

WebSights Implementation Guide

For administrators implementing WebSights with ZoomInfo Sales or Marketing

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WebSights is powered by ZoomInfo's proprietary **Visitor Resolution Service** that reveals the identities of organizations and people that visit your website. You enable WebSights by adding the **ZoomInfo Script** (also called the ZI Script) to your web page HTML. The ZoomInfo Script:

- Is "installed" in your site's web pages by either manually copy-pasting it into the page HTML, or by using Google Tag Manager to associate the script with your web pages.
- Is a single script that supports other ZoomInfo products you may have, including FormComplete, Schedule, and Chat.
- Enables tracking of visitor behavior on every web page you choose to track.

Implementation Overview

Here are the primary steps to enabling WebSights on one or more domains in your organization.

Prerequisite: Cookie and Content Security Policy Considerations

Understand and take any necessary actions to ensure your organization's **cookie and content security policies** allow the ZoomInfo Script to properly function.

[Step 1: Add a domain](#)

First, you'll add a domain owned by your organization that you want WebSights to track. You'll do this from the **Admin Portal (or GTM Studio) > Configurations > Domains** page.

[Step 2: Install the ZoomInfo Script](#)

Once you've added a domain you'll work with your webmaster or a developer to add the script to your web pages. This can be done manually by copying and pasting the script directly, or by integrating the script using Google Tag Manager.

[Step 3: Page Rank: Prioritize the pages you care about](#)

For pages within your domain tracked by WebSights, you can also set up page-level ranking values that are categorized as high, low, or medium. This enables WebSights users to target more meaningful website visits when viewing analytics.

[Step 4: Configure connected products](#)

The ZoomInfo Script powers multiple ZoomInfo services, including WebSights. Ensure the services you plan to use with the ZoomInfo Script are enabled.

[Step 5: Configure Advanced Settings](#)

Optionally set up Website Personalization, Google Analytics, and Enhanced Visitor Identification to get the most out of your WebSights implementation.

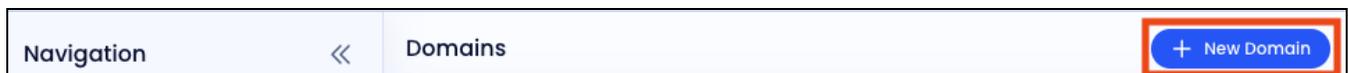
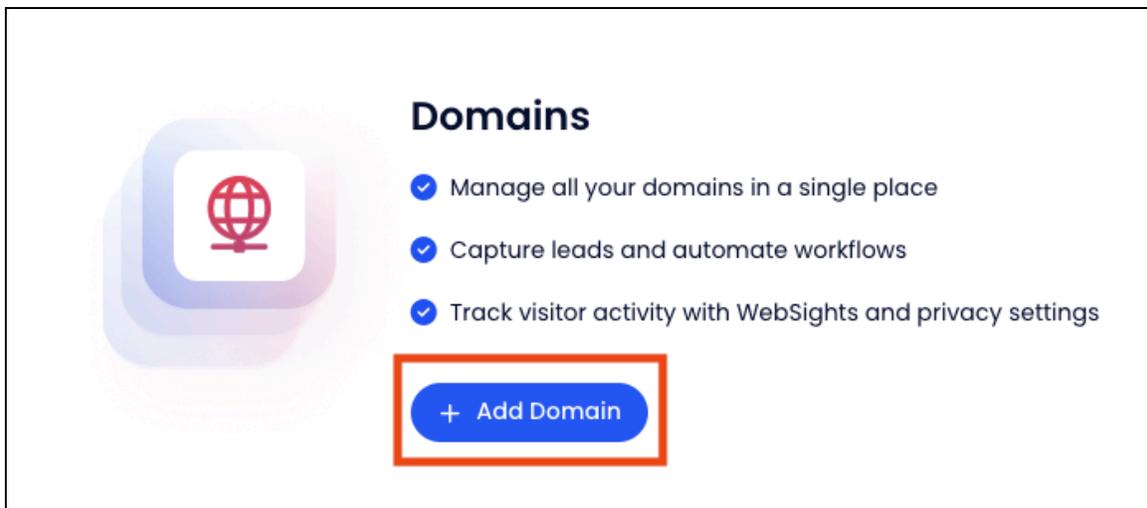
Prerequisite: Cookie and Content Security Policy Considerations

For a full list of cookies and detailed discussion of Content Security Policy considerations with the ZoomInfo Script, please see this article: [ZoomInfo Cookies and CSP Allow-listing](#).

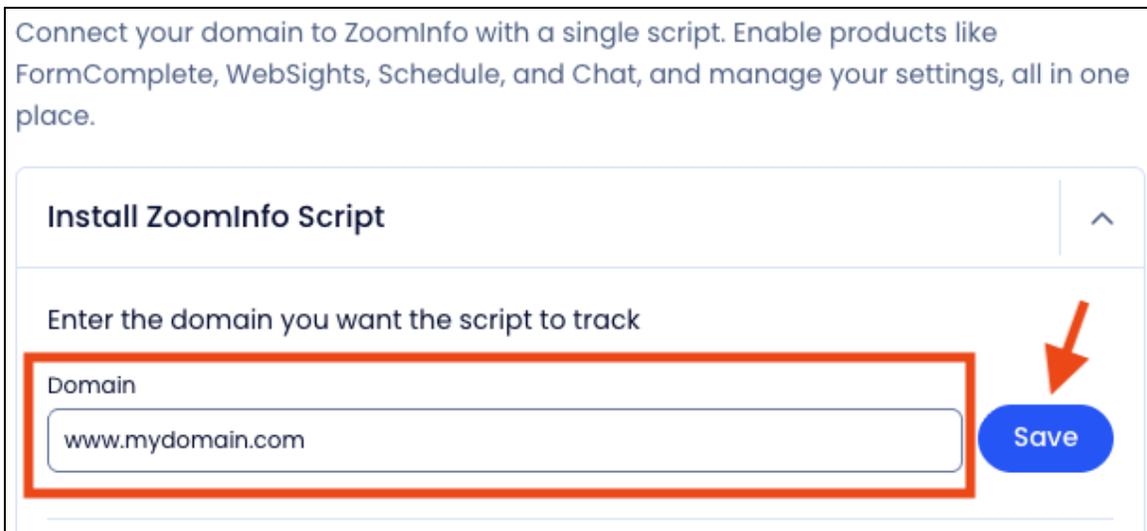
Step 1: Add a Domain

The **Domains** page, which can be found in the **Admin Portal** or **GTM Studio** lets you establish a new domain for which you want WebSights to track company visits.

1. Log in to the Admin Portal or GTM Studio as an admin and navigate to the **Configurations > Domains** page. Click the **+ New Domain** button. If you are adding your first domain, a button will appear on the center of the Domains page. Alternatively, a button appears in the upper right of the Domains page.



2. Type your domain and click **Save**.



Step 2: Install the ZoomInfo Script

Once you have successfully saved your domain, the next step is installing the ZoomInfo Script. See "Installing the ZoomInfo Script" in the [ZoomInfo Script Implementation Guide](#) for instructions on how to copy the script or send it to a webmaster to implement on your site. This document also

Setup options

<input checked="" type="checkbox"/> Send an email	Email instructions
<input checked="" type="checkbox"/> Get ZoomInfo Script	Get embed code

Learn how to set up the script for [Google Tag Manager](#), [WordPress](#), [Wix](#), and [GoDaddy](#). For complete instructions, refer to the [installation guide](#).

Install this script to use ZoomInfo products (including WebSights, FormComplete, ZoomInfo Schedule, and ZoomInfo Chat) that collect and share website visitor data for purposes of product functionality. View our [compliance guidance](#) for information on required privacy disclosures and consent practices mandated by global data privacy laws. ZoomInfo may check to ensure you're following these requirements and may temporarily suspend access to the product if required compliance practices are not followed.

includes helpful video tutorials for popular website builder apps and Google Tag Manager.

1. Copy the ZoomInfo Script or email it to a colleague responsible for installing it.

The ZoomInfo Script will need to be installed on each page of your Website where you wish to monitor visitor traffic. Please see the comprehensive implementation guide linked above for details, but we have also created several video tutorials below to assist you in installing the ZoomInfo Script. Before diving in, take a brief 2-minute sneak peek on how to deploy the script across popular website builder apps and Google Tag Manager.

- [GoDaddy](#)
- [Wix](#)
- [Wordpress](#)
- [Google Tag Manager](#)

Even if you aren't utilizing one of these apps, these videos can offer valuable insights to help you install the script on your website.

2. Verify that the ZoomInfo Script is Connected to your domain

Once the ZoomInfo Script is installed on a domain, you can return to the **Domains** page to verify the connection. Prior to the successful installation of the ZoomInfo Script, the **Connection** status for the domain indicates **Off**.

Domains					+ New Domain
2 Domains					
Domain	Connection	Modified	Created	Actions	
mytestdomain.com	Off ←	August 25, 2025	MB August 25, 2025	...	

After the ZoomInfo Script has been successfully installed, the **Connection** status will show as **On**.

Domains					+ New Domain
1 Domain					
Domain	Connection	Modified	Created	Actions	
insent-staging10.fireba	On ←	August 22, 2025	MB August 22, 2025	...	

Step 3: Page Rank - Prioritize the Pages You Care About

Page Rank allows you to indicate whether a visit to any given page on your website should be considered High, Medium, or Low priority for followup. Rankings can be established by creating manual rules or by enabling AI Page Rank, which automatically creates rankings for any page receiving a visit.

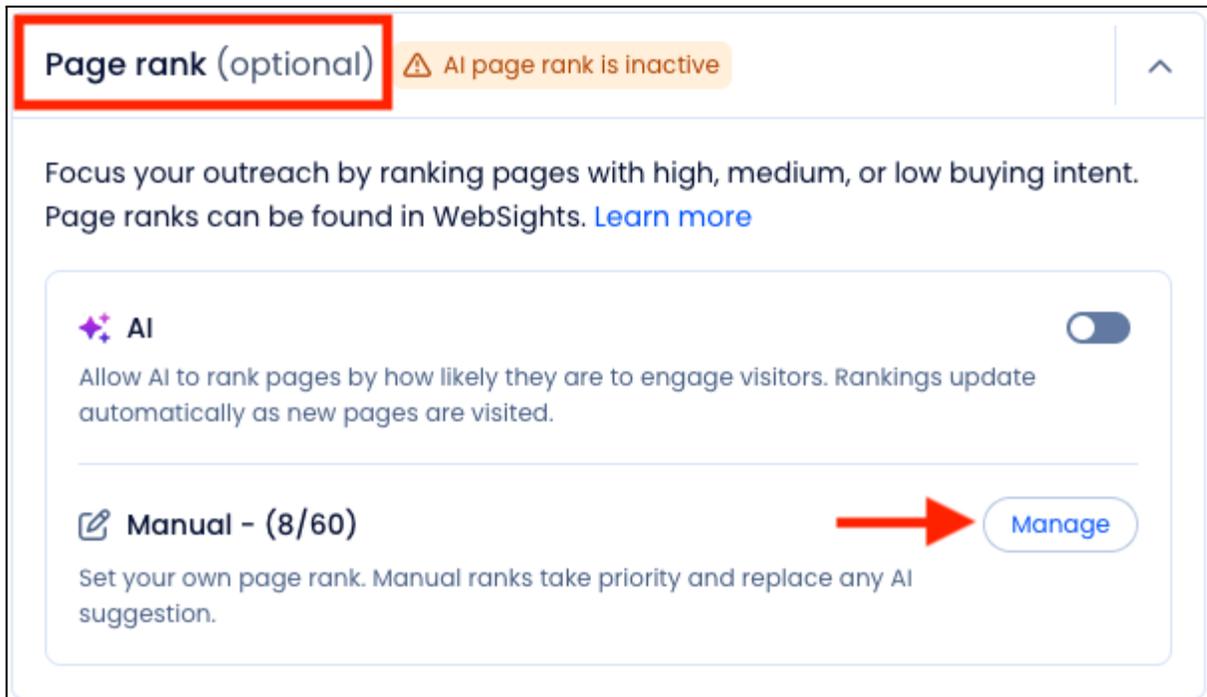
Create Manual Rules

Manual Page Rank rules are established by with the following conditions:

