



Affinity for Salesforce: Enhancing CRM adoption

By integrating seamlessly with familiar tools like Chrome, Gmail, and Outlook, Affinity for Salesforce ensures accessible, up-to-date Salesforce records, saving sellers time and improving data accuracy.



Streamlined data management



Automated activity capture: Sign in once to begin automatically capturing email and calendar activities, enriching records, and reducing manual data entry while ensuring Salesforce is up-to-date.



Relationship intelligence: Enrich Salesforce with detailed insights, allowing you to gain a deeper understanding of your company's collective network and identify key relationships to source new deals or find warm introductions.

Integration with everyday tools



Google and Outlook extensions: Integrate with email platforms and Google Chrome so that users can view and manage CRM data directly from their inbox and browser, saving time and improving accuracy.

Improved account planning



Actionable insights: Build reports and dashboards using captured and enriched data to help sellers plan more effectively, personalize outreach, and prioritize high-value accounts and contacts.



Personalized alerts and reminders: Keep users engaged with timely notifications about important activities and follow-ups.

Key benefits

- ✓ Time savings through set-it-and-forget-it automations
- ✓ Greater data accuracy
- ✓ Enhanced network and relationship management
- ✓ Seamless integration with existing tools
- ✓ Extends Salesforce where sellers and dealmakers work
- ✓ Data-rich Salesforce reports and dashboards

Learn more

Visit affinity.co to discover how our solutions can transform your company's CRM experience.