Databricks Datashare Integration Guide

For administrators setting up the ZoomInfo integration with Databricks Datashare

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.***

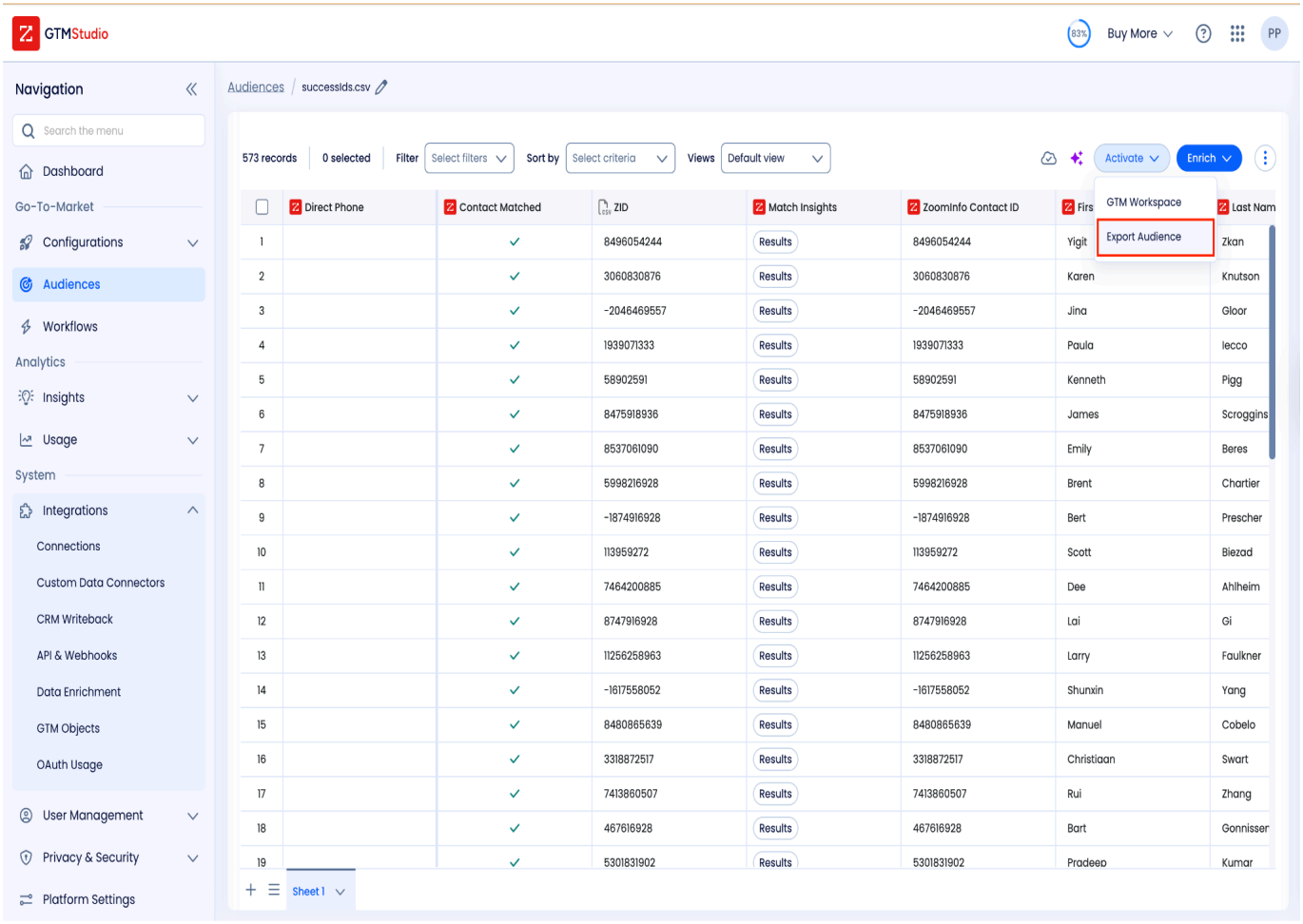
Implementation Overview:

