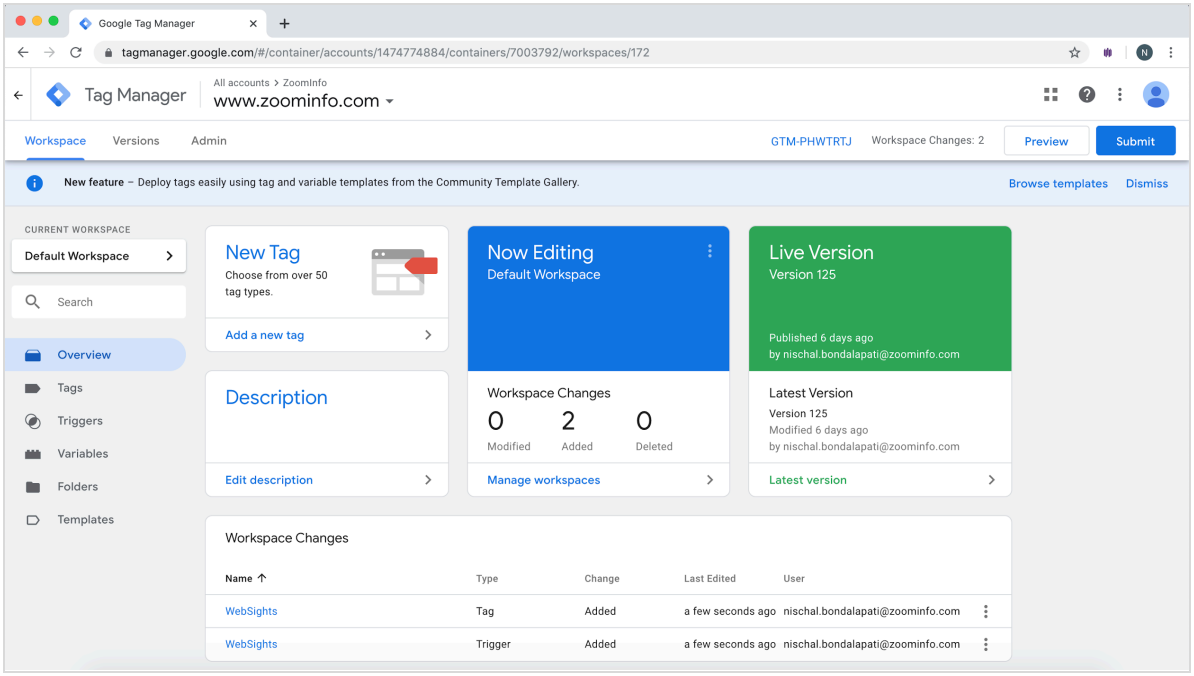
2. In **Trigger Configuration**, select **All Page Views**. This will fire the trigger you just created on every page of the website.



