

Install ZoomInfo Sales connector for Creatio

ZoomInfo Sales Connector for Creatio lets you enrich account and contact records in the Customer360 app quickly and easily with ZoomInfo data.

You can also leverage the pre-configured web service methods in the app to set up enrichment processes for other objects.

The app has the following key features:

- Enrich your accounts and contacts with ZoomInfo data.
- Specify rules by which to search for matching Creatio contacts: by personId, email, full name.
- Specify whether to overwrite existing Creatio data with ZoomInfo data or only populate empty fields.
- Import new contacts from ZoomInfo.

Install the app

To install the app, follow the instructions in Creatio documentation: [Install apps from the Marketplace](#).

Download the ZoomInfo Sales connector for Creatio app via the following link: <https://marketplace.creatio.com/app/zoominfo-sales-connector-creatio>

ATTENTION. This connector supports two ZoomInfo APIs: the **Enterprise API (Legacy)** and the **GTM API**.

By default, the connector uses the **GTM API**. To switch to the **Enterprise API**, enable the "**MrktZoomInfoLegacyApiEnabled**" feature [manually](#).

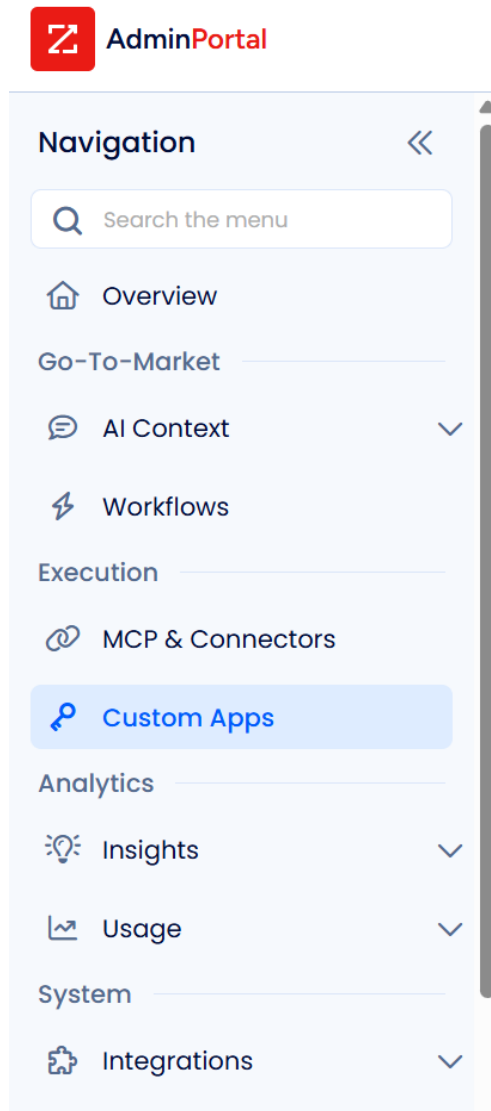
If you need assistance, contact Creatio support at **support@creatio.com**

For questions about the **ZoomInfo APIs** themselves, contact your **ZoomInfo account manager**.

