



Integrating Event Lead Data from External Platforms

Events are a rich source of leads, but without proper integration, event data can get lost or remain siloed. Companies often use event platforms to capture attendee information but need this data in Salesforce to execute timely follow-ups and measure event success.

Integrating lead and attendee data, event participation, booth interactions, session attendance and event-specific notes from your event management platforms can be limited by inflexible out-of-the-box integrations or manual process.

Event platforms often produce incomplete lead data, making it crucial to have an integration solution with the power to handle performing the right actions on the right records based on often complex criteria to avoid issues with pipeline management and demand generation.

CONVAYR provides a seamless integration that ensures that event-generated leads are immediately accessible to sales teams, driving faster and more targeted follow-ups. Connections can be built to allow authorised business users to move data by simply emailing a file of data to a unique email address.

With the power of CONVAYR, businesses can measure the success of events by tying lead conversions and revenue back to event participation without holes in the data, or being limited by inflexible target system schemas (objects, fields, values etc.).

Learn more at the
[Salesforce AppExchange](#)

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info@convayr.com www.convayr.com