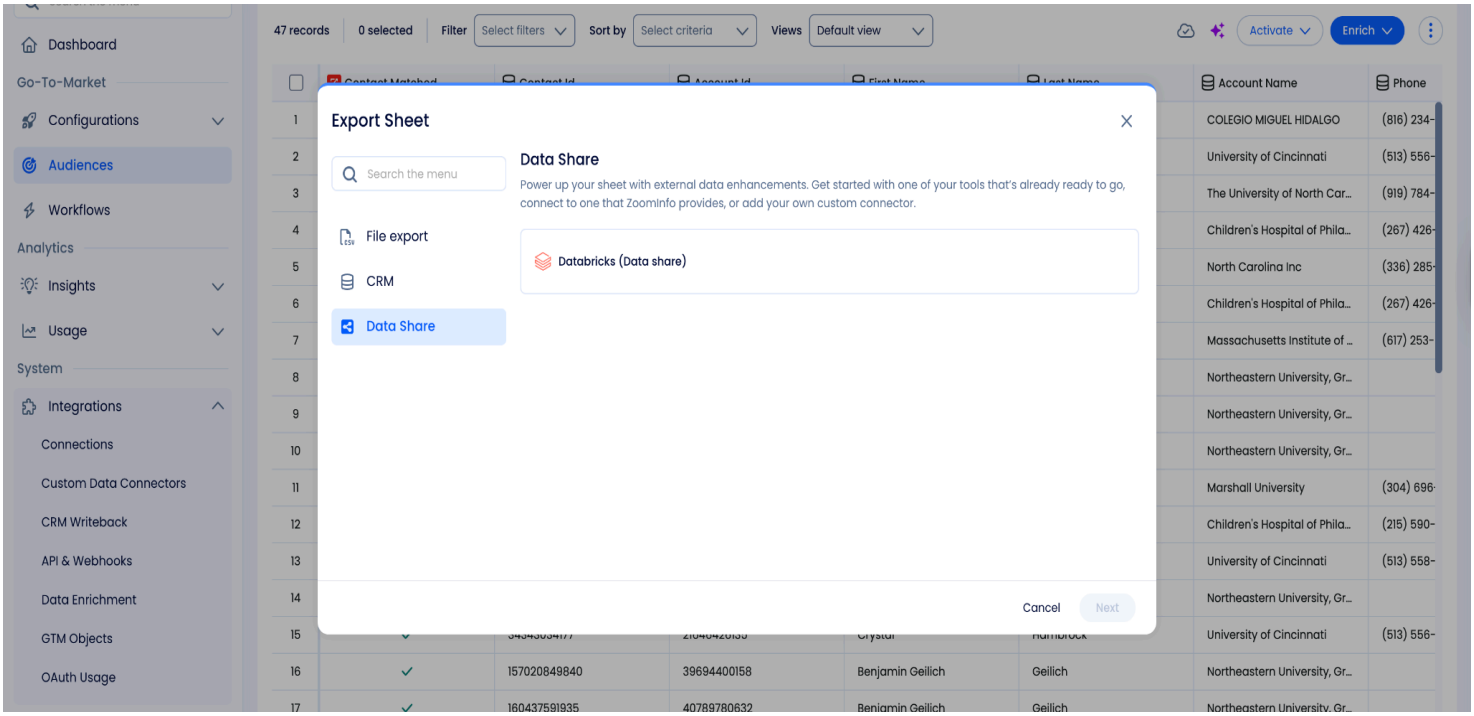
1. Sign in to GTM Studio using your administrator credentials.
2. Verify that you have admin privileges (check user settings or navigation menu).
3. Click Integrations in the left navigation menu.
4. Select All Integrations from the submenu.
5. You should see a catalog of available integrations.
6. In 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

