Enterprise API Getting Started

Provides business stakeholders with a detailed overview of the Zoominfo Enterprise API

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Welcome to the ZoomInfo Enterprise API

The ZoomInfo Enterprise API provides direct, real time access to the entire universe of ZoomInfo's B2B data, at scale, providing access to contact and company records, company attributes, corporate hierarchies, funding details, technologies used, news alerts, scoops, *and more*. Plug-and-play this intelligence directly into your existing CRM or MAT systems, or leverage the APIs as building blocks for new processes, workflows, databases and tools.

This guide provides a high-level overview of the endpoints and capabilities of the ZoomInfo Enterprise API, along with answers to customers' most frequently asked questions.

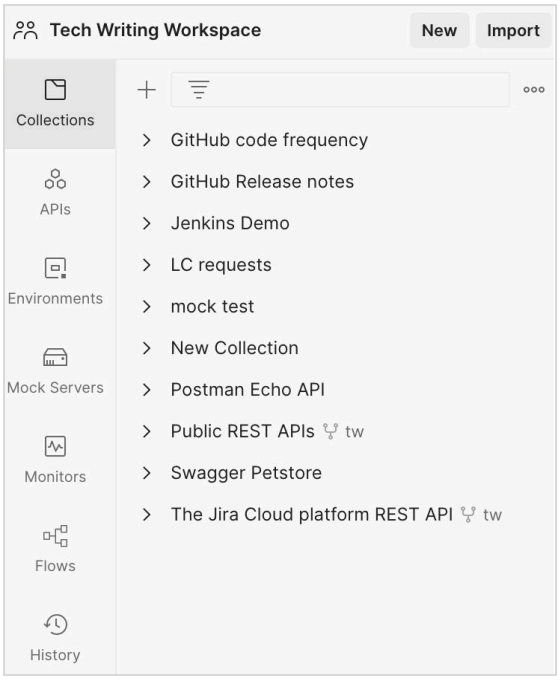
API Documentation and the Postman Collection

As you review this guide, we recommend that you also have the full API documentation pulled up so you can reference back and forth.

Postman

Once you have ZoomInfo API access credentials, you'll need to download Postman API Platform in order to access the endpoints in the ZoomInfo Postman collection. You can download the Postman app, or, if you prefer a browser experience, you can try the web version of Postman.

To get started with either option, visit https://www.postman.com/downloads/.



What Is a Collection?

A Postman collection wraps content and examples around an operational call and response engine, which helps developers test and understand API calls and results *before* integrating the functionality into their own software code.

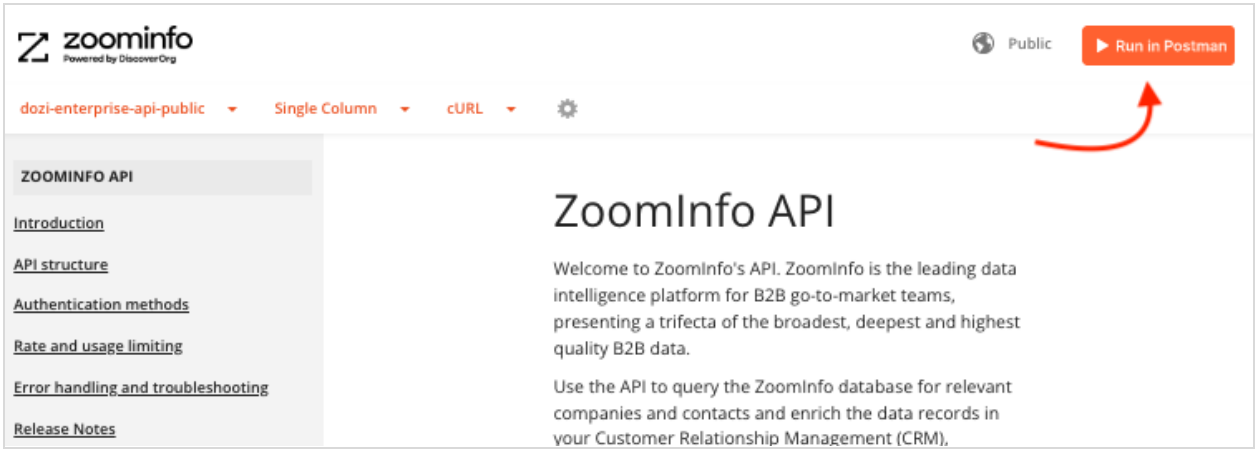
Learn More About Postman

Find out more about Postman in their Learning Center.

