

Databricks Datashare Integration Guide

For administrators setting up the ZoomInfo integration with Databricks Datashare

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Prerequisites and Considerations

Review the following prerequisites and considerations before you connect and configure the integration.

GTM Studio Requirements

- Admin Role: You must have administrator privileges in GTM Studio to configure integrations
- Integration Access: Permission to view and manage integrations

Databricks Requirements

- Account Administrator Role: Required to accept incoming data shares

Before beginning the setup, you must collect specific information from your Databricks account. This section explains what you need and how to find it.

1. Metashare Identifier

The account identifier uniquely identifies your Databricks account within your organization and region.

How to Find Your Account Identifier:

1. Follow the instructions provided in this document to locate your metastore id:
<https://kb.databricks.com/unity-catalog/find-your-metastore-id>

2. Cloud Platform and Region

Identify which cloud provider hosts your Databricks account and the specific region.

Supported Cloud Platforms:

- **Amazon Web Services (AWS)**
- **Microsoft Azure**
- **Google Cloud Platform (GCP)**

Important: Region Matching: **The region you select in GTM Studio must exactly match your Databricks deployment region. Cross-region data sharing may not be available in all configurations and could incur additional costs.**

Implementation Overview:

1. Sign in to GTM Studio using your administrator credentials.
2. Verify that you have admin privileges (check user settings or navigation menu).
3. Click Integrations in the left navigation menu.
4. Select All Integrations from the submenu.
5. You should see a catalog of available integrations.
6. In the integrations catalog, use the search bar at the top.
7. Type "Databricks Data Share".
8. The Databricks Data Share integration card should appear in search results.
9. Click Connect on the integration card.
10. You will be presented with a configuration form.
 - a. Cloud Platform Selection: Select your Databricks cloud platform from the dropdown.
 - i. AWS (Amazon Web Services)
 - ii. Azure (Microsoft Azure)
 - iii. GCP (Google Cloud Platform)
 - b. Select Databricks Region:
 - i. The region list will update based on the cloud platform you selected. Choose the region that corresponds to your Databricks account location.
 - ii. **Critical:** Exact Region Match Required. Ensure the selected region exactly matches your Databricks deployment. Mismatched regions will cause connection failures.
11. Enter Databricks Credentials:
 - a. Provide the metashare ID information you gathered in the previous section.
 - i. Metashare Identifier.
12. Click the connect button to set up the integration successfully.

