

Webhooks Implementation Guide

For administrators setting up webhooks in the ZoomInfo platform

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ZoomInfo data is highly dynamic, with contacts, companies and related data updated on a daily basis. Naturally, our clients want these changes to be delivered in real-time for the records they've already redeemed through the ZoomInfo Enterprise API - that's where webhooks come in.

Why Webhooks?

Organizations with ZoomInfo Enterprise API access use the API's endpoints to search for, export, and enrich records to their integrated applications. While you can regularly poll for updates to contact and company records you've already enriched using the API, manually querying the entire database is not the best use of your time. A more efficient method is to configure webhooks to automatically update you when there is a change to a record you've purchased. Once configured, Webhooks will listen for events you subscribe to and automatically send over all (or only relevant) updates securely to your application.

Webhook Basics

Available to organizations with the Scaling API, the Monitoring API is a set of endpoints that allows for the configuration of webhooks subscriptions that specify:

- **Webhook title:** Name of the webhook.
- **Subscription:** The events you are listening for, consisting of object types and event types.
 - **Object types:** The types of records you want to update. Supported objects types are Contact and Company.
 - **Event types:** The events that trigger a webhook's response. Currently, the only supported event is Update.
- **Changed attributes:** This is a JSON object that includes a list of fields that are changed as part of a payload.
- **Payload types (Full payload/changed attributes only):** You can request one of the following:
 - A full payload (all fields for a contact or company, including changed attributes)
 - Only the changed attributes for a contact or company. Along with what's changed, each record will also include default fields that support mapping the profile (ID, email, domain)

See the [Payload Examples in the API documentation](#) for sample JSON output for each payload type.

- **Target URL:** The target URL to which the webhook JSON payloads are sent.
- **Verification token:** Signature token that is part of the request we send to you.

Securing the Data Transfer

To secure communication between ZoomInfo and your app, a verification token is generated when you create the webhook. When data is sent to your target URL using a POST request, this verification token will be included in the request header (x-zoominfo-token) and can be used in your app to authorize receipt of the data from ZoomInfo.

The initial token is generated when you create a webhook. To maintain security for your webhook over time, you can periodically generate a new verification token.

Considerations

Note the following considerations:

- To use the Monitoring API/webhooks, you must have access to the Scaling API.
- To subscribe to events, you must have already enriched at least one contact or company record using the API.
- You will only receive updates on records that you've purchased using the API within the past 12 months.
- Records that were enriched from the ZoomInfo platform (OS's) cannot be enriched using webhooks (similar to Enterprise API).
- The default payload type for company or contact updates is the full payload with changed attributes.
- The maximum number of profiles delivered in a single webhook payload is 25.

