WebSights for ZoomInfo Lite Implementation Guide

For administrators setting up the WebSights for ZoomInfo Lite

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WebSights is powered by ZoomInfo's proprietary IP matching algorithm that reveals the identities of organizations that visit your website and provides visualized analytics.

You enable WebSights by adding the *ZoomInfo 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.
- Enables tracking of company 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.

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 **WebSights > Management** tab.

Step 2: 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 3: Install the ZoomInfo Script

Once you've added a domain and set page rankings, 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 4: Enable and verify WebSights

Enable WebSights for the domain and make a test visit to a tracked page.

Step 5: View and leverage analytics

Use the **WebSights > Analytics** tab to view and filter analytics for companies visiting your website.

Content Security Policy Considerations

If a content security policy is enabled on your site, the following domains must be whitelisted in the respective policy directives. If the directive listed for a given domain is not restricted by your content security policy, it does not need to be whitelisted and can be ignored.

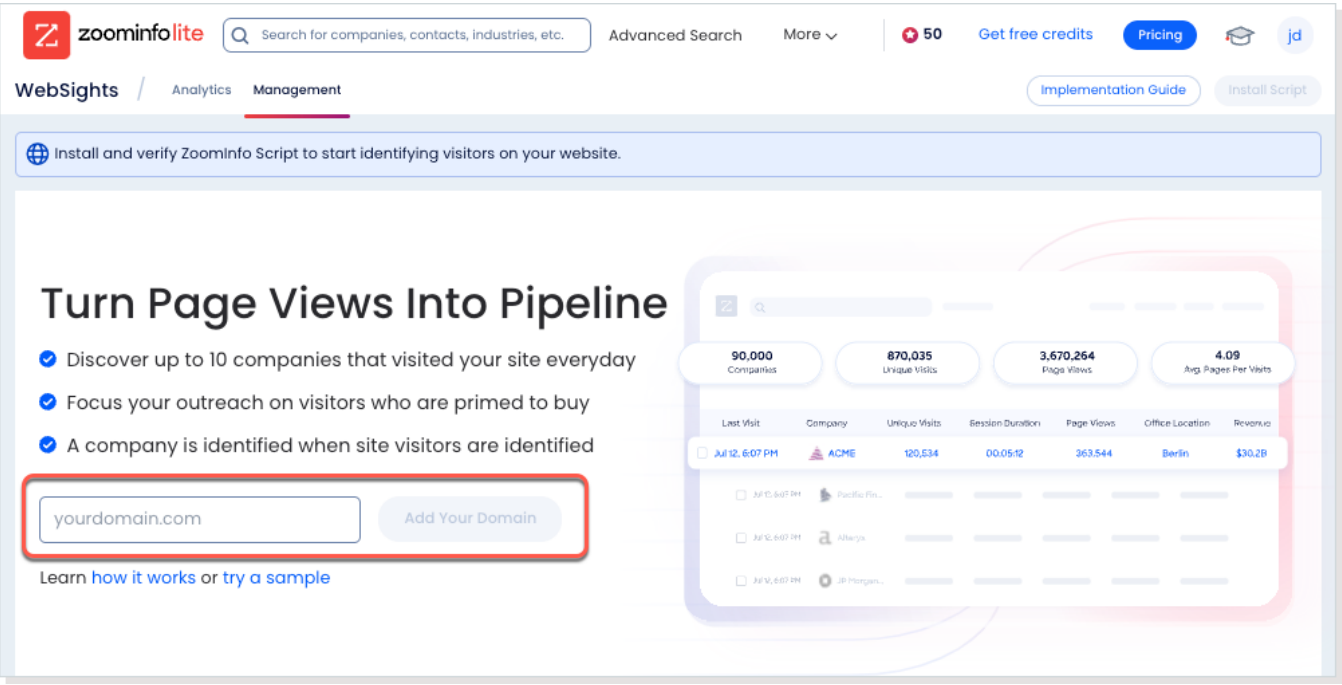
Policy Directive	Domain	Explanation
script-src	js.zi-scripts.com	ZoomInfo Script
script-src	tags.clickagy.com	Clickagy script
connect-src	aorta.clickagy.com	XHR call from Clickagy
connect-src	hemsync.clickagy.com	XHR call from Clickagy
frame-src	hemsync.clickagy.com	Hashed email sync iFrame

For a full list of cookies used with the ZoomInfo Script, see this article.

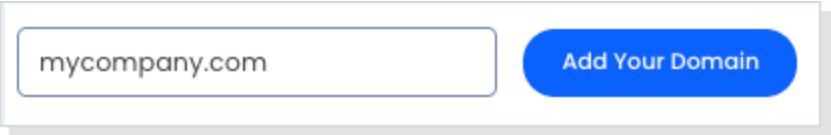
Step 1: Add a Domain

The WebSights **Management** tab lets you establish a new domain for which you want WebSights to track company visits.

Log in to ZoomInfo as an admin and navigate to the **WebSights > Management**.



Type your domain and click **Add New Domain**.

