

GoTo/Zoom-Webinar Connection Implementation Guide

What does it do?

The GoTo/Zoom-Webinar Connection feature allows for your customers to register for a webinar using a form from your Marketing Automation System. PlusThis will take care of actually registering the customer in Zoom. PlusThis will also tag them as registered and as an attendee or non-attendee, depending on whether they attended or did not attend your webinar. PlusThis can pull back the appropriate information in order to allow you to configure and send your reminder e-mails through your Marketing Automation System rather than through Zoom. This allows for further personalization and more customized email reminders. Additionally, you can configure if you would like to store the amount of time the contact is on the webinar, their join/exit times and their answers and comments.

PlusThis Integration:

1. Select the webinar you are integrating. (From the drop down menu, select the webinar that you will be integrating. — It's really important to double check that you are selecting the correct webinar and that the webinar is already 100% configured in GoTo/Zoom. If there are ANY changes made to the selected webinar, the feature will need to be deleted and re-configured.)
2. If you are planning on sending reminders for the webinar through your CRM you'll want to configure some drop downs in the "Send Webinar Reminders Through Drip" section (Please make sure you turn off the reminders in GoTo/Zoom if you choose to use your CRM as your reminder system).
3. If you would like, configure the Additional Options to store the webinar title, start date/time, and/or tag people if their registration failed because the webinar was full.

Send Webinar Reminders through Drip

Store the Webinar Join Link Here:

Webinar_Join_Link

Apply This Tag After Successfully Completing Registration:

Registered for Webinar

Additional Options

4. Under the “Track Who Attended” section select unique tags to apply to attendees and non-attendees.

5. If you would like, configure the Additional Options to store how long they were on the webinar, join and exit times or attendee questions and comments.

6. Name and Save your Feature.

7. On the following screen, you will see the CRM specific integration instructions for implementation.

8. After the webinar is over, and the attendee pull has run (checkable from the page under the “Pull Report” section) you will see that the Attendee Report will have updated states too.

Track Who Attended

PlusThis will get attendee information on Dec 1 3:15 pm MST
Your webinar is scheduled to end on Dec 1 3:00 pm MST.

Apply This Tag to Attendees:

Attended Webinar

Apply This Tag to Non-Attendees:

Did Not Attend Webinar

Additional Options

Zoom Webinar Zoom Webinar Connection

Create Registrant

Setup your webhook for registering a subscriber for a webinar.

Feature Custom Event Name (For use in Drip as a Custom Event Name)

5602-EkBBa2TeQ0GzR7aYff1Ao7ZQyaFcEbQnvhj752JT

Feature will always run on the custom event.

Additional Run Options

Run this feature on a Tag action Off

Remove Registrant

Setup your webhook for removing a registrant from a webinar.


Feature Custom Event Name (For use in Drip as a Custom Event Name)


5602-EkBBa2TeQ0GzR7aYff1Ao7ZQyaFcEbQnvhj752JT/removeRegistrant


Feature will always run on the custom event.

Additional Run Options

Run this feature on a Tag action Off

 [Registrants Report - click here to view registration data](#)

 [Attendee Report - click here to view attendee data](#) - next session: Fri, Dec 1, 2017 2:00 PM MST

 [Pull Report - click here to view attendee pull logs](#)