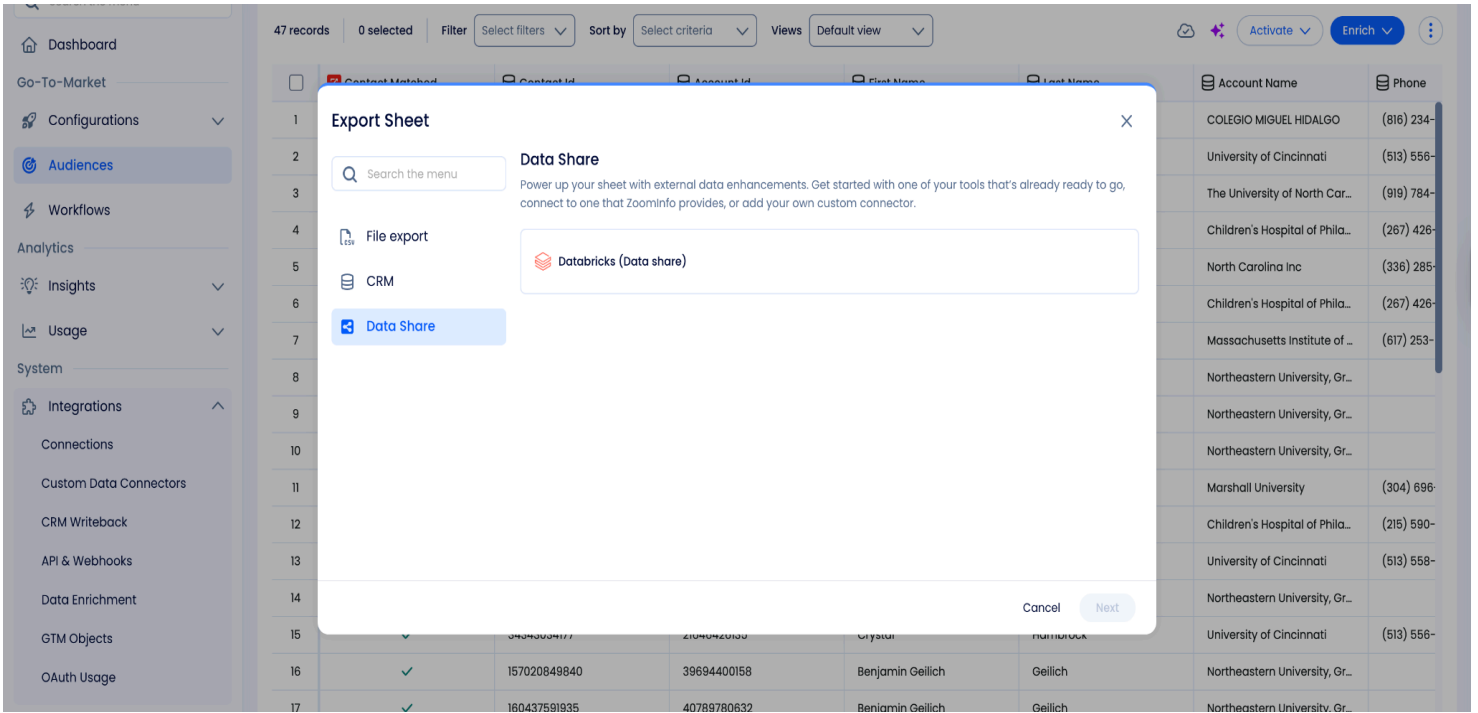
Creating Your First Audience Data Share

With the integration successfully configured, users within your org can now export the audience to Databricks.

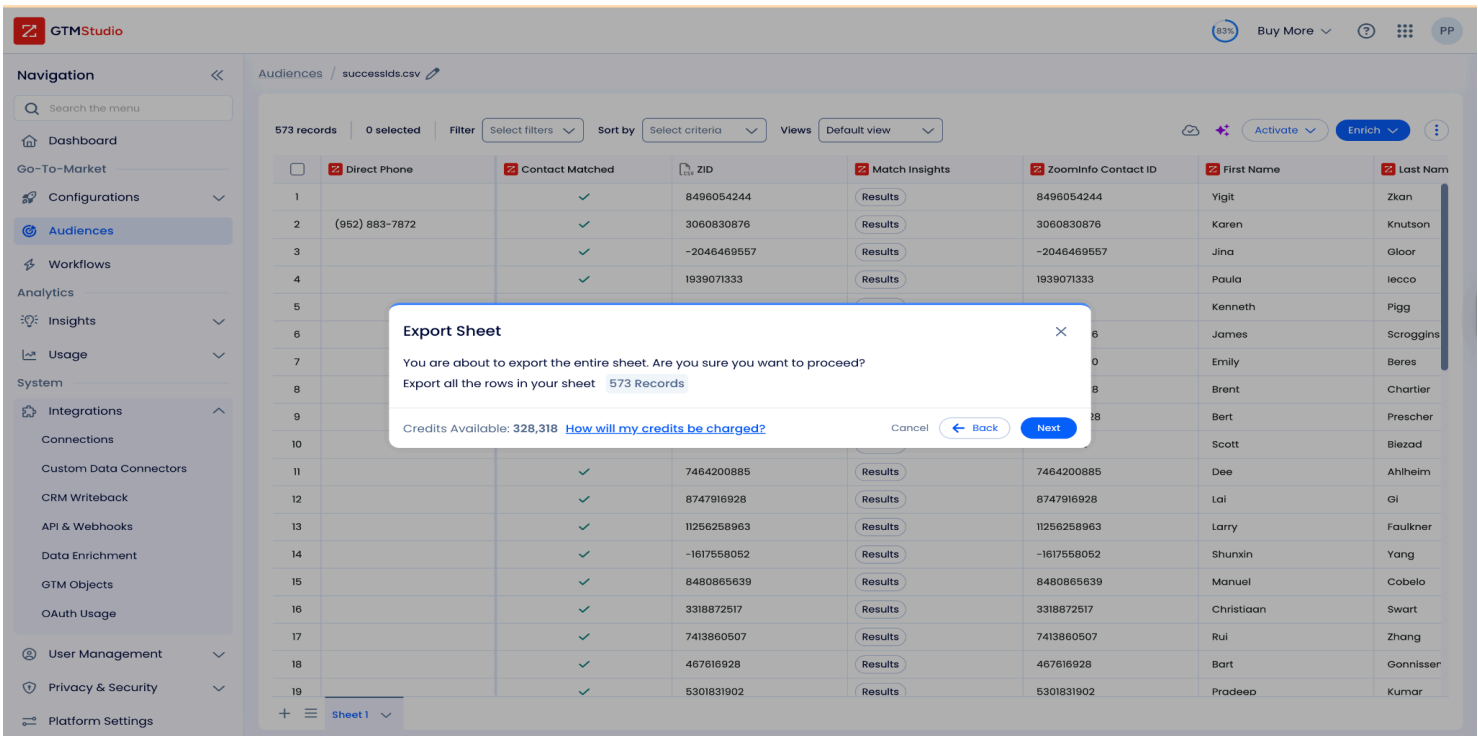
1. In GTM Studio, go to Audiences in the left navigation.
2. Select an existing audience or create a new one.
3. Ensure the audience has been built and contains data.
4. Open the audience you want to export. Select Export Audience. Select Databricks Data Share as the destination.