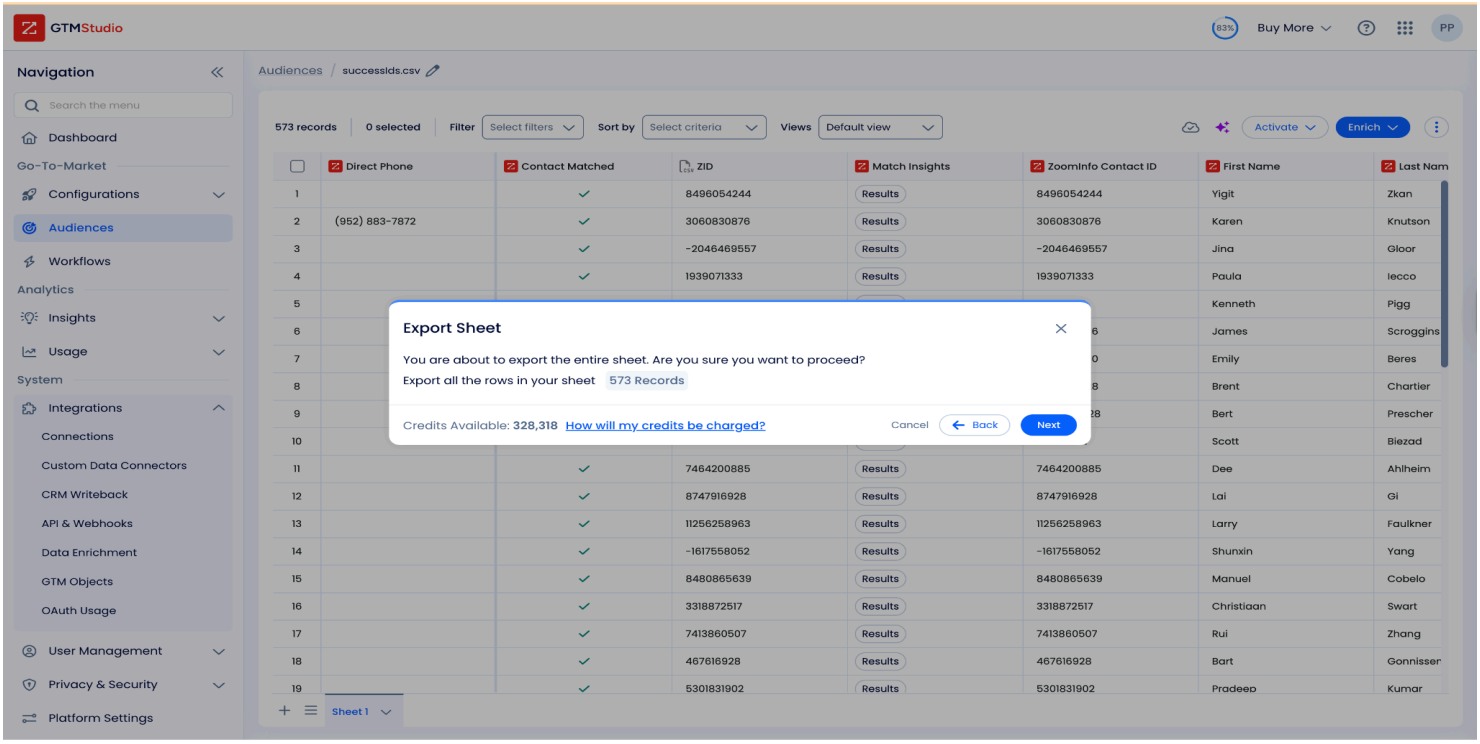
With the integration successfully configured, users within your org can now export the audience to Databricks.

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.

