



Bullhorn Integration Guide for ZoomInfo Talent

For administrators setting up the ZoomInfo Talent integration with Bullhorn

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ZoomInfo Talent helps recruiters find, organize, and connect with the right candidates using ZoomInfo's data. An admin can connect the Bullhorn integration for ZoomInfo Talent to enable their organization's recruiters to export candidates and manage them in Bullhorn.

This guide is for admins integrating ZoomInfo Talent with Bullhorn.

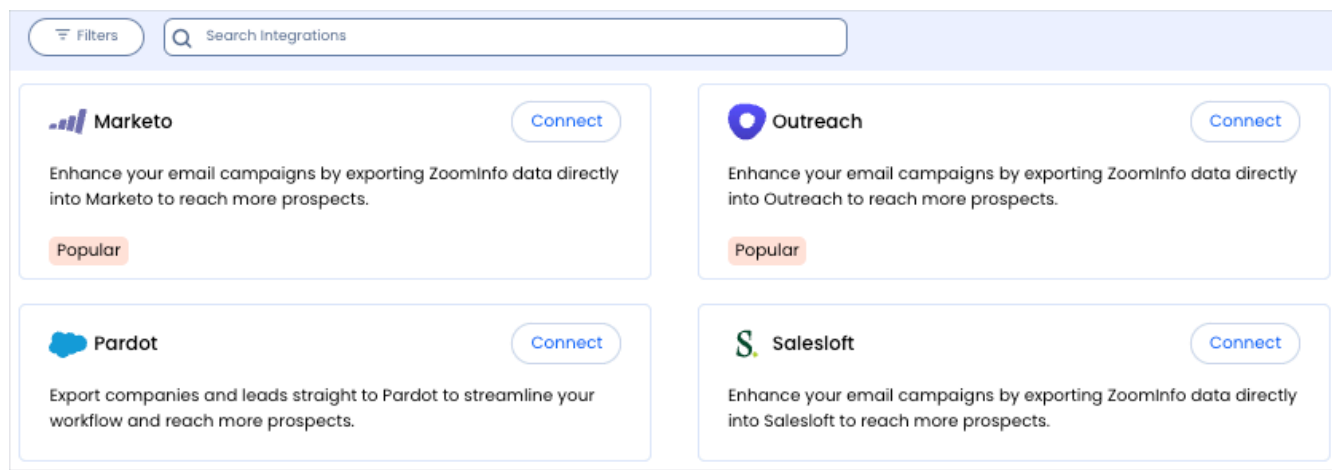
- If you're a ZoomInfo Sales or ZoomInfo Marketing admin, you'll need to connect a separate Bullhorn integration that supports both of those products.
 - For more details, see the [Bullhorn Integration Guide for ZoomInfo Sales and Marketing](#).
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To get connected:

1. A ZoomInfo Talent admin establishes the connection to Bullhorn and configures export and custom mapping settings for their organization.
2. The admin enables their organization's users to connect to Bullhorn.
3. Users connect to Bullhorn using their own credentials and can begin exporting candidates. See [Connect Users](#).

Configure the Connection

1. Login to ZoomInfo and select **Admin Portal** from the waffle menu.
2. Click **Integrations > Connections** then click the **All Integrations** tab.



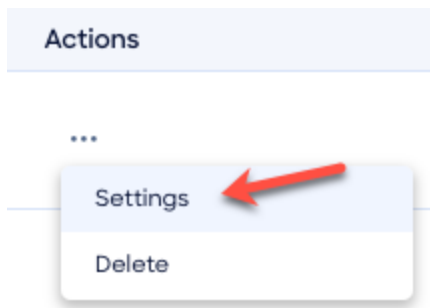
3. Use the **Filters**, or **Search integrations** options to find **Bullhorn for Talent**.
4. On the tile for your integration, click **Connect**.
5. Complete the connection using your credentials.