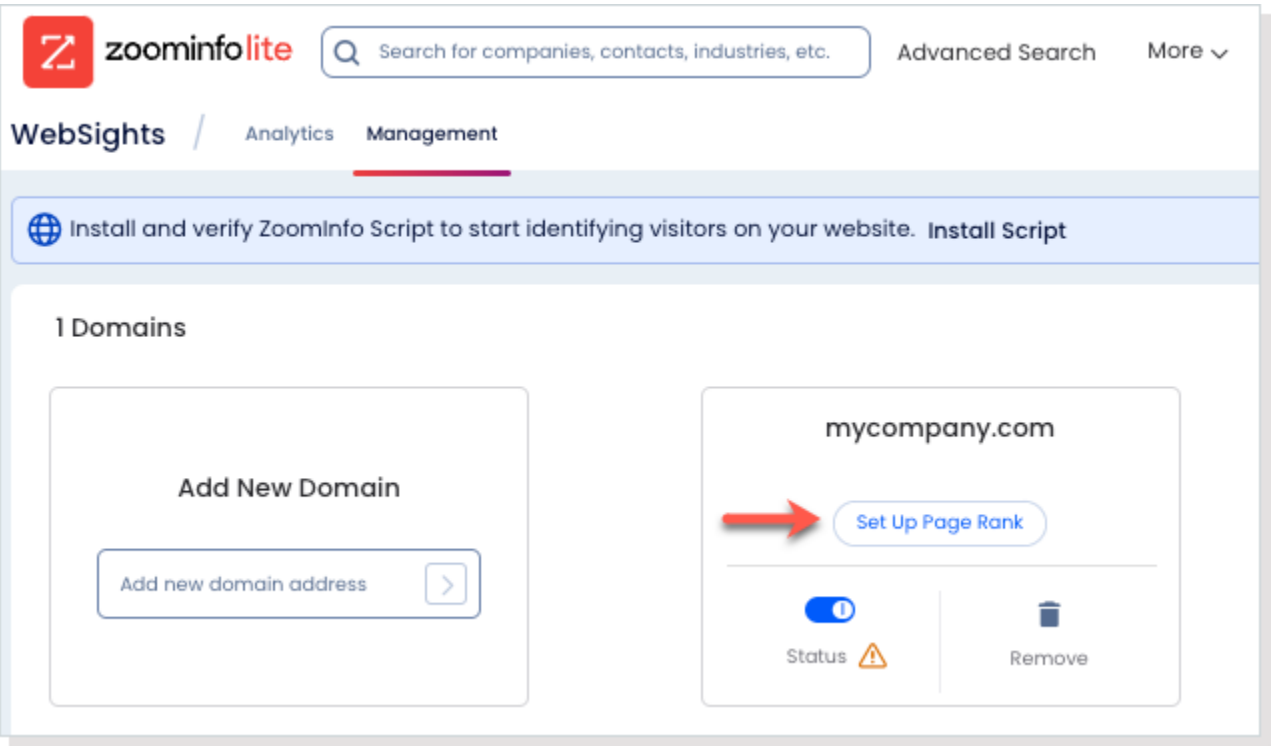


A new window displays with options to copy or email the ZoomInfo Script. Before you do that, you should customize page rankings to prioritize the pages you care about. For now, dismiss the window containing the script.

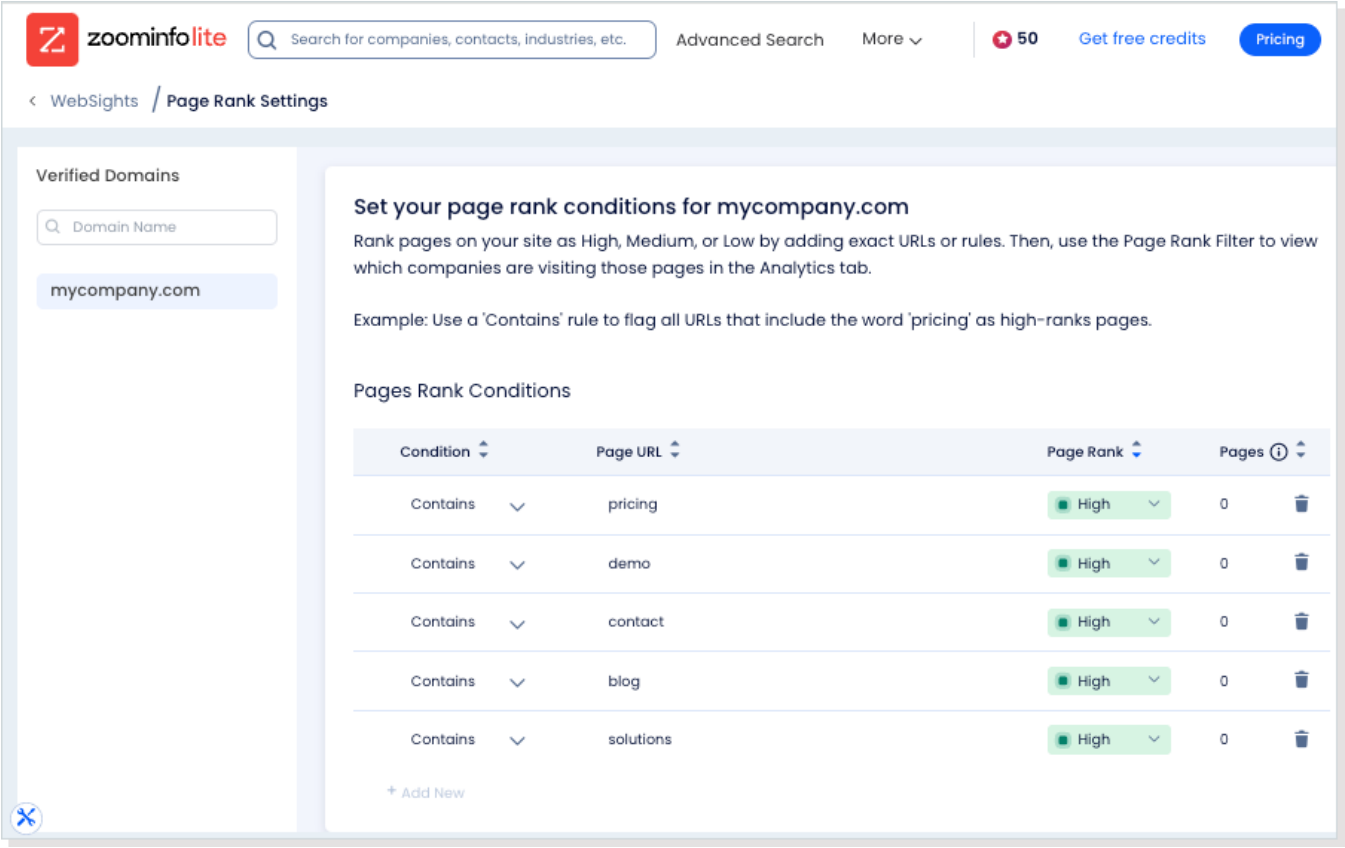
Step 2: Prioritize the Pages You Care About

Identify the pages on your domain that have high or low buyer intent ranking. For example, a **pricing** page may be high priority, while a **blog** page may be low.

