

Connectors Guide

This guide provides step-by-step instructions for obtaining and configuring API credentials for each supported data connector in ZoomInfo.

Prerequisites	2
Connectors	3
6sense	3
Allegrow	3
Bytemine	4
Candid	4
Clearbit	5
ContactOut	6
Crunchbase	6
Datagma	7
Exa	7
Findymail	8
Firecrawl	9
GetProspect	9
HG Insights	10
HitHorizons	10
Hunter	11
Instantly AI	11
Leadfeeder	12
LeadIQ	13
LeadMagic	13
Leadsforge	14
Lemlist	14
Lusha	15
Neverbounce	16
Ocean.io	16
Owler	17
Parallel AI	18
People Data Labs	18

Pitchbook	19
ProPublica	19
RB2B	20
Semrush	20
Similarweb	21
SMARTe	22
Smartlead AI	23
Sumble	23
Surfe	24
TheirStack	24
Trestle	25
Typeform	26
WealthEngine	26
Wiza	27
Yelp	27
Need Help?	28

Prerequisites

Before connecting any connector, ensure you have:

- Active Account Access – You must have an active account with the integration service you wish to connect
- Appropriate Permissions – Verify you have the necessary permissions within your account to generate API keys or tokens
- Integration Review – Review the specific integration details and requirements for your selected connector to ensure compatibility with your use case

Note: Some integrations may require you to contact the service provider directly or have a paid subscription plan to access API functionality.

Connectors

6sense

Description

6sense is a B2B “Revenue AI”/ABM platform with large company & contact data, intent signals, and predictive scoring. Teams use it to identify in-market accounts, enrich CRM/MAP records, and trigger outreach based on buying stage and fit

Supported Actions

- **Company Enrichment** - Returns firmographics (industry, revenue/employee ranges, HQ/location) and often 6sense segments for a company, keyed by domain
- **Contact Enrichment** - Returns contact details like title, seniority, phones/emails plus associated firmographics/segments for the person’s company
- **Lead Scoring & Firmographics by Email** - Returns predictive scores/fit and firmographics for people
- **Lead Scoring & Firmographics by Domain** - Returns predictive scores/fit and firmographics for accounts

Authentication & Connection

How to obtain your API Key:

1. You can go to the Settings >> API Token management page in the 6sense Platform.
2. Click on Generate New API token.
3. Select the API group and name your token.
4. Select the Integrations.
5. Add Allowed domains, if you want to restrict the usage of API on selected domains. This option is only available for Company Identification API.

How to connect in ZoomInfo: Click Connect and paste your API Key with the prefix **Token** (Example: **Token {API_KEY}**)

Allegrow

Description

Trusted by market leaders, Allegrow combines AI-driven email deliverability, unlimited verifications, and spam prevention to boost your outbound success.

Supported Actions

- **Validate Email (Synchronous)** - This endpoint allows you to perform a real-time email validation and receive the result immediately. Note: This endpoint has a 30-second timeout. If validation takes longer, retry after waiting the suggested time from the response.

Authentication & Connection

How to obtain your API Key: Follow these [instructions](#).

How to connect in ZoomInfo: Click Connect and paste your API Key.

Bytemine

Description

B2B contact enrichment and search API covering 100M+ contacts. Returns verified work emails, personal emails, mobile numbers, and direct dials

Supported Actions

- **Enrich Contact by Email** - Enables users enrich a prospect by providing either their work email or personal email
- **Enrich Contact by Professional URL** - Enables users enrich a prospect by providing LinkedIn URL

Authentication & Connection

How to obtain your API Key: This integration requires a Bytemine API key. Log in to your Bytemine account and generate an API key, or contact Bytemine support to enable API access for your workspace.

How to connect in ZoomInfo: Click Connect and paste your API Key.

Candid

Description

Candid provides comprehensive nonprofit and philanthropy data, including organization profiles, financials, grants, and compliance status. It enables nonprofit discovery, enrichment, and funding analysis for donation, CSR, and grant workflows.

Supported Actions

- **Search Nonprofits** - Search and discover nonprofits by name, EIN, location, mission, financials, or cause area
- **Get Nonprofit Profile** - Retrieve detailed nonprofit profile including financials, leadership, compliance status, and programs

Authentication & Connection

How to obtain your API Key: Log into your Candid Developer Account to access your API keys <https://dashboard.candid.org/>

How to connect in ZoomInfo: Click Connect and paste your API Key.