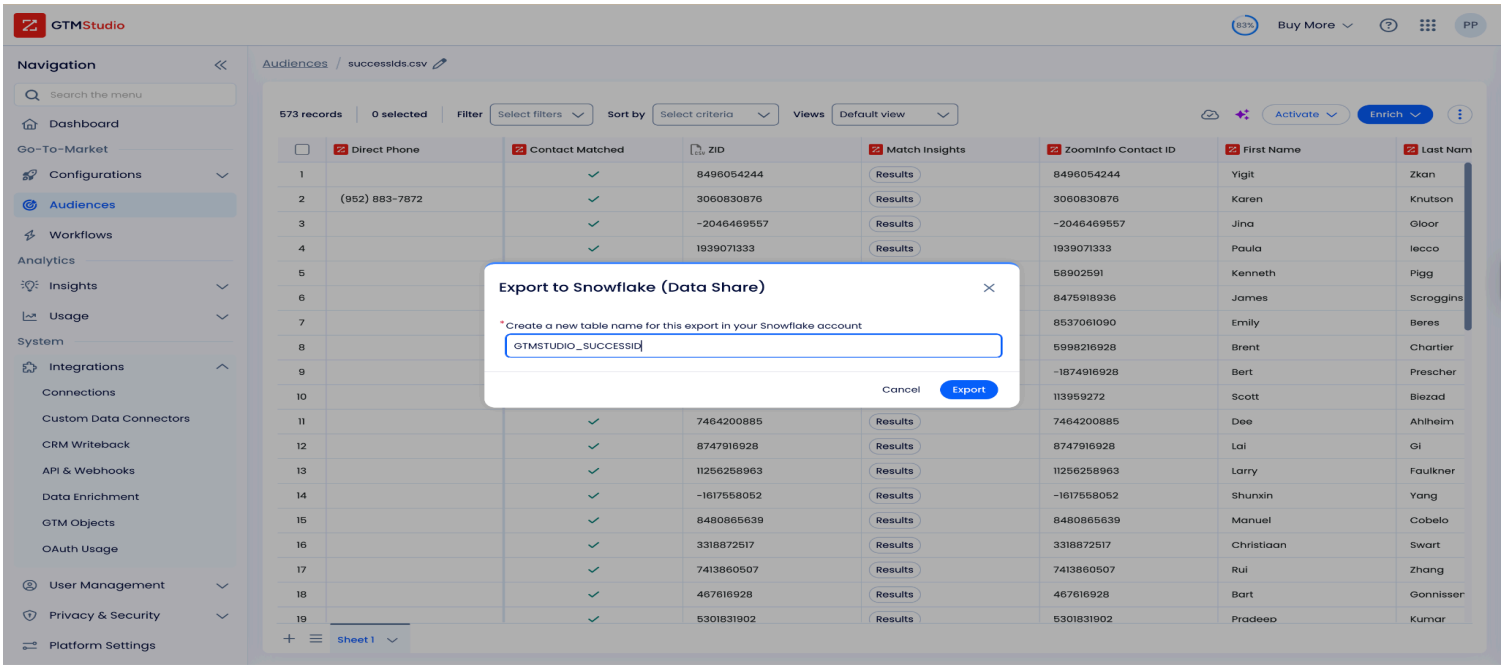




5. Verify the sheet you want to export and review the preview of the records that will be included.



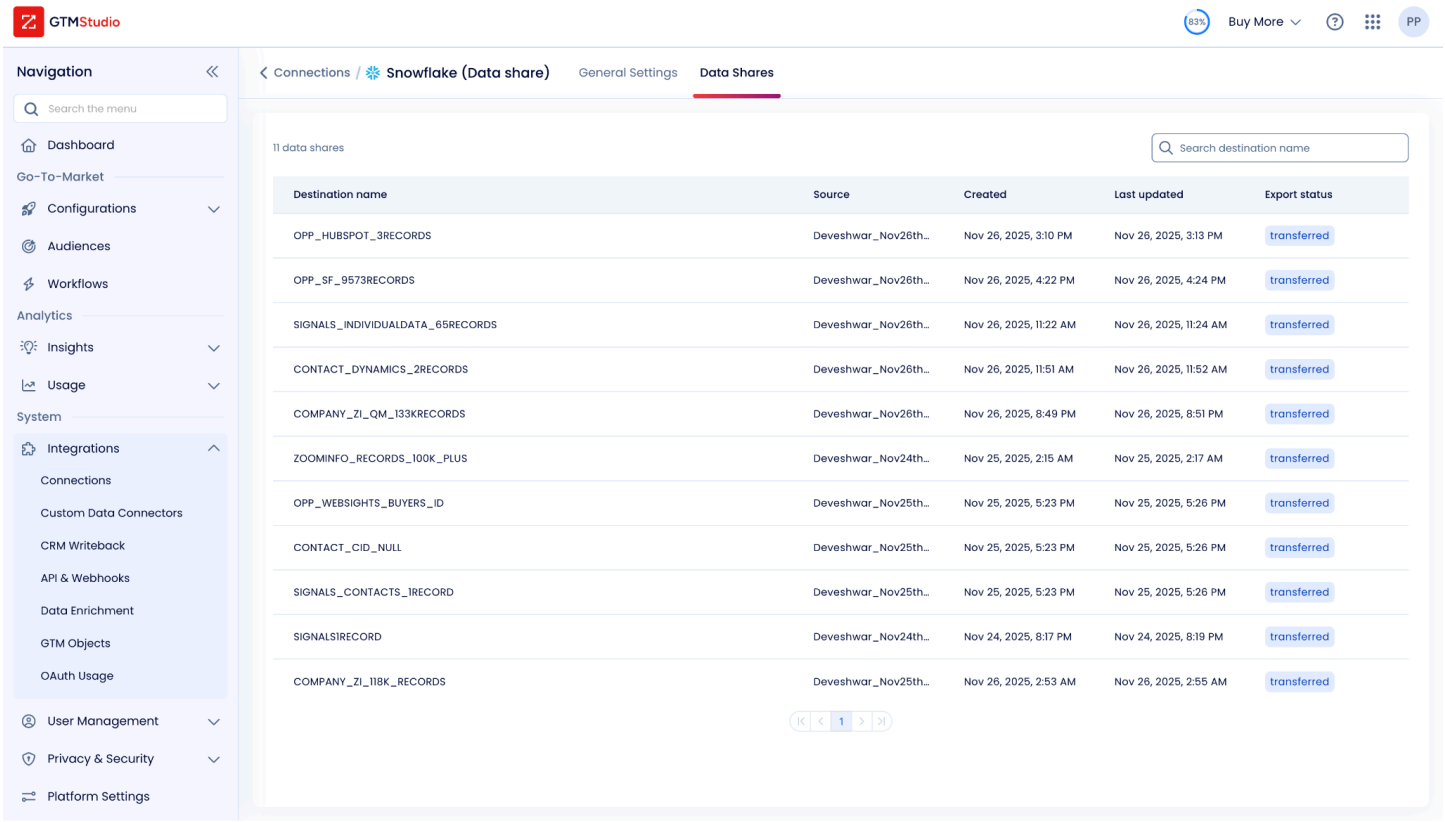
6. Provide the name of the table where the audience data will be stored.



