

# Snowflake Integration Guide

For administrators setting up the ZoomInfo integration with Snowflake

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The ZoomInfo platform enables you to connect your Snowflake data warehouse, allowing your organization to leverage your custom data alongside ZoomInfo's intelligence. With the Snowflake integration, you can seamlessly access your proprietary data tables, enrich audiences with custom attributes, and create targeted segments based on your unique business data.

The Snowflake integration provides the following benefits:

- **Extend Data Capabilities:** Leverage your Snowflake data warehouse within ZoomInfo workflows
- **Control Data Access:** Define exactly which tables and data are exposed to your users
- **Enable Audience Building:** Create and refresh audiences using your custom Snowflake data
- **Enrich Existing Audiences:** Add custom attributes from Snowflake to enhance your targeting

## Prerequisites

Before connecting Snowflake, ensure you have the following in place.

### Required Permissions:

- Administrator access to ZoomInfo GTM Studio/Admin Portal
- Access to your Snowflake account with appropriate privileges

### Snowflake Requirements:

- A Snowflake service account username for the connection
- An RSA private key for authentication (see instructions below)
- Your Snowflake account ID
- Knowledge of the specific role, database, schema, and warehouse you'll be connecting to

## Generating an RSA Key Pair

You must create an RSA key pair for secure authentication with Snowflake. Follow the instructions in the Snowflake Developer Guide to generate your key pair:

**Documentation:** <https://select.dev/docs/resources/snowflake-developer-guide/snowflake-key-pair>

When entering the RSA private key in ZoomInfo, use the following format:

```
None
-----BEGIN PRIVATE KEY-----
<your key>
-----END PRIVATE KEY-----
```

## Finding Your Snowflake Account ID

Your account ID can be extracted from your Snowflake URL. For example:

- If your Snowflake URL is: [snowflake-test.snowflakecomputing.com](https://snowflake-test.snowflakecomputing.com)
- Your account ID would be: [snowflake-test](#)

## Connecting Snowflake to ZoomInfo

### Locate and Connect the Snowflake Integration

1. Navigate to **GTM Studio/Admin Portal**.
2. Select **Integrations** from the navigation menu.
3. Locate the **Snowflake** integration.
4. Click **Connect**.
5. You will be prompted to provide the following connection details:
  - **Username:** Enter the service account username that will be used for the connection
  - **RSA Private Key:** Paste your RSA private key (see Prerequisites for format requirements)
  - **Account ID:** Enter your Snowflake account ID extracted from your Snowflake URL
6. Click **Connect** to establish the integration.

### Configure Connection Settings

Once the integration is connected, you'll need to configure additional settings:

1. Click into the Snowflake integration from the Integrations page.
2. Configure the following selections:
  - **Role:** Select the Snowflake role from the dropdown. This role determines what data the integration can access.
  - **Database:** Choose the database you'll be connecting to.
  - **Schema:** Select the appropriate schema within the database.
  - **Warehouse:** Choose the Snowflake warehouse that will process queries.
3. Save your configuration.

### Create Actions to Expose Tables

Actions are essential for the Snowflake integration as they expose specific tables to your ZoomInfo users. Each action corresponds to a single Snowflake table reference.

## Understanding Actions

Actions control which Snowflake tables are accessible within ZoomInfo. By creating actions, you can:

- Control what data users have access to
- Provide user-friendly names for technical table names
- Enable audience building and enrichment capabilities

## Creating an Action

1. From the Snowflake integration page, navigate to the **Actions** tab.
2. Click **Create Action**.
3. **Select a Snowflake Table:**
  - Choose from the available tables in your connected schema
  - Note: Your Snowflake instance may contain hundreds or thousands of tables
4. **Select Unique Keys:**
  - Select the column(s) that represent unique keys on the table
  - These unique keys are critical for audience building and refresh operations
  - If you create an audience from this Snowflake table, the unique keys will be used to support data refresh
5. **Add Display Information:**
  - **Display Name:** Enter a user-friendly name for the table (e.g., "Products", "Companies", "Customer Accounts")
  - **Description:** Provide guidance on how to use this table and what data it contains
6. Click **Save** to create the action.
7. Repeat this process for each additional table you want to expose to your users.

## Best Practices for Actions

- Use clear, descriptive display names that make sense to business users
- Include helpful descriptions that explain the table's purpose and data structure
- Only expose tables that are relevant and ready for use
- Ensure unique keys are properly defined for audience refresh functionality

## Using Snowflake Data in Audiences

Once your Snowflake integration is configured and actions are created, users can leverage this data in two primary ways:

### Create Audiences Directly from Snowflake Tables

Users can build audiences using data directly from your exposed Snowflake tables. This allows for targeting based on your custom data attributes.

### Enrich Existing Audiences

Users can add enrichment from Snowflake tables to enhance existing audiences with additional data points from your data warehouse.

Both capabilities enable your team to combine ZoomInfo's intelligence with your proprietary data for more precise targeting and engagement strategies.

## Next Steps

After completing the Snowflake integration setup:

1. Communicate to your team which tables are available
2. Provide guidance on how to use each table for audience building
3. Monitor usage and add additional actions as needed
4. Review and update table access permissions regularly

For questions about using Snowflake data in your workflows, refer to the ZoomInfo Audiences documentation or contact your ZoomInfo administrator.