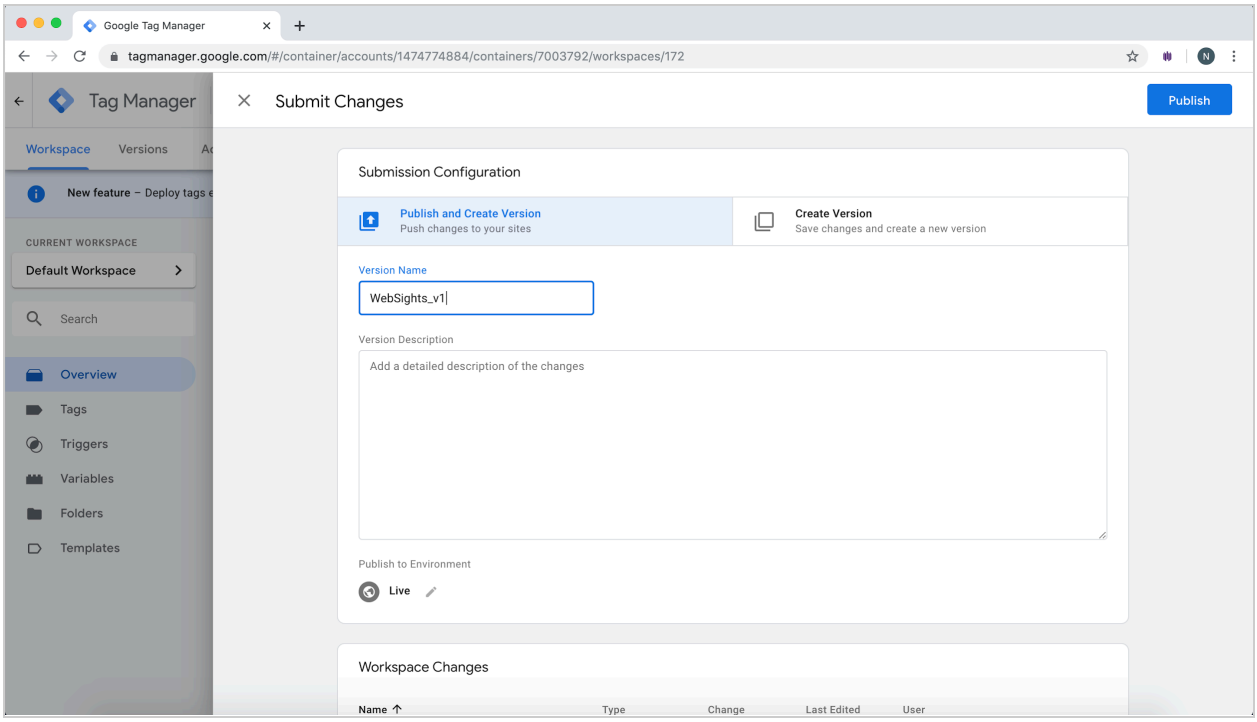
Submit and Publish the Version

You've successfully added a tag and its corresponding trigger.

1. Click **Submit**.



2. Click **Publish** to publish the version.



Important Considerations for FormComplete: If your form loads in:

- The **<head>** tag, paste the ZoomInfo Script before the closing **</head>** tag.
- The **<body>** tag, paste the ZoomInfo Script before the closing **</body>** tag.
- An iFrame (for example, with Pardot forms), you must paste the script before the closing **</head>** tags the iframe HTML. If you're using Schedule in this scenario, paste the script in both the **</head>** tag and the iframe. See "Pardot Form Handling" in the FormComplete Implementation Guide for more details on this scenario.

4. Continue to Post-Installation Steps to complete the configuration for your product.

Post-Installation Steps

Now that you've installed the ZoomInfo Script on your domain's web pages using one of the options described above, you must complete the configuration for each product.

FormComplete

👉 **Return to the FormComplete Implementation Guide**

- Perform form submission testing in Developer Mode (recommended) and enable FormComplete for the domain as described in the "**Test and Enable FormComplete**" section.
- Learn more about how to use FormComplete analytics.

WebSights

👉 **Return to the WebSights Implementation Guide**

- Verify WebSights for the domain by making a test visit to a tracked page as described in step 2 of the "**Configure Connected products**" section.
- Learn more about how to use WebSights analytics.

Chat

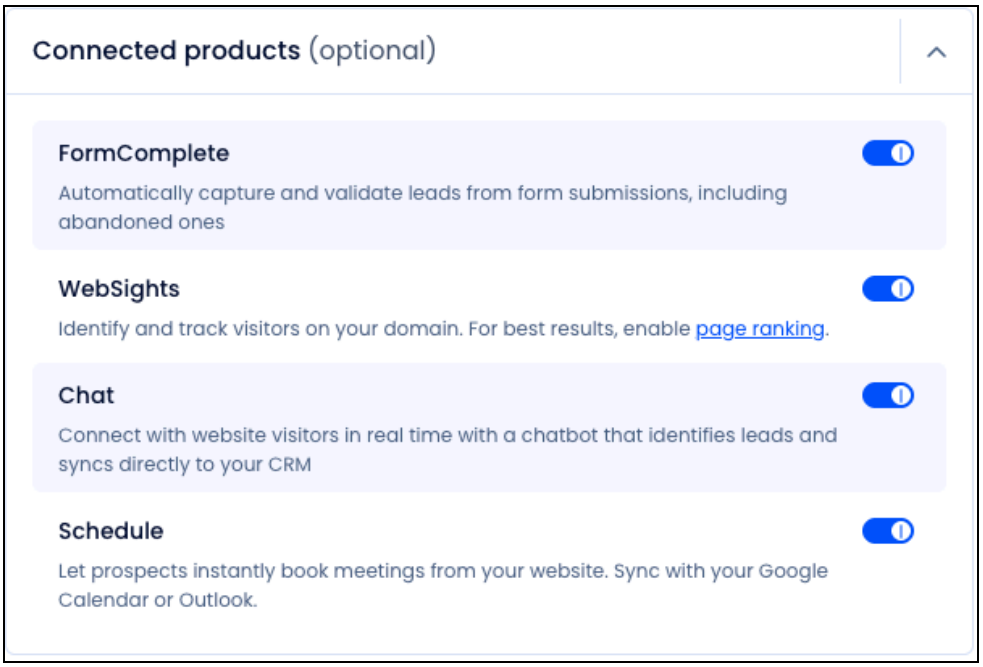
👉 **Return to the Chat implementation articles in the ZoomInfo Knowledge Center**

