

Gong Integration Guide

For administrators setting up the ZoomInfo integration with Gong

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Supported Use Cases

The capabilities of the Gong integration depend on your ZoomInfo product.

Product	Capability	Description
ZoomInfo Copilot	Import Conversation Intelligence	Connecting the integration imports Gong call data into Copilot, providing users with more insights about target accounts in the Activity Feed, Copilot AI Summaries, and Chat.
ZoomInfo Copilot or Sales	Export to Gong Engage Flows	Manual Exports: Connecting the integration enables Copilot or Sales users to export to Gong Engage flows from the web app and the ZoomInfo Google Chrome Extension. Automation: Workflows users can also automate the export of contacts to Gong Engage flows.

Prerequisites

Review the following prerequisites based on the capabilities you are enabling. If you're enabling both capabilities, ensure that all prerequisites are met.

Capability	Prerequisite
Import Gong recorded meetings	Gong Credentials: The ZoomInfo admin making the connection to Gong must be a current Gong user with a Technical Administrator profile in Gong. User Email Addresses: Ensure that user email in both ZoomInfo and Gong match for an optimal experience.
Export to Gong Engage Flows	Gong Credentials: The ZoomInfo admin making the connection to Gong must be a current Gong user with a Technical Administrator profile in Gong. Gong Engage: Make sure your Gong setup features Gong Engage, and that users planning to export are assigned an Engage seat. CRM connection: You must have an active connection to a supported CRM (Salesforce or HubSpot). The connection must use the <i>Service Account Connection</i> option as described in the Salesforce or HubSpot integration guide.

Set Up Conversation Intelligence Import

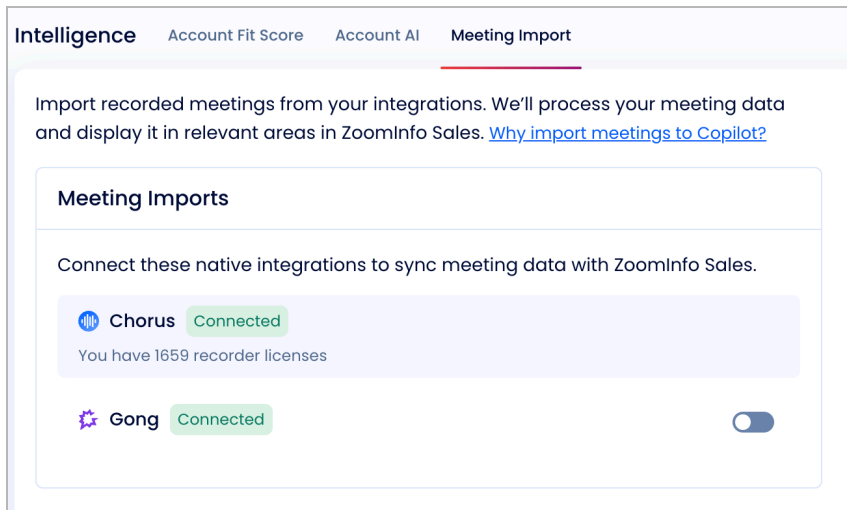
ZoomInfo Copilot only

Enabling the import of recorded meetings from Gong to Copilot is straightforward. Choose from one of the following setup options:

- [Connect from the Revenue Intelligence tab](#)
- [Connect from the Integrations tab](#)