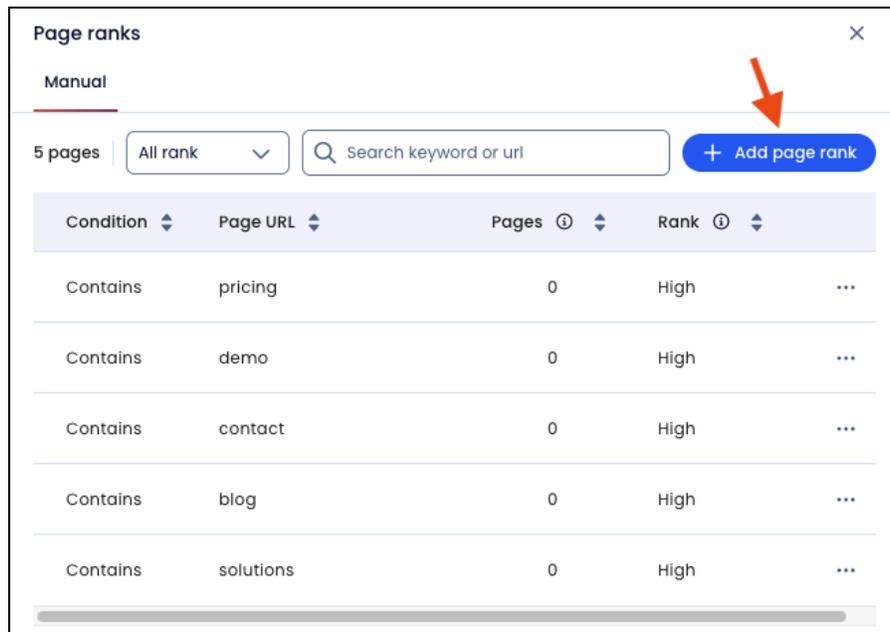
- **Contains:** If a URL contains a chosen word, it will be classified with the selected rank.
- **Exactly Matches (=):** Enter a full URL and select the page rank you want for that page.
- **Begins With:** The "Begins With" Page Rank rule in WebSights allows you to specify a URL prefix. Any page URL that starts with the defined string will match your selected rank.
- **Ends With:** The "Ends With" Page Rank rule in WebSights allows you to specify a URL suffix. Any page URL that ends with the defined string will match your selected rank.

Five default rules are automatically provisioned, but can be easily modified. Each is a "Contains" rule with High importance for URLs with the following words 1) pricing, 2) demo, 3) contact, 4) blog, 5) solutions.

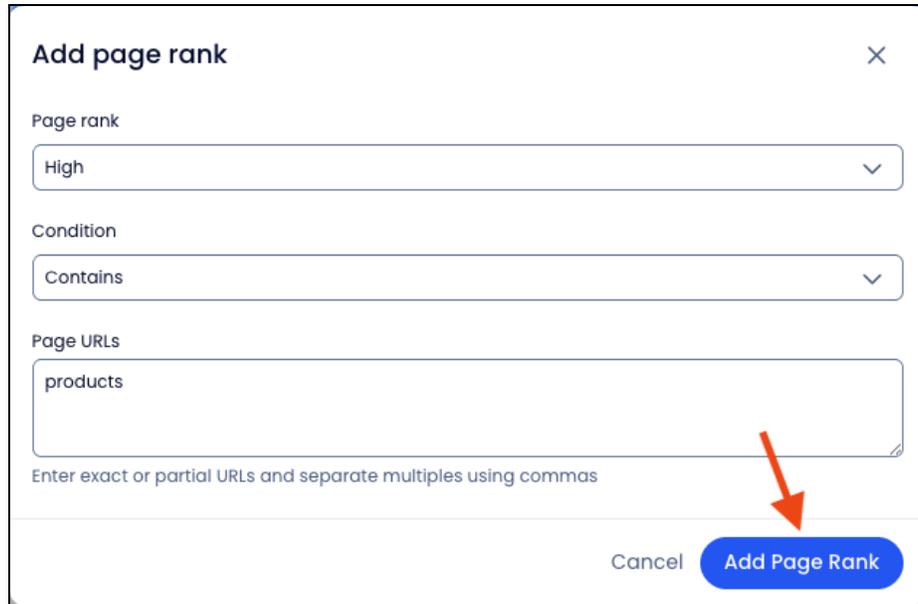
1. Expand the "Page rank" section on the Domains page. Click on the "Manage" button to view your existing rules (including the defaults) and to add new rules.



2. The Manage functionality allows you to view and search through existing rules, edit existing rules, and add new rules. To add a new Page Rank rule, click on the "+ Add page rank" button".



3. In the “Add page rank” dialogue, select the rank (High, Medium, Low), Condition (Contains, Exactly Matches, Begins With, Ends With), and the full or partial URL. You can add up to 60 rules.



Add page rank [X]

Page rank
High [v]

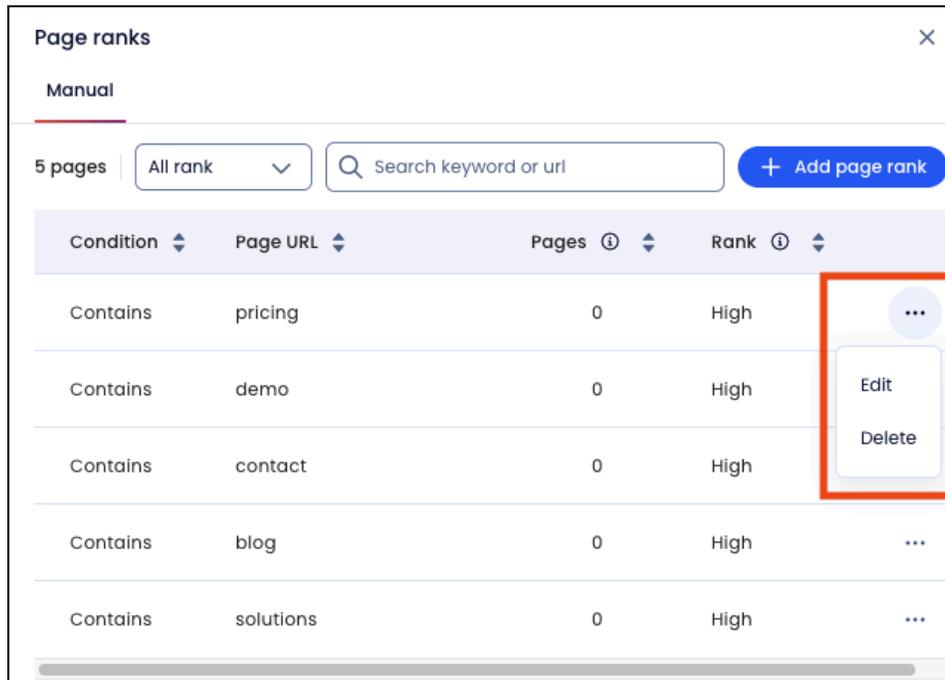
Condition
Contains [v]

Page URLs
products

Enter exact or partial URLs and separate multiples using commas

Cancel Add Page Rank

4. You can edit or delete any existing rule by selecting the three-dot menu for the specific Page Rank you wish to modify.



Page ranks [X]

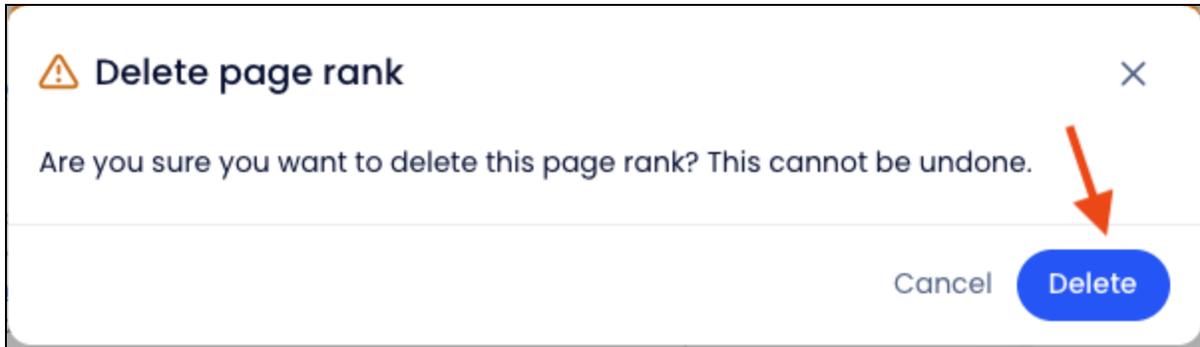
Manual

5 pages | All rank [v] | Search keyword or url | + Add page rank

Condition [v]	Page URL [v]	Pages [i] [v]	Rank [i] [v]	
Contains	pricing	0	High	[...] Edit Delete
Contains	demo	0	High	
Contains	contact	0	High	
Contains	blog	0	High	[...]
Contains	solutions	0	High	[...]

