



ZFusion FAQ Sheet

How does ZFusion work?

ZFusion allows you to sync detailed audience data from Zoom Webinars into Salesforce. It captures the audience attendee information from each Zoom event including the attendance duration.

What information from Zoom is captured in Salesforce?

With ZFusion you are able to capture detailed attendance Information including : Email Addresses, phone numbers, custom questions. It will also capture detailed information about the event. And at the conclusion of the event, the attendance information is captured (join and leave times)

If a contact already exists in Salesforce and it has duplicates, what will happen?

The ZFusion integration will search for a contact with a matching email address and it will use the first one it finds, usually the oldest record.

Can I have a new ticket registrant come over as a Lead instead of a Contact?

Yes, in the ZFusion Master Settings you can change this function.

Can I add RECURRING Meetings in ZFusion?

No, at this time ZFusion does not support Recurring meetings or webinars.

What happens if a contact attends more than one event? Will there be duplicate contacts created?

No. If a contact attends more than one event that you host on Zoom their ticket information will sync into their existing contact in Salesforce as long as they are using the same email address each time they register for an event. ZFusion will keep a Campaign history ledger of all of the events this contact has attended.

Can I communicate with my Campaign Members or Attendees through ZFusion?

The best way to send customized email reminders and templates to your contacts is to use our [Predictive Marketing](#) app. This app allows you to create segmented email templates within Salesforce. Any communication sent to your contacts within ZFusion will automatically be recorded under their Contact in Salesforce. You can include the Eventbrite ID in your Message to your audience. You can also send a customized Follow Up Email .

