

Snowflake Datashare Integration Guide

For administrators setting up the ZoomInfo integration with Snowflake Datashare

Prerequisites and Considerations	2
GTM Studio Requirements	2
Snowflake Requirements	2
1. Snowflake Account Identifier	2
2. Organization Name	2
3. Cloud Platform and Region	3
Implementation Overview:	3
Creating Your First Audience Data Share	4
First Export Complete	6
Accepting the Data Share in Snowflake	7
Troubleshooting Common Issues:	10

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

Snowflake Requirements

- Account Administrator Role: Required to accept incoming data shares
- ACCOUNTADMIN or similar role with permissions to:
 - View organization details
 - Accept and mount data shares
 - Create databases from shares
 - Grant access to other role.

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

1. Snowflake Account Identifier

The account identifier uniquely identifies your Snowflake account within your organization and region. (Reference: <https://docs.snowflake.com/en/user-guide/admin-account-identifier>)

How to Find Your Account Identifier:

1. Log in to your Snowflake account via the web interface.
2. Click on your username in the bottom-left corner.
3. Select **Account** from the menu.
4. Copy the **Account Identifier** value.

2. Organization Name

Your Snowflake organization name is required for establishing the data share connection. (Reference:

<https://docs.snowflake.com/user-guide/organizations#label-viewing-organization-name>)

How to Find Your Organization Name:

1. Log in to Snowflake as ACCOUNTADMIN.
2. Execute the following SQL query: **SELECT CURRENT_ORGANIZATION_NAME()**

3. Copy the returned value

Alternative Method:

1. Navigate to **Admin** → **Accounts** in the Snowflake web interface.
2. Your organization's name appears at the top of the page.

3. Cloud Platform and Region

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

Supported Cloud Platforms:

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

How to Find Your Cloud Platform and Region:

1. Look at your Snowflake login URL.
2. The URL format includes region and cloud information:
`https://<account>.<region>.<cloud>.snowflakecomputing.com`.
3. Alternatively, run this SQL query:

Important: Region Matching: ***The region you select in GTM Studio must exactly match your Snowflake 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. Click Integrations in the left navigation menu.
3. Select All Integrations from the submenu.
4. You should see a catalog of available integrations.
5. In the integrations catalog, use the search bar at the top.
6. Type "Snowflake Data Share".
7. The Snowflake Data Share integration card should appear in search results.
8. Click Connect on the integration card.

9. You will be presented with a configuration form.
 - a. Cloud Platform Selection: Select your Snowflake cloud platform from the dropdown.
 - i. AWS (Amazon Web Services)
 - ii. Azure (Microsoft Azure)
 - iii. GCP (Google Cloud Platform)
 - b. Select Snowflake Region:
 - i. The region list will update based on the cloud platform you selected. Choose the region that corresponds to your Snowflake account location.
 - ii. **Critical:** Exact Region Match Required. Ensure the selected region exactly matches your Snowflake deployment. Mismatched regions will cause connection failures.
10. Enter Snowflake Credentials:
 - a. Provide the account information you gathered in the previous section.
 - i. Snowflake Account Identifier. E.g **DISCOVERORG**
 - ii. Organization Name. E.g **ZOOMINFO**
11. Click the connect button to set up the integration successfully.
 - a. *(Note: This will be treated as a service account connection, which means all GTM Studio users will be able to export to this Snowflake account.)*

Creating Your First Audience Data Share

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

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.
 - a. Select Snowflake Data Share as the destination.

Navigation: Dashboard, 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.

Audiences / successids.csv

573 records | 0 selected | Filter | Select filters | Sort by | Select criteria | Views | Default view | Activate | Enrich

	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

Navigation: Dashboard, 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.

Audiences / successids.csv

573 records | 0 selected | Filter | Select filters | Sort by | Select criteria | Views | Default view | Activate | Enrich

Export Sheet

Data Share
Power up your sheet with external data enhancements. Get started with one of your tools that's already ready to go, connect to one that Zoominfo provides, or add your own custom connector.