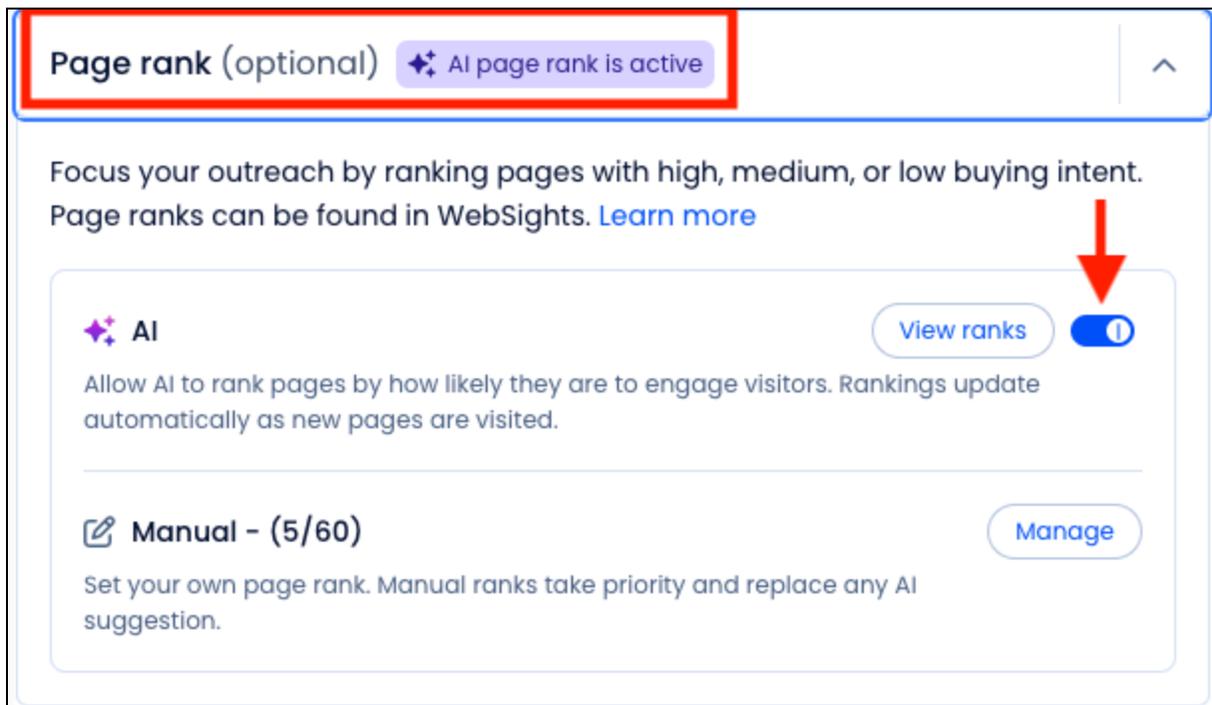
Edit will bring up the "Add page rank" interface where you can make your desired changes to an existing rule. Click on Add Page Rank to save your changes.

To Delete a rule, click on **Delete** and confirm by clicking the **Delete** button. Once deleted, a Page Rank rule cannot be recovered.



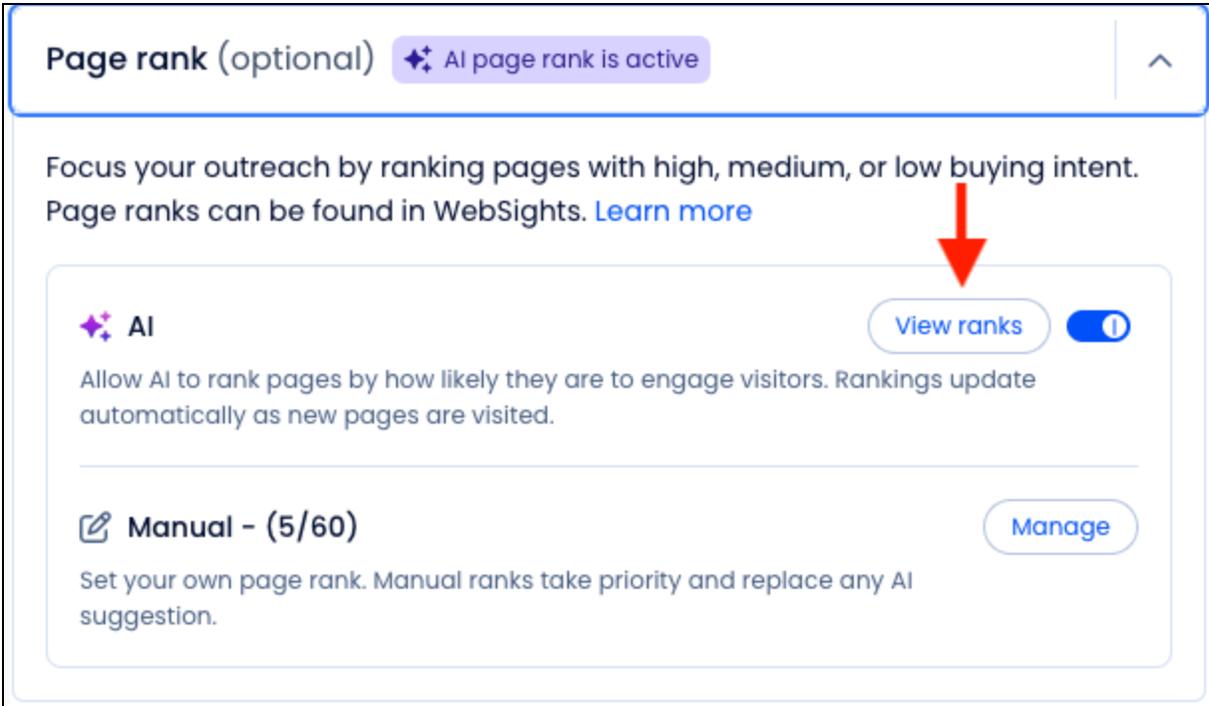
Enable AI Page Rank

WebSights AI Page Rank automatically classifies your website pages by visitor intent (High, Medium, or Low) as traffic occurs, providing comprehensive rankings across sites with thousands of pages that would be impossible to manage with manual rules. To enable AI Page Rank, go to the Admin Portal or GTM Studio -> Configurations -> Domains -> Select a Domain Connected the the ZoomInfo Script -> expand the Page Rank Section, and enable the toggle:

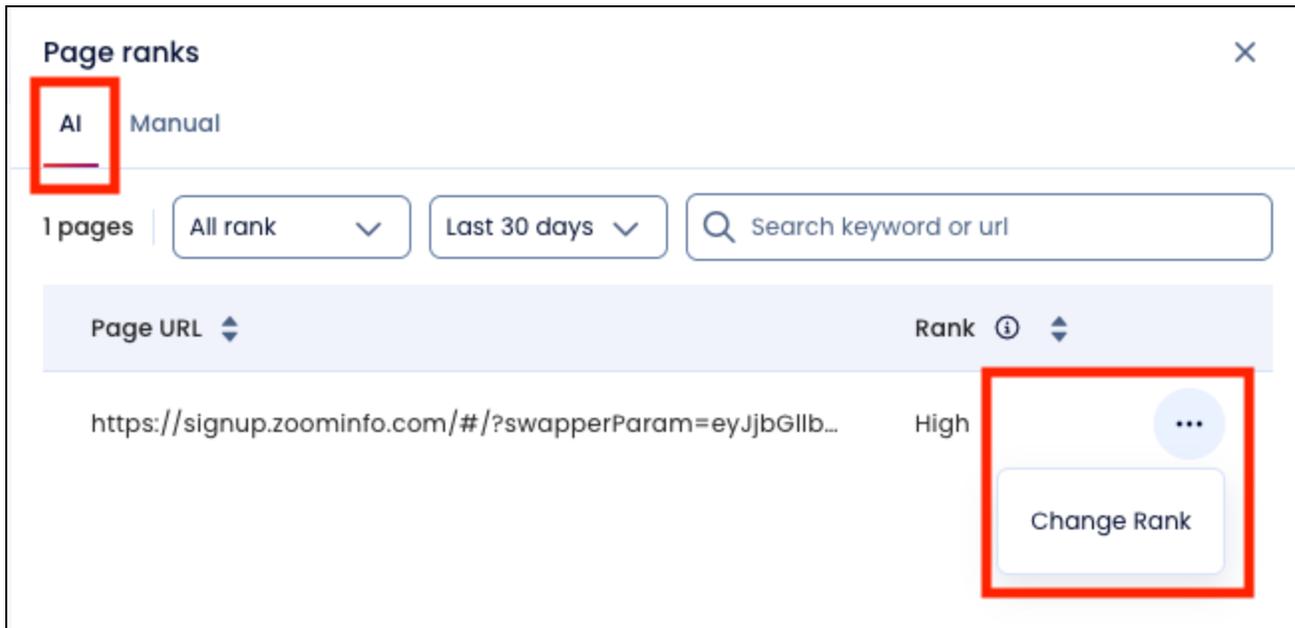


AI Page Rank will generate a ranking for any page that receives a visitor. The rule will appear and become active about 24 to 48 hours after the visit is detected. Note that Manual Rules will always override AI rules. Also, new AI rules can be overridden at any time by a newly created manual rule.

To view AI generated rules, click on the “View ranks” button:



AI Rules can viewed and easily overridden by creating a manual rule for the same URL:

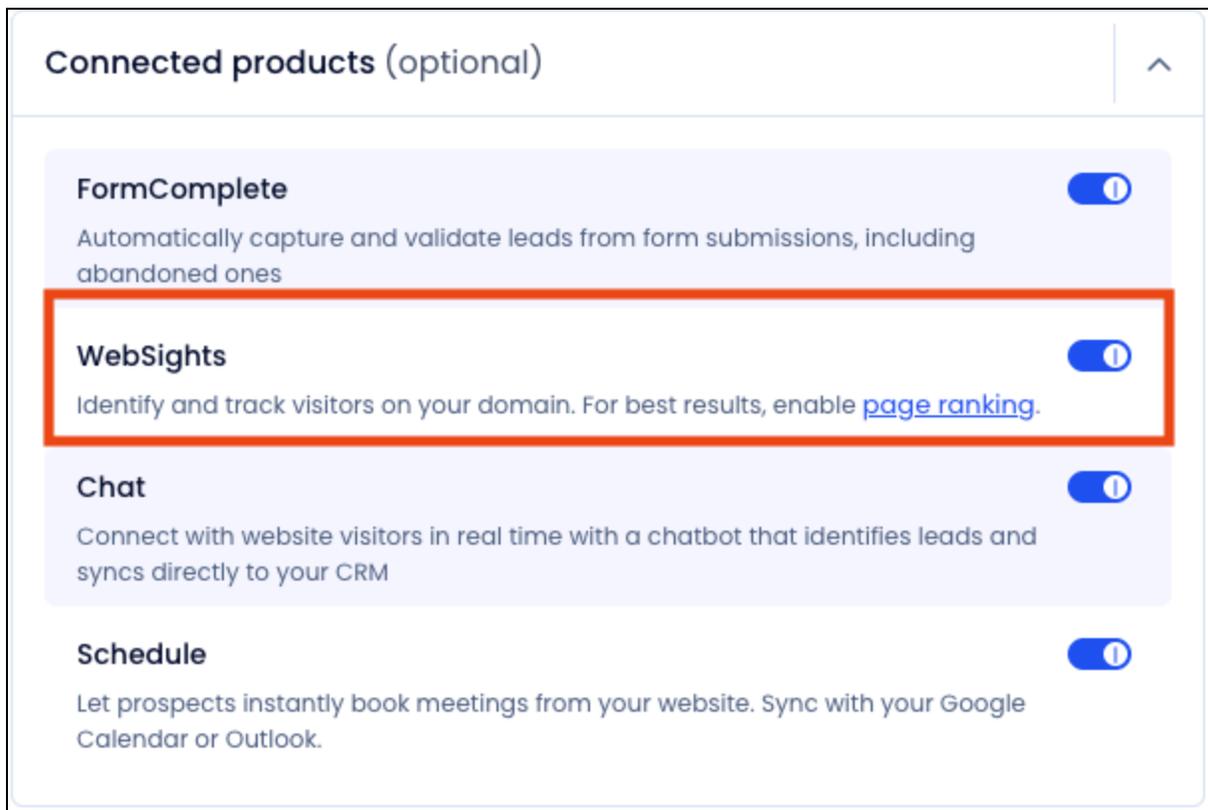


Note that it will take 24 to 48 hours to see the first rules appear, and rules are only generated after a visit has been detected on a page. Rules will begin automatically populating over time, creating comprehensive coverage of your website.