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

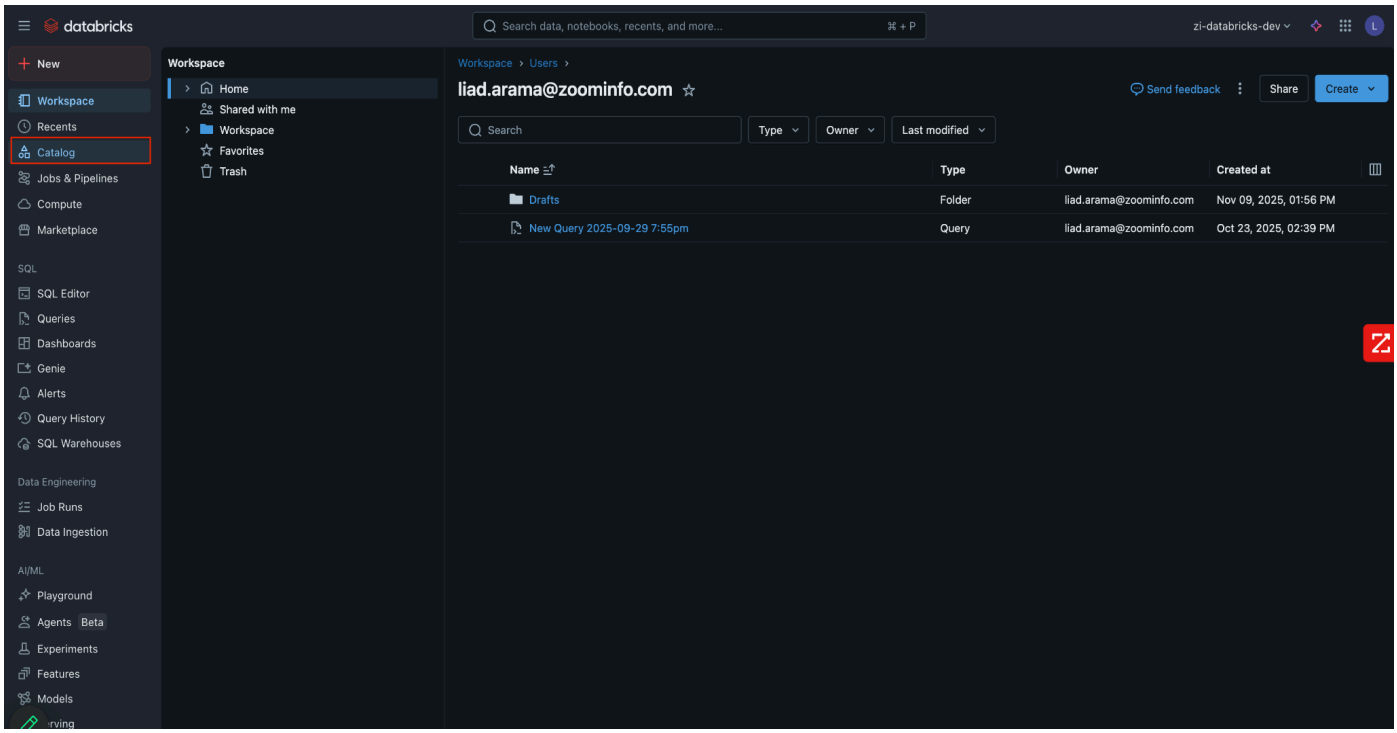
Your audience data is now available in Databricks for analysis, activation, and integration with your data workflows.