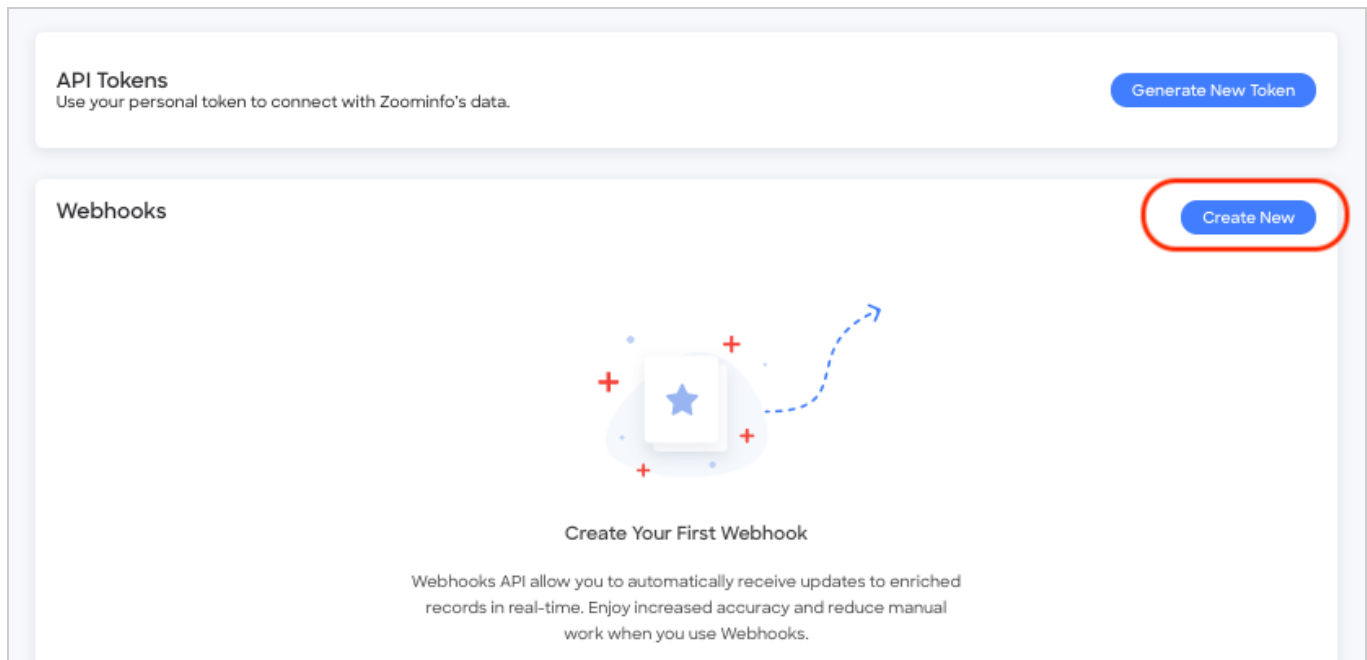
Creating a Webhook

Creating a webhook includes:

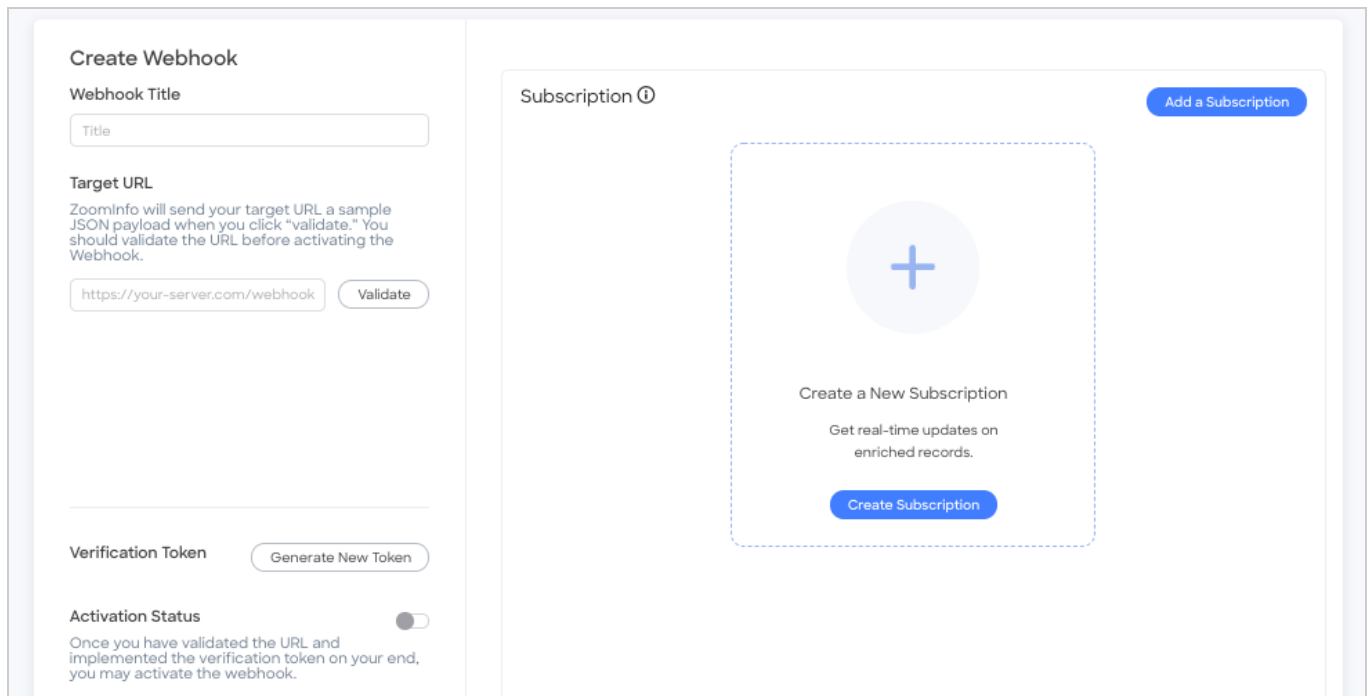
1. Defining the webhook and its target URL.
2. Creating one or more Subscriptions that control the type of events you want the webhook to listen for, and object types you want to update. This also includes specifying the payload type (full payload or changed attributes only).
3. Establishing the verification token in your target application and activating the webhook.