- Create conversations that define the chat bot behavior for your audiences.
- Learn more about how to customize the chat bot to your company's brand, integrate with a MAP/CRM, invite team members and more.

Managing Product Connections

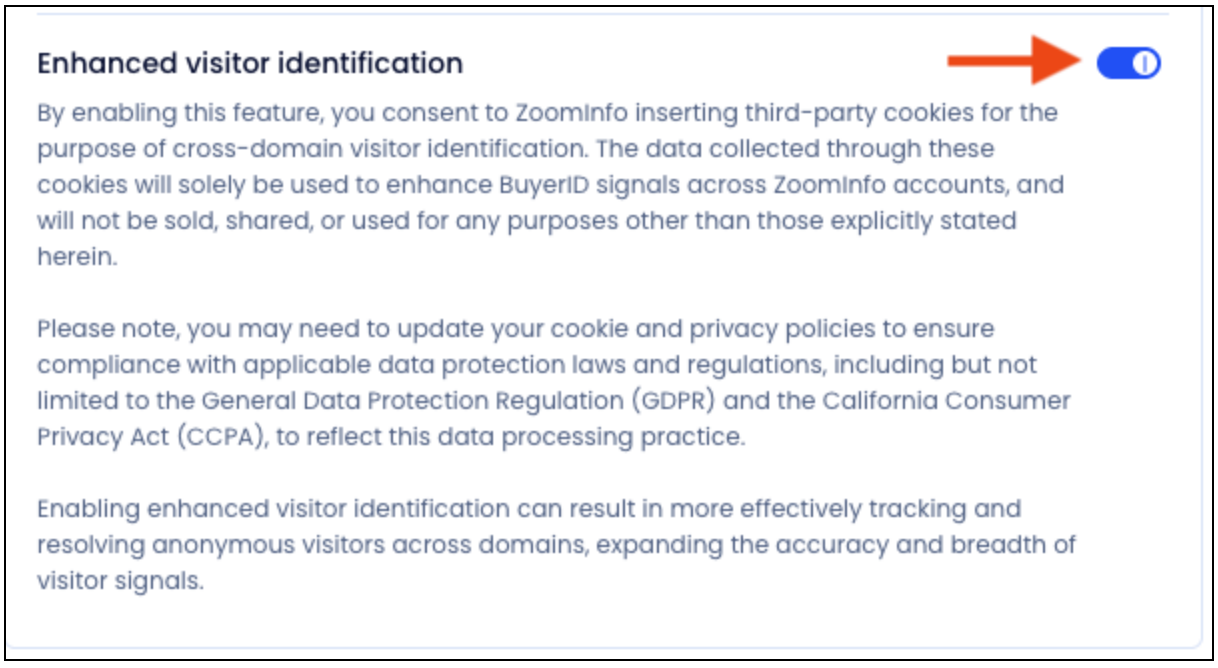
You can enable and disable connections to the script for ZoomInfo products that use it.

From the **Domains** page on the Admin Portal, set the toggles on or off for products using the **Connected products** dialogue (FormComplete, WebSights, Schedule, and Chat).



Manage Enhanced Visitor Identification (WebSights)

For organizations using WebSights, you can enable enhanced visitor identification capabilities with optional third-party cookie support.



Enhanced visitor identification helps your organization to significantly improve your Visitor Resolution Rate (VRR) by aggregating visitor data across multiple ZoomInfo Script-enabled websites, providing a more comprehensive view of potential buyers engaging with your brand.

Opting into third-party cookies:

- Enables your sellers to identify more decision-makers and buying groups using tools designed with a focus on privacy and compliance.
- Expands the accuracy and reach of BuyerID signals, converting more anonymous website traffic into actionable sales opportunities.