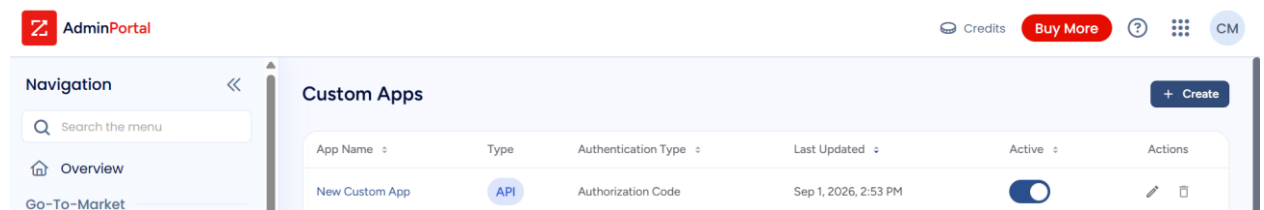
Connect the app to ZoomInfo

Create ZoomInfo API keys and add them to Creatio

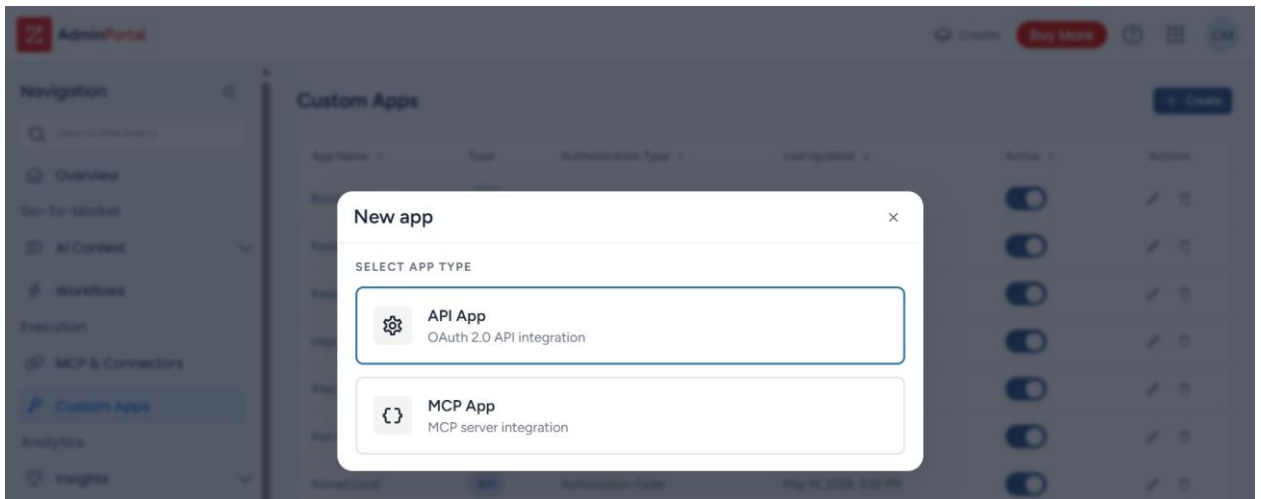
1. Login to Admin portal:
<https://admin.zoominfo.com/>
2. Go to Custom Apps:



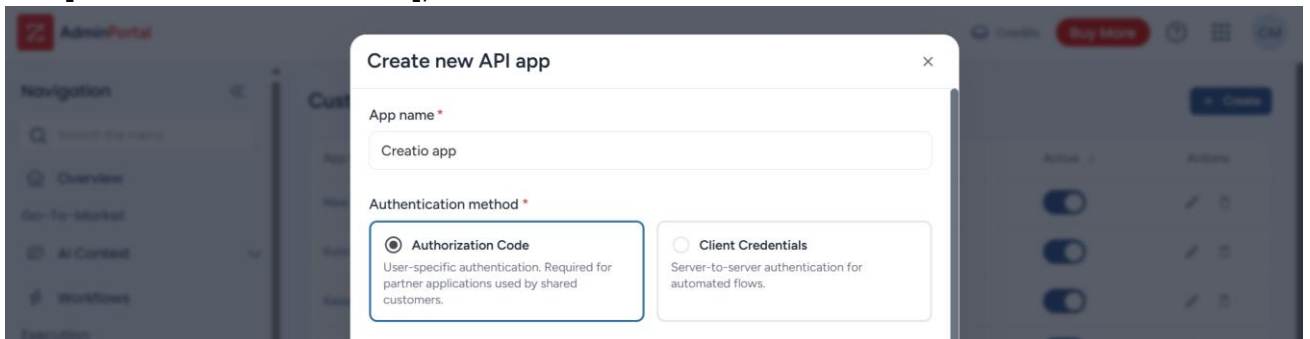
3. Click [+ Create].