Clearbit

Description

Clearbit (by HubSpot) enriches people and companies with 100+ B2B attributes, powers IP-to-company (Reveal), and adds name-to-domain and autocomplete—fueling scoring, routing, personalization, and prospecting.

Supported Actions

- **Enrich IP Address** - Maps a visitor IP to a company profile for personalization, ABM, and routing
- **Company Enrichment – By Domain** - Returns firmographics, socials, and web data for a company domain; used for routing, scoring, and ABM segments
- **Person Enrichment – By Email** - Returns person attributes (name, title, social, location, employer) for an email; often paired with Combined for company context
- **Prospector (find contacts at a company)** - Find contacts by domain with filters like role, seniority, or title

Authentication & Connection

How to obtain your API Key:

1. Log into your Clearbit account
2. Navigate to Settings from the left sidebar menu
3. Click Keys & Settings
4. Click the Eye icon to view your Secret API Key
5. Click the Copy icon to copy your key

How to connect in ZoomInfo: Click Connect and paste your API Key with the prefix **Bearer** (Example: **Bearer {API_KEY}**)

ContactOut

Description

ContactOut is a tool that helps users find email addresses and phone numbers of professionals, primarily through LinkedIn. It is designed to assist recruiters and salespeople in reaching out to potential candidates and leads efficiently.

Supported Actions

- **Enrich Contact from LinkedIn** - Enriches contact from a LinkedIn profile
- **Find LinkedIn Profile from Email** - Retrieve LinkedIn profiles associated with a personal email address

Authentication & Connection

How to obtain your API Key: To request an API key, [book a meeting with ContactOut](#).

How to connect in ZoomInfo: Click Connect and paste your API Key.

Crunchbase

Description

Crunchbase is the leading database for company, investor, and funding data—offering structured profiles, deal histories, and search APIs to discover startups, track investment activity, and research markets.

Supported Actions

- **Lookup Company by Domain** - Lookup a company within Crunchbase by domain
- **Enrich with Company Acquisitions** - Returns a list of acquisitions for a company (Limit 100)
- **Enrich with Company Financials** - Returns Crunchbase's best estimates of a company's financials. Results may include revenue range, valuation, total funding, and/or number of funding rounds
- **Enrich with Company Funding Prediction** - Returns Crunchbase's estimates over time of the likelihood of a company receiving funding, and the indicators that influence Crunchbase's predictions

- **Enrich with Company Growth Insights** - Returns Crunchbase's estimates over time of a company's growth trajectory, and the indicators that influence Crunchbase's estimations
- **Enrich with Company Investors** - Returns a list of investors for a company
- **Enrich with Company Latest Funding Round** - Returns Crunchbase's best estimates on a company's most recent funding round.
- **Enrich with Company Investment Fund's Details** - Returns Crunchbase's best estimates of the fundraising history of an investment fund.

Authentication & Connection

How to obtain your API Key: Your user key is emailed to you following registration. If you lose your key, contact api@crunchbase.com.

How to connect in ZoomInfo: Click Connect and paste your API Key.

Datagma

Description

Datagma is specialized in B2B data enrichment, with contact detail finder that ensures accurate, verified business contacts, amplifying your outreach efforts.

Supported Actions

- **Enrich Company** - Returns firmographics for the company
- **Enrich Person** - You can enrich an email address, a LinkedIn profile, to get info about the person and the company
- **Find Employees** - Allows you to identify individuals working in specific job titles within a given company. The query can return up to 10 people.
- **Find Phone Number** - Lookup Phone Number by Email Address
- **Find Email** - Returns email address for a given person and company

Authentication & Connection

How to obtain your API Key: You can obtain your API Key for free at: <https://app.datagma.com/user-api>

How to connect in ZoomInfo: Click Connect and paste your API Key.

Exa

Description

Search the web and company websites using Exa's AI-powered search API to retrieve structured results, extract company signals, discover related organizations, and enrich records with relevant web content.

Supported Actions

- **Search Web Content** - Search the web for relevant pages about a company, technology, or topic and return ranked results with titles, summaries, and URLs to enrich company intelligence
- **Find Company Website Mentions** - Search the web for mentions of a specific company or domain to surface press coverage, blog posts, product announcements, and other signals useful for account enrichment
- **Extract Structured Data from Company Domain** - Retrieve and extract structured content from web pages such as company descriptions, product information, hiring signals, or technology mentions
- **Discover Related Companies (look-alikes)** - Search for companies similar to a target company based on product category, industry, or technology keywords to enrich account targeting and look-alike discovery

Authentication & Connection

How to obtain your API Key: You can obtain your API Key at:

<https://dashboard.exa.ai/api-keys>

How to connect in ZoomInfo: Click Connect and paste your API Key.

