

Implementation Guide

ZoomInfo WebSights

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Introduction

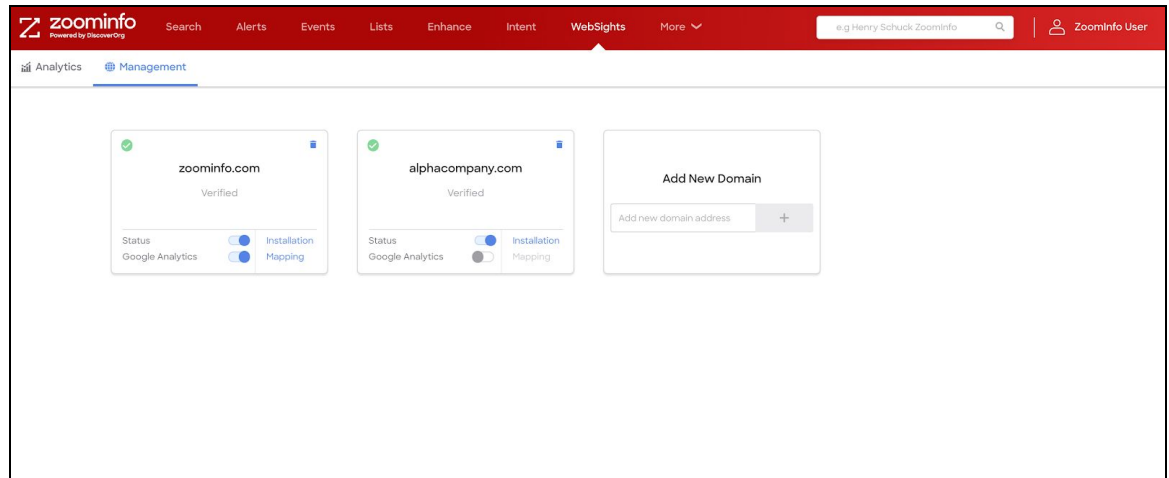
WebSights is a tool that reveals the identities of organizations that visit your website and provides visualized analytics. It is powered by ZoomInfo's proprietary IP matching algorithm. Once the WebSights snippet is installed at the end of the <head> tag on the homepage of a website, it starts tracking company behavior on every web page that shares the same header. The companies visiting your website can be found in the WebSights tab of the ZoomInfo application.

Getting Started

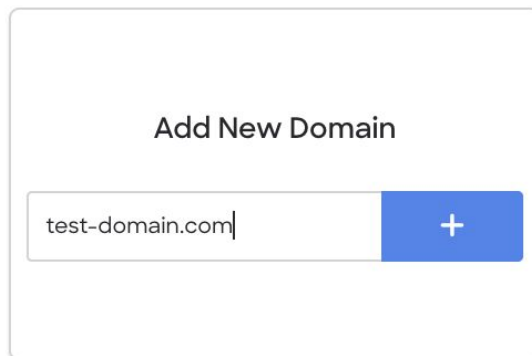
Click [here](#) to view a video that describes the process of implementing WebSights using Google Tag Manager.

Step 1: Add New Domain

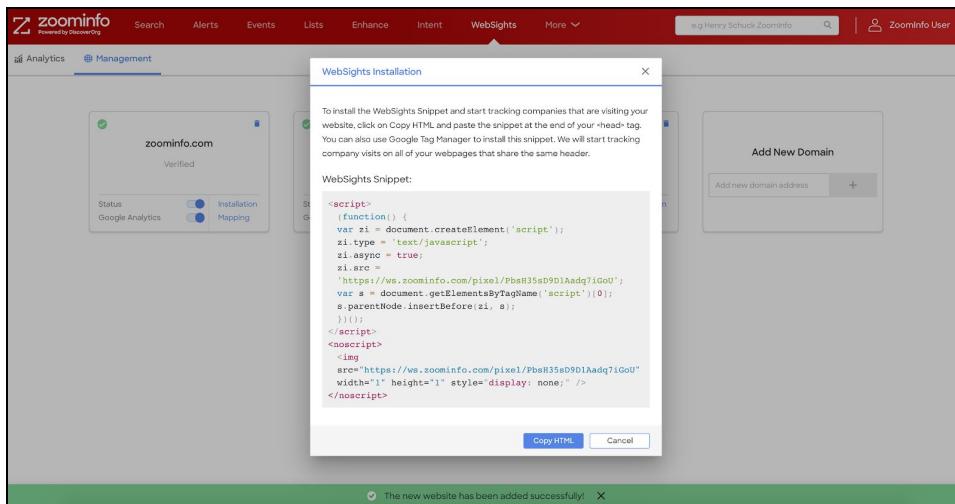
1. Open Management Tab of WebSights (click [here](#) to learn more about Management Tab)