- File export
- CRM
- Data Share**
 - Databricks (Data share)
 - Snowflake (Data share)**

Cancel Next

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

Export Sheet

You are about to export the entire sheet. Are you sure you want to proceed?
Export all the rows in your sheet 573 Records

Credits Available: 328,318 [How will my credits be charged?](#) Cancel [Back](#) [Next](#)

	Direct Phone	Contact Matched	ZID	Match Insights	Zoominfo Contact ID	First Name	Last Name
1		✓	8496054244	Results	8496054244	Yigit	Zkan
2	(952) 883-7872	✓	3060830876	Results	3060830876	Karen	Knutson
3		✓	-2046469557	Results	-2046469557	Jina	Gloor
4		✓	1939071333	Results	1939071333	Paula	Iecco
5						Kenneth	Pigg
6						James	Scroggins
7						Emily	Beres
8						Brent	Chartier
9						Bert	Prescher
10						Scott	Blezzad
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

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

Export to Snowflake (Data Share)

Create a new table name for this export in your Snowflake account

GTMSTUDIO_SUCCESSID

Cancel [Export](#)

	Direct Phone	Contact Matched	ZID	Match Insights	Zoominfo Contact ID	First Name	Last Name
1		✓	8496054244	Results	8496054244	Yigit	Zkan
2	(952) 883-7872	✓	3060830876	Results	3060830876	Karen	Knutson
3		✓	-2046469557	Results	-2046469557	Jina	Gloor
4		✓	1939071333	Results	1939071333	Paula	Iecco
5						Kenneth	Pigg
6						James	Scroggins
7						Emily	Beres
8						Brent	Chartier
9						Bert	Prescher
10						Scott	Blezzad
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

7. Monitor the export status in the Data Share tab by navigating to GTM Studio, then Integrations, then Snowflake 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 Snowflake for analysis, activation, and integration with your data workflows.

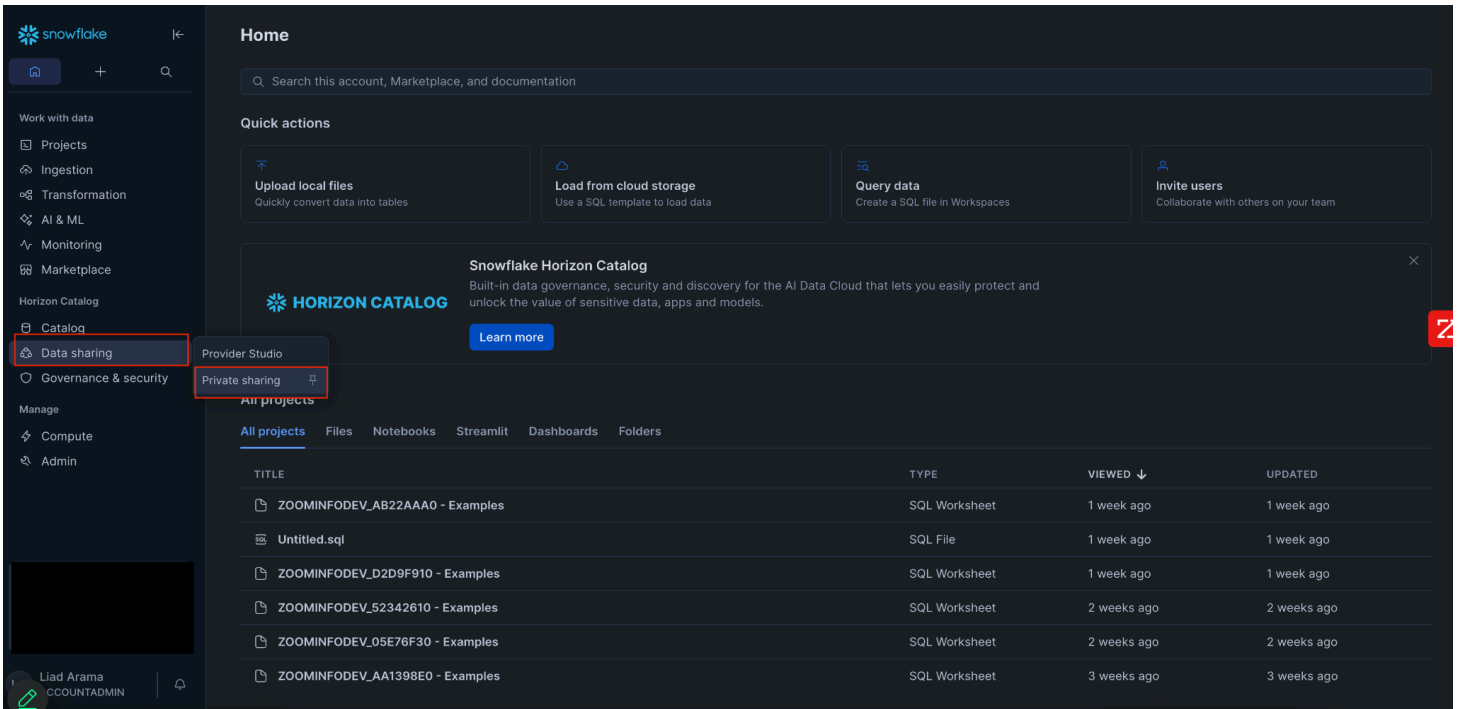
The screenshot shows the GTMStudio interface with the 'Data Shares' section active. The left navigation menu includes sections for Navigation, Analytics, and System. The main content area displays a table of 11 data shares, each with columns for Destination name, Source, Created, Last updated, and Export status. All shares are marked as 'transferred'.