Findymail

Description

Findymail is a tool designed to help users find verified email addresses for leads, enabling more effective outreach and communication. It focuses on providing accurate and up-to-date contact information to enhance sales and marketing efforts.

Supported Actions

- **Email Verification** - Verify an email for potential bounce
- **Find Phone Number** - Find someone's phone number from a business profile URL
- **Find Email From Business Profile** - Find someone's email from a business profile URL
- **Find Email From Name and Domain** - Find someone's email from name and company domain

Authentication & Connection

How to obtain your API Key: You can retrieve your token by visiting the API page in your account.

How to connect in ZoomInfo: Click Connect and paste your API Key with the prefix **Bearer**
(Example: **Bearer {API_KEY}**)

Firecrawl

Description

The API to search, scrape, and interact with the web at scale. Power AI agents with clean web data.

Supported Actions

- **Search Web Content** - Search the web for relevant pages about a company, technology, or topic and return ranked results with titles, summaries, and URLs to enrich company intelligence
- **Find Company Website Mentions** - Search the web for mentions of a specific company or domain to surface press coverage, blog posts, product announcements, and other signals useful for account enrichment
- **Extract Structured Data from Company Domain** - Retrieve and extract structured content from web pages such as company descriptions, product information, hiring signals, or technology mentions
- **Discover Related Companies (look-alikes)** - Search for companies similar to a target company based on product category, industry, or technology keywords to enrich account targeting and look-alike discovery

Authentication & Connection

How to obtain your API Key: You can retrieve your token by visiting the API page in your account:
<https://www.firecrawl.dev/app/api-keys>

How to connect in ZoomInfo: Click Connect and paste your API Key with the prefix **Bearer**
(Example: **Bearer {API_KEY}**)

GetProspect

Description

Search and validate Email and phones in a leading B2B contact database for sales teams, business developers, recruiters and marketers.

Supported Actions

- **Find Email** - Finds the contact's business email address. Provide either full_name or first_name + last_name, and either domain or company_name.
- **Verify Email** - Verify EmailVerifies the given email address and defines its deliverability by providing verification status.

Authentication & Connection

How to obtain your API Key: You can retrieve your token from your account settings:

<https://app.getprospect.com/settings/api>.

How to connect in ZoomInfo: Click Connect and paste your API Key.

HG Insights

Description

The HG Insights enrichment service enhances your CRM/MDM by linking your company records with deep, up-to-date firmographic, technographic, and buyer-intent data — enabling smarter account targeting, better segmentation, and more precise go-to-market

Supported Actions

- **Verify Technology Usage** - Discover what technology a company uses, including "back of house" tools that you won't find on a website.
- **Enrich Company** - Returns detailed information about the specified company, including firmographics, installed technologies, and more
- **Match Companies** - Match to HG companies by company name, country code and/or domain URL.

Authentication & Connection

How to obtain your Token: Your token will be supplied to you by your Customer Success Manager (CSM).

How to connect in ZoomInfo: Click Connect and paste your Token.

HitHorizons

Description

HitHorizons is a database of 80M+ European companies. Company statistics, profiles, industry data, sales information, number of employees.

Supported Actions

- **Get HitHorizons Company ID** - Find the HitHorizons ID for a given company in order to perform the Enrich Company Action.
- **Enrich Company by HitHorizons ID** - Returns detailed information about the specified company

Authentication & Connection

How to obtain your Token: Your token will be supplied to you by your Customer Success Manager (CSM).

How to connect in ZoomInfo: Click Connect and paste your Token.

Hunter

Description

Hunter.io is a platform that helps users find and verify professional email addresses, streamlining the process of connecting with potential leads and contacts. It offers tools for email verification, domain search, and lead generation to enhance out

Supported Actions

- **Domain Search** - Find Emails By Company Domain
- **Email Finder** - Find work email by name and domain
- **Email Verification** - Verifies the deliverability of a specific email address, returns status, score, and metadata about sources

Authentication & Connection

How to obtain your API Key: Your API key identifies your account, so keep it secure. You can retrieve, generate, or delete API keys from your [Hunter dashboard](#).