2. Enter the URL in the Add New Domain



3. Click on the '+' and you will see the Snippet window pop-up as shown below.

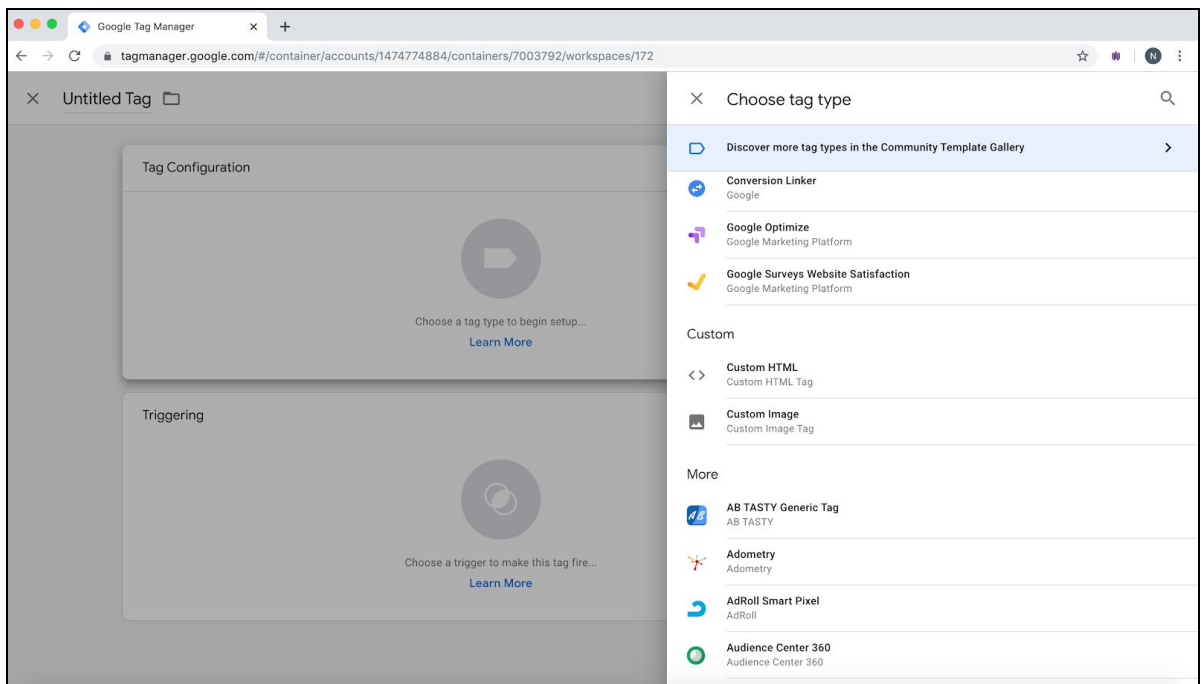


4. Click on "Copy HTML" and paste this snippet at the end of your <head> tag to start tracking the companies that are actively visiting your website.

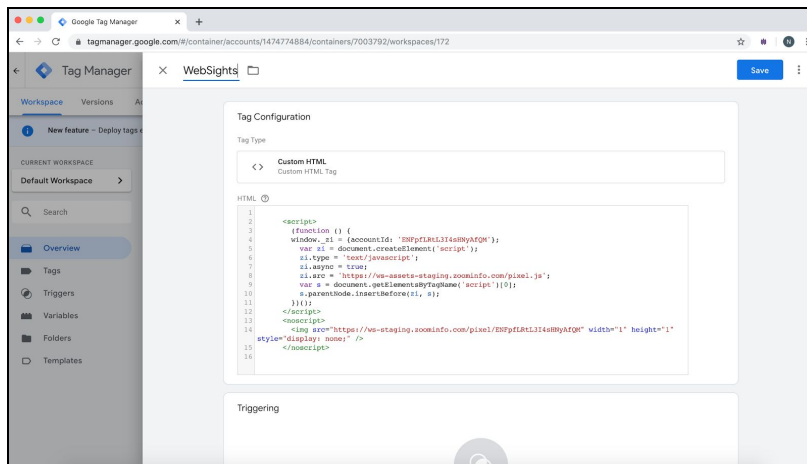
Step 2: Placing the WebSights Snippet using Google Tag Manager

Step 2a - Add a new tag

1. After you click on "Add a new tag", you need to choose the tag type as "Custom HTML".



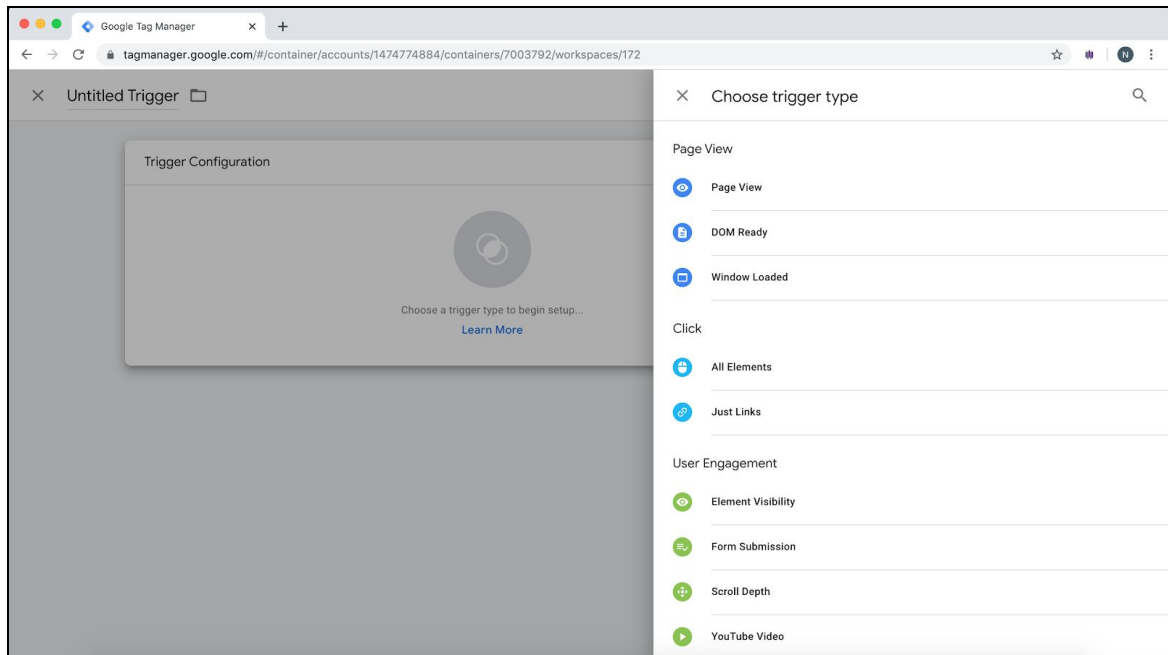
2. Paste the WebSights Snippet that we provide in the Management Tab over here.