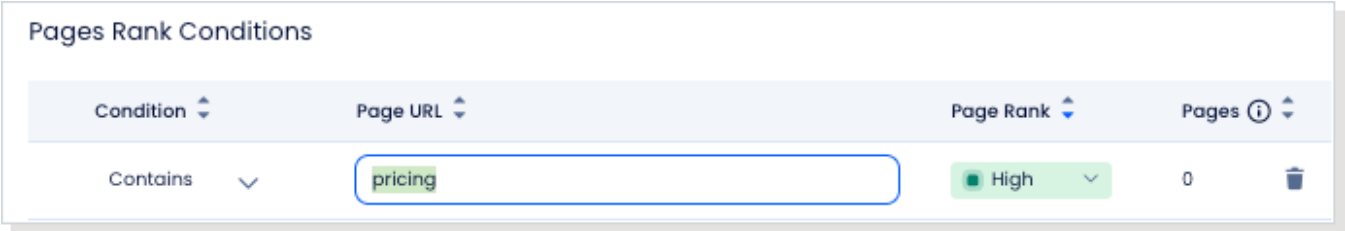
On the **Management** tab showing your domain, click **Set Up Page Rank**.



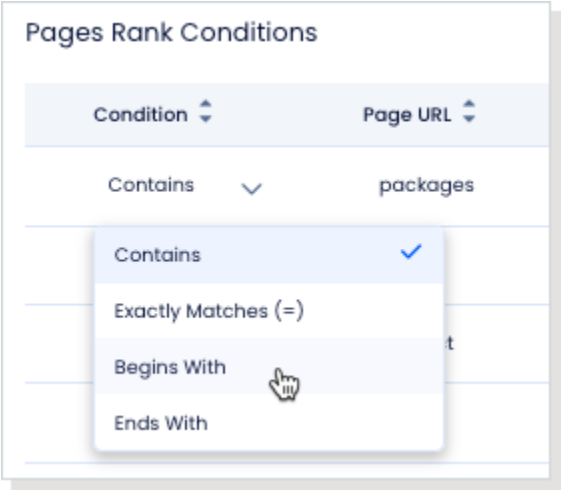
The initial page includes example pages you can customize to represent real pages on your site.



Edit the **Page URL** for one of the examples we provide to represent a real page on your site.



If needed, you can change the conditions to ensure your page is accounted for. The default condition is **Contains**, but can choose other conditions - **Exactly Matches (=)**, **Begins With**, and **Ends With**.



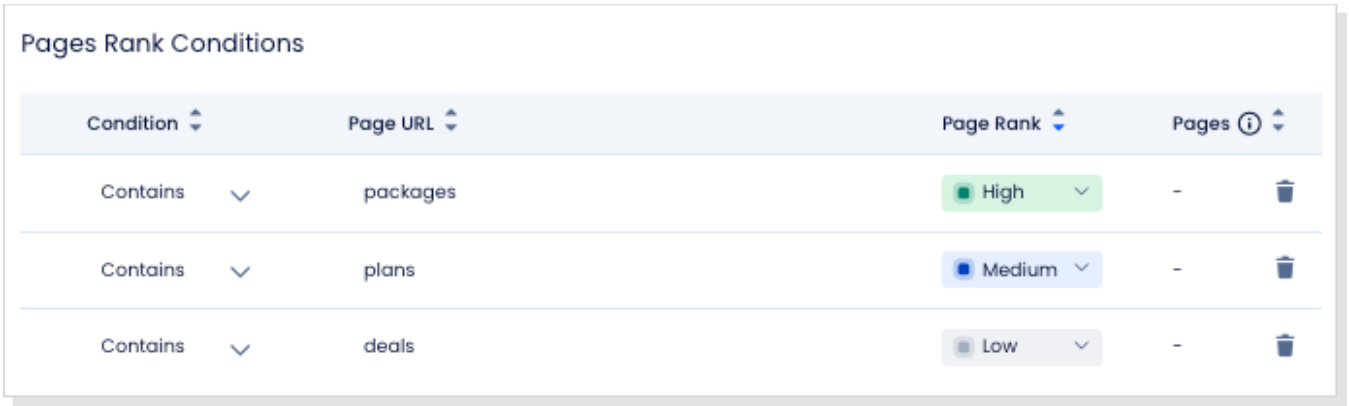
You can choose to delete the example page URLs and click **+ Add New** to set up your own (up to 5).



Here's an example in which we've customized our list of pages.



Finally, you can rank your pages by priority.



Step 3: Install the ZoomInfo Script

Install the ZoomInfo Script on your website to deliver WebSights functionality.

You have two options:

- Option 1: Install the script manually by editing the site HTML pages
- Option 2: Install the script using Google Tag Manager

Video Tutorials

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.

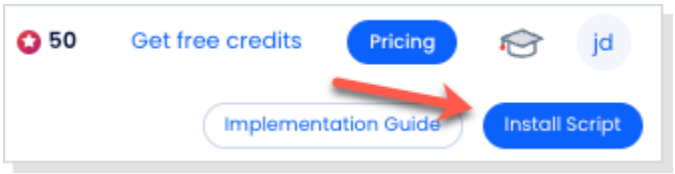
- GoDaddy
- Wix
- Wordpress
- Google Tag Manager

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.