Connect from the Revenue Intelligence Tab

1. Go to **Admin Portal > Configurations > Intelligence > Meeting Import** and click **Connect**.

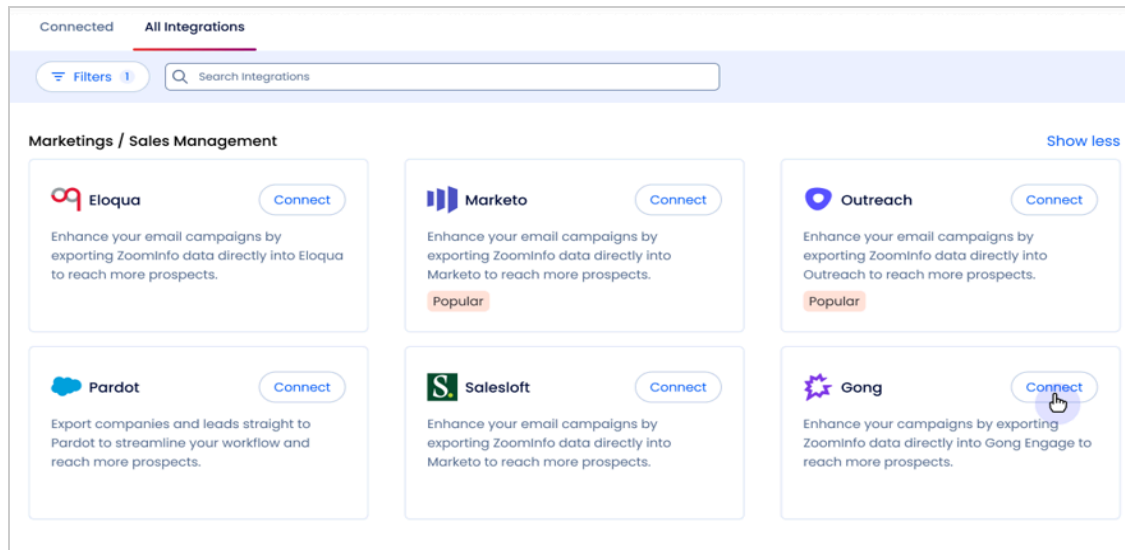


2. Authenticate with your **Gong Technical Administrator** credentials.

Once connected, the Gong Data toggle is automatically turned **ON**. Gong call data will be imported to Copilot, providing more insights about your target accounts using Copilot AI Summaries and Chat

Connect from the Integrations Tab

1. Go to **Admin Portal > Integrations > Connections**.
2. Click **All Integrations** and search for *Gong*.
3. Click **Connect**.



3. Authenticate with your Gong **Technical Administrator** credentials.

What Happens Next?

Once connected, the Gong Data toggle is automatically turned **ON**.

Gong call data will be imported to Copilot to get more insights about your target accounts in the Activity Feed for contact and company profiles along with AI Summaries and Chat.

Set Up Export to Gong Engage Flows

ZoomInfo Copilot or Sales

Organizations that want to enable the capability to export to Gong Engage flows must also have a supported CRM connection in place.

Note: This procedure assumes you've already set a supported CRM connection (Salesforce or HubSpot). See the appropriate guide for full details on setting up a CRM integration:

- [Salesforce Integration Guide](#)
- [HubSpot Integration Guide](#)

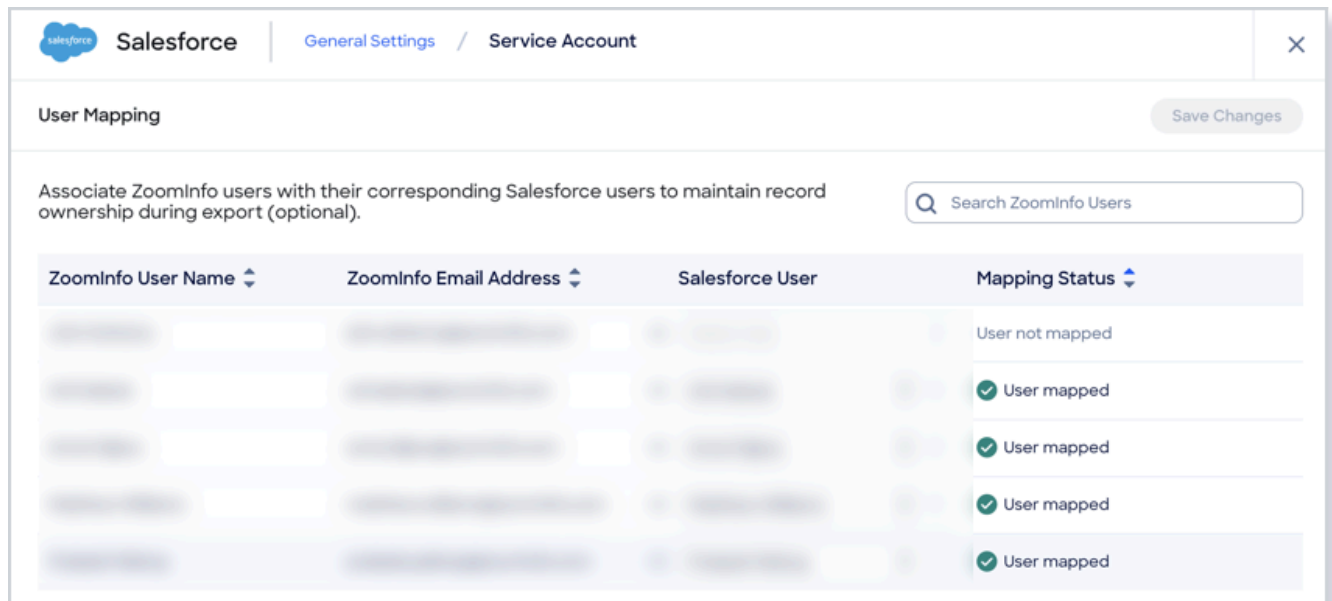
Verify User Mapping for the CRM Connection