Configure the Webhook Title and Target URL

1. Go to **Admin Portal > Integrations > API & Webhooks**.



2. In the **Webhooks** section, click **Create New**.



3. In the **Create Webhook** section, type a **Webhook Title**.
4. Provide a **Target URL** to which a sample JSON payload can be sent.

Note: The default payload is the full payload for a contact. For more payload configuration options, see the [ZoomInfo API documentation](#).

5. Click **Validate**.

Create Webhook

Webhook Title

Target URL

ZoomInfo will send your target URL a sample JSON payload when you click "validate." You should validate the URL before activating the Webhook.

6. Navigate to your target site to confirm that the sample JSON payload was sent. Here's an example using a third-party app:

REQUESTS (1/500) Newest First

POST #e8060 34.73.173.116
07/23/2021 12:48:37 PM

Request Details

Method: POST URL: https://webhook.site/fb553c06-dc5b-472b-b68c-87e751bc15c1

Host: 34.73.173.116 whois

Date: 07/23/2021 12:48:37 PM (a few seconds ago)

Size: 8.6 kB

ID: e8060a16-5ed5-4e08-8249-dfe80e8d105

Files

Query strings
(empty)

Raw Content

Headers

connection: close

accept-encoding: gzip, deflate

user-agent: Apache-HttpClient/4.5.12 (Java/1.8.0_292)

host: webhook.site

content-length: 8776

x-datadog-origin: rum

x-datadog-sampling-priority: 1

x-datadog-parent-id: 433450285384858630

x-datadog-trace-id: 3653706639254226381

content-type: application/json

accept: application/json

Form values
(empty)