4. For [App Type], select "API App".



5. Enter an arbitrary name of the integration in the [*App Integration Name*] field. For example, "Creatio app."
6. For [*Authentication Method*], select "Authorization Code".



7. Enter the redirect URI of the ZoomInfo connector in the [*Redirect URI*] field. Use the following format:
<https://sitename.domain.com/0/rest/MrktOAuthFlow/ZoomInfoCallbackHandler>.
8. Go to the "Scopes" block. Select the following options:

Scopes *

All APIs are selected by default. Deselect any you do not need — you can update this later.

Data

☒ Company

☒ Contact

☐ Intent

☐ News

☐ Scoops

9. Add short Use Case

Use Case *

Enrich Contacts and Account from Creatio. Research account before the call.

10. Click [*Create app*].

11. Save the "Client ID" and "Secret" values.

Creatio app



CLIENT ID

[Redacted Client ID]

CLIENT SECRETS

[Generate new secret](#)

Created	Secret	Active	Actions
Sep 1, 2026		☒	

BEARER TOKEN

[Generate token](#)

For quick testing in cURL or Postman. Valid 24 hours · consumes credits and counts toward rate limits.

[Get the setup code for this app](#) AI prompt & cURL



12. Follow the instructions in the Creatio documentation: [Set up a new OAuth 2.0 application](#). Fill out the [*Client Id*] and [*Client secret*] fields with the "Application Id" and "Secret" values, respectively.

[METHODS](#) [AUTHENTICATION](#)

Authentication* OAuth 2.0

Application ZoomInfo OAuth 2.0 App

Set up the app

First, specify how ZoomInfo data is going to interact with your existing Creatio records. Manage the procedure in the “Overwrite existing data with data from ZoomInfo” (“MrktOverwriteWithDataFromZoomInfo code”) system setting. This setting specifies whether ZoomInfo data replaces existing data or overwrites it:

- When disabled (default), Creatio imports ZoomInfo data only if the corresponding field is empty.
- When enabled, Creatio overwrites existing data with ZoomInfo data.

Second, configure the app lookups.

Lookups for **accounts**:

- **ZoomInfo industries.** Maps base values of industries from ZoomInfo to values in Creatio.
ZoomInfo’s number of account employees. Maps values of the number of account employees in ZoomInfo to values in Creatio. Define the employee number range and map it to the values of the “No. of account employees” lookup. The enrichment process handles values from ZoomInfo and compares it to the range in Creatio.
- **Annual revenue.** Maps values of the annual revenue in ZoomInfo to values in Creatio. Define the revenue range. The enrichment process handles values from ZoomInfo and compares it to the range in Creatio.

Note. If the enrichment process does not find mapped values, Creatio does not populate the corresponding account fields.

Lookup for **contacts**:

ZoomInfo department. Decoupling table for base values of the “Departments” lookup. Map values from ZoomInfo to the values of “Departments” lookup. The enrichment process handles values from ZoomInfo and compares them to the values in Creatio.

If the enrichment process does not find a mapped department, Creatio does not populate the “Department” field on the account page is not populated.