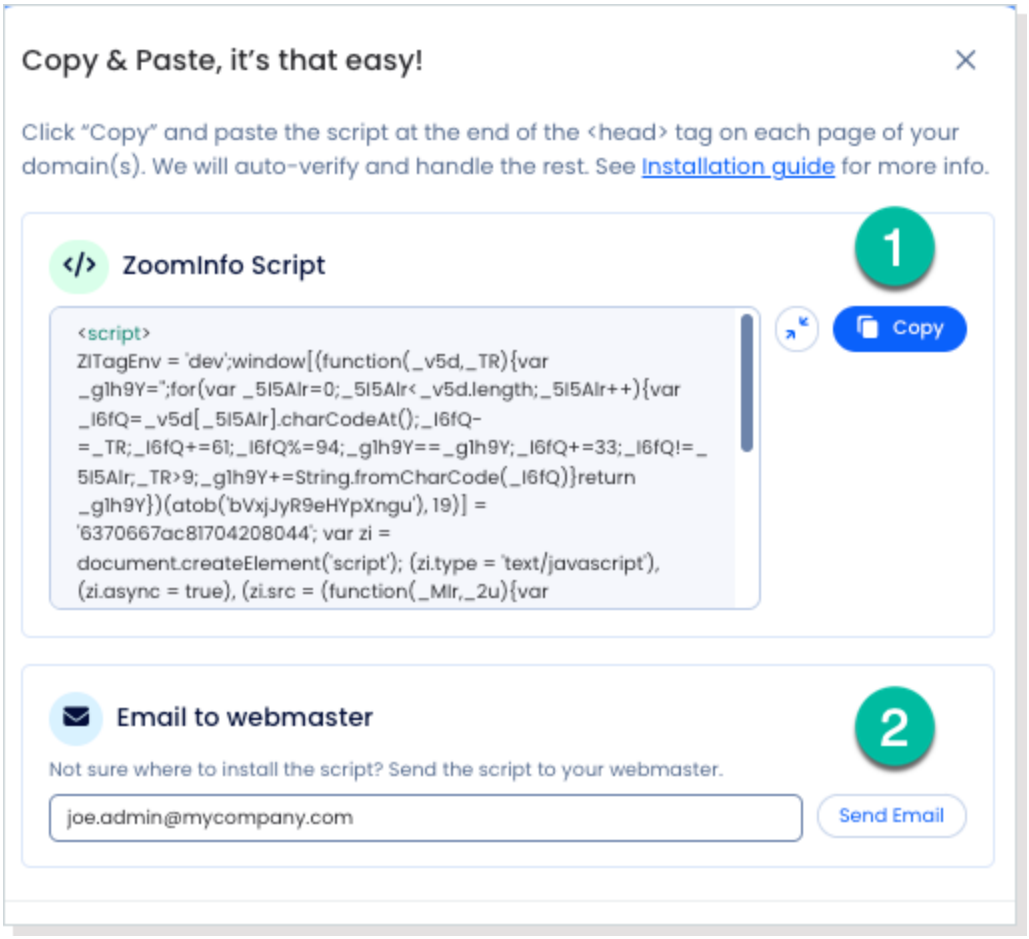
Copy or Send the Script

With either option, you need to first access the script for the domain you added.

Click **Install Script** at the top of the **Management** page.



The script is displayed in a new window.



Here, you can:

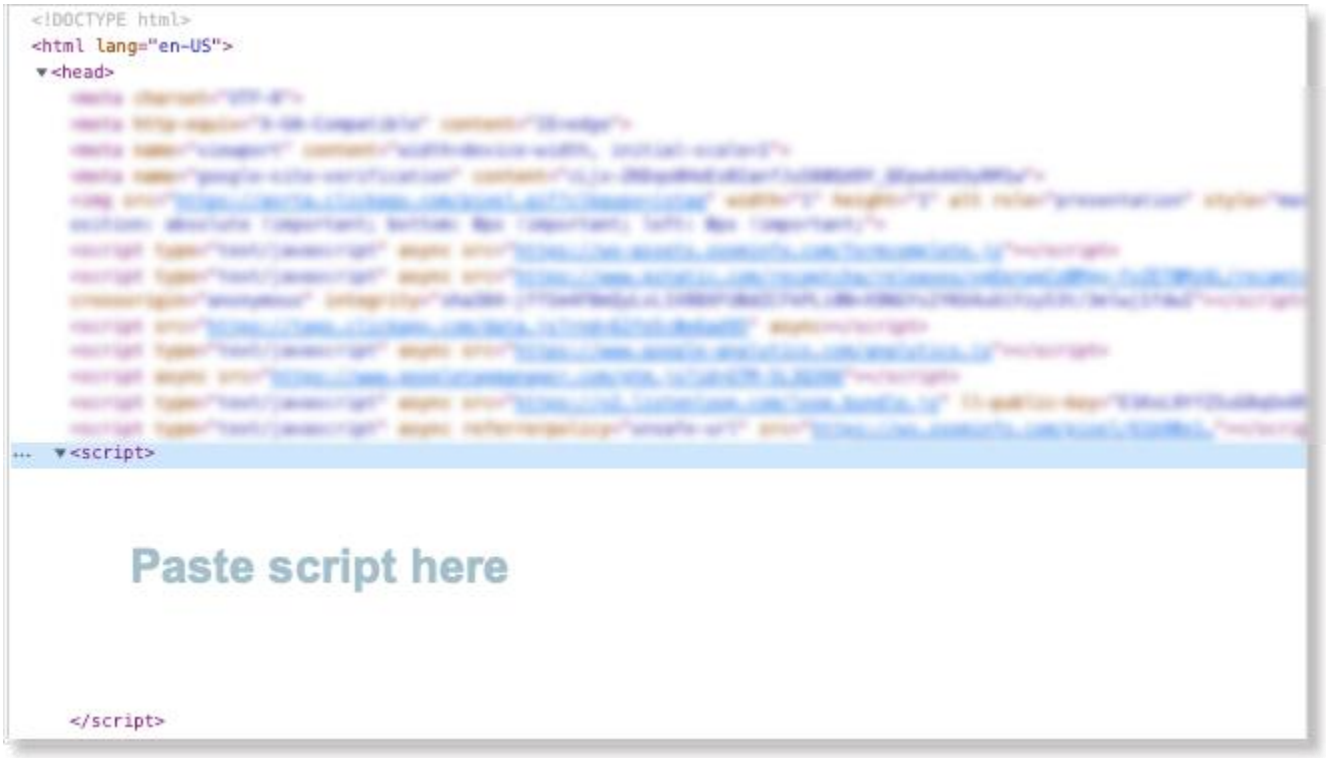
1. Copy the ZoomInfo Script.
2. Share it via email with your site's webmaster or person managing Google Tag Manager.

   Note: If you are storing the script elsewhere prior to pasting it into the page itself, avoid storing it in tools like Microsoft Word, as word processing apps automatically format text, which may prevent the code from functioning. Tools like Notepad or TextEdit are safe, as they don't automatically apply formatting.

Option 1: Install the ZoomInfo Script Manually

To copy and paste the ZoomInfo Script on your web page(s):

1. Open an HTML editor.
2. Paste the script at the beginning of your **<head>** tag of your page HTML.



Option 2: Install the ZoomInfo Script Using Google Tag Manager

As an alternative to installing the ZoomInfo Script manually on your site, you can install it using Google Tag Manager.