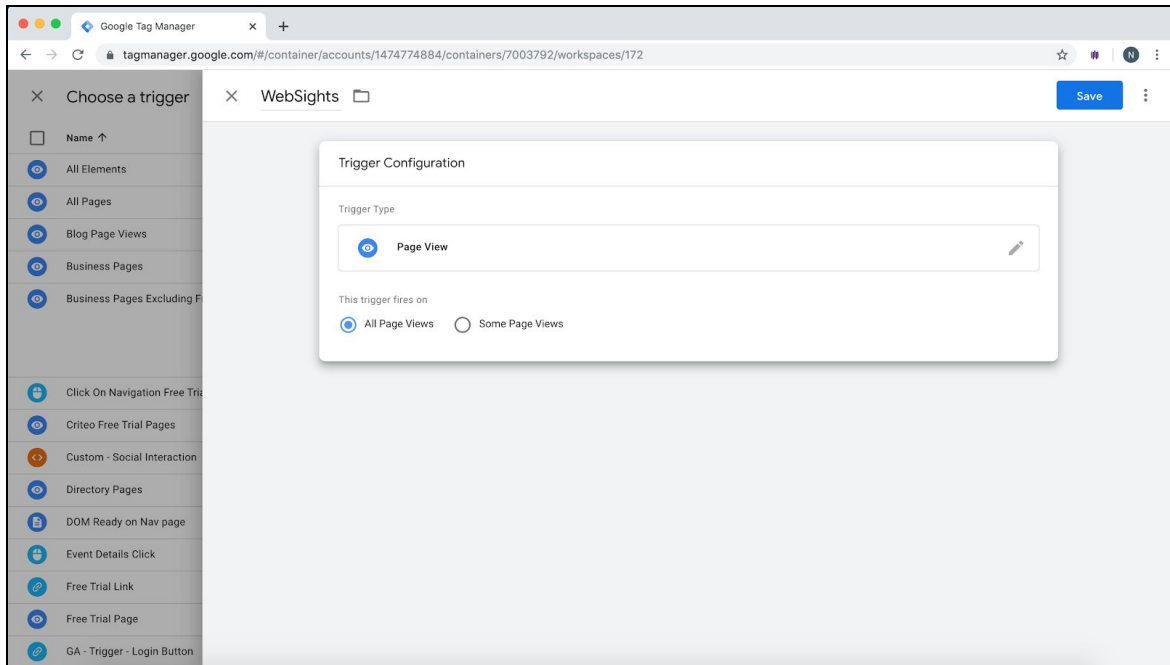
Step 2b - Add a new trigger

The trigger tells its corresponding tag to fire based on the conditions specified in the trigger. Here's an example of applying the tag to all the web pages of the ZoomInfo domain and fire it for every page view:

1. Choose the "Page View" trigger type

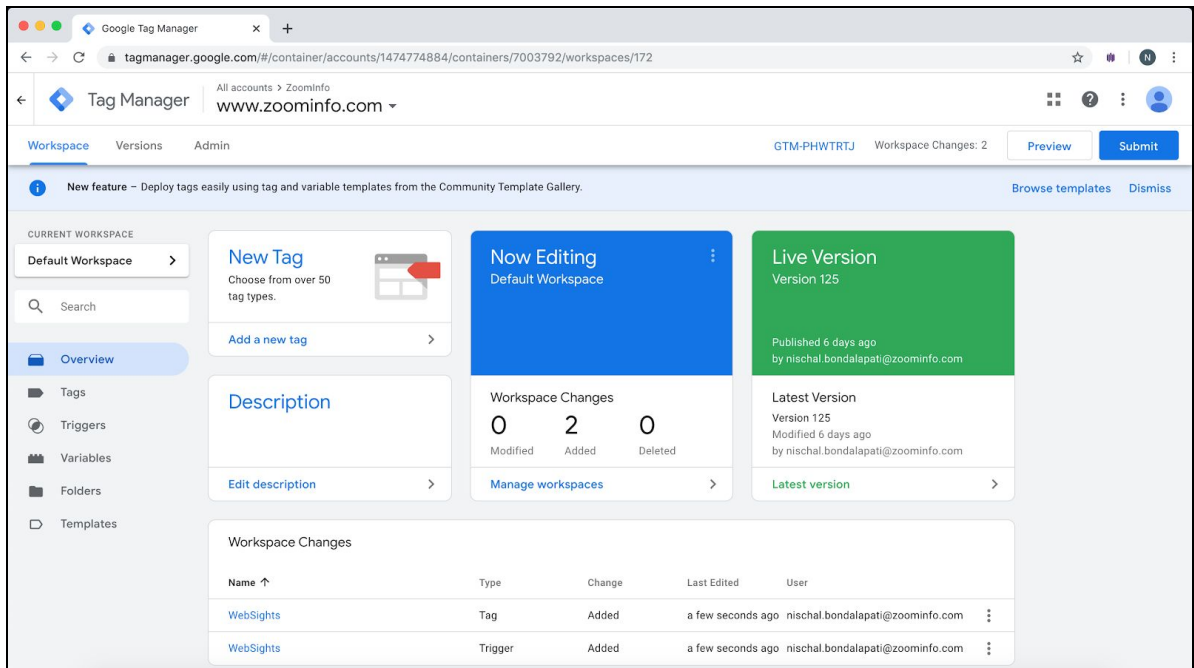


2. In the “Page View” trigger type, choose the radio button “All Page Views” in order to fire the WebSights Tag you just created on every page of the website.