Step 4: Configure Connected products

The ZoomInfo Script powers multiple ZoomInfo services, including WebSights. Ensure the services you plan to use with the ZoomInfo Script are enabled.

1. Ensure that the WebSights toggle is in the on position under “Connected products”. Note that enabling the WebSights toggle requires that a domain has already been saved in Step 1.



2. Verify WebSights is working by doing the following:
 - Ensure WebSights under **Connected products** is toggled on
 - On the Domains page, verify that the domain you are tracking has a Connection status of **On**. If the script has just been installed, you may need to wait a few minutes and/or refresh the **Domains** page.
 - Visit one of your pages on a tracked domain and page and then verify that the visit is registered in WebSights.

Step 5: Configure Advanced settings (optional)

In the Advanced Settings step, you can set up:

- **Website Personalization:** Choose to return ZoomInfo firmographic based on visitor IP addresses and use that data to personalize your website visitor experience.
- **Google Analytics:** Set up an optional integration with Google Analytics to send ZoomInfo data about companies visiting your website to a Google Analytics dashboard.
- **Enable Enhanced visitor identification (EVI):** Enable third-party cookies to more effectively track and resolve anonymous visitors across domains, expanding the accuracy and breadth of visitor signals.

Set Up Website Personalization (Optional)

If you are using third-party website personalization tools, account and firmographic data based on a visitor's identification can be used to personalize your website experience for visitors.

Enabling Website Personalization exposes company information from ZoomInfo based on the visitor's identified company and returns it to the visitor's browser. Your organization can then employ a web personalization tool that uses this returned company data to deliver a more personalized experience to your visitors.

Company data includes:

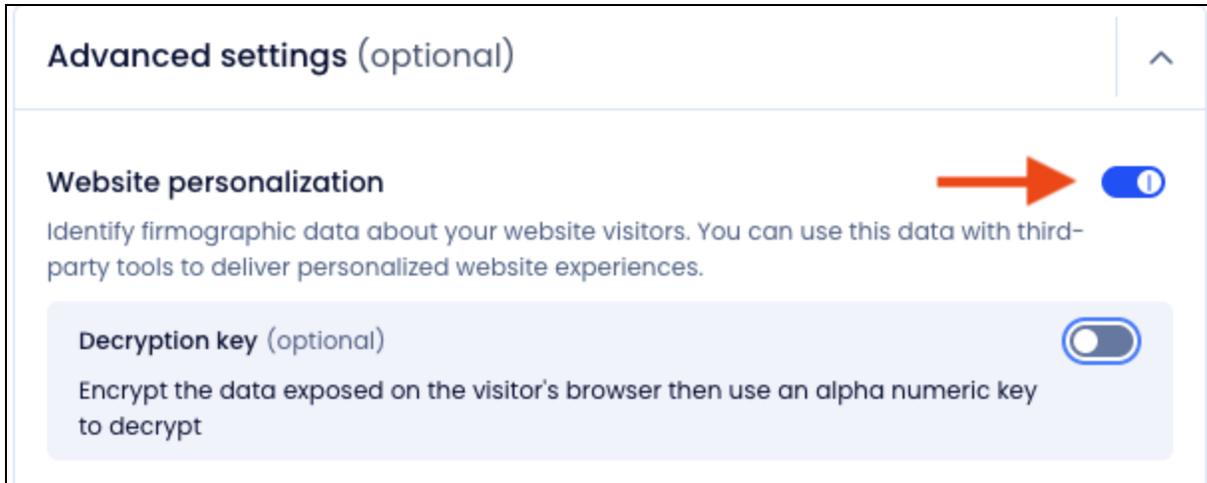
- Company name
- Website
- Ticker
- Location
- Revenue
- Funding
- Employee count
- Industry
- NAICS and SIC codes

Personalization Tools: There are many third party personalization tools available. It is your organization's responsibility to configure the selected tool to use the firmographic data returned when this feature is enabled for a domain.

Credit Consumption: Company data returned when Website Personalization is enabled will consume bulk credits - one per company - unless that company is already considered a record under management. Therefore, we recommend enabling this feature only if you are using a tool to make use of this data to personalize your visitor experience.

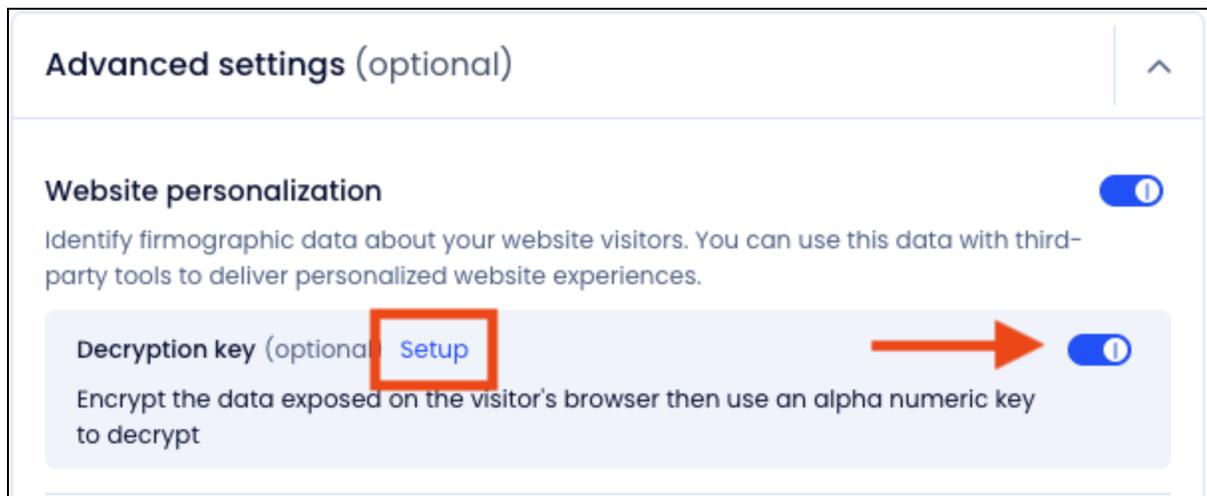
Enable Website Personalization (Optional)

To enable this feature, set the **Website Personalization** toggle to ON.



Enable Data Encryption (Optional)

Optionally set the **Decryption key** toggle to ON to encrypt the data exposed on the visitor's browser. When you enable the toggle, a Setup option will automatically appear.



A **Decryption Key** is generated. You can then use the provided **Decryption Key** to decrypt the data in your personalization tools.

- b. You can then install the personalization script when you install the ZoomInfo Script in the next section, [Step 4: Install the ZoomInfo Script](#).

```
<script>
  if (!window._zi_ws) {
    window._zi_ws = {}
  }
  window._zi_ws.wsVisitorInfo = (visitorInfo) => {
    console.log('VisitorInfo Received', visitorInfo);
    //you can add your code snippet here to consume visitorInfo
  }
</script>
```

Here is the schema of the `visitorInfo/_ziVisitorInfo` object (assuming the visitor's IP address matches a company):

```
{ status: 'success', // Possible values - success/error
  ziDetails: //Object
  { ip: , // String
    companyName: , // String
    revenue: , // Number
    companyFunding: , // String
    employeeCount: , // Number
    primaryIndustry: , // String
    state: , // String
    zipCode: , // String
    street: , // String
    city: , // String
    country: , // String
    ticker: , // String
    website: , // String
    naicsCodes: [ ], //Array
    sicCodes: [ ] //Array
  }}
}}
```

If the visitor's IP address does not match a company, the following response is returned:

```
visitorInfo {
  status: 'success', // Possible values - success/error
  ziDetails: { //Object
  ip: // String
  }}
}}
```

When encryption is enabled, the data will be returned as an alphanumeric code. The code can be decrypted using the decryption key provided in the Admin Portal or GTM Studio (**Domains > Configurations > Advanced Settings**).

Here is the schema of the `visitorInfo` object when encryption is enabled:

```
{
  status: 'success', // Possible values - success/error
  ziDetails: //Value will be a Encrypted string
}
```

Here is some sample decryption code using a Cloudflare open source library. In this example, the script to add is:

```
<script
src="https://cdnjs.cloudflare.com/ajax/libs/crypto-js/4.0.0/crypto-js.min.js"></script>
```

The function below could be used to decrypt the encrypted visitor information by passing `encryptedData` and the `decryptionKey` for the website:

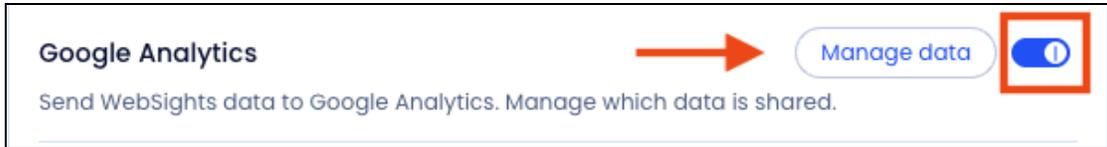
```
function decryptData(encryptedData, decryptionKey) {
  let keyHex = CryptoJS.enc.Utf8.parse(decryptionKey);
  let decryptedData = CryptoJS.AES.decrypt({
    ciphertext: CryptoJS.enc.Base64.parse(encryptedData),
  },
  keyHex,
  {
    mode: CryptoJS.mode.ECB,
  }
  );
  return decryptedData.toString(CryptoJS.enc.Utf8);
}
```

Integrate with Google Analytics (Optional)

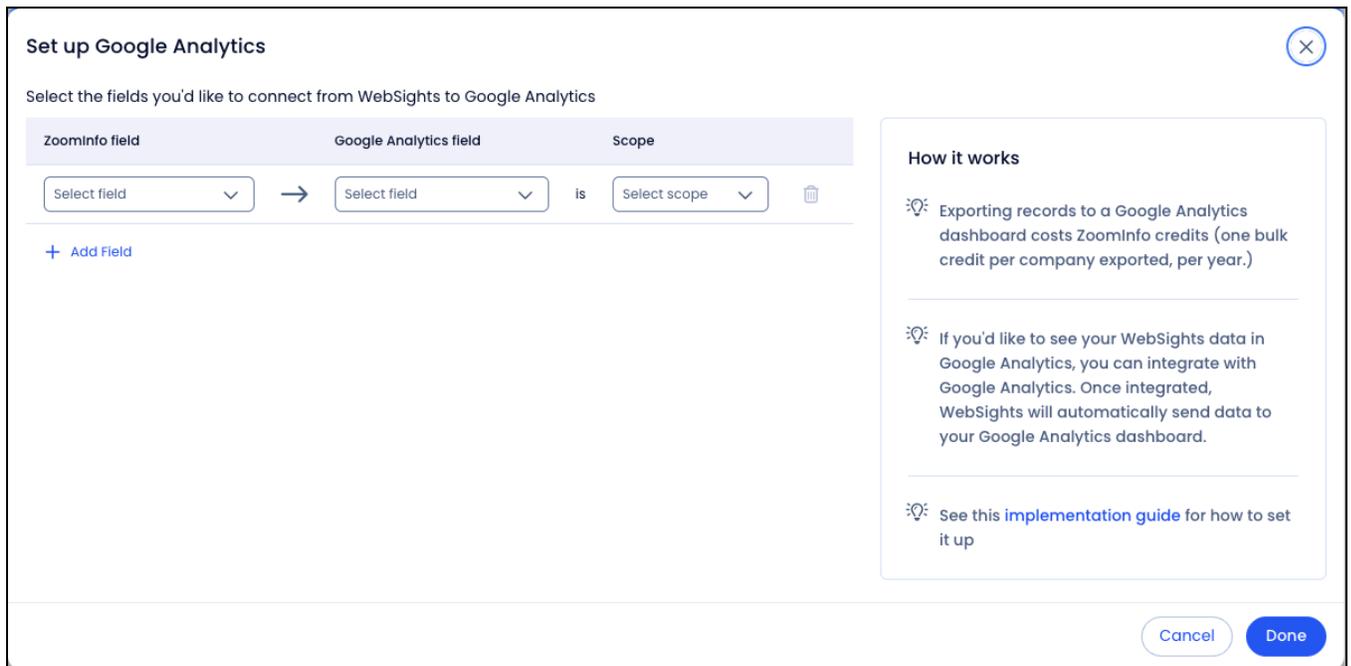
If you are making use of Google Analytics, you can set up an optional integration to send ZoomInfo data about companies visiting your website to a Google Analytics dashboard.