The screenshot displays the GTM Studio interface for an audience named 'successids.csv'. The interface includes a navigation sidebar on the left with categories like Dashboard, Configurations, Audiences, Workflows, Analytics, System, and Integrations. The main content area shows a table with 573 records. The table columns are: Direct Phone, Contact Matched, ZID, Match Insights, Zoominfo Contact ID, First Name, Last Name, and a 'GTM Workspace' column. The 'Export Audience' button is highlighted in a red box. The table data is as follows:

	Direct Phone	Contact Matched	ZID	Match Insights	Zoominfo Contact ID	First Name	Last Name
1		✓	8496054244	Results	8496054244	Yigit	Zkan
2		✓	3060830876	Results	3060830876	Karen	Knutson
3		✓	-2046469557	Results	-2046469557	Jina	Gloor
4		✓	1939071333	Results	1939071333	Paula	Iecco
5		✓	58902591	Results	58902591	Kenneth	Pigg
6		✓	8475918936	Results	8475918936	James	Scroggins
7		✓	8537061090	Results	8537061090	Emily	Beres
8		✓	5998216928	Results	5998216928	Brent	Chartier
9		✓	-1874916928	Results	-1874916928	Bert	Prescher
10		✓	113959272	Results	113959272	Scott	Biezad
11		✓	7464200885	Results	7464200885	Dee	Ahlheim
12		✓	8747916928	Results	8747916928	Lai	Gi
13		✓	11256258963	Results	11256258963	Larry	Faulkner
14		✓	-1617558052	Results	-1617558052	Shunxin	Yang
15		✓	8480865639	Results	8480865639	Manuel	Cobelo
16		✓	3318872517	Results	3318872517	Christiaan	Swart
17		✓	7413860507	Results	7413860507	Rui	Zhang
18		✓	467616928	Results	467616928	Bart	Gonnisser
19		✓	5301831902	Results	5301831902	Pradeep	Kumar



5. Verify the sheet you want to export and review the preview of the records that will be included.



6. Provide the name of the table where the audience data will be stored.

The screenshot shows the GTM Studio interface with a table of audience data. A dialog box titled "Export to Snowflake (Data Share)" is open, prompting the user to create a new table name for the export in their Snowflake account. The text "GTMSTUDIO_SUCCESSID" is entered in the input field. The background table has columns: Direct Phone, Contact Matched, ZID, Match Insights, Zoominfo Contact ID, First Name, and Last Name. The table contains 19 rows of data.

	Direct Phone	Contact Matched	ZID	Match Insights	Zoominfo Contact ID	First Name	Last Name
1		✓	8496054244	Results	8496054244	Yigit	Zkan
2	(952) 883-7872	✓	3060930876	Results	3060930876	Karen	Knutson
3		✓	-2046469557	Results	-2046469557	Jina	Gloor
4		✓	1939071333	Results	1939071333	Paula	Iecca
5					58902591	Kenneth	Pigg
6					8475918936	James	Scroggins
7					8537061090	Emily	Beres
8					5998216928	Brent	Chartier
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11		✓	7464200885	Results	7464200885	Dee	Ahlheim
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13		✓	11256258963	Results	11256258963	Larry	Faulkner
14		✓	-1617558052	Results	-1617558052	Shunxin	Yang
15		✓	8480865639	Results	8480865639	Manuel	Cobelo
16		✓	3318872517	Results	3318872517	Christiaan	Swart
17		✓	7413860507	Results	7413860507	Rui	Zhang
18		✓	467616928	Results	467616928	Bart	Gonnisser
19		✓	5301831902	Results	5301831902	Pradeep	Kumar

7. Monitor the export status in the Data Share tab by navigating to GTM Studio, then Integrations, then Databricks Data Share Connection, and finally selecting the Data Shares tab. If the status shows Transferred, it means the audience data share was delivered successfully.

