Magento An Adobe Company

selligent MARKETING CLOUD

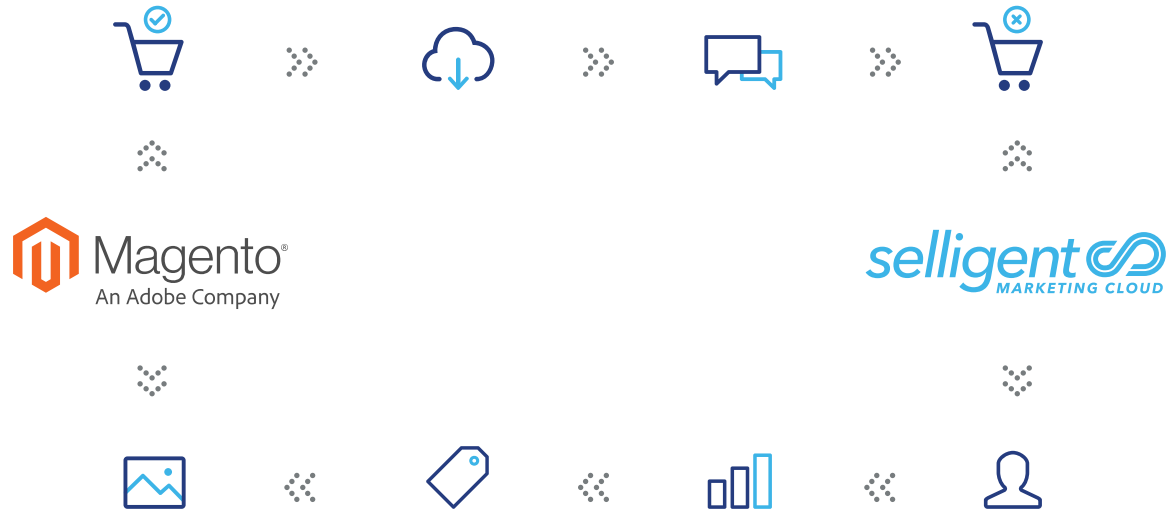## CONNECTOR
MAGENTO
Easily connect your e-commerce solution

Selligent's Magento Connector synchronizes your data and your Magento Store attributes with the Selligent Marketing Cloud platform, **enabling marketers to drive highly personalized marketing messages with Campaign, as well as creating triggered abandoned cart communications.**

Key Features

- Automatically import customer subscriptions and preference data from your Magento Account page directly into Selligent Marketing Cloud Campaign.

- Enhance your abandoned basket communication by creating automatically triggered abandoned cart journeys and reminders. We provide a customizable Magento branded email template to help you easily build your abandoned cart emails.

- Automatically import audiences and/or customers who have created registered accounts on your Magento Store website.

- Easily view all purchase metrics and contact visits. Within Selligent Marketing Cloud Campaign, you can view important customer-level metrics such as Average Order Value (AOV), Last Order Date (LOD) and Return Quantity (RQ).

- Synchronize your Magento product catalog. This includes fields such as Name, Description, Short Description, SKU, URL Key, Base Image URL, Small Image URL, and Thumbnail URL.

- Get a complete view of each customer's order history and product details. Using these insights, segment audiences based customers who have purchased particular products, or products from specific categories.

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Technical Notes

Our service runs a data sync every five minutes. It scans for new or updated users in the Magento customer list, and sends them to Selligent Marketing Cloud through our API.

The connector supports both Magento 1.X and 2.X versions.

Get in touch to find out more.