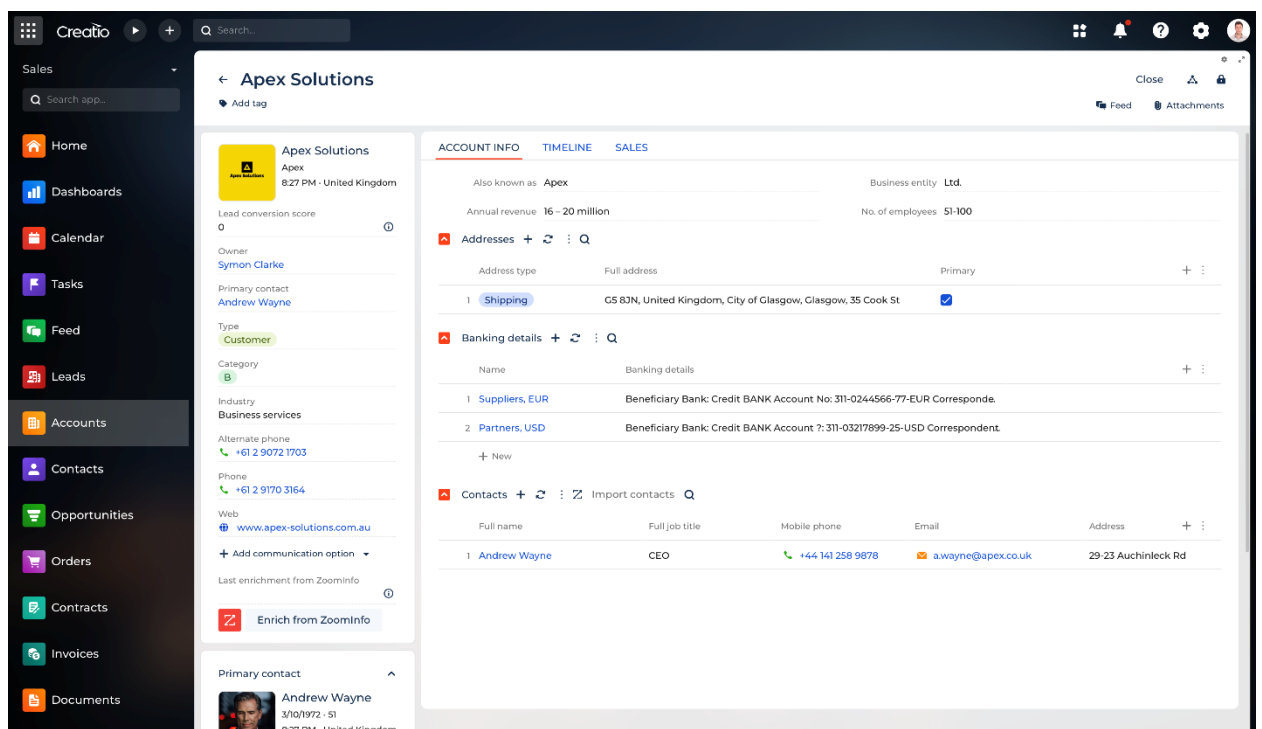
Account enrichment

Note. You can enrich an account record only if you connect a ZoomInfo account to Creatio.

Field mapping between ZoomInfo and Creatio is non-editable.