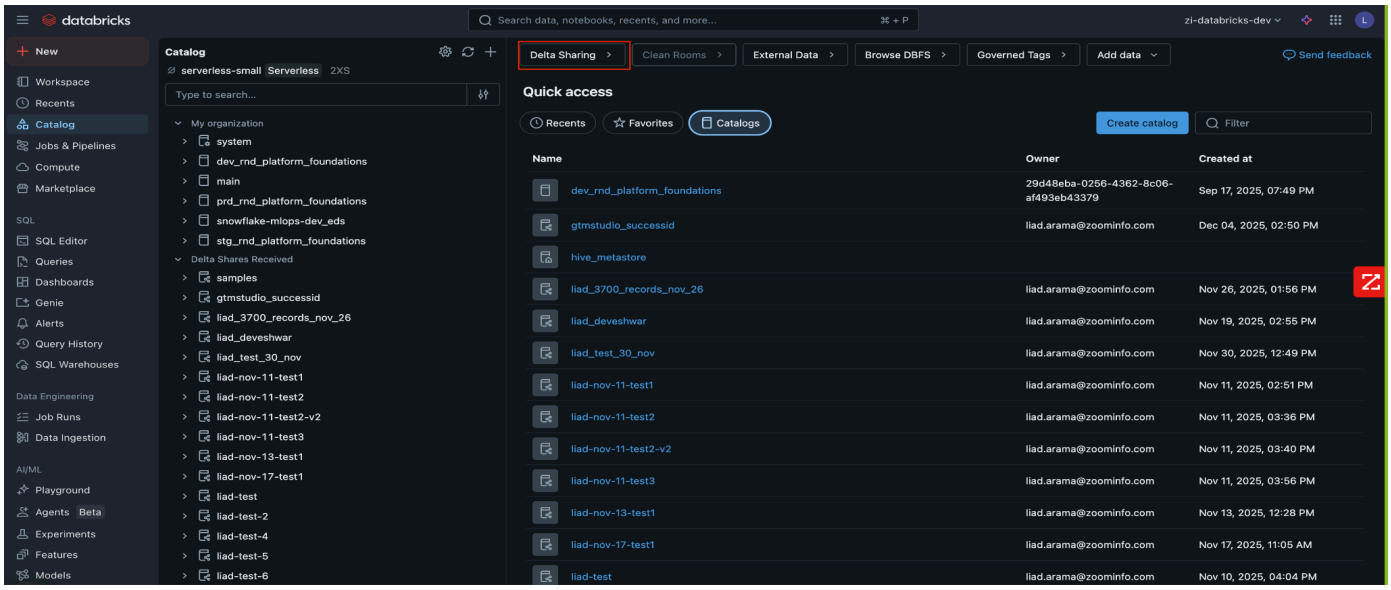
Accepting the Data Share in Databricks

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

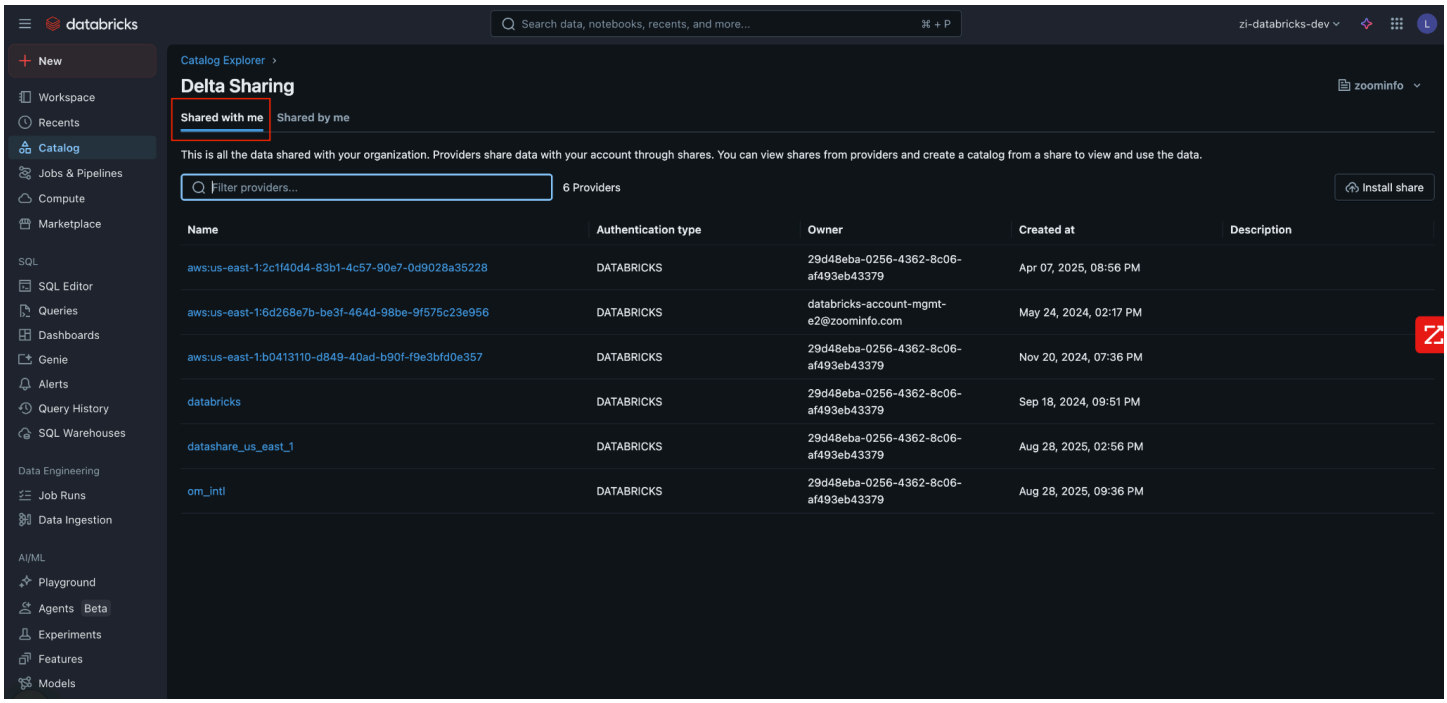
1. Log in to the Databricks account that was connected with the zoominfo platform.
2. Ensure you have permissions to view and manage data shares
3. On the left sidebar, choose “**Catalog**”.