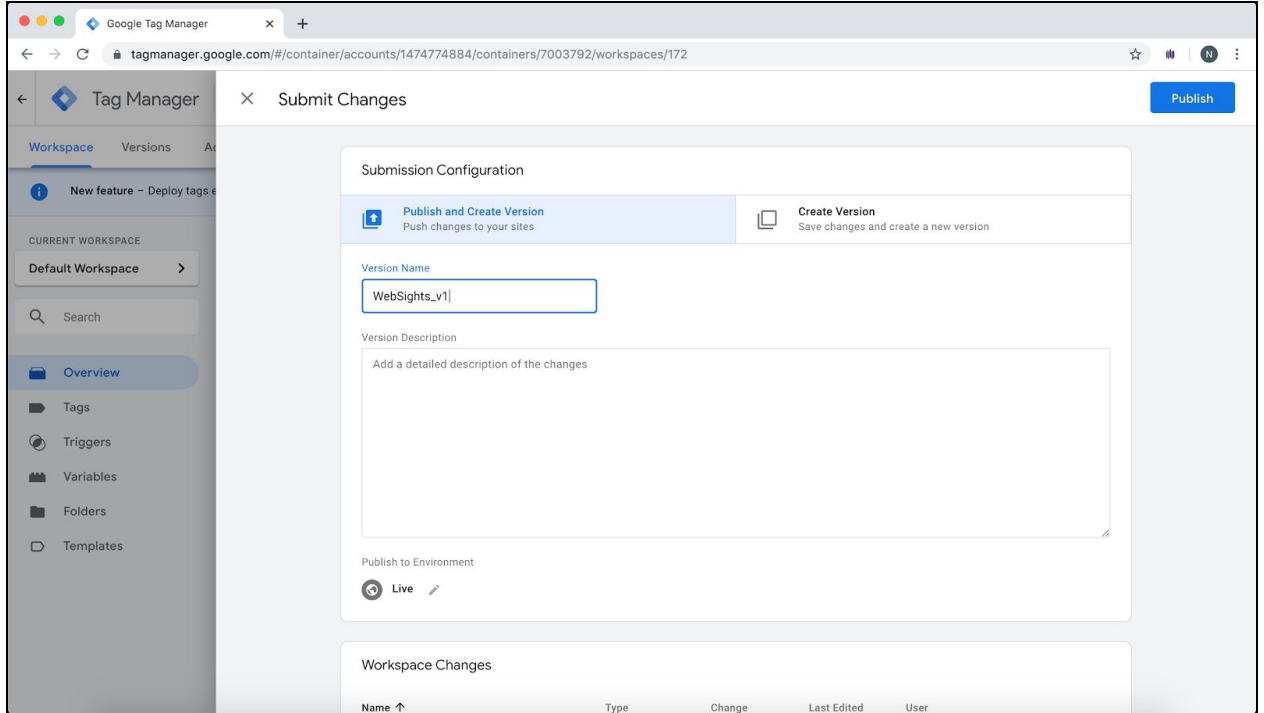


Step 2c - Submit and Publish the version

1. Once you successfully add a tag and its corresponding trigger, click on Submit



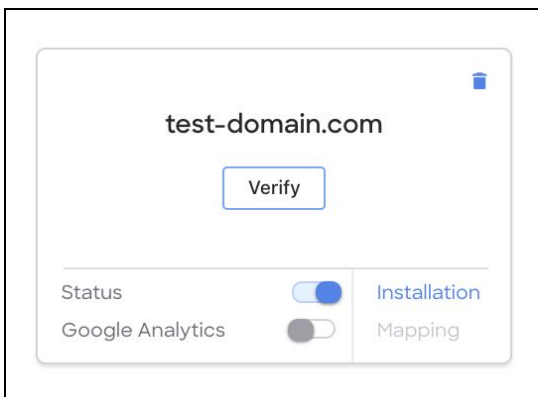
2. Finally, Publish the version.



Step 3: Verifying a Domain

This is the concluding as well as the crucial step that confirms whether the snippet is placed correctly and is actively tracking company visits or not.

1. Open Management Tab of WebSights
2. Click on “Verify” on the domain that you want to verify



3. Open Analytics Tab to see the companies visiting your website in real-time.

The screenshot shows the Zoominfo Analytics interface. The domain name is set to zoominfo.com. The date range is from 03/03/2020 to 03/05/2020. The interface displays 92,267 companies. A table lists the following companies:

Company Name	Primary Industry	Domain	Location	Revenue	Employees	Unique Visitors
Deloitte Global	Management Consulting	www2.deloitte.com	New York City, New York	43.2 Billion	245,000	967
EY	Accounting & Accounting Servic...	www.ey.com	London, Greater London	34.8 Billion	261,559	904
Network Craze Tech.	Consumer Electronics & Comput...	www.networkcraze.com	East Syracuse, New York	111.1 Million	32	856
Channel Methods Pa.	Advertising & Marketing	www.channelmethods.com	Manasquan, New Jersey	19.3 Million	94	854
Zoominfo	Information Collection & Delivery	www.zoominfo.com	Vancouver, Washington	400 Million	1,100	792
Citigroup, Inc.	Investment Banking	www.citigroup.com	New York City, New York	97.1 Billion	204,000	729
Horizon Associates ...	Software & Technical Consulting	www.horizonassociates.net	Malvern, Pennsylvania	12 Million	64	652
Wells Fargo	Banking	www.wellsfargo.com	San Francisco, California	101.1 Billion	258,700	638

(click [here](#) to learn more about Analytics Tab)

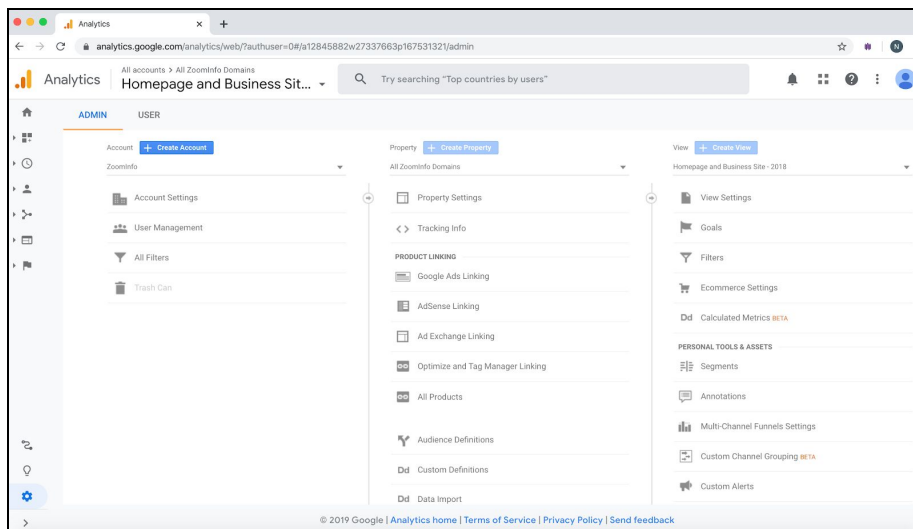
Note: We only show the website traffic with IP Addresses that we successfully matched to. We do not show “Anonymous” website traffic.