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

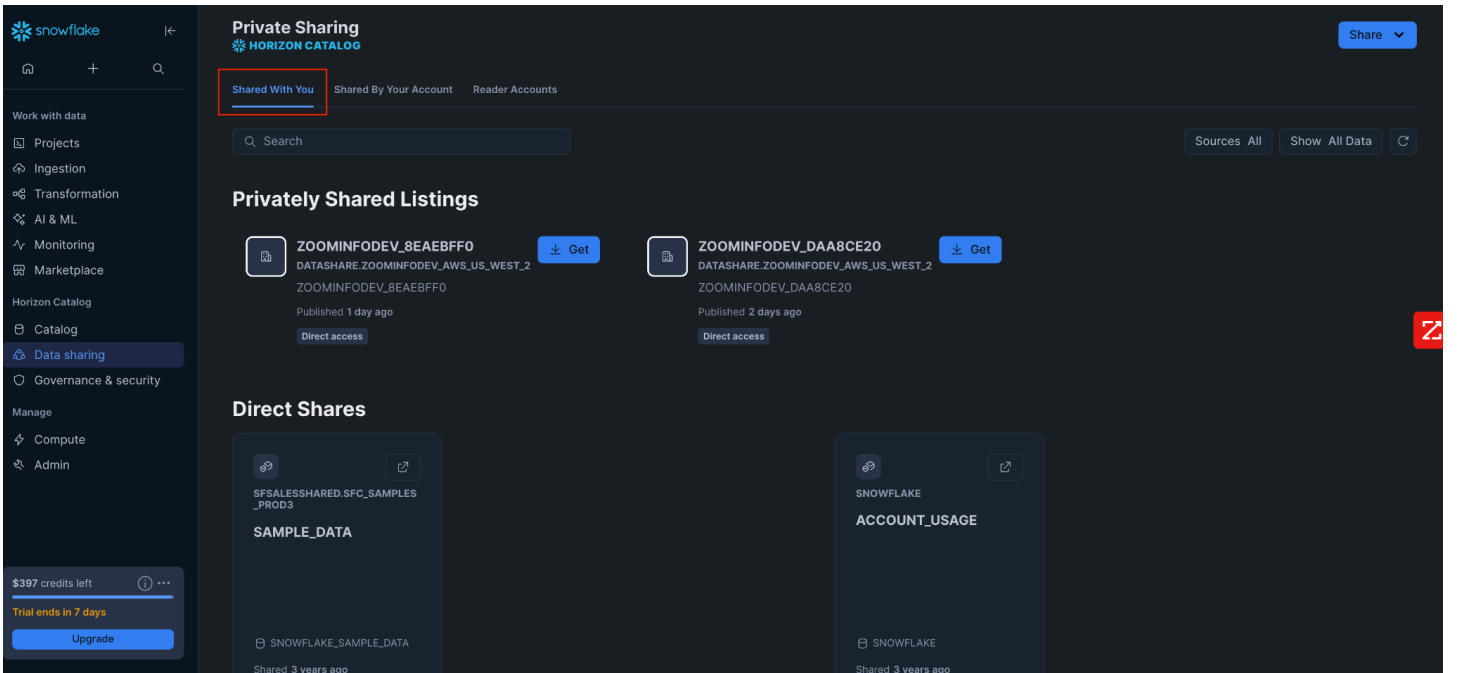
Accepting the Data Share in Snowflake

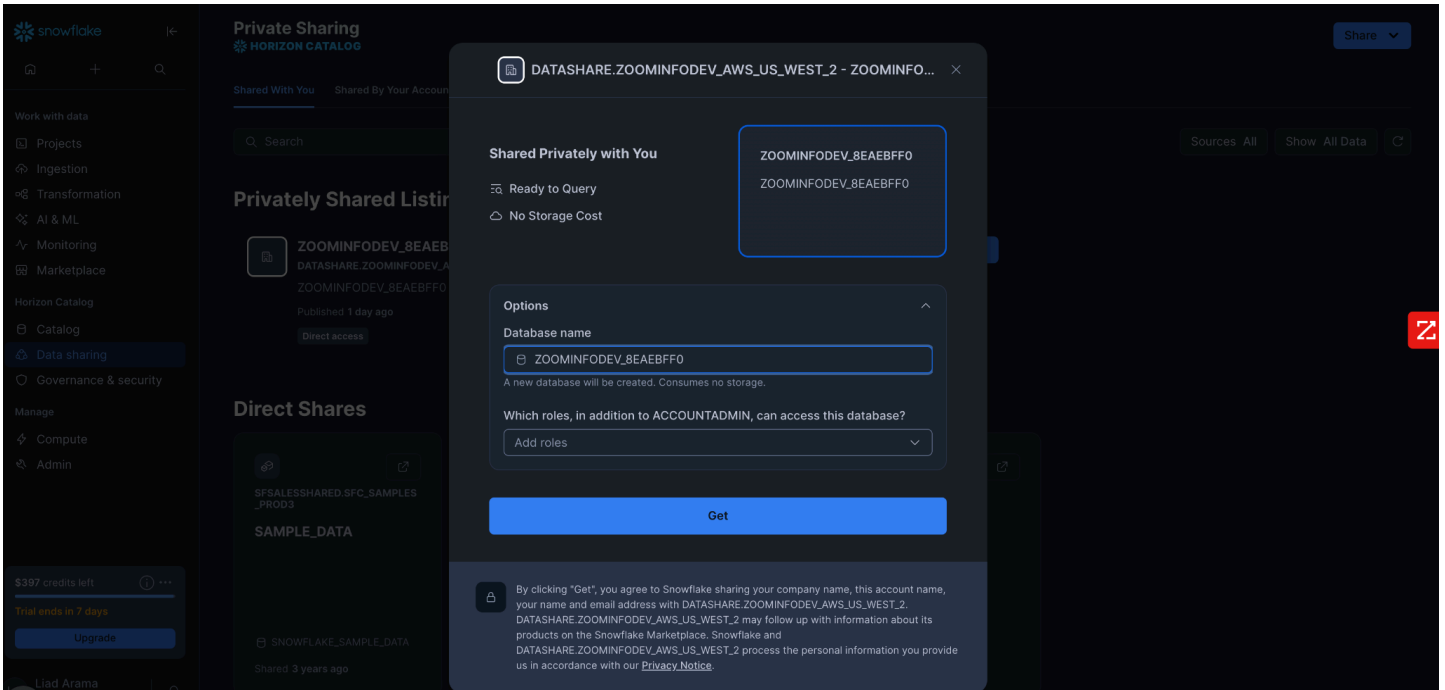
After successfully exporting an audience from GTM Studio, a Snowflake administrator must accept the incoming data share within Snowflake.

1. Log in to the Snowflake account that was connected to the ZoomInfo platform using an ACCOUNTADMIN role or a user who has permission to receive shares.
2. Click **Data Sharing** in the left navigation menu.
3. Select **Private Sharing**.