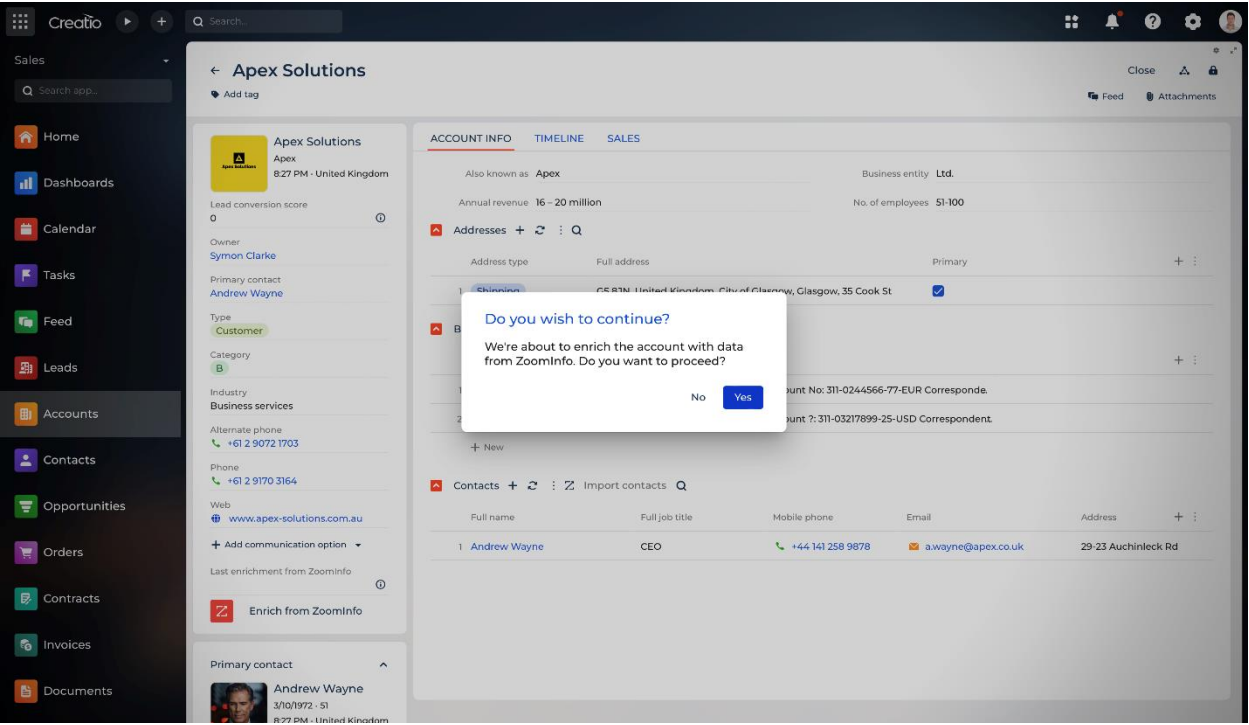
1. **Open** the **Accounts** section.
2. Select an account that has the “Web” or “Last enrichment from ZoomInfo” fields populated.

Note. Creatio populates the “Last enrichment from ZoomInfo” field after the first successful enrichment.



3. **Click** “Enrich from ZoomInfo.”
As a result, Creatio will populate the following fields:
 - “Name”
 - “Industry”
 - “Annual revenue”
 - “No. of employees”

Also, Creatio populates phone, web, and social network links in the **Communication options** component and addresses (Country, State, City, Street, Zip code) in the **Address** expanded list.



Contact enrichment

Note. You can enrich a contact record only if you connect a ZoomInfo account to Creatio.

Field mapping between ZoomInfo and Creatio is non-editable.

1. Go to the **Contacts** section → open the relevant record.
2. Click “Enrich from ZoomInfo.”

The screenshot shows the Creatio interface with a contact record for Alexander Wilson. The left sidebar contains a navigation menu with options like Home, Contacts, Calendar, Tasks, Accounts, Cases, Services, Service agreements, Knowledge base, Queues, Queues settings, Landing pages and web forms, and Feed. The main content area displays the contact's details, including their profile picture, name, account (Alpha Business), full job title (CEO), business phone, mobile phone, and email. Below this, there is a section for 'Last enrichment from ZoomInfo' with a button labeled 'Enrich from ZoomInfo'. The right pane shows the 'CONTACT INFO' tab with fields for Recipient's name (Wilson), Title (Mr.), Address type, Full address, Preferred language, and Gender (Male). It also lists job experience with columns for Account, Full job title, Department, Current, and Start.

This screenshot shows the same contact record as the previous one, but with a confirmation dialog box overlaid in the center. The dialog box asks 'Do you wish to continue?' and provides a brief explanation: 'We're about to enrich the contact with data from ZoomInfo. Do you want to proceed?'. It has two buttons: 'No' and 'Yes'.

As a result, Creatio will populate the following fields:

- "Full name" ("First name" and "Last name")
- "Full job title"
- "Recipient's name"
- "Job function"
- "Department"
- "Management level"

Also, Creatio populates phone, email, and social network links in the **Communication options** component and addresses (Country, State, City, Street, Zip code) in the **Address** expanded list.

Note. Field mapping between ZoomInfo and Creatio is non-editable.