How to connect in ZoomInfo: Click Connect and paste your API Key.

Instantly AI

Description

Instantly is a cold-email and outreach platform with sequences, inbox management, lead lists, and verification. Its API lets you manage leads, campaigns, and verify emails programmatically for cleaner data and scalable outbound.

Supported Actions

- **Verify Email Address** - Determine if an email address is a valid inbox and whether it's a catch-all domain
- **Lookup Lead by Email** - Use this action to find new leads

Authentication & Connection

How to obtain your API Key:

1. Log into your Instantly AI account
2. Navigate to Integrations
3. Click API Keys in the left sidebar
4. Click Create API Key
5. Enter the API key name (for display purposes only)
6. Select the scopes you want this API key to have
7. Click Create
8. Copy and store the key in a secure location

How to connect in ZoomInfo: Click Connect and paste your API Key with the prefix **Bearer** (Example: **Bearer {API_KEY}**)

Leadfeeder

Description

Leadfeeder is a B2B sales intelligence platform that helps businesses identify and engage prospects using company and contact data. It combines website visitor identification, intent data, and CRM integrations to support lead generation and sales.

Supported Actions

- **Enrich IP Address** - This action enables users get company information from an IP address using Leadfeeder's comprehensive B2B database
- **Get IPs for Company by Domain** - This action enables users find IP addresses associated with a company using Leadfeeder's comprehensive B2B database. A maximum of 250 IPs will be returned per company

Authentication & Connection

How to obtain your API Key: Navigate to <https://app.leadfeeder.com//settings/personal/api-tokens> to access your API Keys

How to connect in ZoomInfo: Click Connect and paste your API Key.

LeadIQ

Description

LeadIQ is a sales intelligence platform to find, verify, and enrich B2B contacts and companies—pulling emails/phones, org details, and buying signals—with integrations into CRMs and sequencing tools.

Supported Actions

- **Enrich a Contact by Email** - Find people based on identifying information
- **Enrich a Contact by LinkedIn URL** - Find people based on identifying information
- **Enrich a Company by Domain** - Find a company based on identifying information

Authentication & Connection

How to obtain your API Key:

1. Log into your LeadIQ account
2. Navigate to Settings > API Keys
3. Select the Secret Base64 API key

How to connect in ZoomInfo: Click Connect and paste your API Key with the prefix **Basic** (Example: **Basic {API_KEY}**)

LeadMagic

Description

LeadMagic is a company that provides website visitor identification and analytics solutions, helping businesses identify and engage with potential leads by revealing the companies visiting their websites

Supported Actions

- **Enrich Company** - Enrich a company by domain

- **Find Phone Number** - Returns a prospect's mobile when you supply a LinkedIn URL and/or email.
- **Find Work Email** - Finds a professional email using name and domain
- **Find Active Job Openings** - Find active job openings for a company using the company domain
- **Find Company Competitors** - Find a Company Competitors
- **Validate Email** - Determines if an email address has a valid inbox, helping to improve data quality and reduce bounce rat

Authentication & Connection

How to obtain your API Key:

1. Log into your LeadMagic account
2. Navigate to your Account Profile
3. Locate and copy your API key

How to connect in ZoomInfo: Click Connect and paste your API Key.

Leadsforge

Description

Leadsforge makes filling your pipeline with prospects easy. By connecting multiple databases in one simple chat it simplifies prospecting, data enrichment and verification.

Supported Actions

- **Find Lookalike Companies** - Search for companies similar to the provided domain. Limit set to 5 company results.

Authentication & Connection

How to obtain your API Key: Log into <https://app.leadsforge.ai/> then Settings > API > Add new key. Make sure to save this in a secure location as it will only show once.

How to connect in ZoomInfo: Click Connect and paste your API Key.

Lemlist

Description

lemlist's API lets you manage campaigns and leads: list campaigns, add/find leads (by email), update custom fields, and read engagement activities

Supported Actions

- **Get lead by Email** - Retrieves a lead by their email address
- **Get Contact By Email** - Retrieves contact information by either contact email address
- **Enrich Lead** - Allows you to use Lemlist enrichment without a lead or a campaign
- **Retrieve Enrichment Results** - Retrieve the enriched data

Authentication & Connection

How to obtain your API Key:

1. Log into your Lemlist account
2. Click your profile picture in the bottom left corner
3. Select Settings
4. Navigate to the Integrations tab
5. Click Generate a new API key
6. Store it securely (you won't be able to see it again)
7. Add a colon in front of your API key (Example: `:{API_KEY}`)
8. Base64 encode it using a tool like base64encode.org

How to connect in ZoomInfo: Click Connect and paste your base64 encoded API Key with the prefix `Basic` (Example: `Basic {Base64_encoded_API_KEY}`)

Lusha

Description

Lusha provides B2B contact and company data enrichment, including verified emails, direct dials, and firmographics. It helps sales and marketing teams identify, validate, and enrich decision-makers using compliant, credit-based APIs.