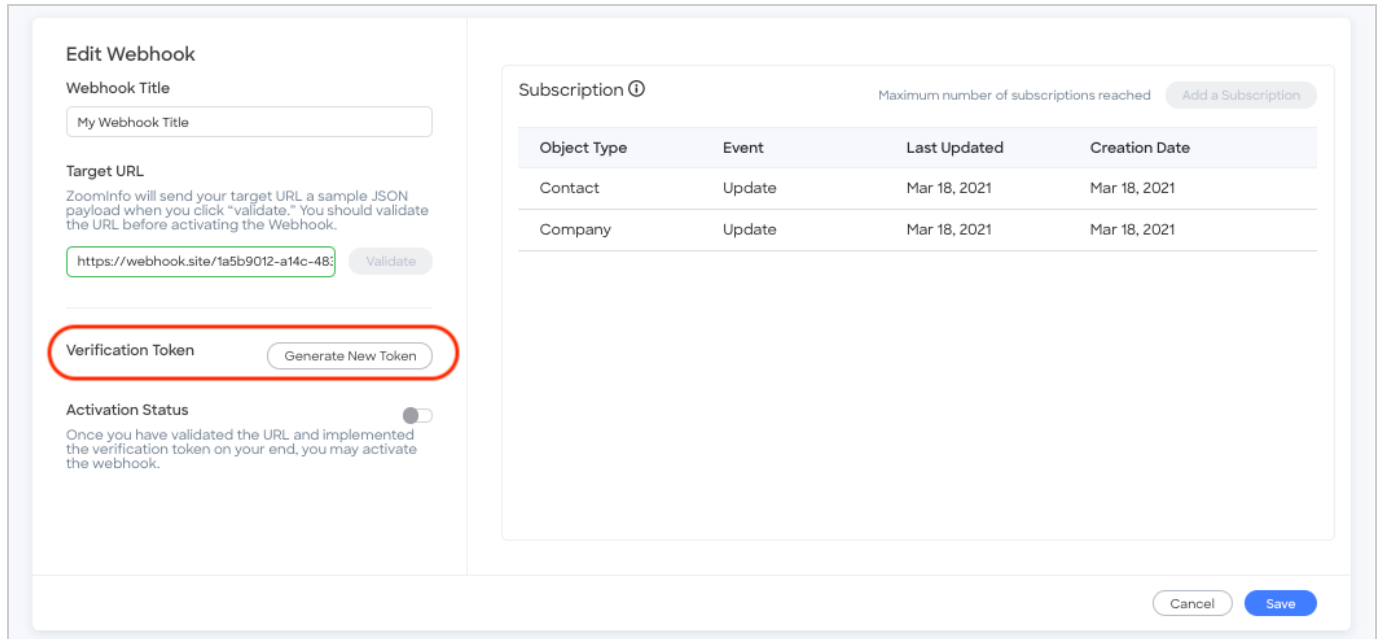
JSON

```
{
  "webhookDetails": {
    "id": "908944679",
    "title": "My Webhook",
    "objectType": "Contact",
    "eventType": "Update"
  },
  "data": [
    {
      "id": "1268398587",
      "firstName": "Henry",
      "middleName": "L.",
      "lastName": "Schuck",
      "email": "henry.schuck@zoominfo.com",
      "hasCanadianEmail": "false",
      "phone": "(360) 555-5555",
      "directPhoneBotCall": false,
      "street": "805 Broadway Ste. 900",
      "city": "Vancouver",
      "region": "Washington",
      "metroArea": "Portland",
      "zipCode": "98660",
      "state": "Washington",
      "country": "United States",
    }
  ]
}
```

Generate the Verification Token

A verification token secures communication between ZoomInfo and your target app. When data is sent to your target URL using a POST request, this verification token will be included in the request header (x-zoominfo-token) and can be used in your app to authorize receipt of the data from ZoomInfo.

1. Click **Generate New Token**.



Edit Webhook

Webhook Title
My Webhook Title

Target URL
ZoomInfo will send your target URL a sample JSON payload when you click "validate." You should validate the URL before activating the Webhook.

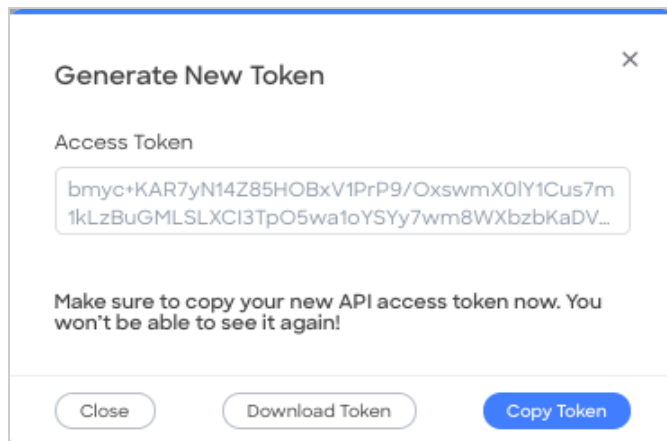
Verification Token

Activation Status ☐
Once you have validated the URL and implemented the verification token on your end, you may activate the webhook.