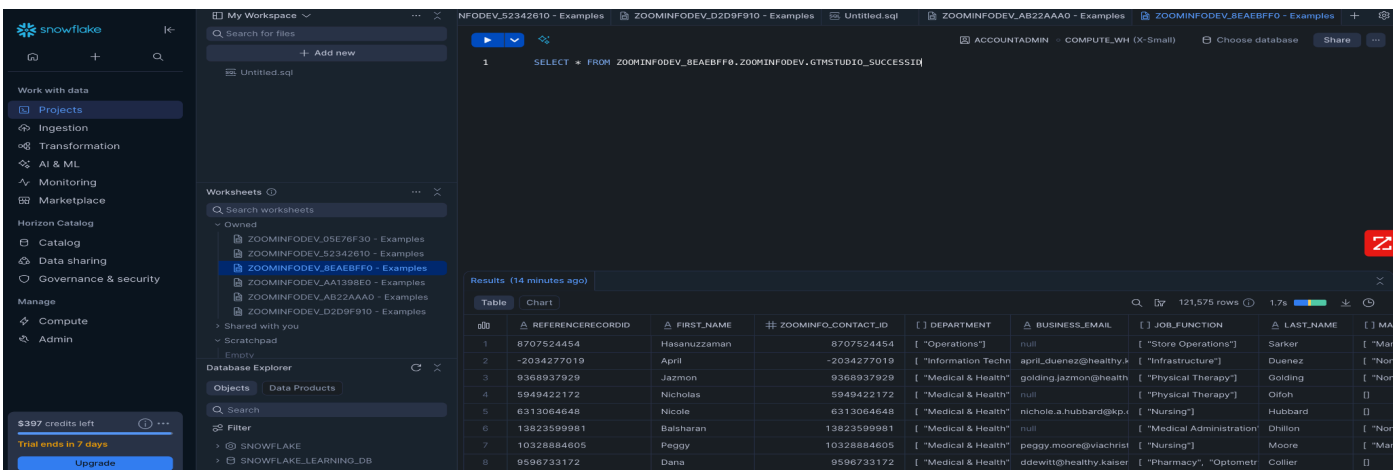


4. Click the **Shared With You** tab.





5. Look for a data share from "ZOOMINFO_<identifier>" ,ex: ZOOMINFO_8EAEBFF0 (the share name will typically include "ZOOMINFO").
6. Before accepting the share, you can choose the database name, and determine which roles should have access to this share.
7. Click **Get**.
8. Click "**Query Data**"
9. A new window will open, with an SQL Editor, run the following command to access all of the data.
Example: `SELECT * FROM ZOOMINFODEV_8EAEBFF0.ZOOMINFODEV.GTMSTUDIO_SUCCESSID`



Troubleshooting Common Issues:

1. Issue: "Invalid Account Identifier"

Cause: The account identifier format is incorrect or doesn't match your Snowflake account.

Resolution:

- Verify you're using the modern format: `orgname-accountname`
- Check for typos in the organization or account name
- Ensure there are no extra spaces or special characters
- Confirm the account identifier in Snowflake by running: `SELECT CURRENT_ACCOUNT();`

2. Issue: "Organization Not Found"

Cause: The organization name doesn't match the name of your Snowflake organization.

Resolution:

- Verify the organization name by running: `SELECT CURRENT_ORGANIZATION_NAME();`
- Check that the organization name is spelled correctly (case-sensitive)
- Ensure you're using the organization name, not the organization ID

3. Issue: "Region Mismatch"

Cause: The selected cloud platform or region doesn't match your Snowflake deployment.

Resolution:

- Verify your Snowflake region by running: `SELECT CURRENT_REGION();`
- Check your Snowflake login URL for cloud and region information
- Ensure the cloud platform (AWS/Azure/GCP) matches your deployment
- Reconfigure the integration with the correct region

4. Issue: "Connection Timeout"

Cause: Network connectivity issues between GTM Studio and Snowflake.

Resolution:

- Check if Snowflake is accessible from your network
- Verify no firewall rules are blocking outbound connections
- Try the connection again after a few minutes
- Contact your network administrator if issues persist.

5. Issue: "Data Share Not Visible in Snowflake"

Cause: Insufficient permissions or the share hasn't been created yet.

Resolution:

- Ensure you're logged in with ACCOUNTADMIN or equivalent role.
- Wait a few minutes for the share to be created after the connection.
- Check the "Shared With You" section under Data → Private Sharing
- Verify the GTM Studio connection status shows as active.

6. Issue: "No Tables Visible in Shared Database"

Cause: No audiences have been exported yet, or permissions are missing.

Resolution:

- Export an audience from GTM Studio first.
- Grant appropriate schema and table privileges.
- Refresh the schema cache in your Snowflake client.
- Verify share permissions allow table visibility.

7. Issue: "Export Failed - Connection Error"

Cause: The Snowflake integration was disconnected or credentials changed.

Resolution:

- Verify the integration status in GTM Studio
- Reconnect the integration if needed
- Check if the data share is still accessible in Snowflake
- Retry the export after confirming connectivity.