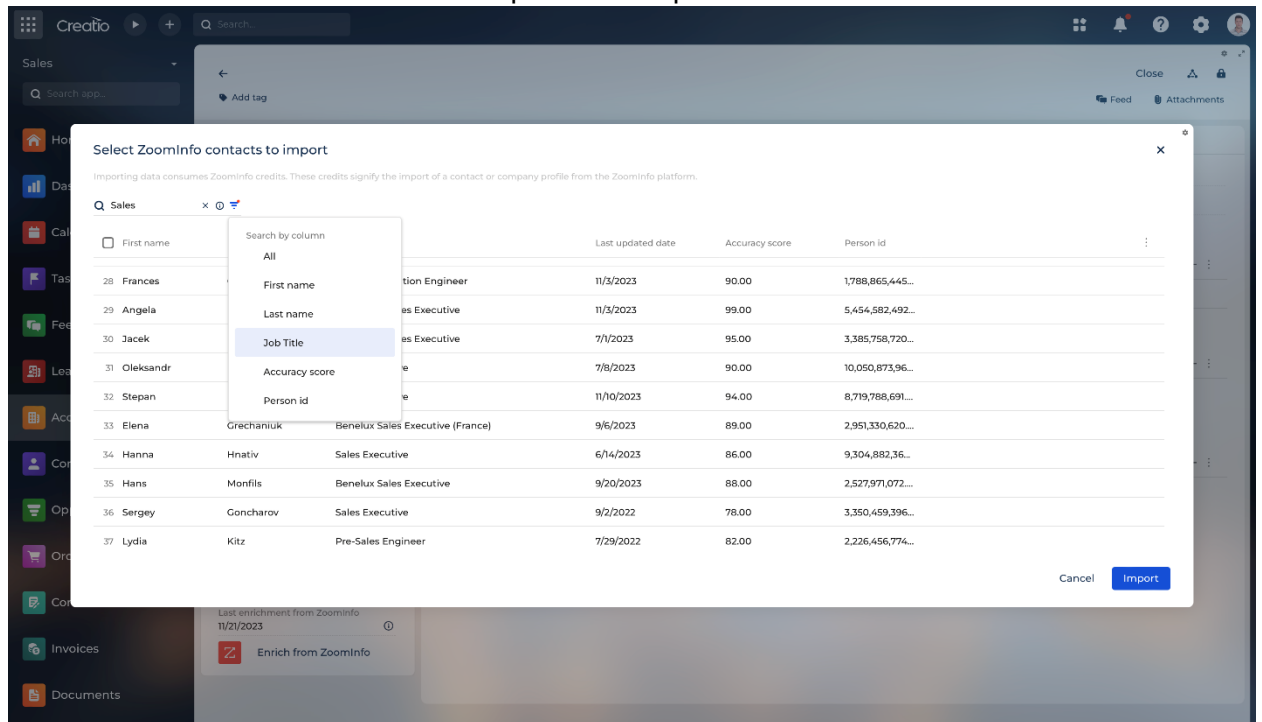
The app searches for matching contacts by ZoomInfoPersonId (contact ID from ZoomInfo). If ZoomInfoPersonId is not populated, the following rules are used, from higher to lower priority:

1. by email
2. by full name (first and last name) and CompanyId (account ID from ZoomInfo)

Import contacts from ZoomInfo

After you enrich an account record, you can import contacts connected to that account to Creatio. To do this:

1. Go to the **Accounts** section → open the relevant record.
2. Click “Import contacts” on the **Contacts** expanded list. This opens a mini page
3. Select one or more contacts to import → “Import.”



Creatio searches for existing contact records that are similar to imported contacts by ZoomInfo PersonId or full name (first name + last name). If one or more such record is found, the oldest found records is enriched based on the procedure set in the “Overwrite existing data with data from ZoomInfo” (“MrktOverwriteWithDataFromZoomInfo code”) system setting. Otherwise, Creatio adds a new record and populates it using ZoomInfo data.