Subscription Maximum number of subscriptions reached

Object Type	Event	Last Updated	Creation Date
Contact	Update	Mar 18, 2021	Mar 18, 2021
Company	Update	Mar 18, 2021	Mar 18, 2021

The token is generated and displayed in the **Generate New Token** dialog box.



Generate New Token

Access Token

Make sure to copy your new API access token now. You won't be able to see it again!

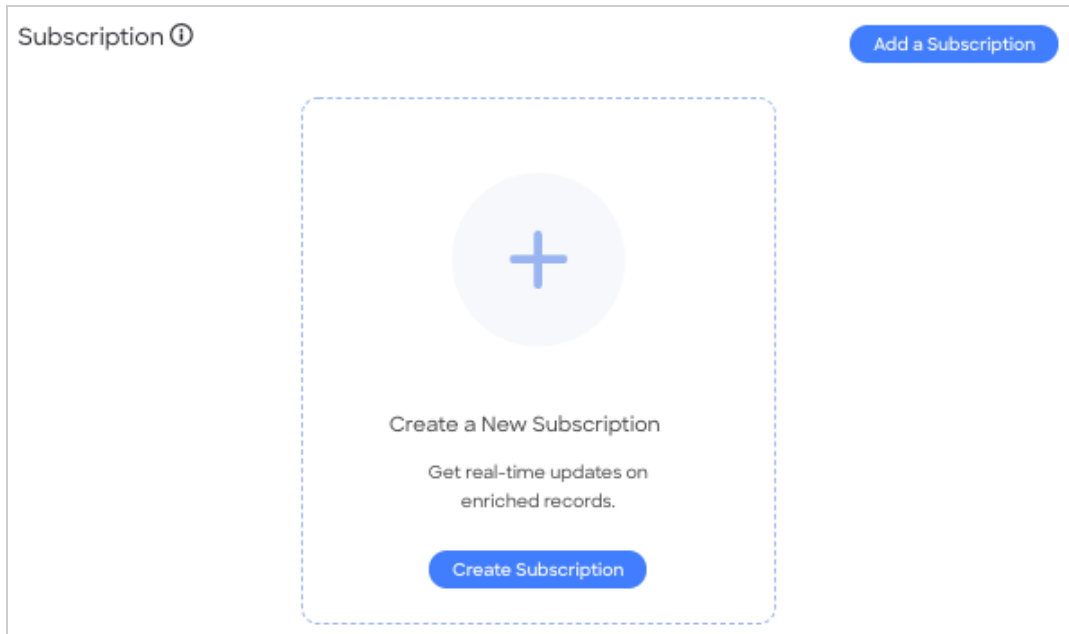
2. Click:
 - **Copy Token** to copy the token to your clipboard.
 - **Download Token** to download it as a text file.
 - **Close** to exit the dialog.

Important: Keep this token secure - you will need it to secure communication between ZoomInfo and your application.