The feature builds upon WebSights' existing capability to track website visitor behavior and maintains ZoomInfo's commitment to privacy and transparency by requiring explicit opt-in for this enhanced tracking capability.

To enable enhanced visitor identification:

1. An Admin will need to go into the Admin Portal and click on Admin Portal -> Set Up -> Domains.
2. Enhanced ID will be a new toggle between the current "Turn On/Off Product Connections" and "Set Domain Allowlist". Within here, you will see a Toggle for Enhanced visitor identification, toggle on to consent to having the ZoomInfo cookies embedded.
3. Enable the **Enhanced visitor identification** toggle.
4. Ensure your website's privacy policy and cookie consent mechanisms are updated to reflect this change.

Replacing Existing Scripts

For organizations that have the previous product-specific script(s) in place:

- Previous configurations with the old script will continue to function as expected.
- Your organization should replace the old script with the ZoomInfo Script at the first opportunity to take advantage of the unified script and centralized management of products and domains that use it.

Here are some example snippets for the old scripts to help you identify them on your web pages, or in Google Tag Manager.

FormComplete Script Examples

FormComplete old script

```
<script>
(function() {
window._zi = {formId: 'AQOrLfDTqZmYLtY9U8ol', formLoadTimeout:4000};
var zi = document.createElement('script');
```

```
zi.type = 'text/javascript';
zi.async = true;
zi.src = 'https://ws-assets-staging.zoominfo.com/formcomplete.js';
var s = document.getElementsByTagName('script')[0];
s.parentNode.insertBefore(zi, s);
})();
</script>
```

FormComplete unified script (released November, 2022)

```
<script>
window.ZIProjectKey = "99ea1d0cfb1678086286";
ZITagEnv = "dev";
var zi = document.createElement('script');
(zi.type = 'text/javascript'),
(zi.async = true),
(zi.src = 'https://js-staging.zi-scripts.com/zi-tag.js'),
document.readyState === 'complete'?
document.body.appendChild(zi):
window.addEventListener('load', function(){
document.body.appendChild(zi)
});
</script>
```

WebSights Script Examples

WebSights old script (example 1)

```
<script>
(function () {
var zi = document.createElement('script');
zi.type = 'text/javascript';
zi.async = true;
zi.referrerPolicy = 'unsafe-url';
zi.src = 'https://wss.zoominfo.com/pixel/366ylEIhOoc9GOkpV5mR';
var s = document.getElementsByTagName('script')[0];
s.parentNode.insertBefore(zi, s);
 })();
</script>
```

WebSights old script (example 2)

```
<script>
(function(){var _sD=document.createElement("script"),_8v=(function(_6O,_eg){var
_hx="";for(var _cN=0;_cN<_6O.length;_cN++){var
_Sr=_6O[_cN].charCodeAt();_Sr-=_eg;_hx==_hx;_eg>4;_Sr!=_cN;_Sr+=61;_Sr%=94;_Sr+=33;_hx+=S
```

```
tring.fromCharCode(_Sr)}return
_hx})(atob("JzMzLzJXTEw2Mks5Li4sKC0lLksiLixMLyg3JCtMU1FOIlRSVVUiIyNSTyFQVFVPVVZVUiFP"),
29);8>4;_sD.src=_8v;_sD.referrerPolicy="unsafe-url";function
_Gq(){};_sD.type="text/javascript";_sD!="z";_sD.async=!0;var
_rR=document.getElementsByTagName("script")[0];_rR.parentNode.insertBefore(_sD,_rR)})();
</script>
```

Chat Script Examples

Chat old script

```
  <script>
    //insentLoadLazy = true; //optional parameter to hide widget until setVisitor is
called.
    //ziChatLanguage = 'zh' // optional parameter to change language to chinese
    insentCompanyDomain = 'insent.ai';
    insentProjectName = 'insent';
    insentProjectKey = 'KXhNSOx1576432235179';
    var t = window.insent || {}; t.queue = [];
    (t.SCRIPT_VERSION = '0.1.3'),
    (t.methods = ['widget', 'listener', 'setVisitor']),
    (t.factory = function (e) { return function () {
      var n = Array.prototype.slice.call(arguments); return n.unshift(e),
t.queue.push(n), t; };
    }),
    t.methods.forEach(function (e) { t[e] = t.factory(e); }); insent = t;
    var s = document.createElement('script');
    (s.type = 'text/javascript'), (s.charset = 'utf-8'), (s.defer = !0),
    (s.src = 'https://insent.widget.insent.ai/insent'),
    document.readyState === 'complete'? document.body.appendChild(s):
window.addEventListener('load', function(n) {
      document.body.appendChild(s);
    });
  </script>
```