First Export Complete

Your audience data is now available in Databricks for analysis, activation, and integration with your data workflows.

Navigation << < Connections / **Snowflake (Data share)** General Settings **Data Shares**

Search the menu

Dashboard

Go-To-Market

Configurations

Audiences

Workflows

Analytics

Insights

Usage

System

Integrations

- Connections
- Custom Data Connectors
- CRM Writeback
- API & Webhooks
- Data Enrichment
- GTM Objects
- OAuth Usage

User Management

Privacy & Security

Platform Settings

11 data shares

Search destination name

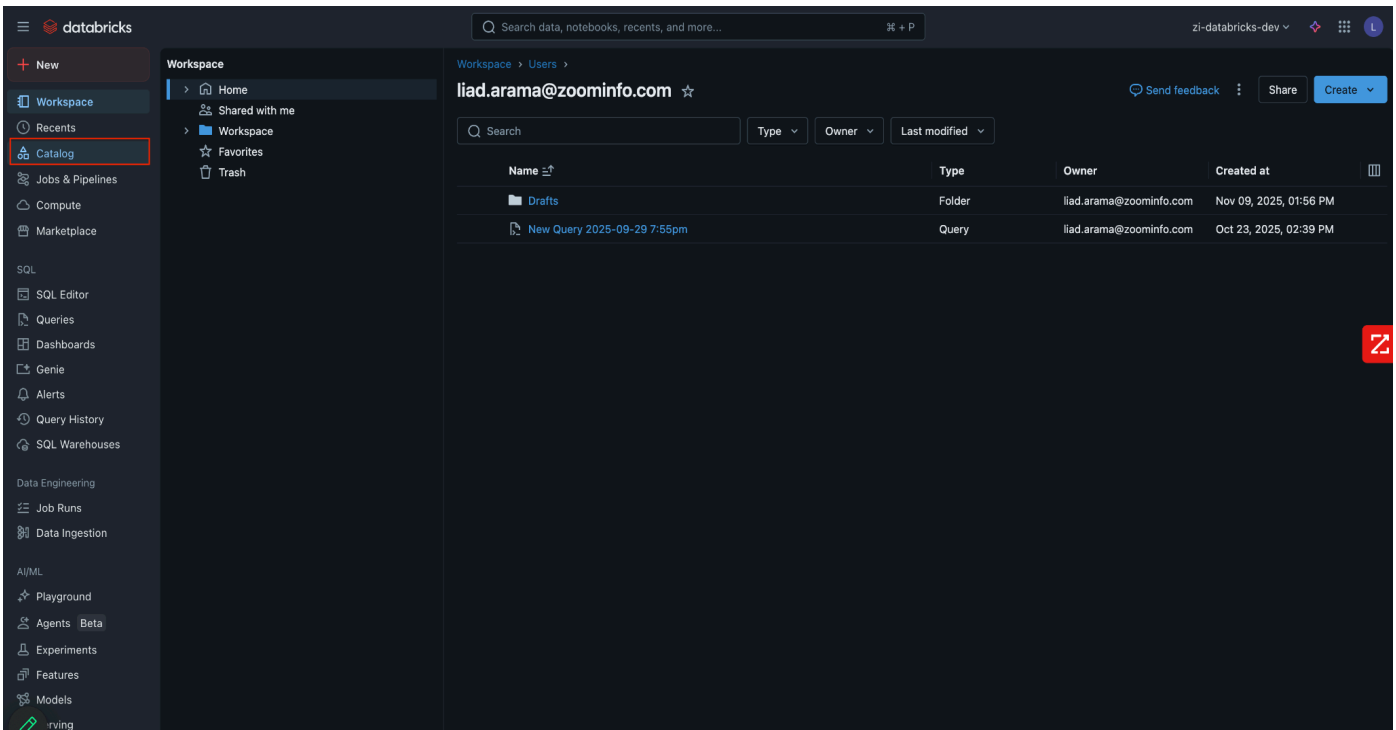
Destination name	Source	Created	Last updated	Export status
OPP_HUBSPOT_3RECORDS	Deveshwar_Nov26th...	Nov 26, 2025, 3:10 PM	Nov 26, 2025, 3:13 PM	transferred
OPP_SF_9573RECORDS	Deveshwar_Nov26th...	Nov 26, 2025, 4:22 PM	Nov 26, 2025, 4:24 PM	transferred
SIGNALS_INDIVIDUALDATA_65RECORDS	Deveshwar_Nov26th...	Nov 26, 2025, 11:22 AM	Nov 26, 2025, 11:24 AM	transferred
CONTACT_DYNAMICS_2RECORDS	Deveshwar_Nov26th...	Nov 26, 2025, 11:51 AM	Nov 26, 2025, 11:52 AM	transferred
COMPANY_ZI_QM_133KRECORDS	Deveshwar_Nov26th...	Nov 26, 2025, 8:49 PM	Nov 26, 2025, 8:51 PM	transferred
ZOOMINFO_RECORDS_100K_PLUS	Deveshwar_Nov24th...	Nov 25, 2025, 2:15 AM	Nov 25, 2025, 2:17 AM	transferred
OPP_WEBSIGHTS_BUYERS_ID	Deveshwar_Nov25th...	Nov 25, 2025, 5:23 PM	Nov 25, 2025, 5:26 PM	transferred
CONTACT_CID_NULL	Deveshwar_Nov25th...	Nov 25, 2025, 5:23 PM	Nov 25, 2025, 5:26 PM	transferred
SIGNALS_CONTACTS_1RECORD	Deveshwar_Nov25th...	Nov 25, 2025, 5:23 PM	Nov 25, 2025, 5:26 PM	transferred
SIGNALSIRECORD	Deveshwar_Nov24th...	Nov 24, 2025, 8:17 PM	Nov 24, 2025, 8:19 PM	transferred
COMPANY_ZI_118K_RECORDS	Deveshwar_Nov25th...	Nov 26, 2025, 2:53 AM	Nov 26, 2025, 2:55 AM	transferred