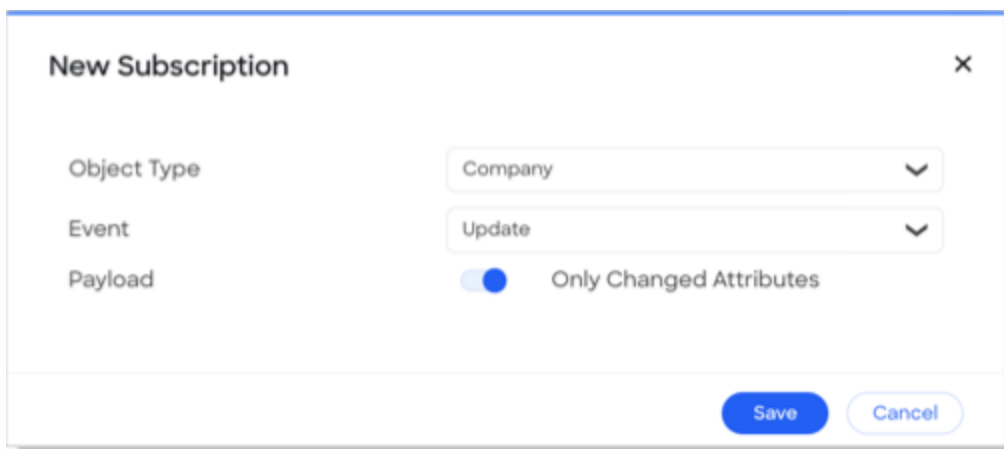
Add a Subscription

Add one or more Subscriptions for the events and object types you want to capture.

1. Click **Create Subscription**.



2. In the New Subscription popup:
 - a. Select the **Object Type** and **Event**.
 - b. Select the **Payload**. The default is full payload. You can switch the toggle to **ON** to get only the changed attributes.



3. Click **Save**.

4. You can choose to add another Subscription. Click **Add a Subscription** and select the **Object Type**, **Event** and **Payload**. The default is full payload. You can switch the toggle to **ON** to get only the changed attributes.
5. Click **Save**. This example shows your webhook with the two Subscriptions you configured.

Create Webhook

Webhook Title
testnew

Target URL
Zoominfo will send your target URL a sample JSON payload when you click "validate". You should validate the URL before activating the Webhook.
https://webhook.site/4b773bca-ed8e-47f3 Validate

Verification Token Generate New Token
You need to generate a new token to save the webhook

Activation Status Generate New Token
Once you have validated the URL and implemented the verification token on your end, you may activate the webhook.

Subscription ⓘ Add a Subscription

Object Type	Event	Payload	Last Updated	Created On	
Contact	Update	Only Changed Attributes	May 02, 2023	May 02, 2023	🗑️
Company	Update	Full Payload	May 02, 2023	May 02, 2023	🗑️

Cancel Save

6. Click **Save**. Your webhook is listed in the **Webhooks** section and a success message displays.

API Tokens Generate New Token
Use your personal token to connect with Zoominfo's data.

Webhooks Create New

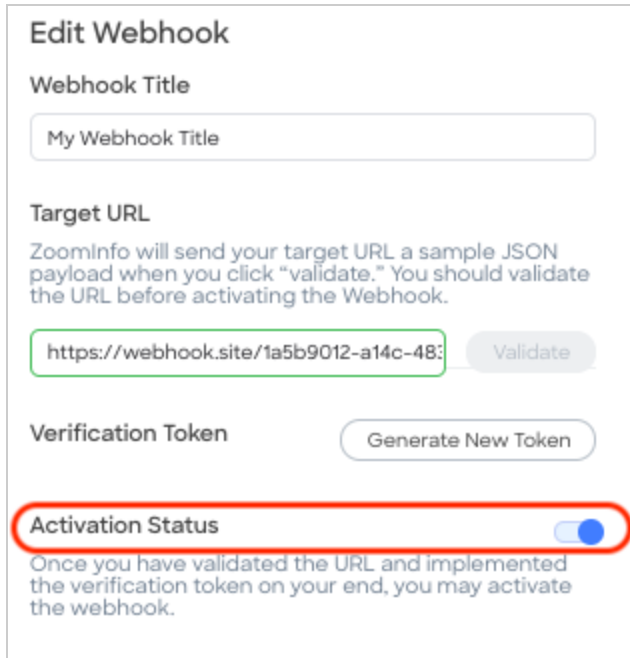
Webhook Name	Target URL	Subscriptions	Date Created	Status
My Webhook Title	https://webhook.site/1a5b9012-a...	2 Subscriptions	Mar 18, 2021	⏻ Inactive

Establish the Verification Token and Activate the Webhook

These next steps assume you've established a validation method in your app for the webhook verification token you generated earlier.