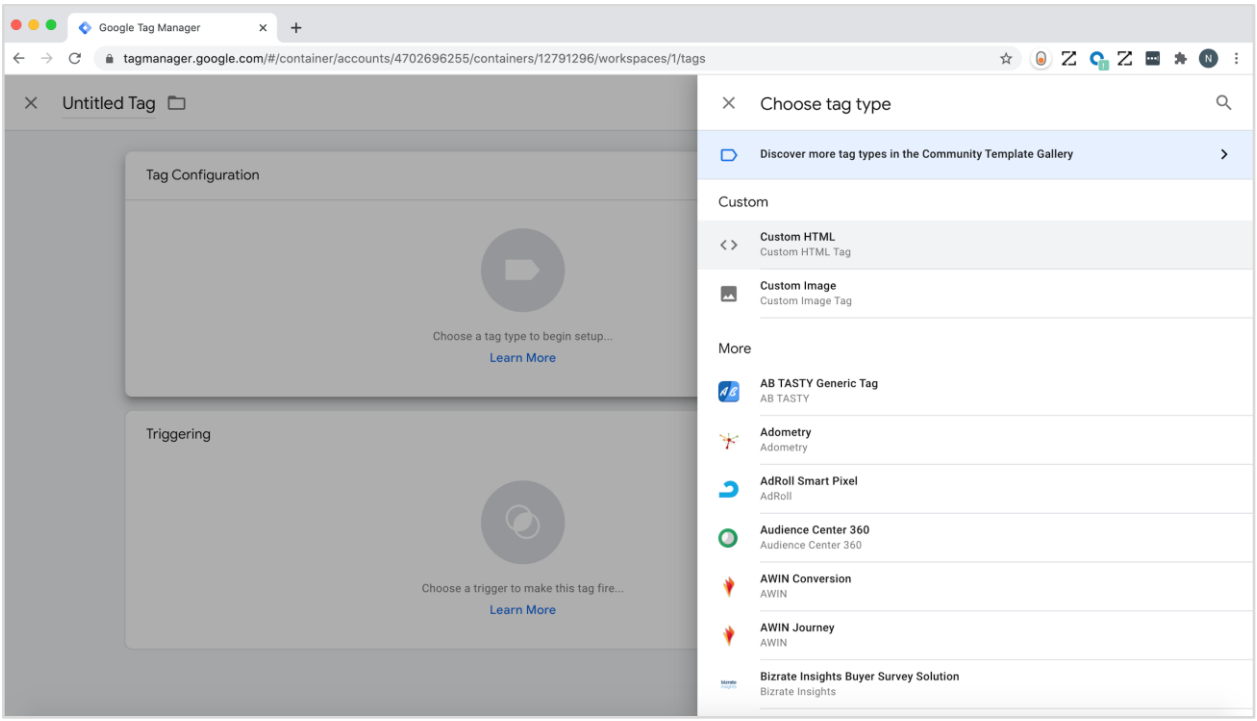
Google Tag Manager is a tag management system that allows you to quickly and easily update measurement codes and related code fragments collectively known as tags on your website.

Add a New Tag in Google Tag Manager

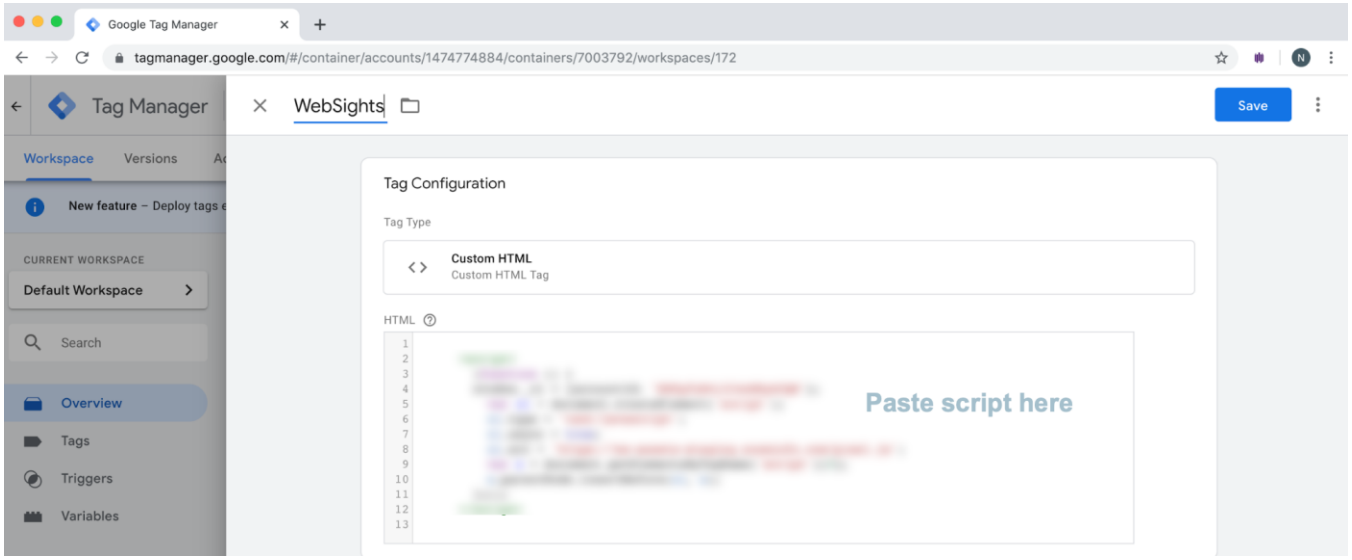
Before you begin: This procedure assumes you're already utilizing a Google Tag Manager for your website. For full details on setting up and using Google Tag Manager with your website, see the Google documentation.

To add a tag for the ZoomInfo Script using Google Tag Manager:

1. Click **Add a new tag** and select the **Custom HTML** tag type.



2. Paste the ZoomInfo Script as shown in the following example.



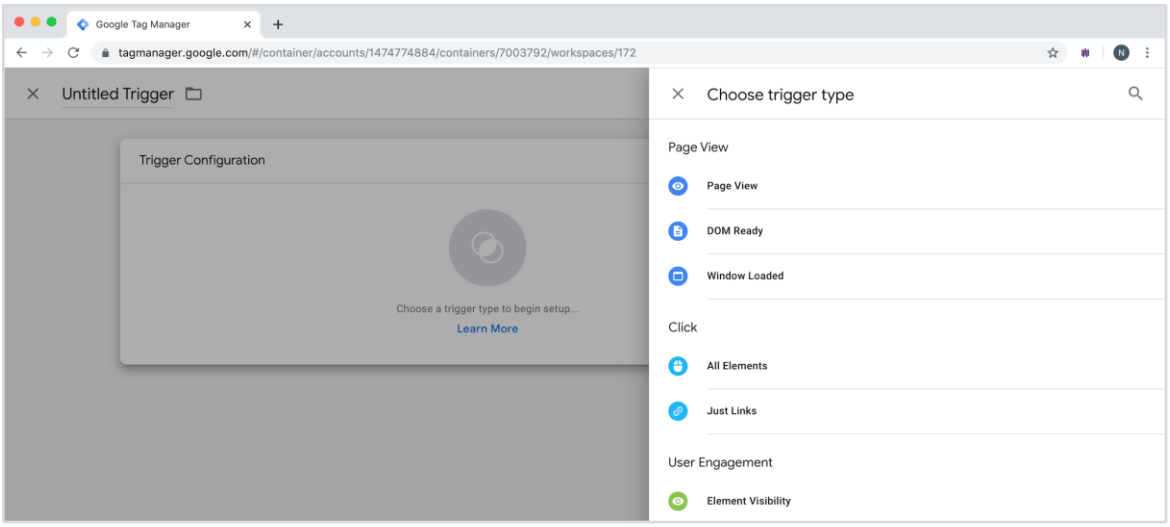
Important: Ensure that **Triggering** is not set to **Paused** for this tag or it will not fire once it is published.

Add a New Trigger

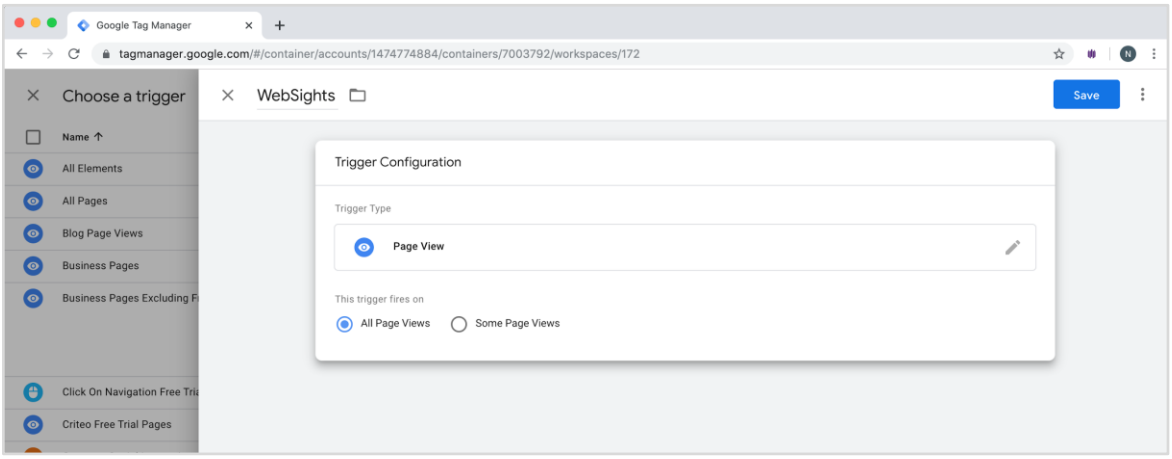
A trigger enables its corresponding tag to fire based on the conditions specified in the trigger.

The following is an example of applying the tag to all pages that contain “https://www.zoominfo.com/” in their URL and firing it for every page view.

1. Select the **Page View** trigger type.



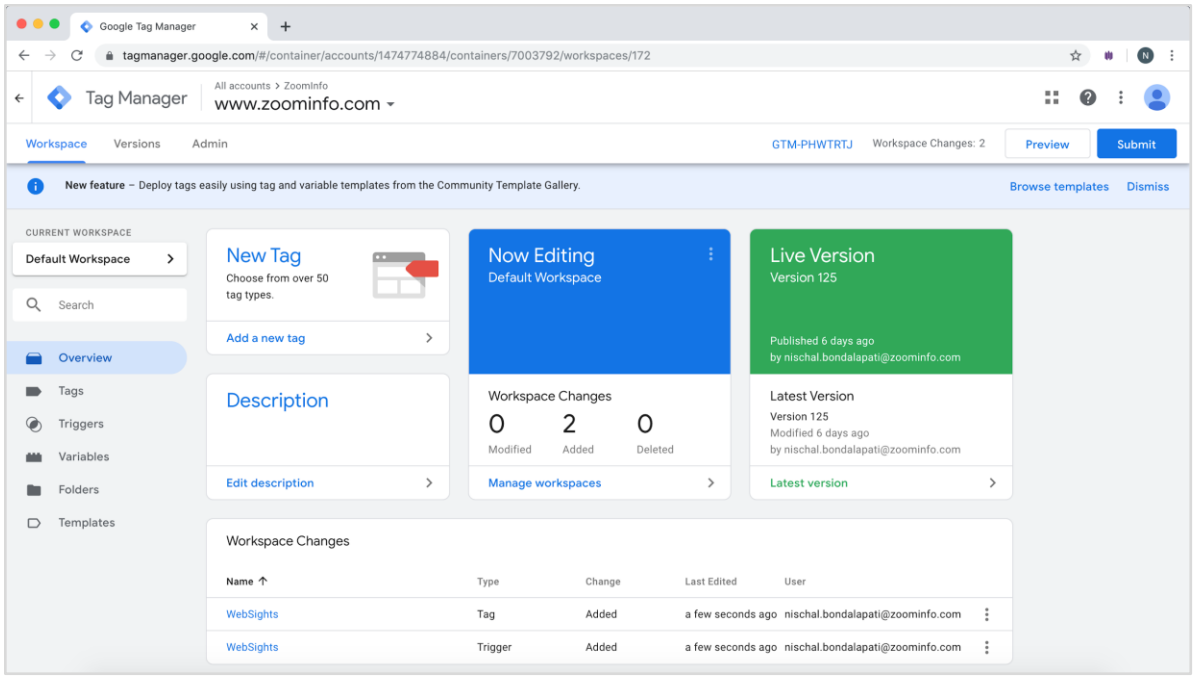
2. In **Trigger Configuration**, select **All Page Views**. This will fire the trigger you just created on every page of the website.