Navigation: < < 1 > >

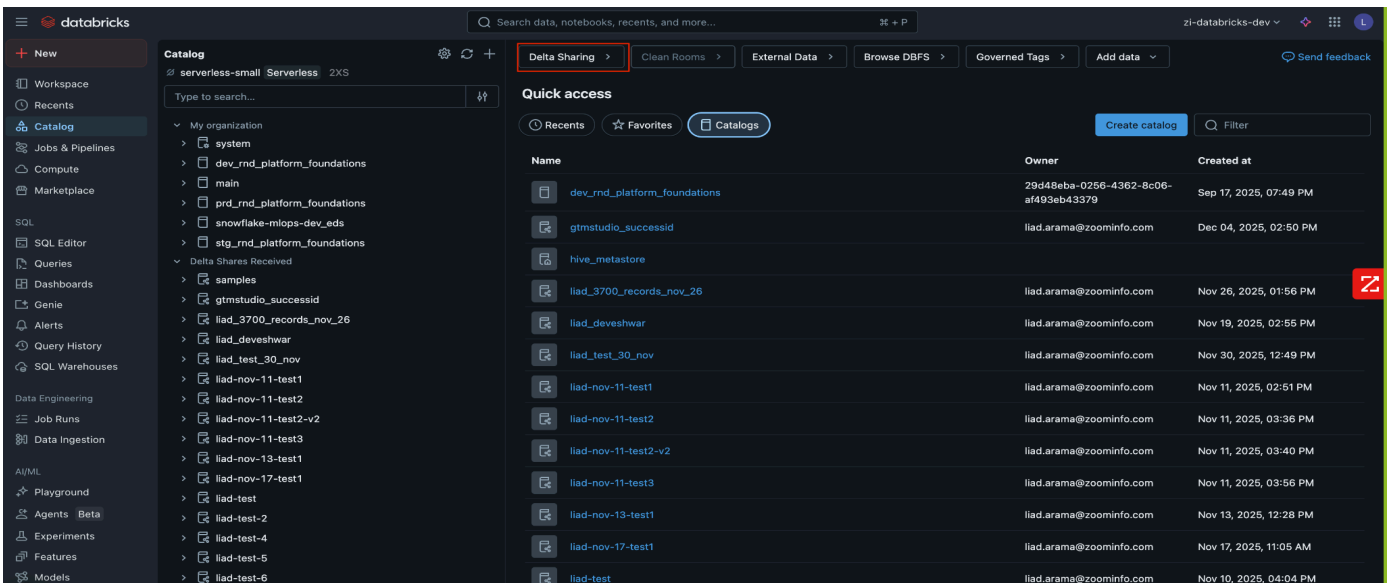
Accepting the Data Share in Databricks

After successfully exporting an audience from GTM Studio, a Databricks administrator must accept the incoming data share within Databricks.