Check your CRM connection to ensure that your users are mapped between ZoomInfo and your CRM based on their email address to ensure proper record ownership is applied on export.

1. Login to ZoomInfo and select **Admin Portal** from the waffle menu.
2. Click **Integrations > Connections**.
3. Find the CRM integration (**Salesforce** or **HubSpot**) on the **Connected** tab and edit the connection.

4. Click **Edit User Mapping**.
5. Users are mapped between ZoomInfo and the CRM based on their email address. Validate that your ZoomInfo users are successfully mapped to your CRM users.

Here's an example showing Salesforce user mapping:



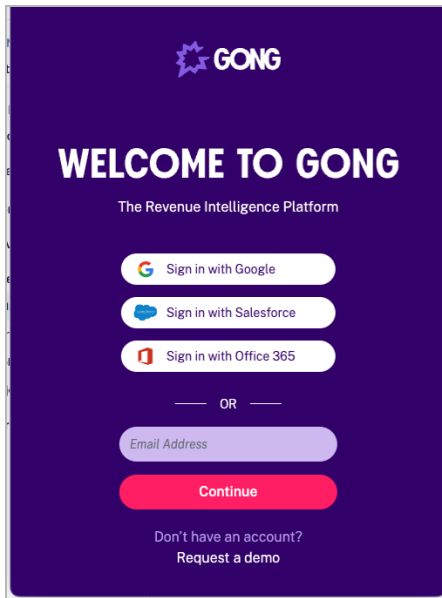
Note: This step is required to ensure the ownership of the records is maintained when records are exported from ZoomInfo Sales. See the [Salesforce](#) or [HubSpot](#) integration guide for details on confirming that users are successfully mapped.

Connect the Gong Integration

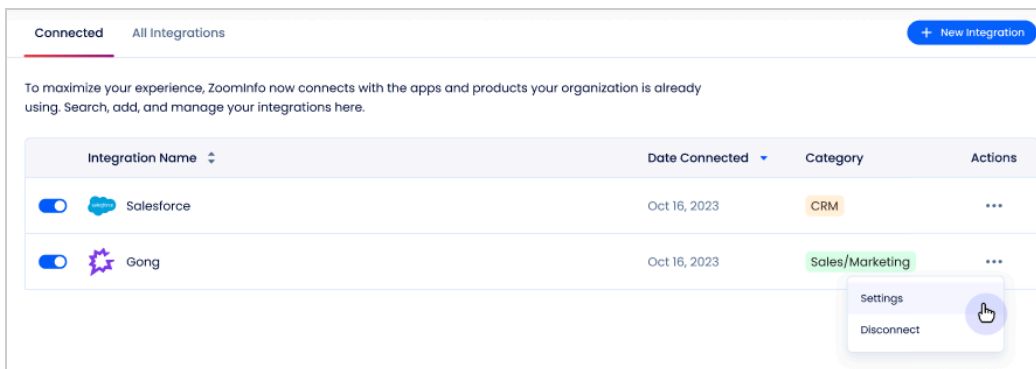
1. Go to **Integrations > Connections** and select the **All Integrations** tab.