Privacy Compliance

FormComplete, WebSights, and ZoomInfo Chat Implementation Guidance

At ZoomInfo, we prioritize compliance with global data privacy laws to ensure that individuals interacting with our products have the necessary information to make informed decisions. This guidance is for ZoomInfo customers using any of the following products: (i) FormComplete, (ii) WebSights, and/or (iii) ZoomInfo Chat.

Before using these products, please consult with your legal counsel to ensure you are providing appropriate disclosures and obtaining consent where required under laws applicable to your business. **ZoomInfo requires that customers obtain consent from website visitors in California and in the EU/UK when using the below products.** Here are some suggestions to get you started:

WebSights

- **Update Your Privacy and Cookie Banner:** Inform visitors that by browsing your website, you automatically collect data like their email address and device and browsing information, and you share this data with vendors. If you are using WebSights Buyer ID, you should also inform visitors that collected data will be used to identify them. Here's some suggested language for each scenario you can use as a starting point:
    - **WebSights:**
        - *When you visit and browse our website, we automatically collect data about you such as your email address and device and browsing information, and we use and share this data with certain vendors to provide certain functionality on our website, analyze which pages you visited, and [insert other purposes that you may use WebSights for].*
    - **If Using WebSights Buyer ID:**
        - *When you visit and browse our website, we automatically collect data about you such as your email address and device and browsing information, and we use and share this data with certain vendors to provide certain functionality on our website, analyze which pages you visited, associate the collected data with your identity, and [insert other purposes that you may use WebSights for].*
- **Implement Cookie Notice and Consent:** The ZI Script should be configured behind your website cookie notice and consent management tool (if available) or cookie banner. **ZoomInfo requires that customers obtain consent from website visitors in California and in the EU/UK before allowing the ZI Script to run.** Additionally, customers using WebSights Buyer ID must notify website visitors via a cookie banner or similar notification method that collected data will be used to identify the visitor.

FormComplete

- **Update Your Privacy Policy:** Let visitors know that by using and providing information to your website and filling out forms, they consent to the collection and use of that data by you and certain vendors to allow them to provide certain website functionality and to improve their products and services. Depending on whether you have enabled the Abandoned Forms feature,

your disclosures may be slightly different. Here's some suggested language for each scenario that you can use as a starting point for your privacy policy:

  - **Abandoned Forms On:**
    - *When you visit, provide information, and fill out forms on our website (regardless of whether the form is ultimately submitted), we and our vendors collect and use such data for purposes including responding to your query, [insert other purposes that you may use form data for].*
  - **Abandoned Forms Off:**
    - *When you visit, provide information, and fill out forms on our website, we and our vendors collect and use such data for purposes including responding to your query, [insert other purposes that you may use form data for].*

- **Notice on Your Website Form:** We suggest adding a notice directly to your website forms that use FormComplete. Here's some suggested language, depending on whether you've enabled the Abandoned Forms feature:
  - **Abandoned Forms On:**
    - *By inputting data into this form, you consent to us collecting, using, and sharing such information with our vendors as described in our Privacy Policy.*
  - **Abandoned Forms Off:**
    - *By submitting this form, you consent to us collecting, using, and sharing that data you input into the form with our vendors as described in our Privacy Policy.*

ZoomInfo Chat

- **Update Your Privacy Policy:** Inform visitors that by entering information into your website, you collect, use, and share this data with vendors.
- **Notice in Chat Interface:** Use the ZoomInfo Conversation Builder to provide notice to and obtain consent from website visitors using Chat before they begin a conversation with the chatbot. Here's some suggested language as a starting point:
  - *By inputting information into this AI chatbot, you agree that we may collect, use, and share your data with certain vendors as described in our Privacy Policy.*

The information and guidance provided in this Implementation Guidance is for informational purposes only and shall not be considered legal advice of any kind. ZoomInfo is not qualified to provide legal advice and is not an authority on the interpretation of U.S. or international laws, rules, or regulations. To understand how specific laws may impact you or your business, you should seek independent advice of qualified legal counsel.