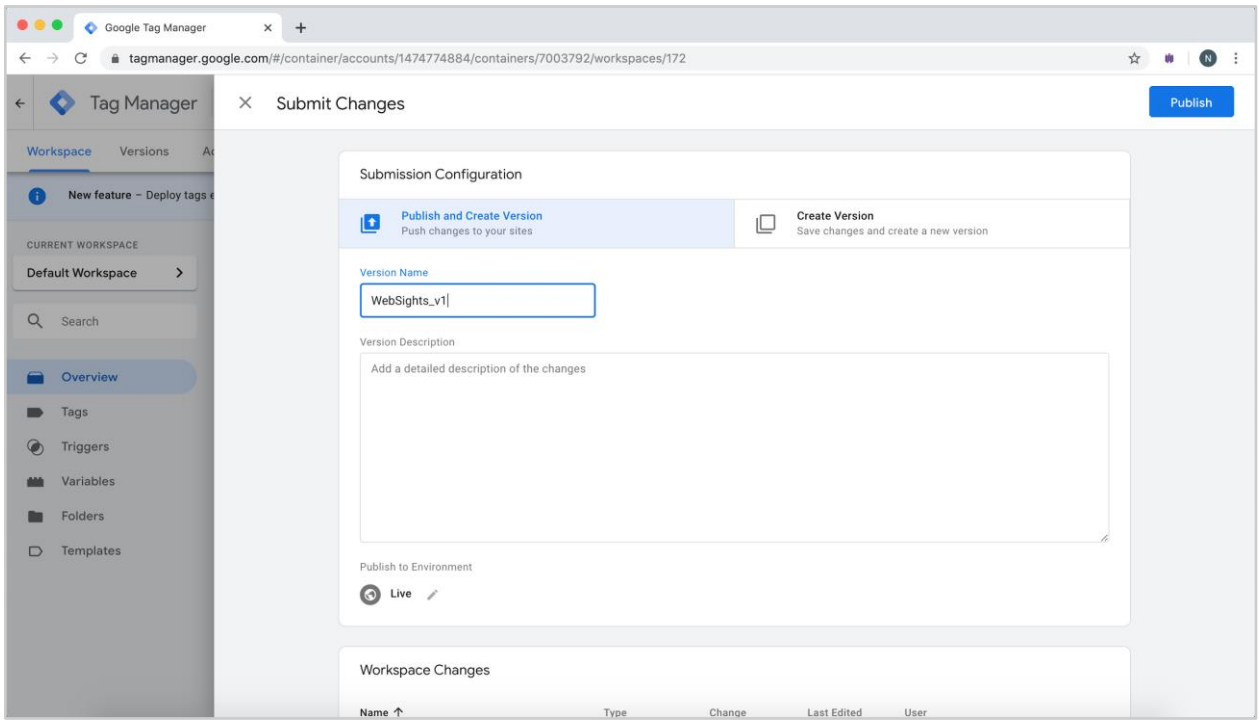
Submit and Publish the Version

You've successfully added a tag and its corresponding trigger.

1. Click **Submit**.



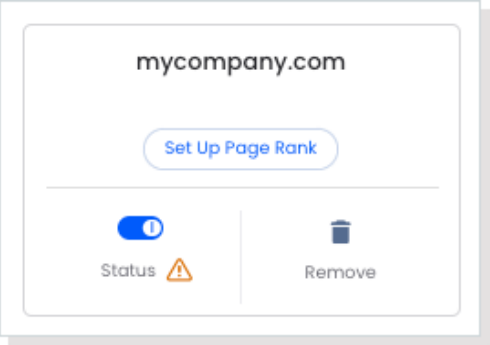
2. Click **Publish** to publish the version.



Step 4: Enable and Verify WebSights

Once the ZoomInfo Script is installed for a domain, you can return to the **WebSights > Management** page.

The initial status for the domain indicates that it's unverified (⚠).



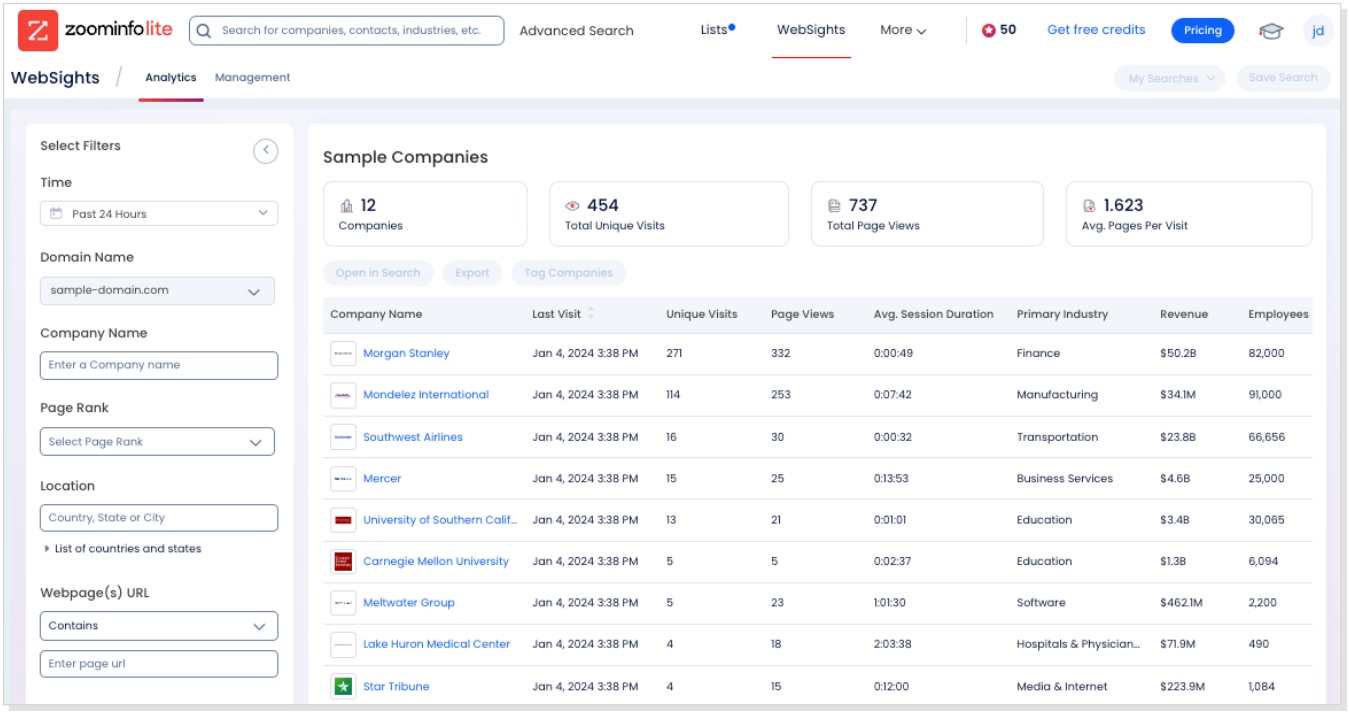
To verify:

1. Ensure that the Status toggle is set to ON.
2. Visit one of the tracked pages on the domain.
3. Wait a couple of minutes and refresh the **WebSights > Management** page. The unverified icon should no longer be visible.