Note: Company records exported to Google Analytics will consume credits - one per company - unless that company is already considered a record under management.

1. Toggle “Google analytics” to on and click “Manage data”



2. Map ZoomInfo data to your Google Analytics fields. See [\(Optional\) Integrate WebSights with Google Analytics](#) later in this document for details on what you need to do in both Google Analytics and in your WebSights domain configuration to leverage Google Analytics to view your WebSights data.

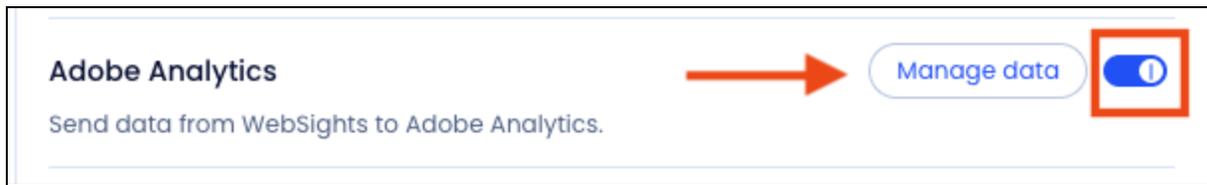


Integrate with Adobe Analytics (Optional)

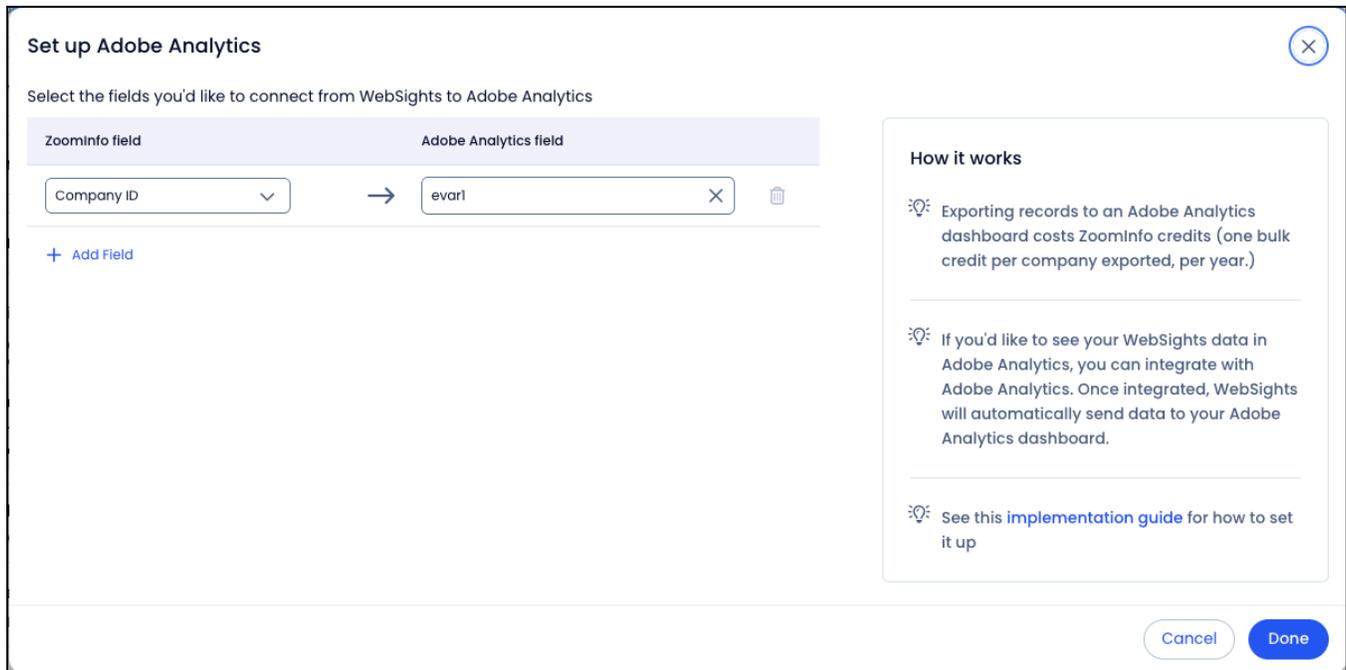
If your organization uses Adobe Analytics, you can enable this optional integration to send ZoomInfo company-level data directly to your Adobe environment.

Note: Company records exported to Adobe Analytics will consume **one bulk credit per company per year**, unless the record is already under management.

1. To begin, toggle **Adobe Analytics** to **ON** and click **Manage data**.



2. In the configuration interface, you will map ZoomInfo firmographic fields to your specific Adobe Analytics variables using **free-text input**. This flexibility allows you to use your organization's exact naming conventions (e.g., "evar1", "eVar5", or "custom_company_name") rather than a pre-defined list.



Enable Enhanced Visitor Identification (Optional)

Enhanced Visitor Identification (EVI) is a ZoomInfo feature that significantly improves your ability to identify specific individuals and accounts that visit your website. By enabling third-party cookies and leveraging ZoomInfo's identity graph, EVI can double your Visitor Resolution Rate.

EVI drops third-party cookies on your website visitors' devices, which allows ZoomInfo to better track and identify visitors across domains. This enhanced tracking capability translates directly into more WebSights Buyer ID signals and better identification of your website visitors, which in turn allows for more effective ad targeting of those devices.

If you have ZoomInfo Copilot Enterprise, WebSights, or ZoomInfo Marketing, you should enable EVI. Please see this FAQ for additional information: [Enhanced Visitor Identification FAQ](#).

To enable Enhanced Visitor Identification, simply enable the toggle:

Enhanced visitor identification



By enabling this feature, you consent to ZoomInfo inserting third-party cookies for the purpose of cross-domain visitor identification. The data collected through these cookies will solely be used to enhance BuyerID signals across ZoomInfo accounts, and will not be sold, shared, or used for any purposes other than those explicitly stated herein.

Please note, you may need to update your cookie and privacy policies to ensure compliance with applicable data protection laws and regulations, including but not limited to the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA), to reflect this data processing practice.

Enabling enhanced visitor identification can result in more effectively tracking and resolving anonymous visitors across domains, expanding the accuracy and breadth of visitor signals.

Add More Domains

If you need to add a new domain, repeat the steps in this document to add the domain, install the ZoomInfo Script, and ensure the configuration works as expected.

Get Insights About Companies Visiting Your Website

Once WebSights is up and running, you can use our built-in analytics or dig deeper by integrating with Google Analytics.

- **Built-in Analytics:** Get built-in analytics about companies visiting your website on the WebSights Analytics tab. See [Using WebSights Analytics](#) for details.
- **Google Analytics:** Leverage Google Analytics for insights. See [Using Google Analytics \(Optional\)](#) for details.
- **Prioritize Dashboard:** If you're using ZoomInfo Marketing and have integrated with Salesforce, you can enable the Prioritize Dashboard in Salesforce to visualize ZoomInfo Marketing account data. From there, you can take more targeted actions on accounts without leaving Salesforce. See the [Prioritize Dashboard Implementation Guide for Salesforce](#) for details.

Using WebSights Analytics

You can filter and view analytics about companies that are visiting your website and take actions on them using the WebSights Analytics tab.

Note: Only website traffic with IP addresses successfully matched in ZoomInfo are shown. Anonymous web traffic is not shown.

Tabular View

The default view of the Analytics tab is the tabular List.

The screenshot displays the 'Signals: WebSights Analytics' interface. On the left, there is a 'Select Filters' sidebar with the following sections:

- Time:** A dropdown menu set to 'Past 24 Hours'.
- Domain Name:** A dropdown menu set to 'All Domains'.
- Company Name:** A text input field with the placeholder 'Enter a Company Name'.
- Page Rank:** A dropdown menu set to 'Select Page Rank'.
- Industry:** A search box with the placeholder 'Search for Industry'.
- Location:** A text input field with the placeholder 'Country, State or City' and a link to 'List of countries and states'.
- Webpage(s) URL:** A dropdown menu set to 'Contains' and a text input field with the placeholder 'Enter page URL'.
- Tracking Parameters:** A dropdown menu set to 'UTM Source' and a text input field with the placeholder 'Enter value'.
- Salesforce Account Owner:** Two buttons, 'Include' (selected) and 'Exclude', and a dropdown menu with the placeholder 'Select Account Owner'.
- Unique Visits:** A range selector with 'Min' and 'Max' labels.

The main area shows a table with 3,486 results found. The table has the following columns: Last Visit, Domain Name, Company Name, Unique Visits, Page Views, Avg. Session Duration, Visitor's Office Location, and Primary Industry. The table contains 18 rows of data, each representing a visitor from the domain 'signup.zoominfo.com'.