Note: Alternatively, you can connect to Gong from the **Configurations > Intelligence > Meeting Import** tab.

2. Search for **Gong** and click **Connect**.
3. Log in to Gong using your **Gong Technical Administrator** credentials.



4. Return to **Integrations** and click the **Connected** tab.
5. Click the (**Actions**) menu and select **Gong**.



The **General Settings** page displays.

The screenshot shows the 'General Settings' window for Gong. The 'Export Preference' section is highlighted with a blue border. Inside this section, it says 'Service Account' and 'Exports will run using the service account user'. Below this, there is a button labeled 'Edit User Mapping'. A red arrow points to this button from the right side of the window.

6. Click **Edit User Mapping** and confirm that ZoomInfo users are mapped to your Gong users. Users are mapped between ZoomInfo and Gong based on their email address.

Notes:

- Validating user mapping is required to ensure that ZoomInfo can display Gong flows (both personal and company flows) associated with the user at the time of export.
- At the time of export, ZoomInfo will prompt Gong to use the user's email address to fetch the personal and company flows from Gong.

Frequently Asked Questions

Conversation Intelligence Import FAQs

Do email addresses for joint users of both ZoomInfo and Gong need to match?

Yes. This is required for successful import of Gong calls to ZoomInfo.

When are conversation intelligence import jobs run?

Once you enable import, a job will be triggered daily at 4:00 AM UTC.

Will my private calls be imported to ZoomInfo?

Calls [set as Private in Gong](#) are not imported to ZoomInfo.

In ZoomInfo, where can I see signals about imported calls from Gong?

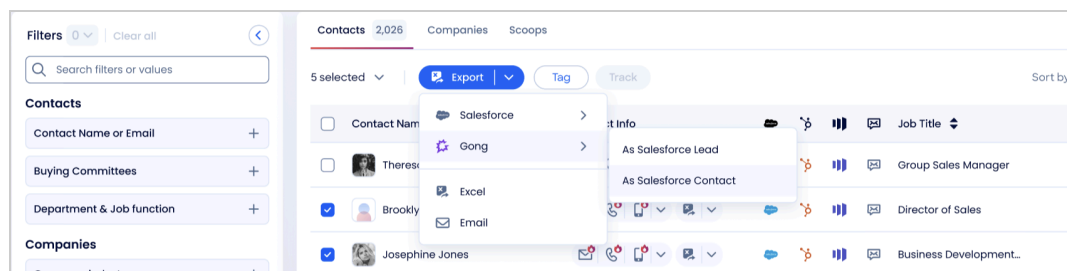
Assuming records exist in your CRM (e.g., Salesforce, HubSpot, and Dynamics), calls will be shown in the **Activity Feed** on ZoomInfo company and contact profile pages.

Export to Gong Engage FAQs

Where in ZoomInfo Sales can a user export contacts to Gong Engage flows?

Users will see **export to Gong Engage** in the following locations:

- **Advanced Search** results
- **Contact Profile** page
- **Company > Org Chart**



Are contacts exported as leads or contacts to my CRM?

For Salesforce, a user can choose between exporting as a lead or a contact. For HubSpot, a user can export as a contact.

The contact will be exported and added to your CRM as a net new creation, or by updating an existing record. Then, the contact will be added to the selected Gong flow.

Note: The records added to a Gong Engage flow will initially be in a 'Pending' status.

Salesforce only: Can I use the ZoomInfo Salesforce Native Application (SFNA) managed package with the ZoomInfo and Gong integration?

No. You cannot currently use the [ZoomInfo Salesforce Native App managed package](#) with the ZoomInfo integration with Gong. This functionality is only available from the ZoomInfo platform (app.zoominfo.com).

Can I export to Gong from the ZoomInfo Chrome Extension?

Yes. Users can export to Gong Engage flows from the Chrome Extension.

Can I export to Gong using Workflows?

Yes, Workflows will automate the export of contacts into Gong Engage flows.