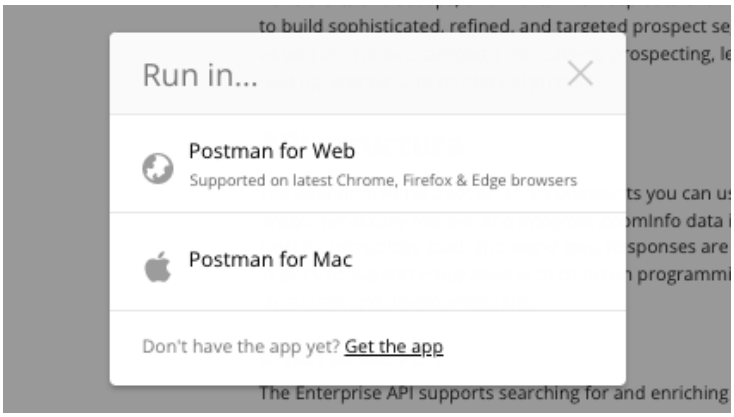
Run the ZoomInfo Collection in Postman

Once downloaded, you can import and run the ZoomInfo collection in Postman right from the ZoomInfo API webpage.

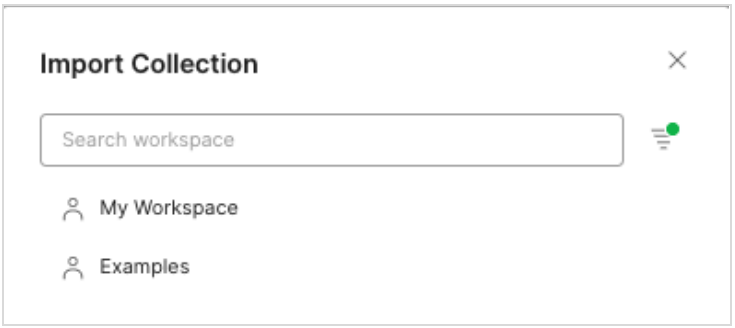
1. From the ZoomInfo API webpage, click **Run in Postman**.



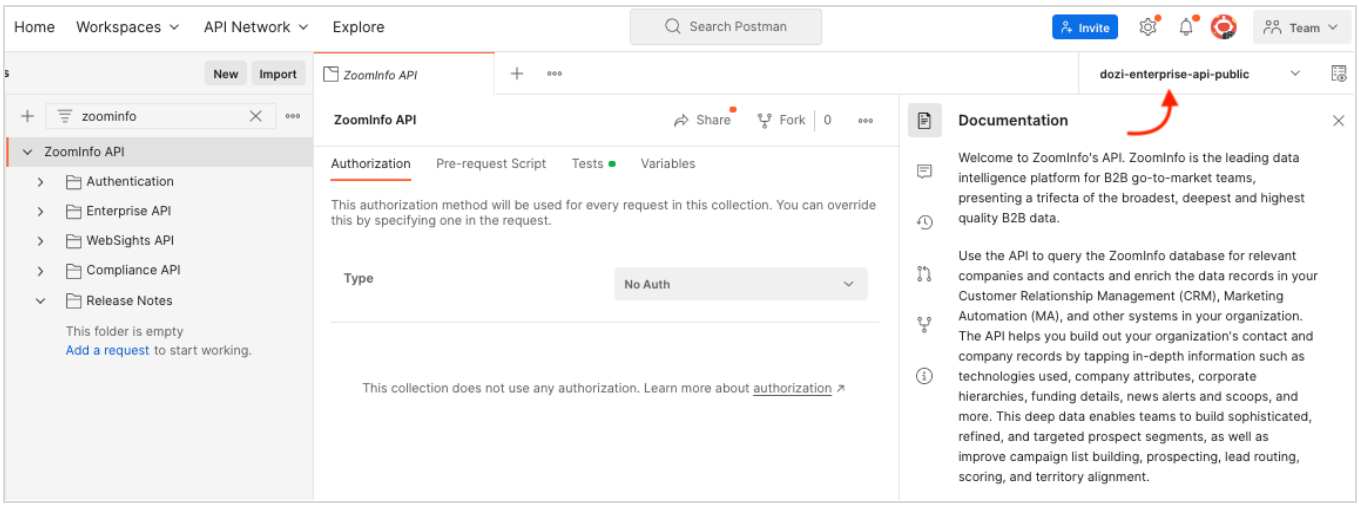
2. Select a **Run in...** option.