WebSights to Google Analytics Integration

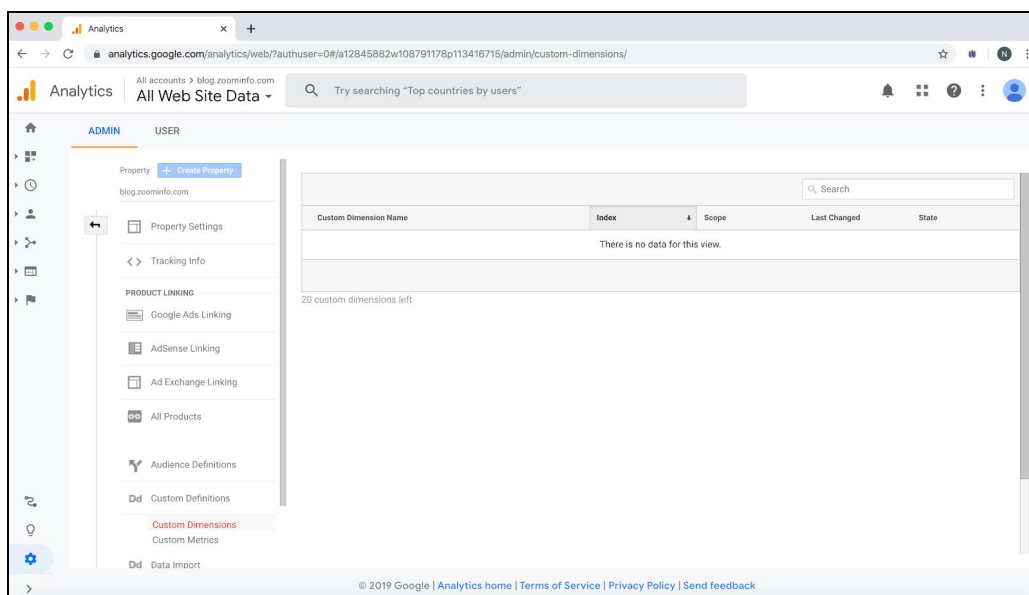
Note: You need to have Google Analytics tracking set up on your website along with Custom Dimensions created in order to be able to use the WebSights Google Analytics Integration we offer.

Step 1: Creating Custom Dimensions in Google Analytics

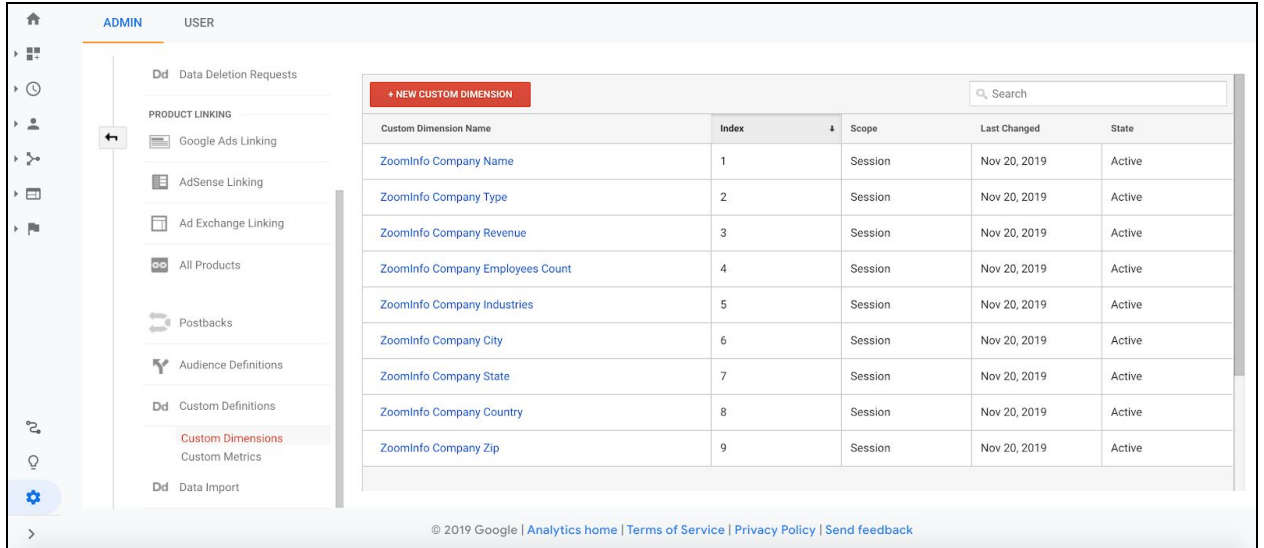
1. Open the Admin Settings in Google Analytics



2. Click on “Custom Definitions” and then click on “Custom Dimensions”



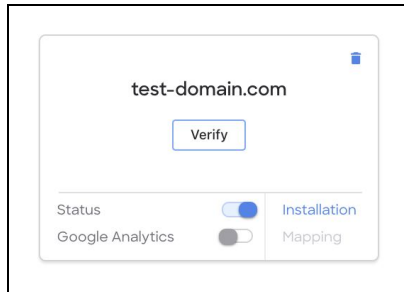
3. Add Custom Dimensions as follows:



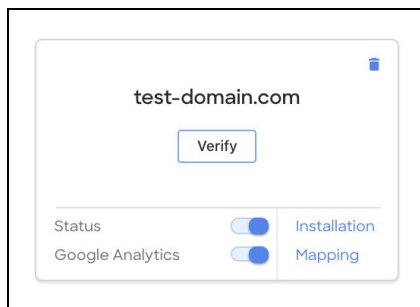
Note: Please refer to [this link](#) for the Company fields that we currently return based on the IP Address.

