

**FEATURE**

# CONNECTORS

**Fast-track 3rd party integrations**

***Selligent Marketing Cloud provides a wide range of out-of-the-box connectors that enable rapid setup and integration with leading technologies. Through connectors, Selligent Marketing Cloud efficiently blends with the trusted partners in your marketing stack while extending your results through data-driven customer engagement across channels.***

## **Remove Data Obstacles:**

- **Integrate with eCommerce platforms** like Salesforce Commerce Cloud and Magento. Synchronize your product catalog, and auto-import purchase data to for easy abandoned cart and behavior based retargeting.
- **Rapidly deploy** customer journeys, leveraging pre-built connectors, to fast-track implementation and accelerate your time-to-value.
- **Synchronize data between CRM and Commerce platforms for harmonious workflows.** Pre-built connectors allow you to easily exchange data between system data tables and Selligent Marketing Cloud. Use your data - all of it - to trigger next steps in any consumer's journey map. Available for Salesforce Sales Cloud, MS Dynamics CRM, and Sugar CRM.
- **Push highly targeted segments to your Data Management Platform (DMP) service to truly optimize your channel mix.** Optimize your display retargeting, or retrieve segments from your DMP to use in Selligent Marketing Cloud. Available for Oracle BlueKai, Lily Enterprise, and Lotame.

# Accelerate Your Marketing Strategy

- **Append your chosen analytics platform tracking code** to your email URLs to better report on referrals associated with omnichannel marketing activity. Currently supporting Adobe Analytics and Google Analytics integration.
- **Connect your Content Management System (CMS)** to test and render content from Selligent Marketing Cloud into your website as either Pages or blocks of content; to support API calls for un/subscribing recipients from lists. Available for Drupal and supports multiple languages.
- **Leverage Social Sign-ins to capture more registrations**, grow your contactable universe, and collect more data points to resolve identities. Enhance your customer profiles with social data and position yourself to leverage preference based segments and hyper targeted content. Available for LoginRadius and Janrain.
- **Advertising Connectors:** Leverage social as a channel through Facebook Custom Audiences or Google Customer Match to target audiences with specific offers to drive conversions.



Selligent Marketing Cloud is a sophisticated B2C marketing platform that empowers ambitious relationship marketers to maximize every moment they engage with consumers.

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