3. Choose the Workspace to which you want to import the collection (e.g., My Workspace).



4. Navigate to the collection in your Workspace, and set your **Environment** to *dozi-enterprise-api-public*.



Get Authenticated

The API supports the following authentication methods:

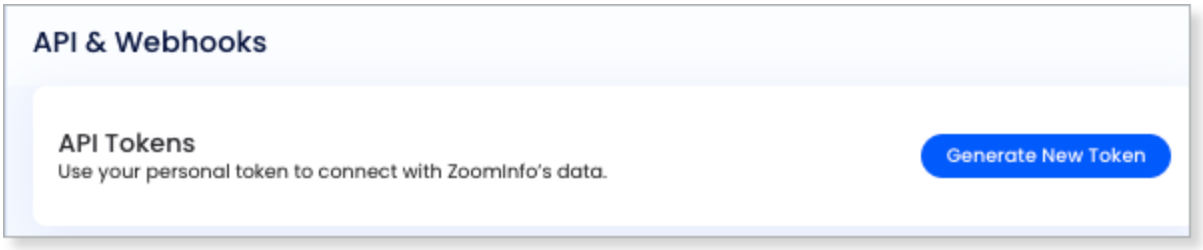
- Private Key Infrastructure (PKI)
- Username and password

For both authentication methods, a Java Web Token (JWT) is returned which can be programmatically or manually used to access the API.

Public Key Infrastructure (PKI) authentication

The preferred authentication method is to obtain a Client ID and Private key pair and a public library to programmatically generate a JWT that is valid for one hour. To do this:

1. Log in to the ZoomInfo Admin Portal using admin credentials.
2. Go to **Admin Portal > Integrations > API & Webhooks** and click **Generate New Token**.



   You are provided with a Client ID and a Private Key.

3. Import a public library that authenticates using this Client ID and Private Key and generates a JWT. ZoomInfo provides supported PKI authentication libraries for Java, Python and NodeJS in Github.

Username and password authentication

A ZoomInfo admin can provide one or more users with API access from the Admin Portal:

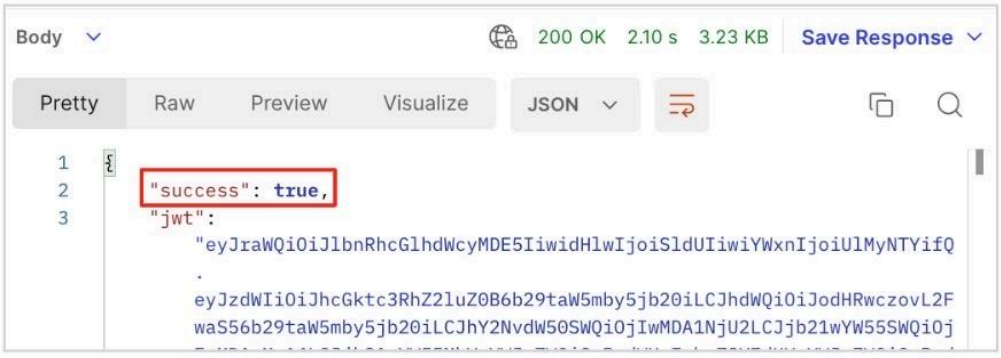
1. Go to **Admin Portal > User Management > Users**.
2. Click the user you want to grant API access to in the user list.
3. Enable the **API Access** option in the user configuration settings.
4. Click **Save**.