Step 2: Enabling the Google Analytics Toggle in the Management Tab and Mapping

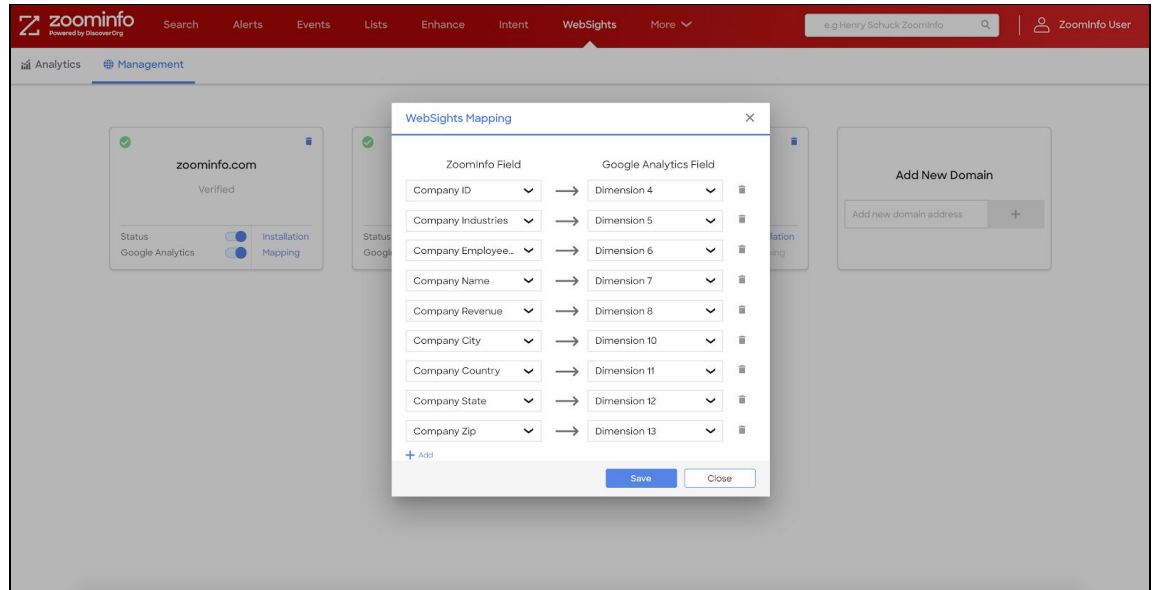
1. The default Domain Controls in the Management Tab look like as shown below:



2. Once you enable the Google Analytics Toggle, the Mapping will be clickable.



3. Click on Mapping and make sure to map the dimensions according to the custom dimensions you created in Google Analytics before clicking Save.



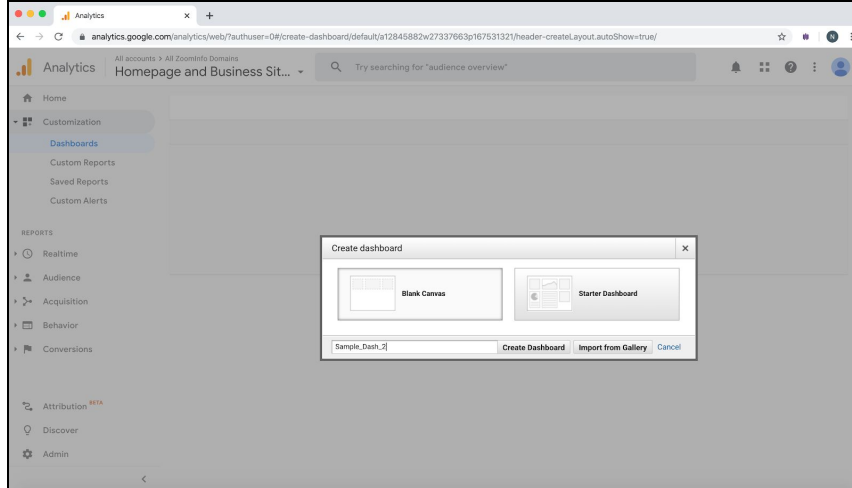
Note: You will have to wait for 30 minutes - 1 day before company visitor data begins returning to your Google Analytics. We charge once in 12 months per every new company (not per every visit).

For example, if employees of Google visit your website 1,000 times in the next 12 months, we will only charge one credit.