Last Visit	Domain Name	Company Name	Unique Visits	Page Views	Avg. Session Duration	Visitor's Office Location	Primary Industry
Nov 5, 2025 11:39 AM	signup.zoominfo.com	School District of Palm Bea...	2	3	-	HQ: West Palm Beach, Florida	K-12 Schools
Nov 5, 2025 11:39 AM	signup.zoominfo.com	United Healthcare	2	3	00:00:05	HQ: Minnetonka, Minnesota	Insurance
Nov 5, 2025 11:39 AM	signup.zoominfo.com	DeRock Electric	1	1	-	HQ: Carlisle, Pennsylvania	Commercial & Reside
Nov 5, 2025 11:39 AM	signup.zoominfo.com	Design Services Unlimited	1	2	-	HQ: Chesterfield, Michigan	Architecture, Engineer
Nov 5, 2025 11:38 AM	signup.zoominfo.com	Squire Patton Boggs	1	1	-	Miami, Florida	Law Firms & Legal Ser.
Nov 5, 2025 11:38 AM	signup.zoominfo.com	BCIT	1	1	-	HQ: Burnaby, British Columb...	Colleges & Universitie
Nov 5, 2025 11:38 AM	signup.zoominfo.com	Springfield College	1	2	-	HQ: Springfield, Massachus...	Colleges & Universitie
Nov 5, 2025 11:38 AM	signup.zoominfo.com	Demandforce	1	1	-	HQ: San Francisco, California	Customer Relationsh.
Nov 5, 2025 11:37 AM	signup.zoominfo.com	Friends of The Arlington Pu...	1	1	-	HQ: Arlington, Virginia	Libraries
Nov 5, 2025 11:37 AM	signup.zoominfo.com	Abstract Electronics	1	1	-	HQ: Clearwater, Florida	Repair Services
Nov 5, 2025 11:37 AM	signup.zoominfo.com	Bowie State University	1	1	00:00:45	HQ: Bowie, Maryland	Colleges & Universitie
Nov 5, 2025 11:37 AM	signup.zoominfo.com	Avexon	1	1	-	New Orleans, Louisiana	Custom Software & IT
Nov 5, 2025 11:36 AM	signup.zoominfo.com	University of Georgia	8	8	00:00:15	HQ: Athens, Georgia	Colleges & Universitie
Nov 5, 2025 11:36 AM	signup.zoominfo.com	TRC	1	1	-	Manchester, New Hampshire	Management Consult
Nov 5, 2025 11:36 AM	signup.zoominfo.com	HMC Holdings	1	1	-	HQ: United States	Holding Companies &
Nov 5, 2025 11:36 AM	signup.zoominfo.com	Microsoft	9	14	00:00:40	HQ: Redmond, WashL... 1 More	Database & File Mana
Nov 5, 2025 11:36 AM	signup.zoominfo.com	Genron Enterprises	1	2	-	HQ: Fort McMurray, Alberta	Commercial & Reside
Nov 5, 2025 11:35 AM	signup.zoominfo.com	Soule	1	1	-	HQ: Lutz, Florida	Vitamins, Supplement
Nov 5, 2025 11:35 AM	signup.zoominfo.com	Rencol Components	1	1	00:00:05	HQ: Bristol, United Kingdom	Building Materials
Nov 5, 2025 11:35 AM	signup.zoominfo.com	Colonial Mazda	1	1	-	HQ: Danbury, Connecticut	Automobile Dealers

Filtering options include:

- **Time:** Select the date range for the data displayed.
- **Domain Name:** Look at company traffic for a domain.
- **Webpage(s) URL:** Look at the company traffic for specific web pages (e.g., your site's Pricing page, or Contact Us page, etc.).
- **Company Name:** Search for specific companies that have visited your website. Use this filter in conjunction with the Webpage filter to see companies that have visited a specific page on your website.
- **Page Rank:** Pages tracked in WebSights can be ranked as high, medium, or low enabling WebSights users to target more meaningful website visits when viewing analytics.

If you have both ZoomInfo products that support WebSights (ZoomInfo Sales *and* ZoomInfo Marketing), page rank settings will be the same across both products. Any configuration change that you make in either the Sales or Marketing context will be shared with both products.

- **Location:** Narrow your results to show companies by specific headquarters and visitor office locations. For example, begin typing a city, state, or country in the text box to see a list of matching results.
- **Webpage(s) URL:** Filter by specific URL.
- **Tracking Parameters:** UTM tracking codes let you monitor traffic sources of websites.
- **Unique Visits:** Refers to a person who visits a site at least once within the selected time period. Each visitor to the site is only counted once during the selected time period.
- **Page Views:** This data point gives you a better view into visitor traffic on your website. For example, a user that browses 4 web pages in a visit would record 1 Unique Visit and 4 Page Views.
- **Minimum Session Duration:** Filter by how long a visitor spent on your web page.

Actions you can take:

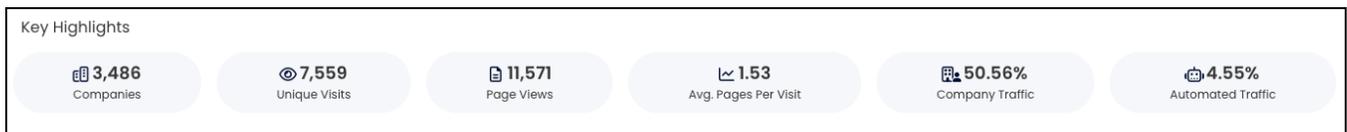
- **Refresh:** Proactively refresh the page data.
- **Export:** You can export the WebSights data to a CSV file. Each record exported consumes one credit.
- **Tag Companies:** You can tag up to 200,000 companies at a time. These tags can only be accessed from Advanced Search.
- **Open in Search:** Open the company results in ZoomInfo Advanced Search.

Dashboard View

Access the Dashboard view using the toggle on the top right corner of the **Analytics** tab. The Dashboard view includes the same filtering options as the Tabular view, displaying the results graphically.



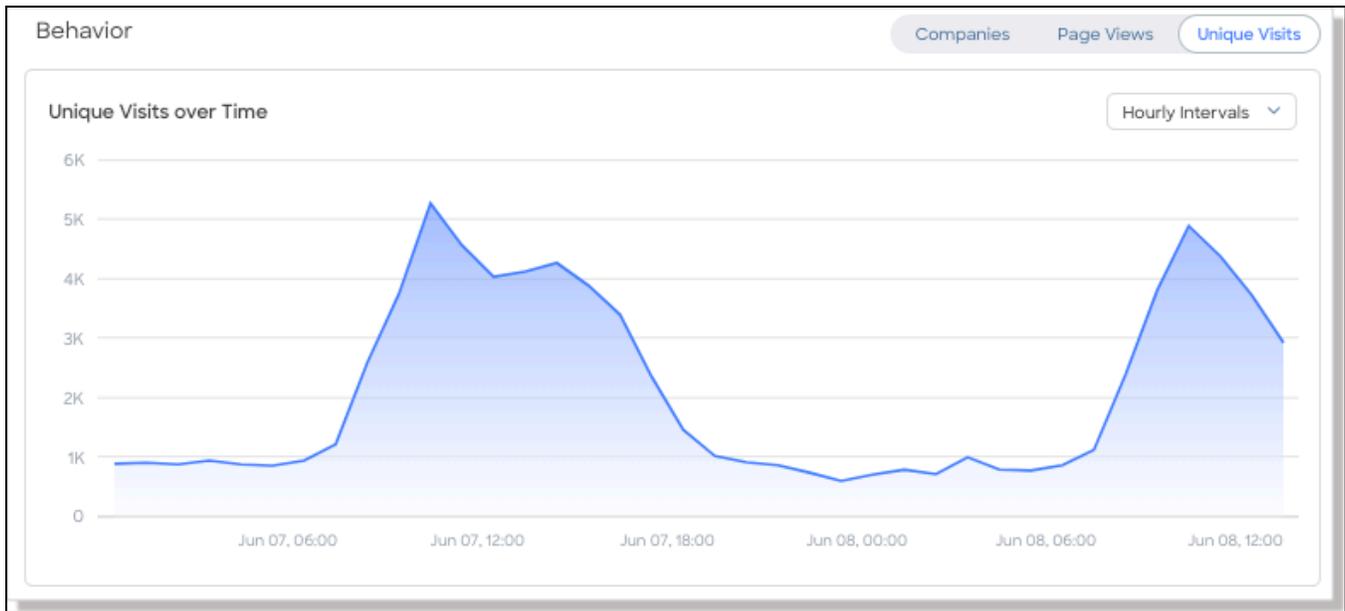
Key Highlights section: This section shows key statistics including the total number of companies visiting your website, Unique Visits, Page Views, Average Page Views, Company Traffic, and Automated Traffic.



Automatic Traffic Filtering: WebSights leverages a sophisticated classification model to automatically remove automated traffic such as bots, crawlers, and scrapers from your visitor results. This includes automated traffic from legitimate companies as well as unidentified traffic. You can see the percentage of your original traffic that consisted of **Company Traffic (real people)** versus **Automated Traffic (bots)** in the Key Highlights section. Adding Company Traffic and Automated Traffic together conveys **WebSights' Identification Strength** for your selected domain(s).

- **Company Traffic:** Real people from identified companies. This actionable data populates your WebSights dashboard. Automated Traffic + Company Traffic = Total Identification Strength.
- **Automated Traffic:** Non-human activity (bots, crawlers) from identified and unidentified visitors. This traffic is filtered out of WebSights to ensure clean leads. Automated Traffic + Company Traffic = Total Identification Strength."

Behavior section: In this section, you can see the trend over time for Companies, Page Views, and Unique Visits.

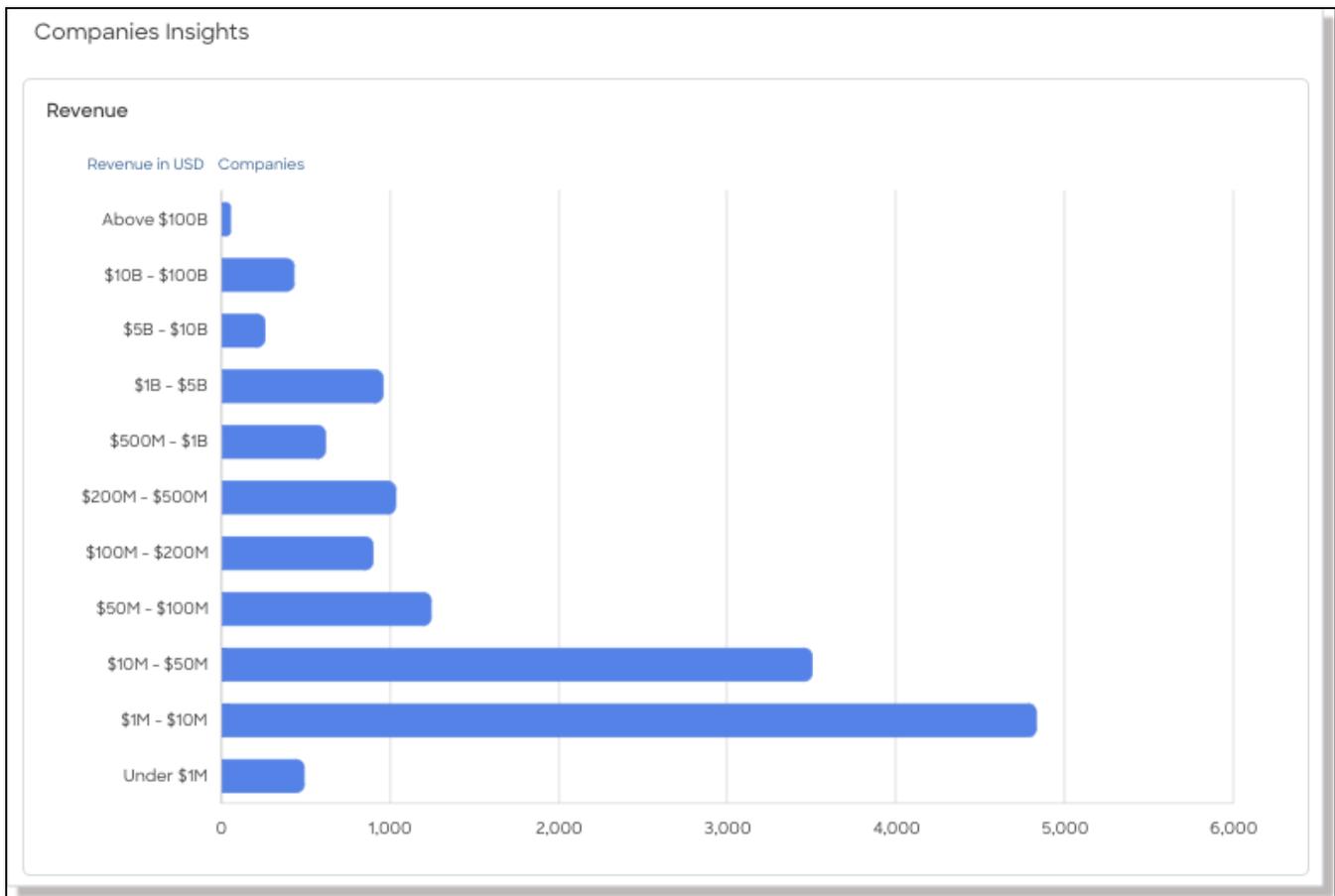


Also included are breakdowns of Most Visited Companies and Most Visited Pages.