Authentication

Your first API call will be to the **Authentication** endpoint, as you'll need to provide your authentication credentials to begin using the API.

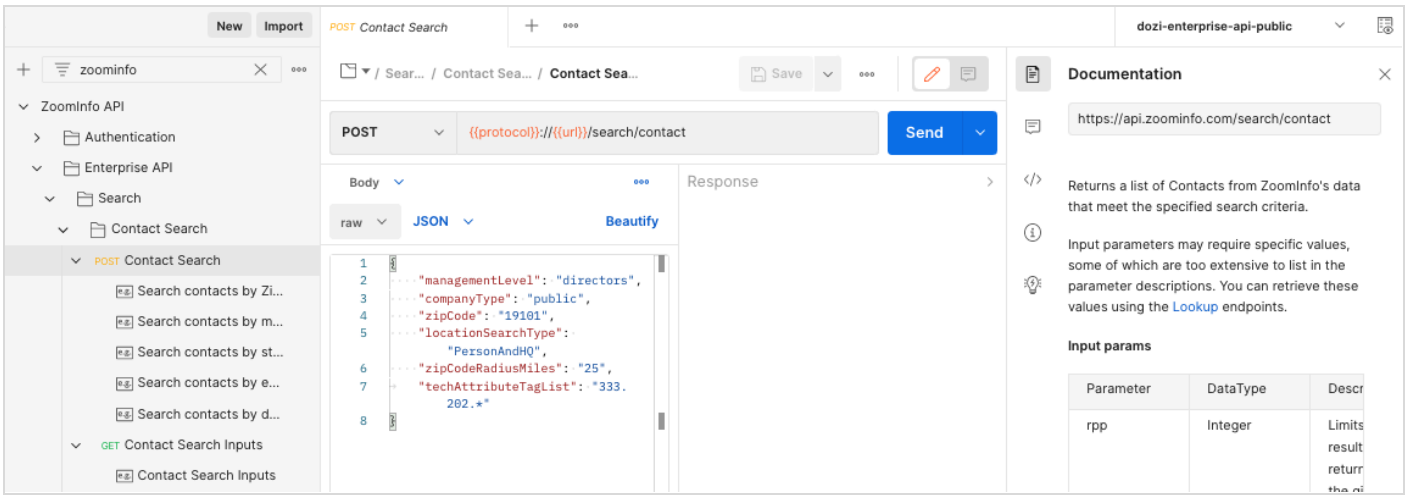
1. In the ZoomInfo API menu, under **Authentication**, click the **Authenticate** endpoint.
2. Click the **Body** tab.
3. Input your username and password in the JSON body of the request and click **Send** to authenticate.

The returned *"success": true* message indicated you're authenticated and your session is good for one hour. When your session expires, simply navigate back to the **Authentication** endpoint and re-send your credentials.



Begin Experimenting

The ZoomInfo API endpoints are logically organized in folders. Start expanding these folders to access each endpoint within. Use the provided documentation and examples to experiment with constructing API calls and receiving data in response.



Endpoint Access

The ZoomInfo Enterprise API includes many endpoints, some of which you may or may not be subscribed to based on your ZoomInfo API package. Check with your Customer Success Manager or Account Manager if you have any questions about which access points you are entitled to. If you attempt to send a request to an endpoint you don't have access to, you'll receive an error message.

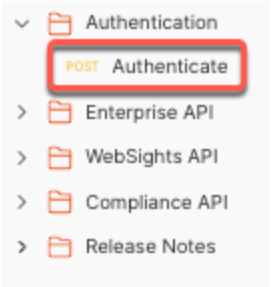
For details, see the Error Handling and Troubleshooting section of the API documentation.

Endpoint Overviews

The ZoomInfo Enterprise API provides a number of HTTPS endpoints that allow developers to access and retrieve specific data points about companies and contacts. Below is a list of endpoints provided by the API, a brief description of each, and a graphic showing where the endpoint is located in the Postman collection.

