

KEEP IT IN SYNC AT ALL TIMES



With our new Salesforce CRM Connector, you can now keep your contacts between Salesforce and Mapp Engage in sync – automatically. Up until recently, customers had to import and export contact information manually to and from the Salesforce CRM. But now, you don't need to update your contact lists within your Mapp account by hand anymore.

The Salesforce CRM Support feature means that marketers can initiate targeted marketing activities based on Salesforce customer data without having to perform a time-consuming manual setup. Synchronize contact data and then automate cross-channel campaigns, personalized for each recipient, based on this data to optimize the customer journey. Ultimately, we have improved the experience with Mapp Cloud as a technology partner which will, in turn, improve the end customer's experience.

KEY BENEFITS:



Synchronize contacts between Salesforce CRM and Mapp Engage, including attributes



Trigger automated marketing messages along the customer journey using Salesforce events or data



Store and analyze the unified, synchronized data from within Mapp Engage



Get started using Mapp Engage without having to create all important and standardized objects from scratch

HOW DOES IT WORK?

Simply install the Mapp Connect Salesforce package on your Salesforce account and let the automation do the job!

- 1 Login to your Salesforce account
- 2 Install and set-up our Salesforce CRM Connector
- 3 Enjoy the benefits of the automation