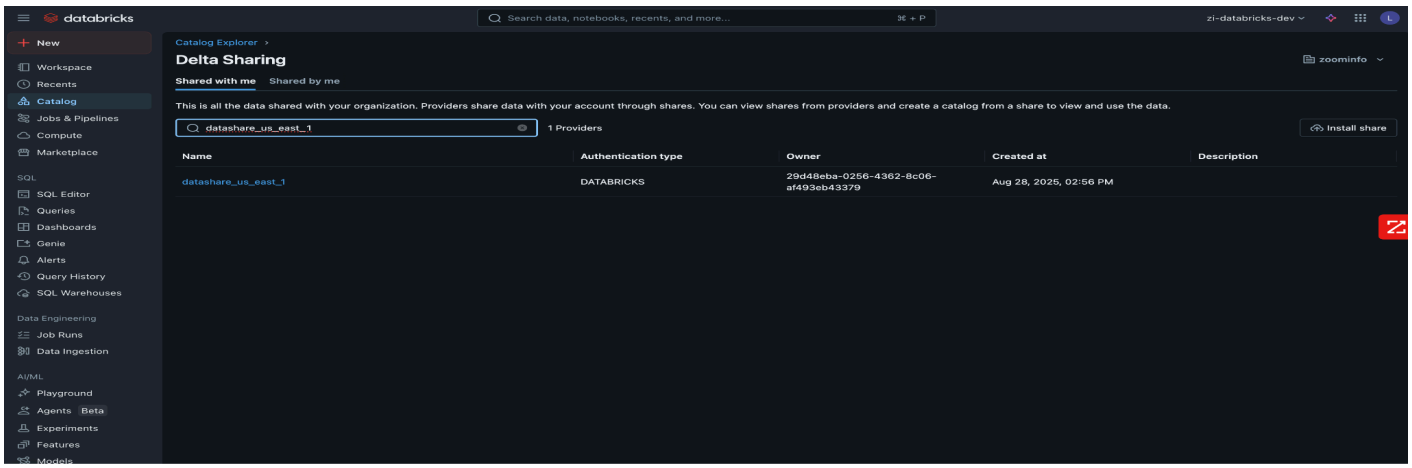
4. Click on “**Delta Sharing**” (Usually top center, under the search bar).