Supported Actions

- **Enrich Company by Domain** - Enrich a company using its domain to retrieve firmographic and business data including company size, industry, headquarters location, and LinkedIn company profile. Ideal for account-based enrichment and ICP matching
- **Enrich Person by Email** - Enrich an individual using a verified email address to retrieve contact details, job information, and social profiles. Returns phones, title, seniority, department, and confidence indicators for downstream workflows
- **Email Validation** - Validate an email address to determine accuracy, type, and freshness. Helps prevent wasted enrichment credits and enables conditional branching based on data quality

- **Phone Number Validation** - Validates phone number to determine accuracy, type, and freshness. Helps prevent wasted enrichment credits and enables conditional branching based on data quality
- **Find Contact Lookalikes** - Identify similar contacts based on a reference person's role, seniority, company attributes, or industry. Useful for expanding audiences with personas that match high-value buyers
- **Find Company Lookalikes** - Discover companies similar to a reference account using firmographic and industry signals. Ideal for expanding ICP-based audiences or powering account-based enrichment workflows

Authentication & Connection

How to obtain your API Key: Generate your API Key at <https://dashboard.lusha.com/enrich/api>

How to connect in ZoomInfo: Click Connect and paste your API Key.

Neverbounce

Description

Email verification

Supported Actions

- **Email Verification** - Email address verification

Authentication & Connection

How to obtain your API Key:

1. Log into your Neverbounce account
2. Create a new Custom Integration App
3. After creation, you'll be directed to the overview page
4. Copy your newly created API key

How to connect in ZoomInfo: Click Connect and paste your API Key.

Ocean.io

Description

Ocean.io is an AI-driven B2B data platform that finds lookalike companies and people, enriches firmographics, and powers targeted prospecting with searchable, fresh company and profile data—great for ABM and list expansion

Supported Actions

- **Find Lookalike Companies** - Find lookalike companies using Ocean.io's powerful discovery engine
- **Enrich a Company By Domain** - Match a company with our database and enrich it with additional information
- **Enrich a Contact By Email** - Match a person with our database and enrich it with additional information

Authentication & Connection

How to obtain your API Key: API tokens can be generated and managed within your account settings.

How to connect in ZoomInfo: Click Connect and paste your API Key.

Owler

Description

Owler is a business information and insights platform that provides company data, news, and competitive analysis to help professionals make informed decisions

Supported Actions

- **Enrich Company By Domain** - Returns information about a company's revenue, funding, and employee count given a company domain. For best coverage, we recommend using this for North American companies above 500 employees.
- **Enrich Company Competitors List By Domain** - Takes a company's website and returns a list of its main competitors

Authentication & Connection

How to obtain your API Key: Contact Owler to request an API key.

How to connect in ZoomInfo: Click Connect and paste your API Key.

Parallel AI

Description

Parallel AI is a web search and research API built for AI systems and agents. It returns structured, relevant web data and dense excerpts optimized for LLMs and workflows, enabling real-time discovery and reasoning from live internet sources.

Supported Actions

- **Web Search (Natural Language)** - Search the web using a plain-English objective and receive ranked, relevant excerpts from live sources, optimized for research, reasoning, and downstream automation

Authentication & Connection

How to obtain your API Key:

1. Log into platform.parallel.ai
2. Navigate to Settings
3. Generate an API Key

How to connect in ZoomInfo: Click Connect and paste your API Key.

People Data Labs

Description

People Data Labs (PDL) is a data enrichment API providing access to billions of person and company profiles. Use it to enrich contact and account data with employment history, social profiles, location, education, and more.

Supported Actions

- **Person Enrichment** - Look up a complete profile for a specific individual using known identifiers like email, name, or social profile. Returns the single best-match record with contact details, job title, employer, and location.
- **Company Enrichment** - Match a company to PDL's dataset using identifiers like website, name, or domain. Returns enriched firmographic data including industry, size, location, and more. Requires an active API key.