Authentication Endpoint

The **Authentication** endpoint enables your organization to design authentication calls for efficient session management - from simple username and password authentication to methods that utilize public libraries for Java, Python, NodeJS, and C#.



To authenticate client access requests, the ZoomInfo API uses a JSON Web Token (JWT), which is a string that is generated by the server for the client that can then be passed along in an HTTPS request.

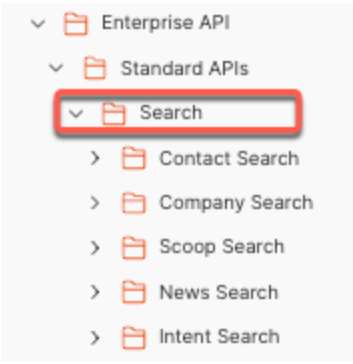
To obtain the token, the client exchanges valid user credentials with the server, which in turn generates the token and provides it back to the client. The access token for the ZoomInfo API expires after one hour, after which a new token will need to be requested by the client.

Important: Ensure that you do not code authentication with every request.

For more details about authentication, including methods and examples, see Authentication methods in the API documentation.

Search Endpoints

Search endpoints let you conduct broad or specific, criteria-based searches to see if the data you're looking for exists in the Zoominfo database.

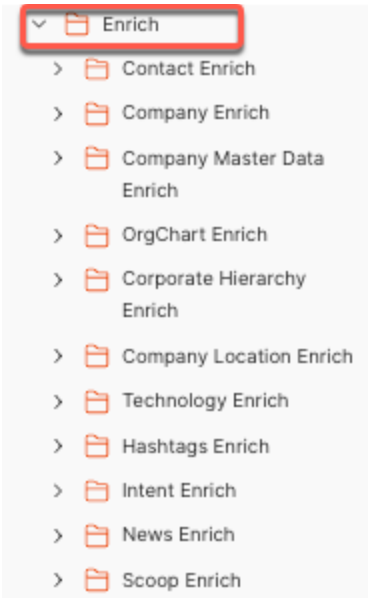


For example, you could use the Search endpoint to see how many records match your criteria of "*companies with a minimum revenue of $5m in New York state,*" or "*Directors of Marketing in the software industry.*"

Whatever your use case, this is a great place to start to get a taste of the vast amounts of data and insights you can tap into with the API, especially since using the **Search** endpoint does not consume any ZoomInfo credits, as you're only charged a credit when you Enrich a record.

Enrich Endpoints

A call to the **Enrich** endpoint returns *all data* associated with a specific record (which you found using the **Search API** endpoints). Use this endpoint to request and return detailed data about contacts, companies, locations, org charts, technologies, hashtags and IP addresses.



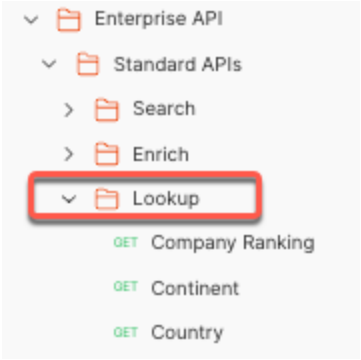
For example, if you want all the data available on Tim Cook at Apple, you would start with the Search endpoint to a) see if that record exists in the database, and b) to get the ZoomInfo Contact ID. Once you have the Contact ID, you'd head over to the Enrich endpoint to enrich the record and get all the details on Tim Cook.

Alternatively, if you already have information on a person or company that serves as a unique identifier (such as an email address or company URL), you can skip the call to the Search API altogether and head straight to the Enrich endpoint to enrich the full record. See all accepted input combinations.

Enrich endpoints let you redeem *one* record from ZoomInfo at the cost of *one* ZoomInfo credit. Once redeemed, that record is considered *under management* by your organization, which means you won't be charged any additional credits for continuing to enrich that record for the next 12 months, expiring on the anniversary date of the original enrichment.

Lookup Endpoints

The **Lookup** endpoints are simple GET requests that return the input parameter values that ZoomInfo supports when making requests from other endpoints. No input criteria is needed for Lookup endpoints. Just hit **Send** to look up the values.