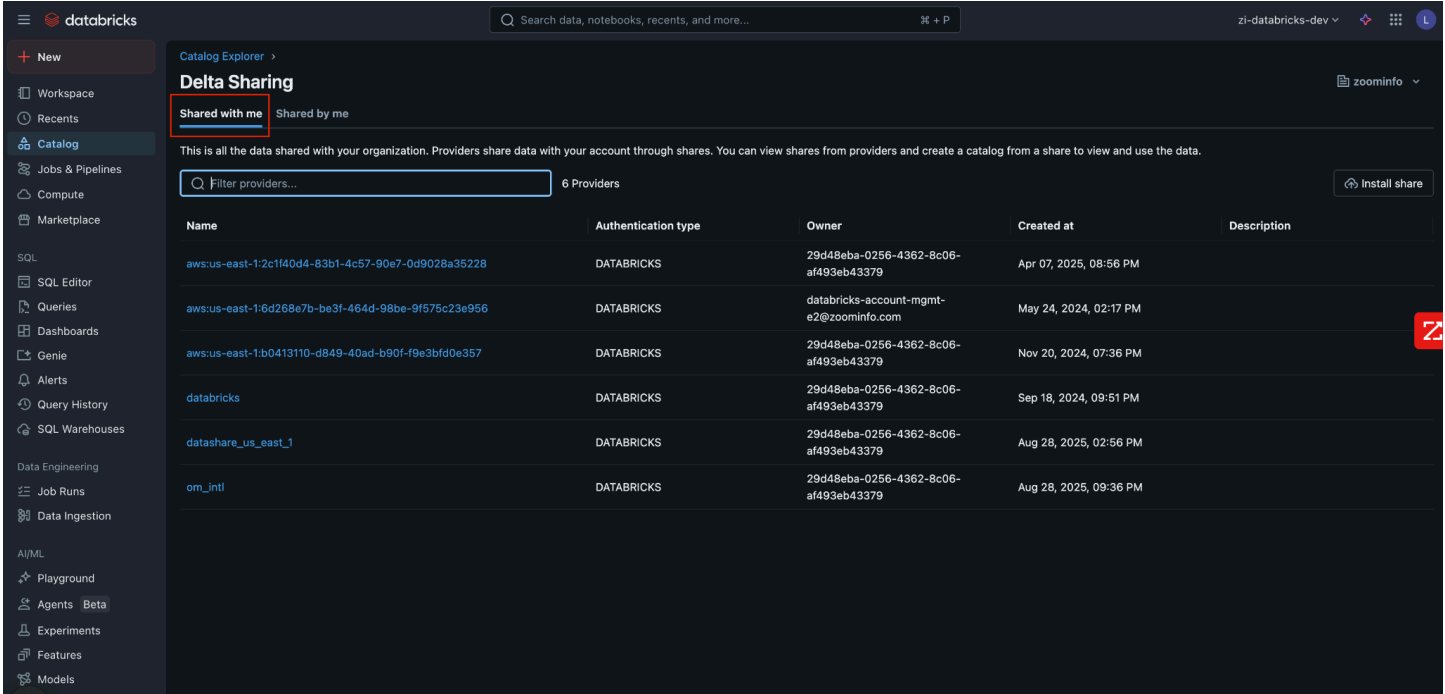
1. Log in to the Databricks account that was connected with the zoominfo platform.
2. Ensure you have permissions to view and manage data shares
3. On the left sidebar, choose “**Catalog**”.