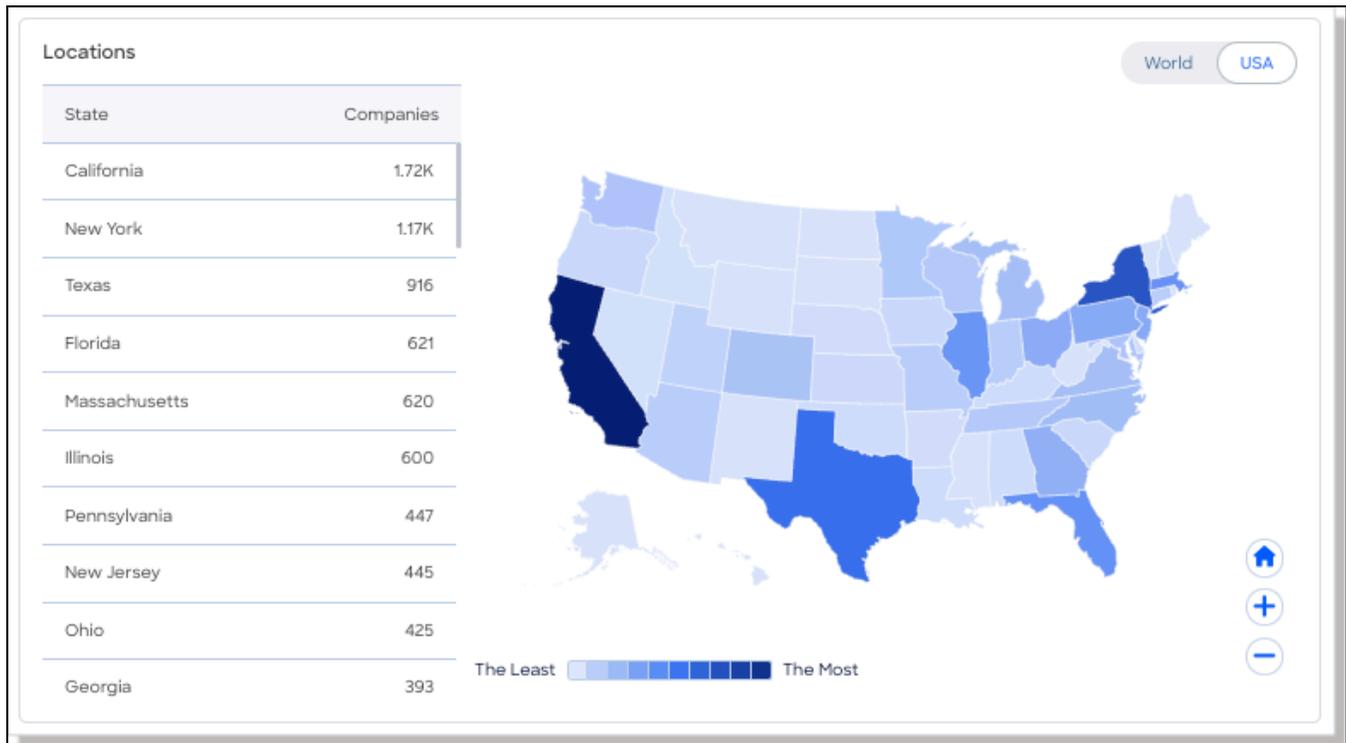
Most Visited Companies		15 of 14,268
Companies	Unique Visits	
Oracle	576	
ZoomInfo	422	
Google	133	
WorldWide Express	133	
Equitable	115	
Cushman & Wakefield US	96	
IBM	82	
Gartner	79	

Most Visited Pages		15 of 1,164
Page	Unique Visits	
https://www.zoominfo.com/	43.31K	
https://www.zoominfo.com/offers/company-s...	2.35K	
https://www.zoominfo.com/about/contact	2.23K	
https://www.zoominfo.com/thank-you	1.90K	
https://www.zoominfo.com/products/chorus	1.60K	
https://www.zoominfo.com/ce	1.40K	
https://www.zoominfo.com/pricing	1.28K	
https://www.zoominfo.com/b2b-reachout-exte...	1.11K	

Company Insights section: This section provides graphical breakdowns of Revenue, Employee Count, and Industries for visiting companies.



Location section: This section includes a scrollable list of visitors per location and an interactive map visualization. You can toggle between the USA and World to view the statistics you're most interested in.



Using Google Analytics (Optional)

You can choose to integrate with Google Analytics to track website visitor data from WebSights.

About Google Analytics and ZoomInfo Credits

Exporting records to a Google Analytics dashboard costs ZoomInfo credits (one bulk credit per company exported, per year). When a new company visits your website, ZoomInfo will push that company to Google Analytics and charge 1 bulk credit. Once this occurs:

- ZoomInfo will continue to push that company to Google Analytics for every visit for the next 12 months at no charge.
- After 12 months, ZoomInfo will charge another credit to push it again.

Integrating with Google Analytics is only recommended if you are already using the service, and would gain significant value from having the WebSights data automatically sent to a Google Analytics dashboard.

Integration Overview

To set up the integration you will:

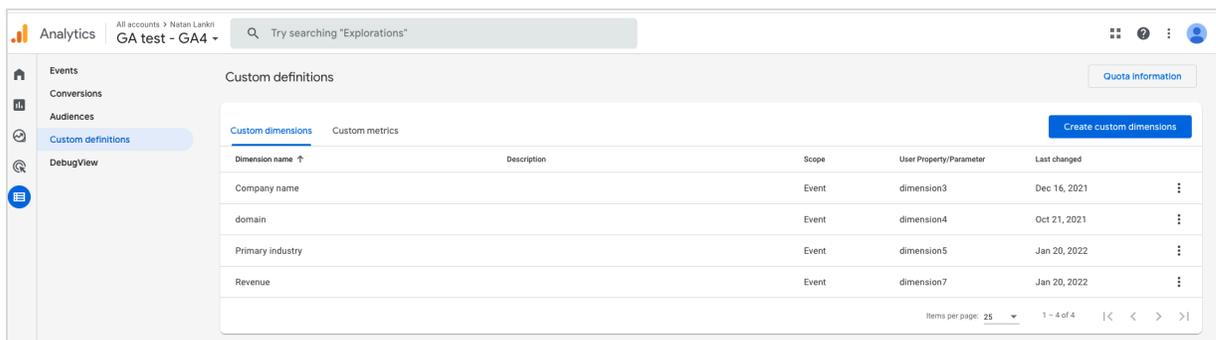
1. Create custom dimensions in Google Analytics for the ZoomInfo company-related data points you want to track in your Google Analytics dashboards. We provide basic instructions for doing this in Google Analytics 4.
2. Configure mapping in WebSights between ZoomInfo data points and Google Analytics custom dimensions you created.
3. Enable the Google Analytics toggle in your WebSights configuration.
4. Create Google Analytics dashboards to view the data.

Create Custom Dimensions in Google Analytics 4

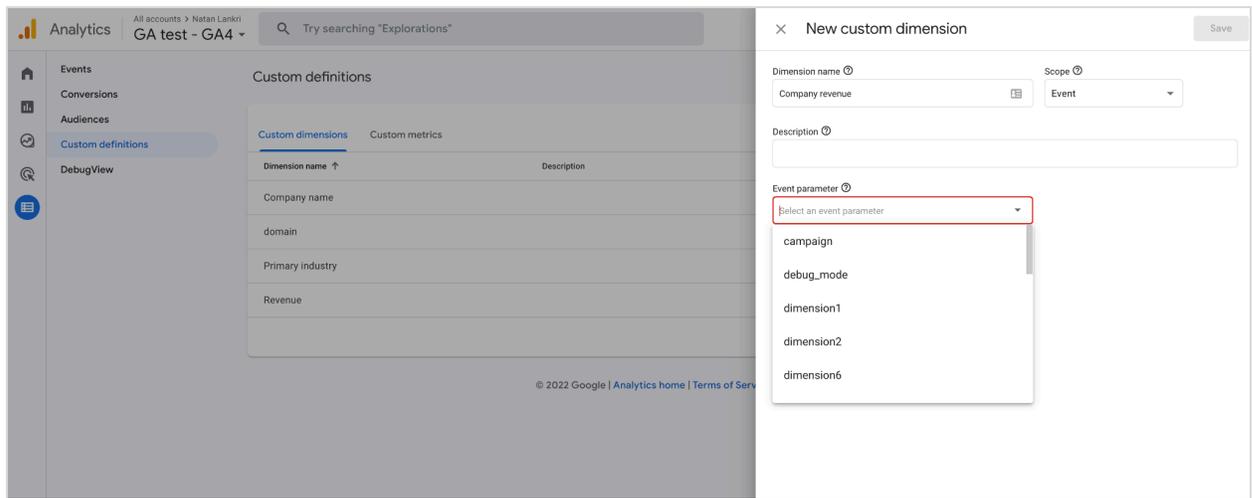
This section provides a brief overview of creating a custom dimension in Google Analytics 4. For in-depth information on Custom dimensions and metrics, see the [Google documentation](#).

From the Analytics page:

1. Click the Configure icon in the left navigation and select **Custom definitions**.



2. Click **Create custom dimensions**.
3. Create a custom dimension (e.g., "Company revenue").



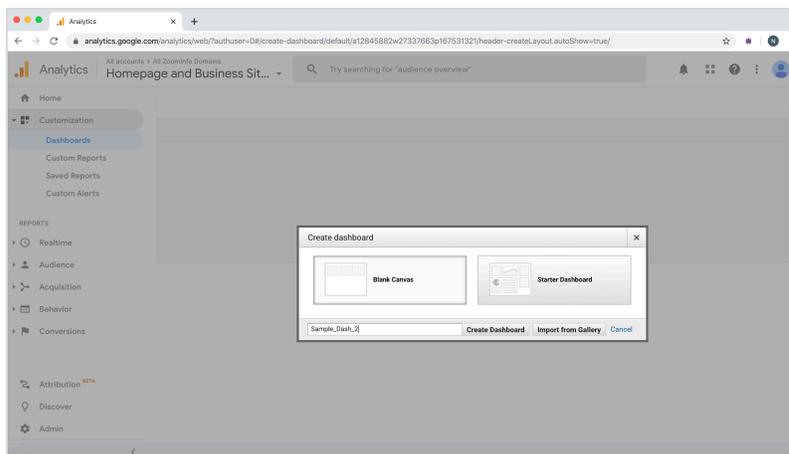
- a. Select a **Scope** from the drop-down menu and choose either **Event** or **User**.
Note: In this example, we've chosen the **Event** Scope.
- b. Provide a **Description** for the custom dimension.
- c. Select an **Event parameter** from the dropdown list, or enter the name of a parameter you'll collect in the future.
- d. Click **Save**.

