



Syncing Marketing Automation Data for Lead Nurturing

Marketing teams often use specialised marketing automation tools for email campaigns, lead nurturing, and digital engagement. However, for these efforts to drive revenue, marketing and sales teams need tight coordination. Syncing marketing data with Salesforce ensures that sales teams can track the most engaged leads and prioritise follow-up.

Data residing in Marketing Automation Platforms with no, or limited integration to Salesforce, can include lead data, campaign responses, engagement metrics (opens, clicks), lead scores and marketing qualified leads (MQLs) for example.

Marketing systems often have intricate lead scoring models, which need to be translated into actionable data in Salesforce. Syncing in a timely manner is crucial to ensure that leads are nurtured at the right time and custom objects and fields for campaigns and engagement data need to be mapped accurately to Salesforce. Existing processes and integrations may not have the control and sophistication to meet the needs of these customisations in your CRM.

CONVAYR bridges the gap between marketing and sales data, ensuring that the most promising leads are handed over to sales teams efficiently, reducing lead leakage, and improving conversion rates. Sales teams can also track the ROI of marketing campaigns directly from Salesforce.

Learn more at the
[Salesforce AppExchange](#)

Request a 30 day trial of
[CONVAYR](#)

info@convayr.com www.convayr.com