Authentication & Connection

How to obtain your API Key:

1. Log into peopledatalabs.com
2. Navigate to **API Keys**
3. Generate an API Key

How to connect in ZoomInfo: Click **Connect** and paste your API Key.

Pitchbook

Description

PitchBook provides data and research on private and public capital markets, including VC, PE, and M&A deals. It helps investors, companies, and advisors discover opportunities, analyze trends, and make informed business decisions.

Supported Actions

- **Most Recent Financing** - Retrieves key data for the most recent financing deal of the specific company
- **General Search** - Retrieves business entities matching the specified criteria
- **Company Bio** - Retrieves key data points about a specific company
- **Investor Bio** - Retrieves key data points about specific investor

Authentication & Connection

How to obtain your API Key:

1. Log into the PitchBook Platform
2. Navigate to My PitchBook in the left sidebar
3. Select Plugins & Apps
4. Choose PitchBook API

How to connect in ZoomInfo: Click Connect and paste your API Key with the prefix **PB-Token** (Example: **PB-Token {API_KEY}**)

ProPublica

Description

ProPublica provides free access to IRS Form 990 nonprofit data, including financials, filings, and executive compensation. It enables nonprofit search and enrichment using publicly available tax return data.

Supported Actions

- **Search Nonprofits** - Search nonprofits by name, keyword, city, or EIN using IRS filing data.
- **Get Organization Profile** - Retrieve detailed nonprofit data including financials and filings based on EIN

Authentication & Connection

How to obtain your API Key: Send a request to apihelp@propublica.org explaining who you are and what you intend to build.

How to connect in ZoomInfo: Click Connect and paste your API Key.

RB2B

Description

RB2B is a B2B website visitor identification tool that identifies, in real-time, the specific individuals and companies visiting a website. It uses IP tracking and a proprietary network to provide data

Supported Actions

- **Enrich Contact with LinkedIn Contact URL** - Retrieve potential contact information associated with a company domain, including name, email, and job title where available

Authentication & Connection

How to connect in ZoomInfo: Click Connect and paste your API Key.

Semrush

Description

Semrush is an all-in-one digital marketing platform for SEO, PPC, and competitive research—offering keyword and backlink data, site audits, rank tracking, traffic analytics, and market insights to grow organic and paid performance

Supported Actions

- **Company Traffic Sources** - Returns the breakdown of the sources of traffic for a domain, between direct, referral, search, social, email, and paid.
- **Company Social Media Engagement** - Returns social media data for your selected domains, giving insights into the social media presence of your market audience
- **Company Traffic Analytics** - Retrieve estimated monthly traffic metrics for a specified domain using Semrush's Traffic Analytics API
- **Company Top Pages** - Returns top pages for your selected domains. This helps you understand which content resonates the most with your market audience.
- **Company Website Traffic's Geographic Distribution** - Returns countries where traffic to your selected domains comes from, giving insights into the geographic diversity and distribution of your market audience.
- **Competitors in Paid Search** - Returns a domain's competitors in paid search results.

Authentication & Connection

How to obtain your API Key: Follow the instructions at:

<https://developer.semrush.com/api/basics/get-started/#get-api-key>

How to connect in ZoomInfo: Click Connect and paste your API Key.

Similarweb

Description

SimilarWeb is a digital intelligence platform that estimates web and app traffic, analyzes engagement and traffic sources, and provides competitive market insights for SEO, marketing and research.

Supported Actions

- **Monthly Website Visits** - Returns the estimated number of all visits to a given domain: desktop and mobile visits combined. Historical data goes back 37 months, depending on your subscription.
- **Website Bounce Rate** - Returns the bounce rate for a given domain. Historical data goes back 37 months, depending on your subscription.
- **Website Average Visit Duration** - Returns the average visit duration for a given domain (in seconds). Historical data goes back 37 months, depending on your subscription.
- **Website Pages Per Visit** - Returns the average number of page views per visit for a given domain. Historical data goes back 37 months, depending on your subscription.
- **Website Traffic Distribution by Geography** - Returns the total traffic share, visits, pages per visit, average time, bounce rate and rank broken down by country

- **Global Website Traffic Rank** - Returns Similarweb's Global Rank for a given domain. Global Rank is calculated based on a mix of our estimations of a site's monthly unique visitors and monthly page views across desktop and mobile traffic.
- **Lead Enrichment** - Enrich your leads with a comprehensive set of firmographic, website traffic, and engagement metrics.
- **Website Technologies** - Returns a list of the web plugins or integrations currently installed on a website

Authentication & Connection

How to obtain your API Key:

1. Log into the Similarweb platform
2. Select Settings > Account from the left menu
3. Under API, select Standard API or Batch API
4. Click Generate a new API key
5. Select the primary user of the API key (enter their email address if creating for another user)
6. Click Create
7. Your key will be displayed in the Generated Keys table

How to connect in ZoomInfo: Click Connect and paste your API Key.