Create a Dashboard in Google Analytics

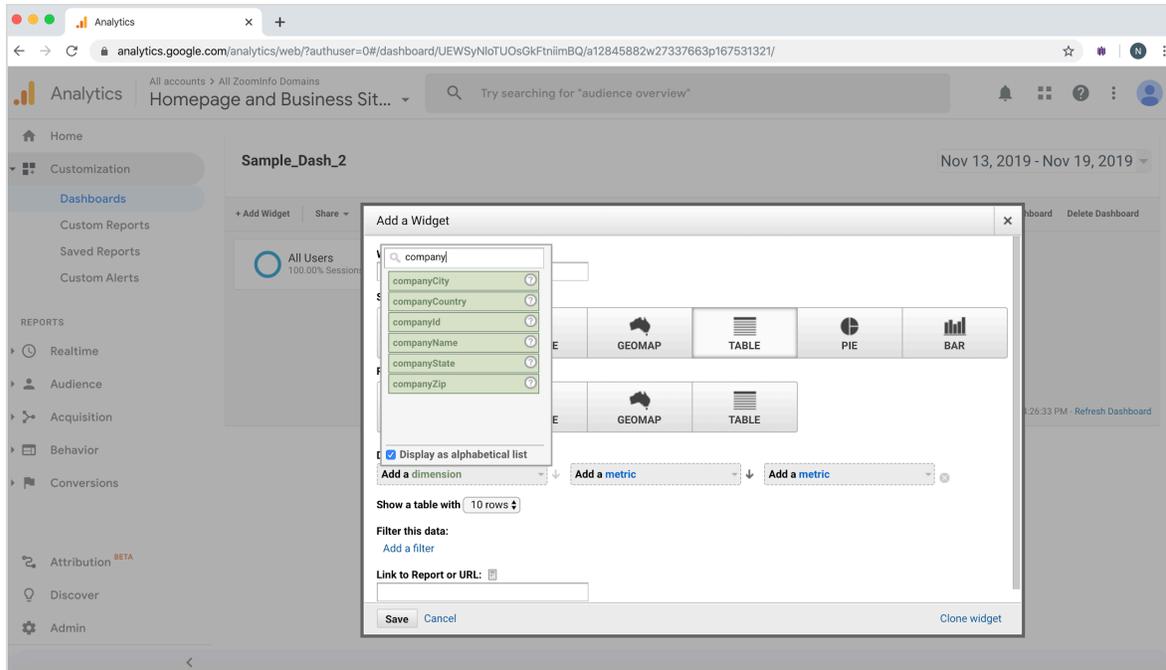
This section describes how to create a sample dashboard in Google Analytics based on the fields that ZoomInfo returns. You can use this information as a basis to create your own dashboards.

In Google Analytics:

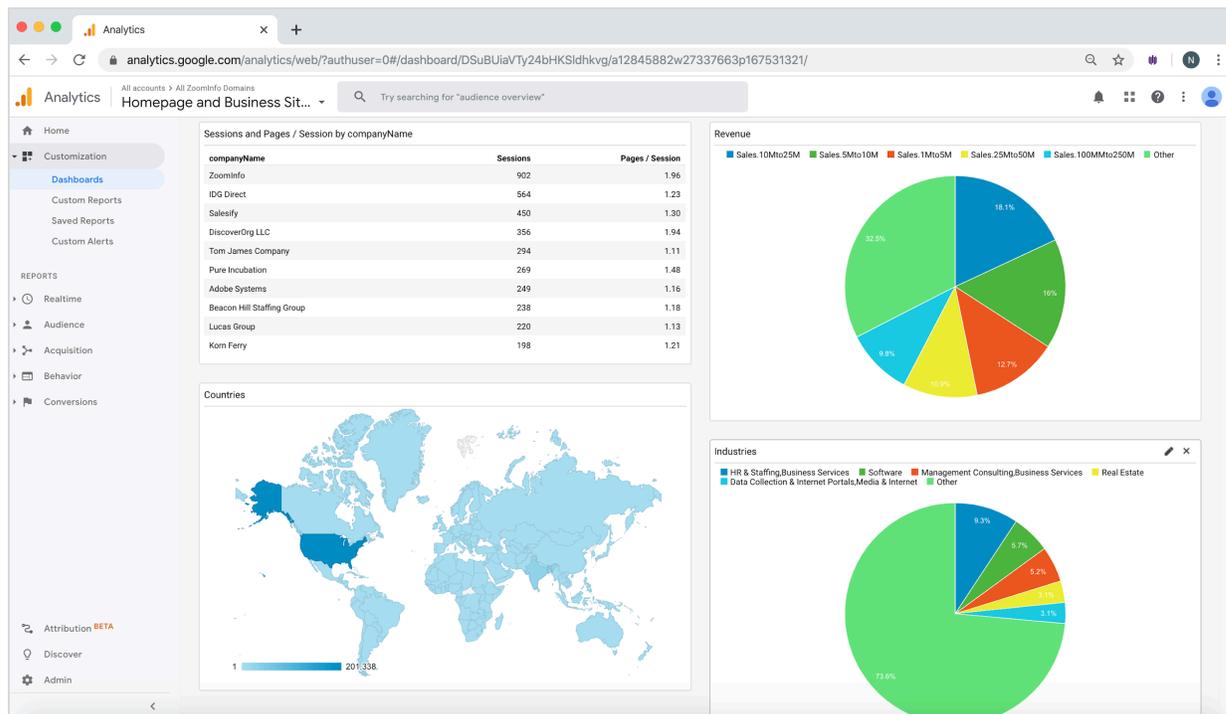
1. Navigate to **Dashboards**, and click **Create Dashboard**.
2. Select a **Starter Dashboard**.



3. You can add custom dimensions you have created into different widgets as shown below:



Here's an example of a sample dashboard:



Using Adobe Analytics (Optional)

Integrating WebSights with Adobe Analytics provides a unified view of account-level engagement, closing the gap between anonymous web behavior and firmographic insights.

About Adobe Analytics and ZoomInfo Credits

Exporting records to an Adobe Analytics instance costs one bulk credit per unique company per annual contract period. Once a company is "under management" for the year, subsequent visits from that same company will be pushed to Adobe Analytics at no additional cost until the next contract period.

Integration Overview

To set up the integration, follow these primary steps:

- **Identify or Create Variables in Adobe:** Determine which eVars or props in your Adobe Analytics Report Suite will receive ZoomInfo data.
- **Configure Mapping in WebSights:** Map ZoomInfo fields to your exact Adobe variable names using the free-text fields in the Admin Portal (or GTM Studio).
- **Enable the Integration:** Activate the Adobe Analytics toggle in your domain configuration.
- **Build Workspace Projects:** Use your mapped variables to create dashboards and segments within Adobe Analysis Workspace.

Create Custom Variables in Adobe Analytics

Before configuring WebSights, ensure your variables are set up in the Adobe Analytics Admin Console:

1. Log in to Adobe Analytics and navigate to **Admin > Report Suites**.
2. Select your desired report suite and go to **Edit Settings > Conversion > Conversion Variables (eVars)** or **Traffic > Traffic Variables (props)**.
3. Click **Add New** to enable an unused variable if necessary.
4. Give the variable a descriptive **Name** (e.g., "ZI Company Name") and set the **Type** (usually "Text String").
5. **Note the exact ID:** Document the precise variable name used by your implementation (e.g., "evar1" or "prop10"). **Character accuracy is critical**, as the integration is case-sensitive and does not auto-correct typos.
6. Click **Save**.

Create a Dashboard in Analysis Workspace

Once data begins flowing, you can build custom reports to visualize company-level insights:

1. In Adobe Analytics, navigate to **Workspace** and click **Create New Project**.
2. Select a **Blank Project**.
3. In the left-hand **Components** panel, search for the variable names you mapped (e.g., search for "ZI Company Name" or "evar1").
4. Drag your ZoomInfo dimensions into a **Freeform Table**.
5. Pair these dimensions with metrics like **Occurrences**, **Unique Visitors**, or **Page Views** to see which high-value accounts are engaging with your site.

6. Apply segments to filter for specific firmographic attributes, such as "High Revenue Healthcare Companies" or "Target ABM Accounts".

Data Sharing

The Data Sharing page in the Admin Portal is enabled if your organization has not contractually opted out of data sharing with ZoomInfo that is intended to analyze your use of connected integrations. Data sharing helps to improve the ZoomInfo service and make recommendations to you.

Data Sharing

information on matches, we will attempt to verify non-matching data. If we are able to confirm any non-matching data through our research process, the resulting data may be added to our database, and you will be able to match against that data in the future, including receiving updates.

If it is set to "Off", non-matching data will be ignored.

[Learn more](#) about how this process works.

[Show geographic preferences](#)

Analyze Data for Company Identification

If set to "On", we will collect IP address, device and browser information, and email address from a connected application to improve the resolution of data mapped to organizations. These data points will be mapped to the associated company and used to enhance ZoomInfo customers' match rates in product features that provide insights through company-level information.

Gong Dynamics Outreach Eloqua

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1. Go to **Admin Portal > Privacy & Security > Data Sharing**.

- If your organization has chosen to opt-out of data sharing, the following message displays:

As a precaution, this function is set to OFF and is not editable, in order to prevent unintended changes that may be in conflict with your organization's contractual terms.

- If your organization has not opted out of data sharing, the **Data Sharing** page displays with the ON/OFF toggles enabled.
2. Data collection is subject to ZoomInfo's Privacy Policy. Review the policy details using the link provided.
 3. Review and manage the data sharing settings according to your organization's data sharing preferences.

4. Over time, you can review the **Contributions** tab to monitor the contributions made by your organization.

Privacy Compliance

At ZoomInfo, we prioritize compliance with global data privacy laws to ensure that individuals interacting with our products have the necessary information to make informed decisions.

Before using WebSights, please consult with your legal counsel to ensure you are providing appropriate disclosures and obtaining consent where required under laws applicable to your business. **ZoomInfo requires, at a minimum, that customers obtain consent from website visitors in California and in the EU/UK in connection with their use of WebSights.** Here are some suggestions to get you started:

- **Update Your Privacy and/or Cookie Policy:** Inform visitors that by browsing your website, you automatically collect data like their email address and device and browsing information, and you share this data with vendors. Here's some suggested language specific to WebSights to use as a starting point:
 - *When you visit and browse our website, we automatically collect data about you such as your email address and device and browsing information, and we use and share this data with certain vendors in order to provide certain functionality on our website, analyze which pages you visited, and [insert other purposes that you may use WebSights for].*
- **Implement Cookie Consent:** We suggest placing the ZI Script behind your cookie consent manager (if available) to ensure that the script only activates after users have provided consent where required.

The information and guidance provided in this Implementation Guide is for informational purposes only and shall not be considered legal advice of any kind. ZoomInfo is not qualified to provide legal advice and is not an authority on the interpretation of U.S. or international laws, rules, or regulations. To understand how specific laws may impact you or your business, you should seek independent advice of qualified legal counsel.