Configure Integration Settings

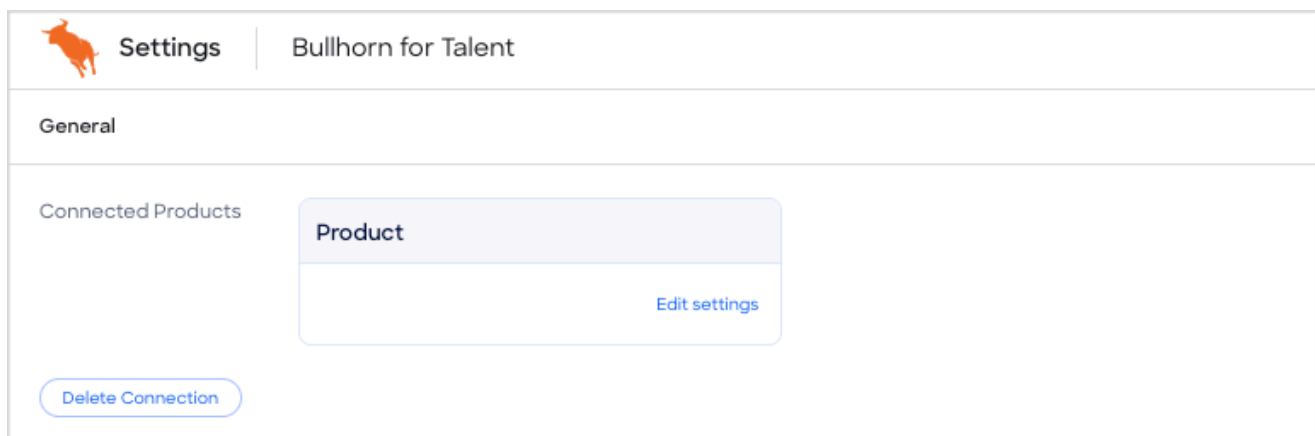
Once your integration is connected, you can configure the settings, including export preferences and mapping:

To access the **Settings** page for your integration:

- Click **Edit Settings** from the connection success message.
- If you've already closed the connection success message, navigate to the **Connected** tab and click ... > **Settings** in the **Action** column.



The **Settings** page displays.



From this page, click **Edit settings** to begin configuring your integration.

Configure Export Preferences

ZoomInfo admins can configure export preferences and limit the objects that can be exported:

1. Click the **Export** tab.
2. Select each object type you want your users to be able to export to Bullhorn.

Settings | Bullhorn for Talent

Mapping | **Export** Save Changes

Export Preferences [Back to default preferences](#)

Select which object types your users are allowed to export to Bullhorn?

- ☒ Accounts ^
- ☒ Candidates v
 - Max number of candidates a user can export to Bullhorn at a time (up to 2,000):
 - Create and Update Rules:
 - ☒ Create new Candidates ⓘ
 - ☐ Allow Candidate duplicate creation ⓘ
 - ☒ Update existing Candidates ⓘ
- ☒ Contacts ^
- ☒ Leads ^

Note:

- You can adjust the maximum number of records a user can export for each object type.
- If you enable exporting for the Accounts object, ZoomInfo will create an Account record if one does not exist in Bullhorn when exporting contacts.

3. Click **Save Changes** to apply the changes for all users in your organization's ZoomInfo instance.

When exporting contacts, users will experience one of these options:

- If an account does not exist, the user is asked to confirm the creation of the account. If confirmed, ZoomInfo will assign the contact to the newly created account.
- If only one account exists, the user is asked to confirm that they want to associate the contact with that account.
- If we match on multiple accounts, the user is asked to choose the account with which they want to associate the contact.

Configure Custom Mapping

Click the **Mapping** tab.

Mapping Export Save Changes

Accounts Candidates Contacts Leads

Set the universal default currency for mapping (All record types) to: USD United States Dollar

▼ Mapping

ZoomInfo Field	Bullhorn Field	Example	Update Option
* Name	Company Name	e.g. Zoom Information, In...	Complete if ...
* Active Account	Status	Active Account	Complete if ...
Description	Company Description	e.g. ZoomInfo is the mos...	Complete if ...
Full Company Address	Address	e.g. 307 Waverley Oaks R...	Complete if ...

Reset All + Add Field Test Mapping

On the **Mapping** tab, use the **Accounts**, **Contacts**, **Leads**, and **Candidates** tabs to review the default mappings for each object type and make any mapping changes.

Field	Description
ZoomInfo Field	Available ZoomInfo fields. Required fields are marked with an asterisk (*).
Bullhorn Field	Available Bullhorn fields. These fields are retrieved directly from your Bullhorn instance.
Update Options	Select an option: • Complete if missing (default) - Only complete with ZoomInfo data if none exists in Bullhorn. • Overwrite field - Overwrite existing data in Bullhorn with ZoomInfo data.

Add or Remove Fields

Add fields by clicking **Add Row** at the bottom of the field list. Each field that you add must be mapped to a corresponding field in your integration.

Click the trash icon to remove any fields that you do not want to map.

Personal Phone and Email Mapping

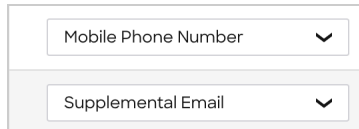
The default mapping for the Bullhorn integration for ZoomInfo Talent is specific to talent acquisition use cases. For example, **Candidates** is included as an object type and phone and email mappings are focused on personal contact information instead of business contact information.