SMARTe

Description

SMARTe is a global B2B sales intelligence platform that empowers sales, marketing, and revenue operations teams with accurate, compliant, and real-time contact and company data

Supported Actions

- **Enrich Contact** - Allows users to enrich a contact with SmartE from their social URL, personal email, or a full name with company information. Retrieves key data for the most recent financing deal of the specific company
- **Find Mobile Number** - Allows users find person's mobile number from their social URL, personal email, or a full name with company information
- **Find Work Email** - Enables users to find person's work email from social URL, personal email, or a full name with company information
- **Enrich Company** - Allows users enrich a company with SMARTe from their social URL, personal email, or a full name with company information

Authentication & Connection

How to obtain your API Key:

1. Log into your SMARTe account
2. Navigate to Account → Developer / API Keys (or Settings → API & Integrations)
3. Click Generate new API key (or “Create new key”)

How to connect in ZoomInfo: Click Connect and paste your API Key.

Smartlead AI

Description

Smartlead.ai is an AI-powered outreach platform that automates multi-channel prospecting (email, LinkedIn), manages campaigns and sequences, tracks opens/replies/bounces, and integrates with CRM systems to help teams scale outbound.

Supported Actions

- **Campaigns** - Returns a list of campaigns
- **Lookup lead in campaign (by email)** - Search for a specific lead within a campaign by their email to get their lead ID and current status
- **Lookup lead (by email)** - Lookup lead in SmartLead by email
- **Fetch Lead Message History Based On Campaign** - Returns message history of a lead specific to a campaign
- **Fetch all Campaigns using Lead ID** - Return all the campaigns a Lead belongs to using the Lead ID

Authentication & Connection

How to obtain your API Key:

1. Navigate to the Settings section in your Smartlead AI account
2. Click the Activate API button

How to connect in ZoomInfo: Click Connect and paste your API Key.

Sumble

Description

Sumble is a sales intelligence and prospecting platform that helps teams discover companies, identify key buyers, and uncover intent signals using firmographic, technographic, and buying-behavior data to prioritize outreach.

Supported Actions

- **Check for Technology at an Organization** - Check whether an organization is using a specific technology. Consumes Sumble credits if matches are found.
- **Find Technologies** -Users can search for supported technologies in Sumble

Authentication & Connection

How to obtain your API Key: Go to sumble.com/account/api-keys and create a new key. Store it securely — it won't be shown again.

How to connect in ZoomInfo: Click Connect and paste your API Key with the prefix **Bearer** (Example: **Bearer {API_KEY}**).

Surfe

Description

Surfe connects LinkedIn and other “business socials” to your CRM and API, letting you search and enrich companies and contacts, find verified emails and mobiles, and sync everything back to tools like Salesforce, HubSpot, and Pipedrive.

Supported Actions

- **Enrich Company** - Enrich a company by its company domain to get firmographic and company data
- **Get Company Enrichment Result** - Retrieves results from company enrichment request
- **Enrich Contact by LinkedIn URL** - Enrich a contact by its LinkedIn url
- **Find Contact LinkedIn URL** - Find a contacts linkedin url by name and company
- **Enrich a company by its company domain to get firmographic and company data**
- **Get Contact Enrichment Result** - Retrieves results from contact enrichment request

Authentication & Connection

How to obtain your API Key:

1. You can get your API key from the [API Settings](#)

How to connect in ZoomInfo: Click Connect and paste your API Key with the prefix **Bearer** (Example: **Bearer {API_KEY}**)

TheirStack

Description

TheirStack is a job-posting and technographics platform that tracks technologies and hiring signals across millions of companies. Use it to find accounts by tech stack, see which tools they use, and identify companies actively hiring.