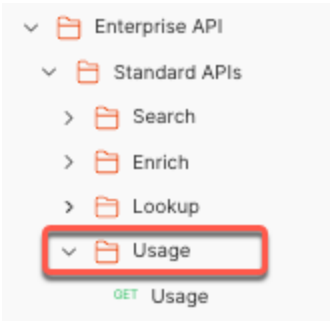
For example, "*Show me all possible departments for a contact,*" or "*Show me acceptable revenue ranges for a company.*"

Using these values, you can structure specific requests for data utilizing other endpoints.

Usage Endpoint

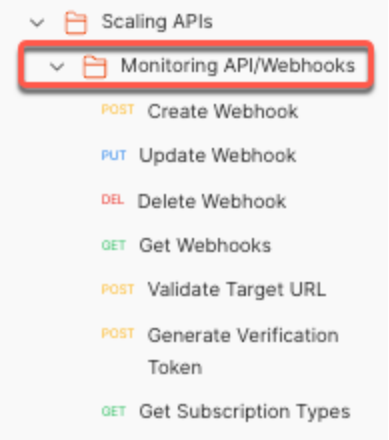
The **Usage** endpoint returns the:

- Total number of ZoomInfo credits that API users have access to
- Credits that API users have consumed so far
- Credits that remain



Webhooks Endpoints

The **Webhooks** endpoints let you receive real time updates for contact or company records that you have previously enriched by listening to events you subscribe to, and then sending updates securely to your application.



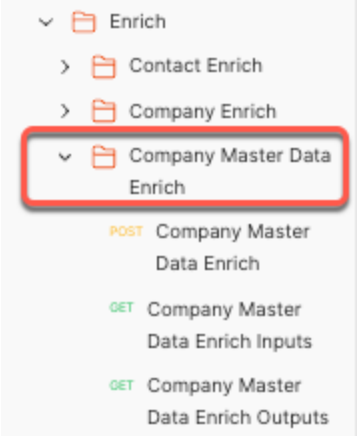
For example, when a contact you have previously enriched has a job title change in the ZoomInfo database, you can be instantly notified using a webhook versus manually enriching the record to pick up the change.

Since you are enriching records already under management, no credits are charged to receive these updates. However, when a record under management reaches its limit (365 days), you'll have to re-enrich it on day 366 to continue receiving updates through webhooks.

For details about setting up webhooks, see the Webhooks Implementation Guide and the API documentation.

Company Master Data Enrich Endpoint

The **Company Master Data Enrich** endpoint is a location-specific endpoint that lets you receive company information for branches or alternative locations associated with a company.



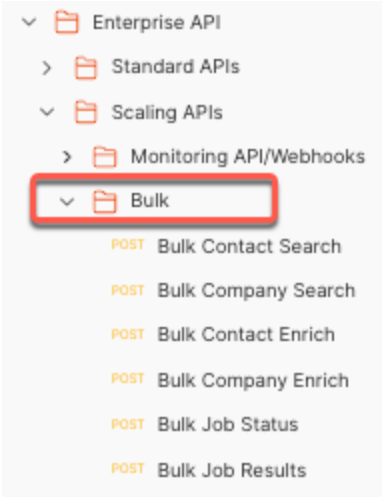
For example, if you pass the Company Name "*Google*" and set the Country to "*United Kingdom*", the returned response would only deliver the information for Google's UK office. The response can include location details as well as how many people work at that office and how much revenue that particular office generated annually.

This endpoint complements the Company Enrich endpoint which you'd use to find information that comprises an overall company profile as well as Scoops, Intent, and News. In most cases you'll use a combination of the Company Enrich endpoint to retrieve company information and the Company Master Data Enrich endpoint to dig into the locations.

Unlike the other API endpoints, the **Company Master Data Enrich** endpoint charges by the returned Location ID and not by the Company ID.

Bulk Endpoints

As the name implies, **Bulk** endpoints allow for larger pools of data to be processed at once. You can use the **Bulk** endpoints to search, retrieve, and enrich large ZoomInfo company and contact datasets through asynchronous batch processes.