Step 5: View and Leverage 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.



Frequently Asked Questions

What is WebSights?

ZoomInfo WebSights allows you to see which companies are visiting your website and are interested in your solution. Rather than rely on anonymized website traffic trends, WebSights provides additional context on companies, employee count, revenue, and more.

What data does WebSights collect?

WebSights collects two pieces of information once enabled on your website:

1. The IP Address of the visitor
2. Email domain information, such as *zoominfo.com* from your form submissions

Note that collecting this information improves ZoomInfo's data quality and coverage.

Why do I have to install the ZoomInfo Script?

The ZoomInfo Script enables WebSights to track all the pages and activity across a domain. This ensures WebSights can work despite edge cases that block header information. These cases account for less than 5% of most web traffic and include things like:

1. Web browsers that don't allow third-party scripts
2. Individual end-users have specifically blocked third-party scripts

What web pages can I capture traffic on?

WebSights can be added to any webpage on your company domain, as long as the snippet is properly installed on the backend of your website.

What cookies does WebSights drop on my domain?

We recommend reviewing the following article to see a full list of cookies used with the ZoomInfo Script for WebSights.

What kind of location is revealed with WebSights?

The location returned is the nearest office or we default to the company headquarters location - not the visitor's browsing location.

What defines a "unique visit"?

A "unique visit" is defined as a single session or the entire time a person spends on your website, regardless of how many pages they visit. For example, Patrick from ZoomInfo visited your domain yesterday and viewed 4 different web pages. That counts as one unique visit for ZoomInfo. Note that if two individuals from the same company each visit your website, then that counts as two unique visits.

Can I see which individuals are visiting my website?

No, WebSights currently only shows activity at the company level.

What web pages can I capture traffic on?

WebSights can be added to any webpage on your company domain, as long as the script is properly installed on the backend of your website.

Is there a limit to how many domains I can add to WebSights?

No, there's no restriction on how many domains you can add.

What defines a "unique visit"?

A "unique visit" is defined as a single session or the entire time a person spends on your website, regardless of how many pages they visit. For example, Patrick from ZoomInfo visited your domain yesterday and viewed 4 different web pages. That counts as one unique visit for ZoomInfo.

Please note: If two individuals from the same company each visit your website, then that counts as two unique visits. Each individual has their own unique IP address that is tracked.

What data is captured from users & how it is stored?

We collect the following:

1. Visitor's IP address

2. URL Visited

3. The WebSights _zitok cookie - so we can calculate unique visits

It is stored in our WebSights DB, all the data is encrypted at rest with AES 256 encryption algorithm.

How do I set up Page Rank for a domain?

When you add a new domain, you will be prompted to set up Page Rank conditions. We will be automatically creating 5 Page Rank conditions, URL “Contains” :

1. Pricing
2. Demo
3. Contact
4. Blog
5. Solutions

These will be set as “High” value pages. You can adjust or delete the rules for each of these conditions or assign a different corresponding rank value indicative of a prospect’s propensity to buy.

For example: Use a ‘Contains’ rule to flag all URLs that include the word ‘pricing’ as high intent pages. You can configure page rank values for domains using conditions, such as **Contains**, **Exactly Matches**, **Begins With**, **Ends With**, or **Excludes**, and set rules for urls that meet the conditions as **High**, **Medium**, or **Low** ranked pages.

How many Page Rank conditions can I set for a domain?

You can set a maximum of 5 Page Rank conditions for a domain.

How do I look at traffic for specific pages on my website?

You can use the Webpage filter on the left on the Analytics tab to track specific urls. We recommend you set Page Rank conditions for high conversion pages like, the one that houses your most downloaded ebook or bottom-of-the-funnel pages like your pricing page.

Does WebSights track all companies that visit the domain, or is it only companies that are listed in the ZoomInfo Platform?

WebSights can only track companies that we have listed within the ZoomInfo platform and for which we have identified one or more IP addresses in our IP2Company graph. The amount of traffic we identify can be found on the Dashboard view of the Analytics tab in WebSights.

Can I track who is visiting my competitor’s website?

No, you cannot see who is visiting your competitors’ websites. You can only track activity on domains that belong to you where you have the ZoomInfo Script installed.

Can I see which individuals are visiting my website?

No, WebSights currently only shows activity at the company level.

Is it possible to export WebSights data?

No, currently it is not possible to export WebSights data in ZoomInfo Lite.

How is the "average session duration" calculated?

Our session duration is aggregated to a company level. We calculate when a visitor exits then minus when they entered the page.

Why is there a null sign in my average session duration?

We display the list of companies by the last visit, so if the company doesn't have many visits or this is the first one and the user leaves, we don't collect the duration. We'll know the average session duration only at the end of a session, i.e. a visitor hits your pricing page once and leaves versus a visitor stays on the pricing page for 5 minutes then leaves; at the end of those 5 minutes, we will be able to display the session duration.

How many new companies does WebSights resolve in a day?

With WebSights for ZoomInfo Lite, you can see a maximum of 10 new companies a day. This is outside of the companies that we have already matched within the last 30 days.

Is it possible for multiple users at my company to see WebSights data in their ZoomInfo Lite accounts?

If your company has only one domain, we recommend designating one user account to implement and access WebSights for that domain by adding the ZoomInfo Script from their account.

We do not recommend adding WebSights from multiple ZoomInfo Lite accounts. If a user implements WebSights for the same domain by adding multiple ZoomInfo Scripts on that domain, then only one of the ZoomInfo Scripts added will be executed for a given visit (the script that loads first) and data will be scattered across multiple ZoomInfo Lite accounts.

If you want multiple users to access WebSights data, upgrade today!

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.