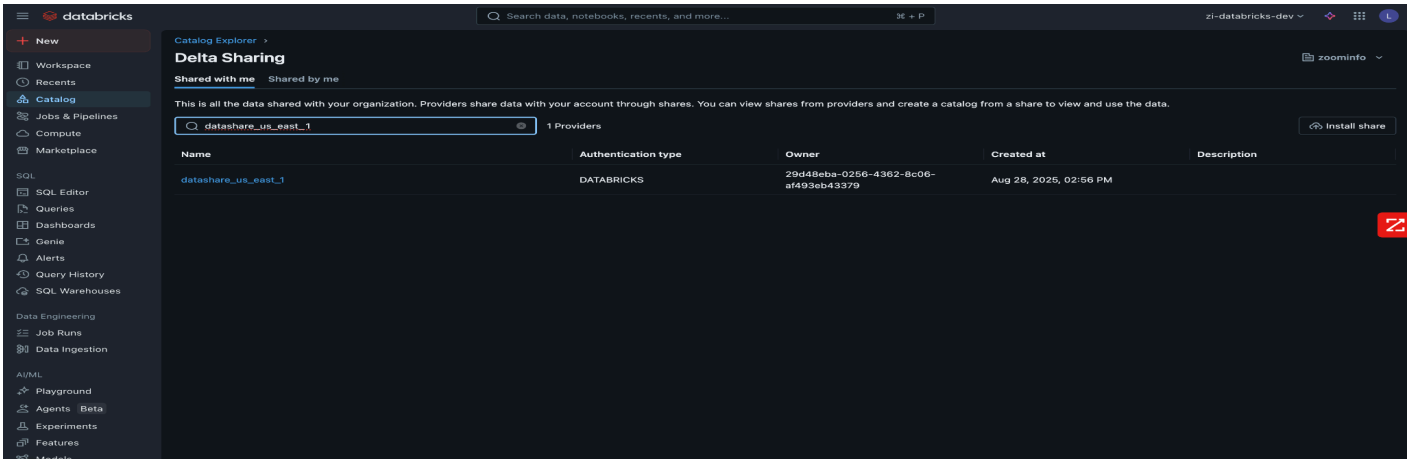
4. Click on “Delta Sharing” (Usually top center, under the search bar).



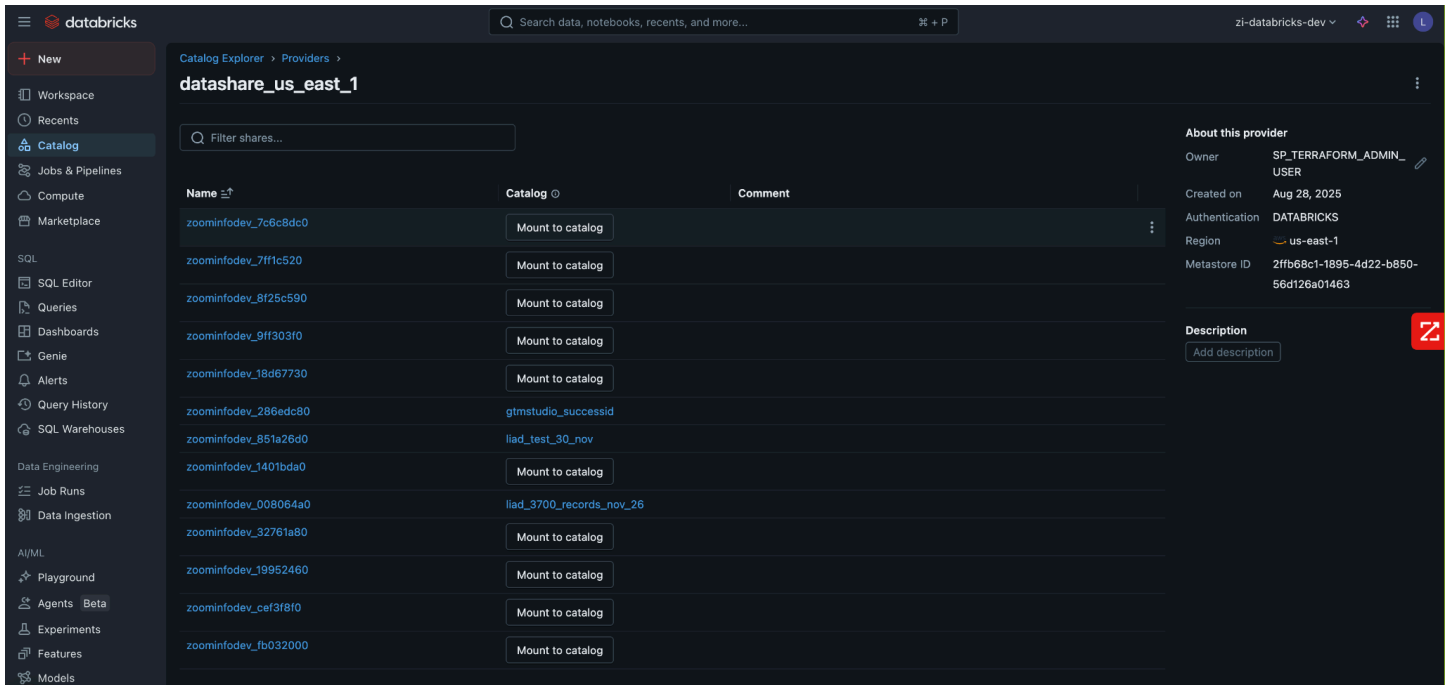
5. Click the **Shared With Me** tab.