Supported Actions

- **Job Search** - Enrich company with tech stack + current jobs from just a domain
- **Technology** - Enrich company with tech stack from just a domain

Authentication & Connection

How to obtain your API Key:

2. You can obtain your API Key in your TheirStack [account settings](#).

How to connect in ZoomInfo: Click Connect and paste your API Key with the prefix **Bearer** (Example: **Bearer {API_KEY}**)

Trestle

Description

Trestle provides next-generation identity APIs, enabling seamless customer connections and maximizing contactability, identification, and operational efficiency.

Supported Actions

- **Phone Validation** - Phone Validation API validates phone numbers and provides phone metadata, including carrier, line type, prepaid status, and a phone activity score to identify disconnected numbers.
- **Real Contact Verification** - Real Contact API verifies and grades phone numbers, emails, and addresses and delivers essential insights, including a phone activity score, line types, name matches for phone, email, and address, and phone and email contact grades.
- **Reverse Phone Lookup** - Reverse Phone API offers comprehensive verification and enrichment of phone numbers. It includes phone validity, line type, carrier data, and all owners associated with the phone and their details, like demographics, current addresses, alternate phon

Authentication & Connection

How to obtain your API Key: Login to your account <https://portal.trestleiq.com/home> and click on the top right “API Key” button.

How to connect in ZoomInfo: Click Connect and paste your API Key.

Typeform

Description

Typeform is a user-friendly platform for building interactive forms, surveys, and quizzes, with logic, integrations, APIs, and webhooks—designed to collect higher-quality responses and sync data to your tools.

Supported Actions

- **Form Search** - Returns a list of forms containing the specified name
- **Form Responses by Domain** - Returns last 1000 form submissions by Domain
- **Form Responses by Email** - Returns last 100 responses by Email

Authentication & Connection

Authentication Method: Typeform uses OAuth authentication.

How to connect in ZoomInfo: Click Connect to authenticate your Typeform environment.

Note: While personal accounts are accepted, we recommend using a service or integration account for security purposes.

WealthEngine

Description

WealthEngine provides wealth intelligence on individuals, including net worth, income, assets, and donation propensity. It helps identify high-value prospects for fundraising, financial services, and premium sales use cases.

Supported Actions

- **Enrich Person (Basic Profile)** - Returns core wealth indicators including estimated net worth, income range, real estate value, and propensity to give for an individual based on provided identity inputs

- **Enrich Person (Full Profile)** - Returns a comprehensive wealth profile including assets, donation history, business ownership, political giving, and household relationships for deeper segmentation and scoring

Authentication & Connection

How to obtain your API Key: Navigate to <https://apikey.wealthengine.com/#/login> to manage your API keys.

How to connect in ZoomInfo: Click Connect and paste your API Key.

Wiza

Description

Wiza is a platform that helps users extract and verify LinkedIn contact information for lead generation and sales outreach. It streamlines the process of building accurate and up-to-date contact lists, enhancing efficiency for sales and marketing teams.

Supported Actions

- **Create Single Person Enrichment** - Enrich a contact by an email
- **Retrieve Single Person Enrichment Result** - Retrieve enrichment results

Authentication & Connection

How to obtain your API Key:

1. Contact Wiza customer support at hello@wiza.co or via online live chat to enable API access
2. Once enabled, click Settings (under your profile icon in the top right corner)
3. Click API
4. Select an API User (all lists created using the API will be saved here)
5. Click Generate
6. Copy your API key

How to connect in ZoomInfo: Click Connect and paste your API Key with the prefix **Bearer** (Example: **Bearer {API_KEY}**)

Yelp

Description

Yelp is an online platform that connects people with local businesses by providing user-generated reviews and ratings. It helps consumers discover and share information about various services, including restaurants, shopping, and entertainment.

Supported Actions

- **Find Businesses** - Retrieve a list of businesses by location and search
- **Find Business Info** - Detailed profile for a business (hours, categories, photos, etc.)
- **Find Business Review** - Returns up to **3 review excerpts** for the given business

Authentication & Connection

How to obtain your API Key:

1. Choose a plan that fits your needs at Yelp Places API
2. Complete the "Create New App" form with information about your application
3. Agree to the Yelp API Terms of Use and Display Requirements
4. Click Submit
5. Your API Key will be generated

How to connect in ZoomInfo: Click Connect and paste your API Key with the prefix **Bearer** (Example: **Bearer {API_KEY}**)

Need Help?

If you encounter any issues while connecting your data sources, please contact your Customer Success Manager or reach out to [ZoomInfo Support](#).