In ZoomInfo:

- A contact's business email address is stored in the **Email Address** field, and the personal address is stored in the **Supplemental Email** field.
- A contact's business phone number is stored in the **Phone** field, and the personal phone number is stored in the **Mobile Phone Number** field.

In ZoomInfo Talent:

Because recruiters typically want to engage with candidates through personal channels, we have included the **Mobile Phone Number** and **Supplemental Email** fields in the default mapping.



A screenshot showing two dropdown menus. The top dropdown is labeled 'Mobile Phone Number' and the bottom dropdown is labeled 'Supplemental Email'. Both have a downward arrow icon on the right.

If you want to also map the business email and phone number, you can click **Add Row** and map the ZoomInfo **Email Address** and **Phone** fields to corresponding fields in your integration.

Set a Hierarchy for ZoomInfo Data Within a Single Bullhorn Field

In some cases, you may want multiple ZoomInfo fields to be stacked hierarchically within a single Bullhorn field. For example, you want to import the ZoomInfo **Supplemental Email** (personal) and **Email Address** (business) fields into the Bullhorn **Email Address** field.



A screenshot showing a mapping hierarchy. The first row shows 'Supplemental Email' mapped to '1 Email'. The second row shows 'Email Address' mapped to '2 Email'. Arrows indicate the flow from the ZoomInfo field to the Bullhorn field.

In this example:

- When contacts are exported to Bullhorn, **Supplemental Email** will map to **Email**.
- If a contact has both a **Supplemental Email** address and business **Email Address** in ZoomInfo, the first occurrence of the Bullhorn field will be denoted with number 1, and the second will be number 2.
- If a specific contact does not have a **Supplemental Email** in ZoomInfo, we will send the business **Email Address** field to the **Email** field in Bullhorn.

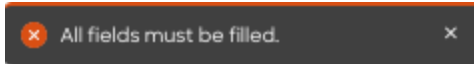
Test and Save

Before saving your mapping changes, click **Test Mapping** to export and delete a test record using your current settings.



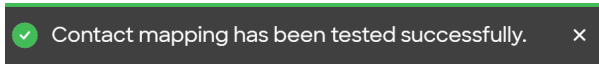
A screenshot showing two buttons: '+ Add Field' and 'Test Mapping'. The 'Test Mapping' button is highlighted with a blue background.

- If the test record cannot be created, this is typically due to an error in the mapping settings. For example, mappings cannot be saved with a blank field.



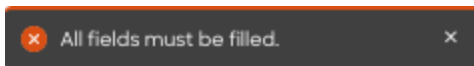
Adjust the settings and click **Test Mapping** again.

- If the test is successful, a notification displays.



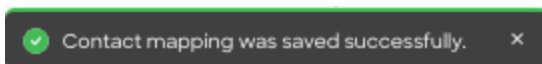
After performing a successful test mapping, click **Save Changes**.

- If the mappings are not set correctly, an error notification displays indicating the adjustments needed.



Remove any unfilled rows and click **Save Changes** again.

- If mappings are correctly configured, a success notification displays.



View and Manage Connected Integrations

Once you've connected one or more integrations, you can view and manage them on the **Connected** tab of the **Admin Portal > Integrations > Connections** page.

Connected 19 All Integrations [+ New Integration](#)

To maximize your experience, ZoomInfo now connects with the apps and products your organization is already using. Search, add, and manage your integrations here.

Integration Name	Date Connected	Category	Actions
 PC Recruiter	Jun 13, 2022	ATS	...
 Salesloft	Oct 10, 2022	Sales/Marketing	...
 HubSpot	Oct 31, 2022	CRM	...
 Salesforce	Dec 2, 2022	CRM	...

On this page, you can:

1. Use the toggle to turn an integration on or off for users in your organization. Toggling an integration to off does not affect the mapping and export settings you've configured.
2. Update the settings for an integration by clicking the integration name, or by clicking ... > **Settings** in the **Action** column.
3. Delete a connected integration (including any mapping and export settings you've configured) by clicking ... > **Delete** in the **Action** column.

Enable User Connections

To enable users to connect:

1. Add your organization's users under **Admin Portal > User Management > Users**.
2. Under **Admin Portal > Integrations > Connections**, toggle on the Bullhorn integration from the **Connected** tab.

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

Connect as a User

Once the ZoomInfo admin has enabled the integration for all users by clicking the toggle to the left of the integration in the Admin Portal, individual ZoomInfo users can connect to Bullhorn.

Admins should share the following link with users for instructions on [how to connect to Bullhorn](#).

Once authenticated:

- Bullhorn users can export ZoomInfo contacts to Bullhorn Candidates, Contacts, a Tearsheet, or add them as Leads.
- If an admin has enabled exporting for the Account object, ZoomInfo will create an Account record if one does not exist in Bullhorn when exporting contacts.