Two types of jobs are available with the **Bulk** endpoints:

- The **Preview** job type returns a company or contact search results preview to help identify records best suited for enrichment. Credits are not charged for previewing results.
- The **Redeem** job type enables data retrieval for ingestion, returning selected output fields for a given contact or company. A credit is charged for each unique record that is redeemed.

Intent Endpoints

ZoomInfo Intent data is a type of sales intelligence that shows which leads or accounts are actively researching on third-party sites.

The **Intent** endpoints include **Intent Search** and **Intent Enrich**.

- **Intent Search** lets you search for companies and recommended contacts by the Intent topics to which your organization is subscribed, returning data based on criteria you set.
- **Intent Enrich** lets you enrich Intent data for a company and to find recommended contacts based on criteria you set.

Your organization's specific Intent topics are based on your subscription, and must be configured in the ZoomInfo platform before you can query against them using the **Intent** endpoints in the API.

1. Go to the **Intent** tab.
2. In the **Select Filters** pane, expand the Intent filters and select one or more topics (up to the maximum number provided with your ZoomInfo subscription).

Frequently Asked Questions

Frequently asked questions and answers are organized as follows:

- Authentication FAQs
- Credit Usage FAQs
- Endpoint FAQs

Authentication FAQs

How often do I need to refresh the access token?

The Enterprise API supports two authentication methods:

- Public Key Infrastructure (PKI)
- Basic authentication (Username and password)

Both methods result in a JSON Web Token (JWT) that needs to be refreshed every 60 minutes. The JWT contains the expiration time and we recommend refreshing the token based on this time.

See Authentication methods in the Enterprise API documentation for more information.

How do I set up and manage PKI authentication?

While you can use username and password authentication for exploring API requests and responses during testing, the preferred authentication method is to obtain a Client ID and Private key pair and import a public library to programmatically generate a JWT. As with username and password authentication, the JWT is valid for one hour after successfully authenticating.

The Enterprise API provides public access to pre-built PKI authentication libraries for Java, Python, and NodeJS in Github.

See Authentication methods in the Enterprise API documentation for more information.

How often should I rotate the PKI key?

There is no expiration on the PKI key. However, we recommend rotating the PKI key every 90 days to maintain high security.

What are my limits?

A Request limit is the maximum number of requests (aka API calls) you can perform within the current API contract term.

- The Standard API bundle has a Request limit of 100x per credit. So for example, if a customer purchases 1M credits, they can make 100M API requests. This bundle allows for 1,500 requests per minute, or 25 transactions per section (TSP).

- The Scaling API bundle does not have a Request limit, meaning customers with this bundle can make as many API requests as their heart desires. This bundle allows for 2,000 requests per minute, or 33 transactions per section (TSP).

A Record limit is the *maximum* number of records a customer can enrich during their contract term, and only the first enrichment of a record is charged a credit.

- The Standard API bundle has a record limit of 25x per credit. For example, a user can purchase a record and re-enrich it up to 24 times in a 12-month contract period (or twice a month, on average).

- The Scaling API bundle has a record limit of 100x per credit, meaning a user can purchase a record and re-enrich it 99 times in a 12-month contract period (or twice a week, on average).

Note: As long as the overall records-enriched is within the imposed limits of each bundle, customers can enrich any combination of records they wish. So for example, a customer with the Scaling API bundle could enrich the contact record for John Smith 97 times and the contact record for Suzie Q three times and still be within their bundle's Record limit.

See Rate and usage limiting in the Enterprise API documentation for details, including how to track usage.

Credit Usage FAQs

How are Zoominfo credits charged when using the API?

You can use the API's **Search** endpoints to find records without expending a credit. We give you enough data in the search results to identify records of interest, including a unique record ID. You can then use these unique IDs to get the details of a record using the **Enrich** endpoints.

- Each time you enrich a new ZoomInfo record, you'll expend one credit.

- Subsequent enrichment of the same record will be free for the next twelve months.

Endpoint FAQs

How can I tell if I have access to an endpoint?

As described earlier in Endpoint Access, your entitlements to specific endpoints are based on your subscribed ZoomInfo API package. If you send a request to an endpoint to which you do not have access, a contextual message displays the following:

"You do not have access to this endpoint. Please contact your Zoominfo Account Manager for purchasing options."