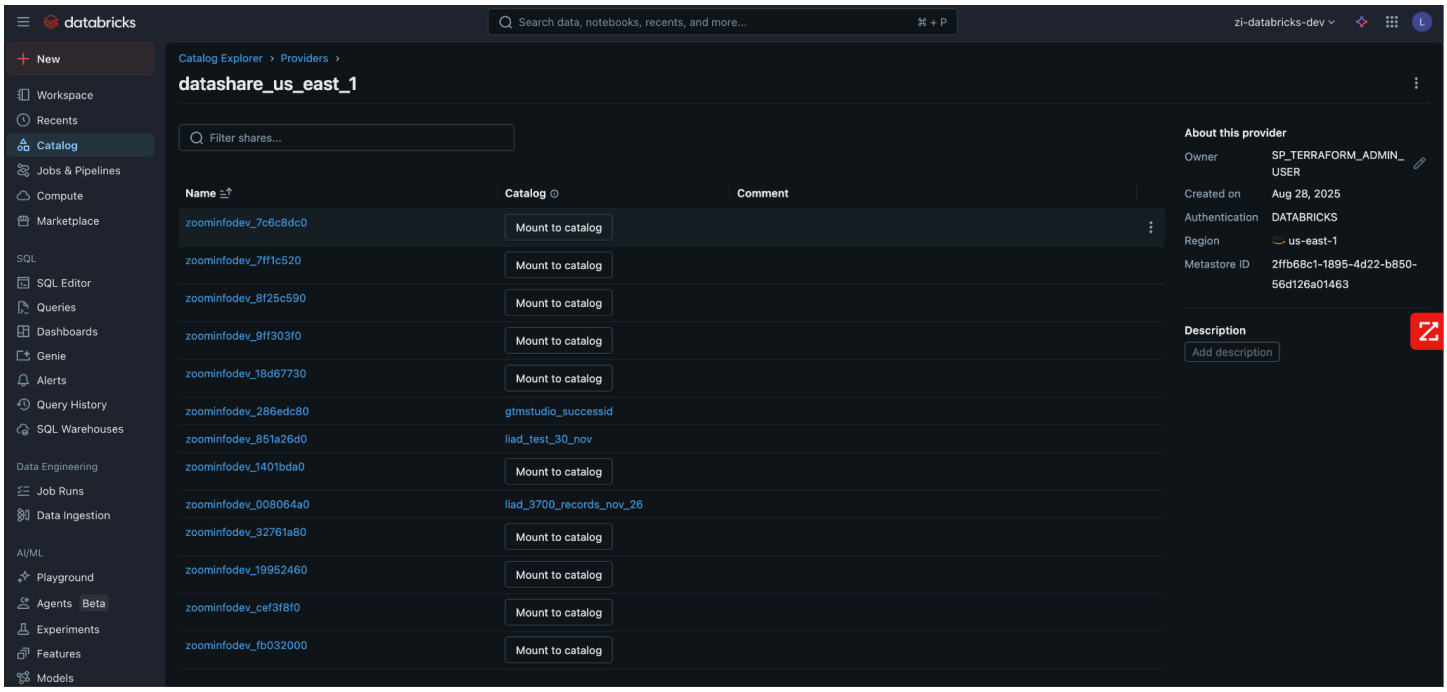
5. Click the **Shared With Me** tab.



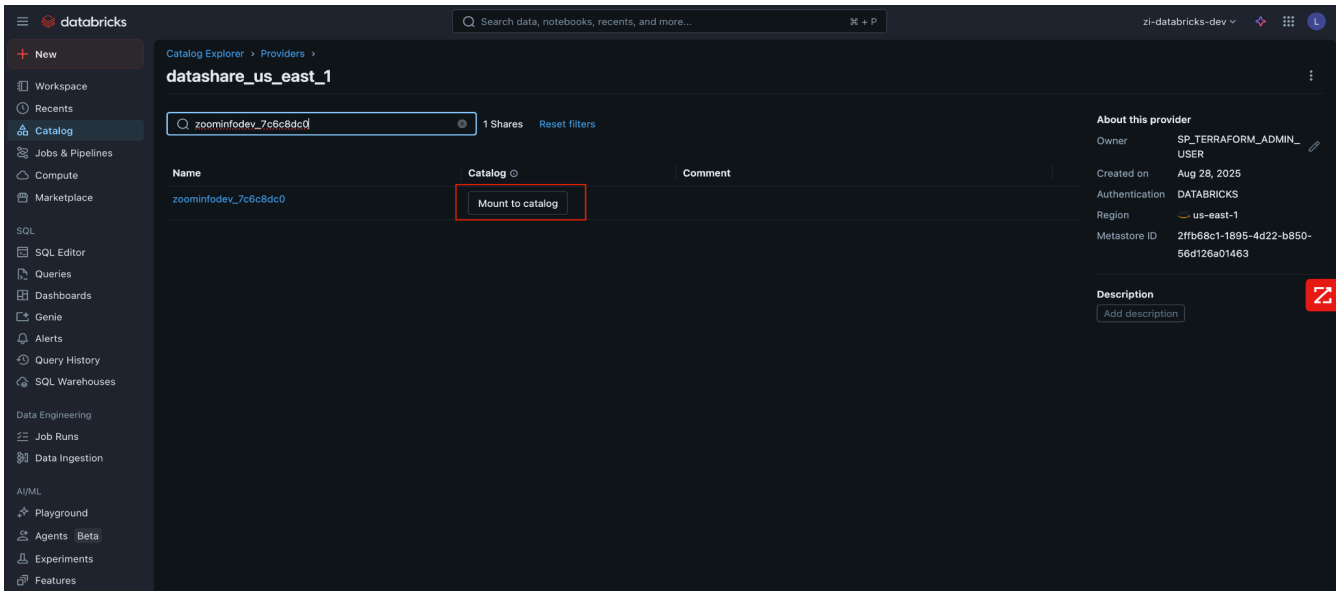
6. Choose the “**datashare_<your_cloud_region>**”, example: datashare_us_east_1



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



8. 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).