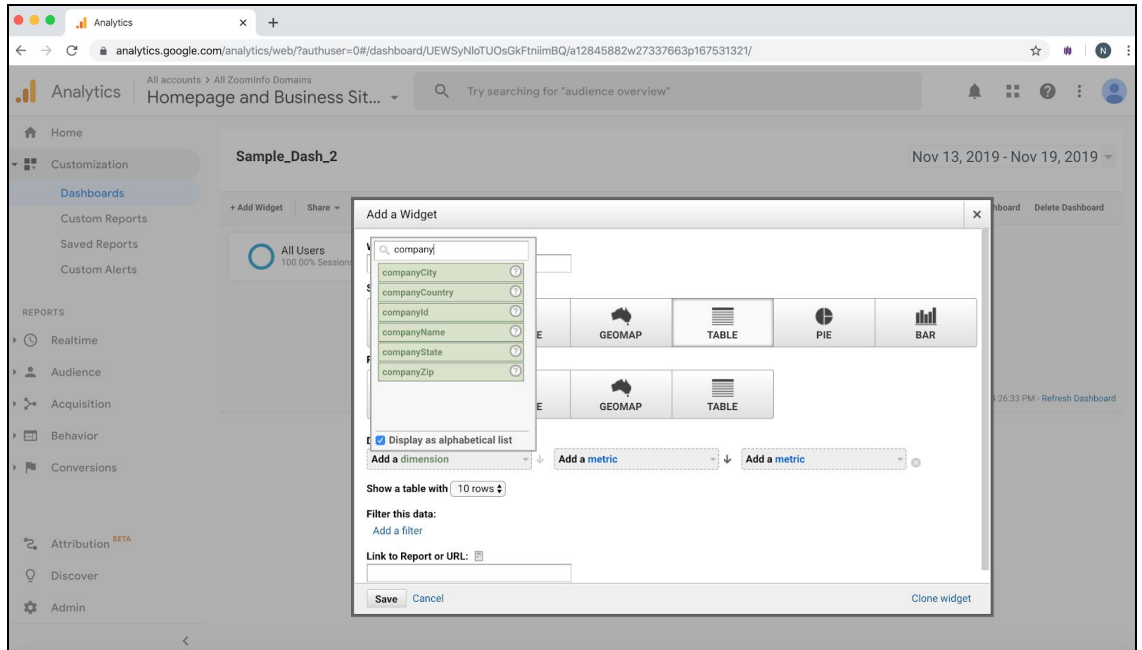
Step 3: Creating a Dashboard in Google Analytics

Note: We are going to show how to create a sample dashboard in Google Analytics based on the fields that we return. It's entirely your choice how you want to create a dashboard.

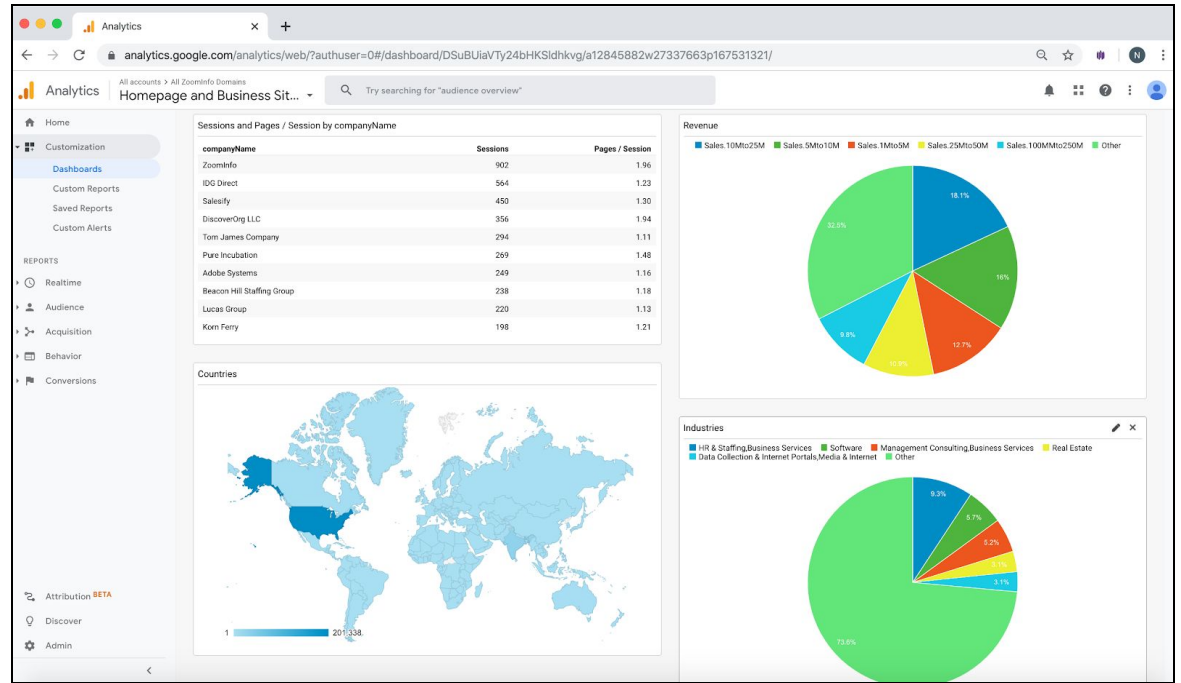
1. Go to “Dashboards,” click on “Create Dashboard” and select a “Starter Dashboard”



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



3. A sample dashboard that we created looks like this:



Analytics Tab

This is the place where you can find all the companies visiting your website.

Tabular View

The screenshot shows the 'Tabular View' of the Zoominfo Analytics tab. The interface includes a search bar, filters for dates and specific pages, and a table of 92,267 companies. The table columns are: Company Name, Primary Industry, Domain, Location, Revenue, Employees, and Unique Visitors.