Check with your Customer Success Manager or Account Manager if you have questions about your API endpoint access entitlements.

Can I make batch requests using Enrich endpoints?

Yes, can make up to 1,500 requests per minute across the standard **Enrich** endpoints. If you are looking to conduct larger bulk processing then we suggest leveraging our **Bulk** endpoints.

How can I download a large volume of new contacts and companies?

To retrieve new contacts and companies, use the **Search** endpoints to return up to 10K results for a specific query. If you need to get more than 10K results using the **Contact Search** or **Company Search** endpoints, you can use Bulk Search APIs which allow up to 200K results per search query using asynchronous job processing.

Is there a way to get updates for the records I purchased?

You can use the **Webhooks** endpoints to receive real time updates for records you have previously enriched based on events you configure.

How long does it take to enrich 1 million records?

Each enrichment request can support up to 25 inputs, and the rate limit for enterprise API is 1,500 requests per minute. This means you can enrich up to 37,500 requests in 1 minute and enriching 1 million records will take approximately 27 minutes.

Can I get the profile picture through the API?

Yes, you can enrich the URL containing the profile picture of a person by adding the field name “picture” to your listed output parameters.

How does the validDate and lastUpdatedDate work?

The validDate is updated when ZoomInfo has enough information to consider that profile to be valid.

In some cases, the last date the profile was updated does not reflect in the validDate because there may be more signals required by ZoomInfo to consider that information/profile valid. This ensures that ZoomInfo continues to gather information to validate that profile to get the best results.

The lastUpdatedDate is populated (updated) only when one of the following fields changes:

- Name
- Title
- Work Email
- Personal Email
- Office Phone
- Mobile Phone
- LinkedIn URL

- Twitter URL
- Local Address
- Job Function
- Department

This criteria ensures that we don't update the lastUpdatedDate without having a significant data point informing the change.

What is matchStatus and how to use it?

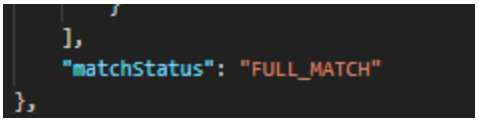
Every enrichment request goes through a matching algorithm based on the input criteria. The matchStatus will differ depending on the request.

For example, when you enrich a contact with their email address, we may not have a contact with that email, but we may still have the company information that we received from the email address (*xyz@company.com*). This is called a *company-only match*. A full match is when we can find all information asked for in the request body.

matchStatus is supported in the following endpoints:

- **Company Enrich**
- **Contact Enrich**
- **Corporate Hierarchy Enrich**
- **Compliance**

The matchStatus field is returned in each response to indicate the specific reason that a contact or company was matched, not matched, or not returned.



Can I find contacts in a specific location?

Yes, there are two ways you can do this operation:

Option 1: Provide location criteria including the address of the contact. You can also use "locationSearchType '' in the **Contact Search** endpoint to choose whether they want to search by Person or Headquarters and other combinational filters.

Example request:

```
{
  "jobTitle":"Director",
  "state" : "MA",
  "locationSearchType": "Person"
}
```

Here are the accepted values for the locationSearchType:

1. Person,
2. HQ,
3. PersonOrHQ,
4. PersonAndHQ,
5. PersonThenHQ

Option 2: Use the "locationCompanyID" input to find contacts. These IDs can come from either the **Location Enrich** endpoint, **Corporate Hierarchy** endpoint, or the **Company Master Data Enrich** endpoint (zi_c_location_id).

Example request:

```
{
  "managementLevel": "C Level Exec",
  "locationCompanyID": [9012358],
  "rpp":100,
  "page":1
}
```

Can I export to my CRM from the Zoominfo web platform using the API?

You cannot use the API to connect to a CRM through the ZoomInfo platform. You can create your own custom application using the ZoomInfo API outside of the ZoomInfo platform to connect to a CRM, MAT or database.

How can I see the operational status of the Enterprise API?

You can find the status of the Enterprise API on the ZoomInfo Status page:
https://status.zoominfo.com/