Once you've completed these tasks, you can activate the webhook. From the Edit Webhook page:

1. Switch the **Activation Status** toggle to **ON**.



Edit Webhook

Webhook Title

My Webhook Title

Target URL

ZoomInfo will send your target URL a sample JSON payload when you click "validate." You should validate the URL before activating the Webhook.

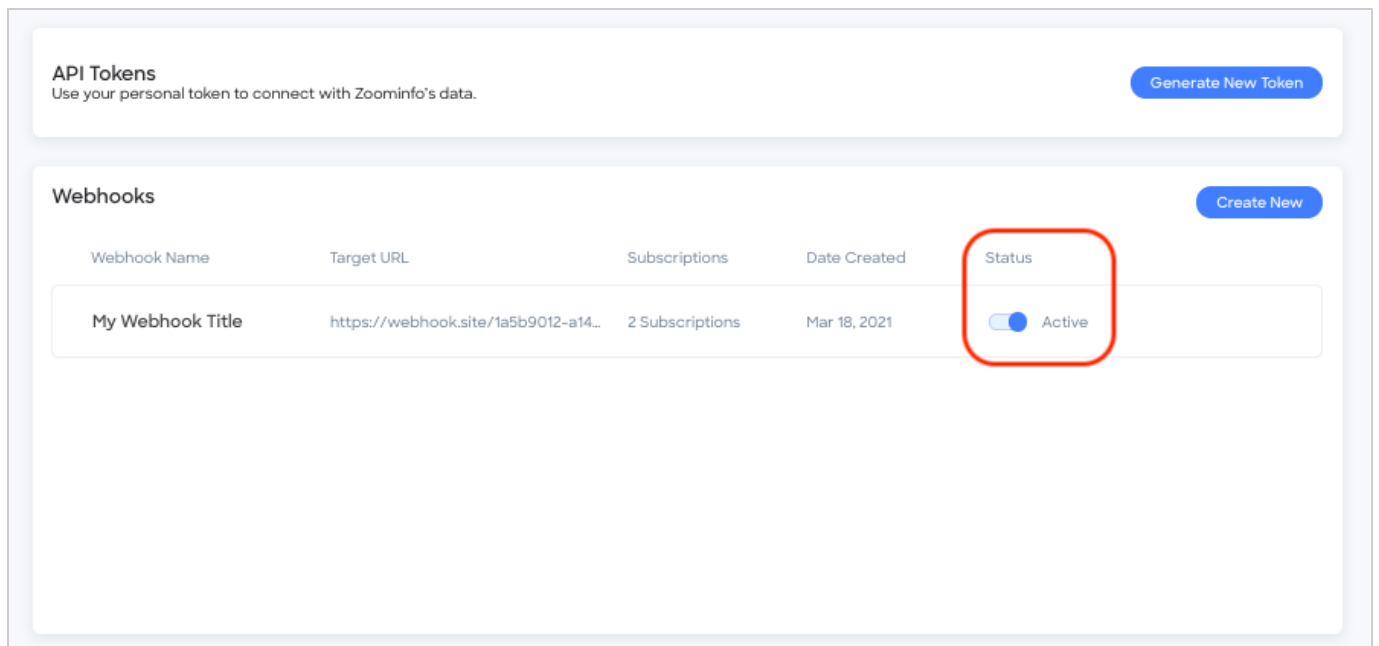
https://webhook.site/1a5b9012-a14c-483... Validate

Verification Token Generate New Token

Activation Status ☒

Once you have validated the URL and implemented the verification token on your end, you may activate the webhook.

2. Click **Save**. Your new webhook is displayed in the Webhooks section with a status of **Active**.



API Tokens

Use your personal token to connect with ZoomInfo's data. Generate New Token

Webhooks Create New

Webhook Name	Target URL	Subscriptions	Date Created	Status
My Webhook Title	https://webhook.site/1a5b9012-a14...	2 Subscriptions	Mar 18, 2021	☒ Active

What Happens Next?

Your webhook is activated and you will receive updates to your target URL.