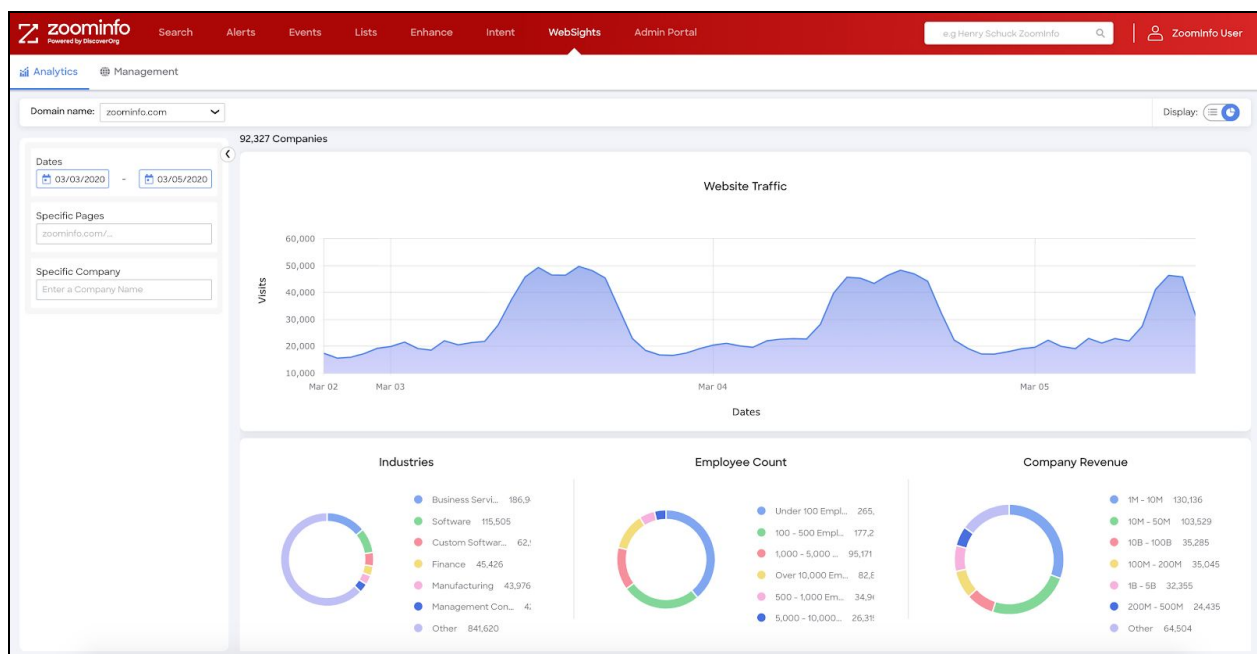
Company Name	Primary Industry	Domain	Location	Revenue	Employees	Unique Visitors
Deloitte Global	Management Consulting	www2.deloitte.com	New York City, New York	43.2 Billion	245,000	967
EY	Accounting & Accounting Servic...	www.ey.com	London, Greater London	34.8 Billion	261,559	904
Network Craze Tech...	Consumer Electronics & Comput...	www.networkcraze.com	East Syracuse, New York	111.1 Million	32	856
Channel Methods Pa...	Advertising & Marketing	www.channelmethods.com	Manasquan, New Jersey	19.3 Million	94	854
ZoomInfo	Information Collection & Delivery	www.zoominfo.com	Vancouver, Washington	400 Million	1,100	792
Citigroup, Inc.	Investment Banking	www.citigroup.com	New York City, New York	97.1 Billion	204,000	729
Horizon Associates ...	Software & Technical Consulting	www.horizonassociates.net	Malvern, Pennsylvania	12 Million	64	652
Wells Fargo	Banking	www.wellsfargo.com	San Francisco, California	101.1 Billion	258,700	638

As seen above, the default view of the Analytics tab is the Tabular view. The page filter gives the option to look at the company traffic in specific web pages such as the Pricing page, Contact Us page, etc. The company filter provides the option to search if a specific company has visited your website / a particular page on your website. With “Tag Companies”, you can tag up to 200,000 companies at a time.

The “Open in Search” opens the company results (up to 25) in each page in the “Search” tab of the ZoomInfo application. To easily open more than 25 results at a time in “Search”, you can tag all of these companies and then open the tag in “Search” to find your ideal buyers to begin targeting. Thus, WebSights provides a way to convert live intent into an opportunity.

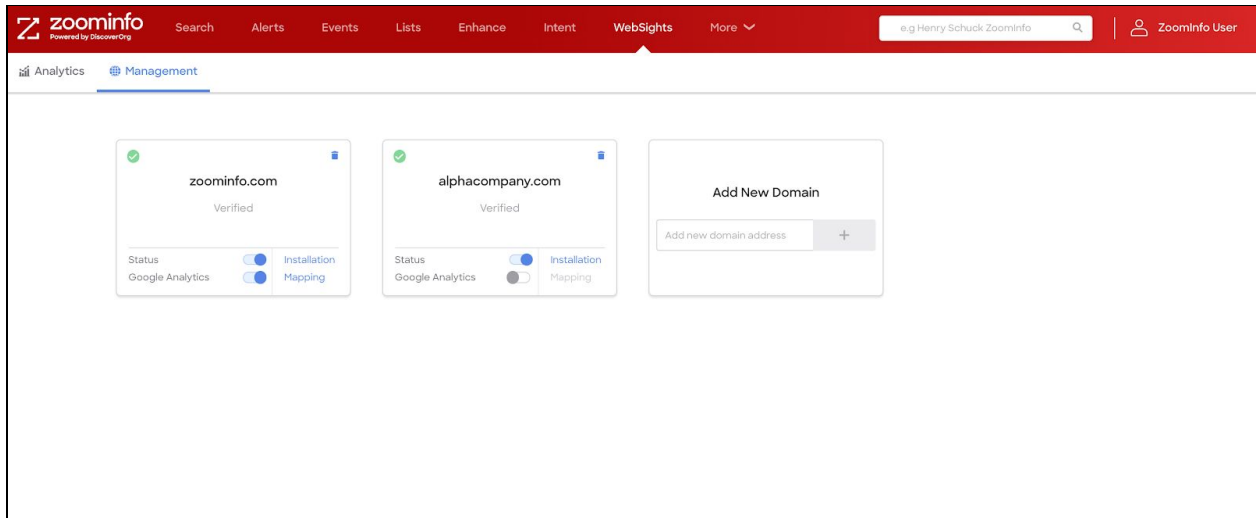
Dashboard View

Clicking on the Display toggle on the top right corner of the Analytics tab directs the user to the Dashboard view as shown below.



The Dashboard view also allows the user to filter the website traffic by specific web pages. It also provides deeper firmographic insights in terms of Company Revenue, Employee Count, and Industries of companies that are visiting your website.

Management Tab



As shown above, the WebSights Management Tab is the one-stop-shop for managing all the domains on which the WebSights Snippet is currently installed as well as for adding new domains.

Note: Only Admin users can see the Management Tab in WebSights, which means only Admin users will be able to Add/Remove a Domain.