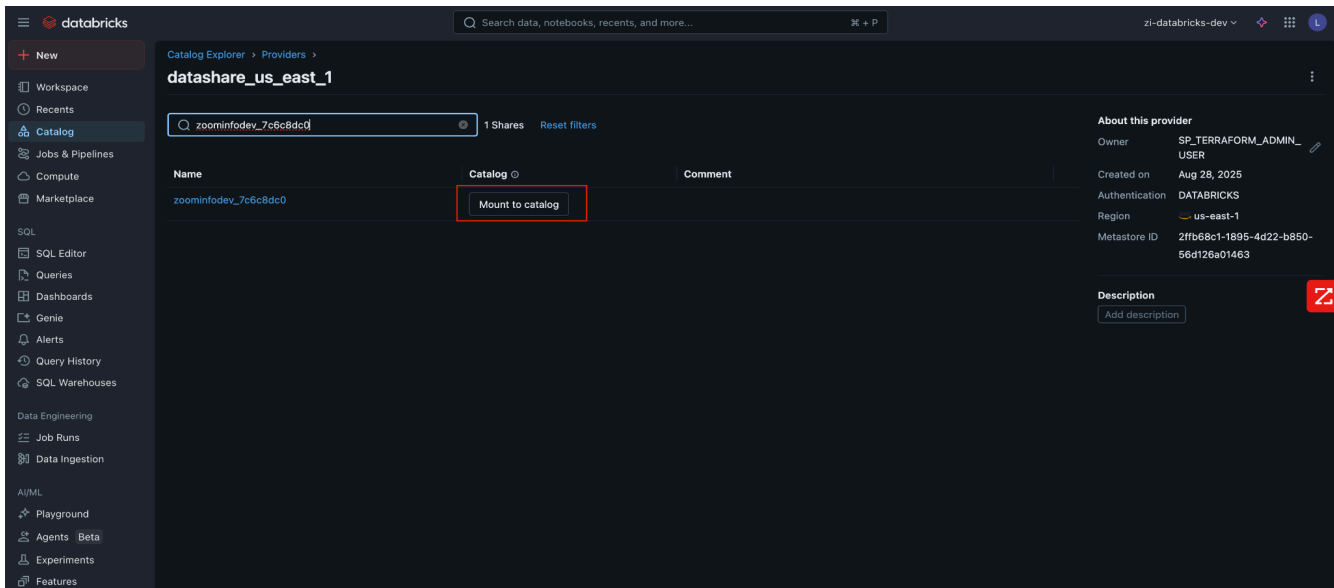
6. Choose the “**datashare_<your_cloud_region>**”, example: **datashare_us_east_1**



- Find the relevant data share using the “**Filter Shares**” search bar, with the naming convention of “**zoominfo_<identifier>**”, example: **zoominfo_1234abcd**



- Mount the share into a catalog using the “**Mount to catalog**” button.



9. A pop-up window will appear, either choose “**Create a new catalog**” or “**Mount to an existing catalog**” as your liking.
10. After mounting the catalog, click on the given catalog name in the catalog column.
11. Then you will be referred to the catalog explorer of the created share, and click on the “**zoominfo**” schema.
12. Then we will be referred to the schema explorer, and click on the table name you have chosen in the zoominfo portal.
13. Click on the top right of the screen will appear a blue “**Create**” button will appear, and then a dropdown will appear.
14. Choose “**Query**”
15. An SQL editor will open, with an already automated query for you to begin querying the database. In case the query was not auto-generated, you can use this query:
SELECT * FROM `gtmstudio_successid`.`zoominfodev`.`<table_name>`
16. Click on the blue “**Run**” button (be aware that by default it will return a limited result of 1000 rows, and you can unlimit the query manually).