

Marketing Cloud Connect

Create seamless, personalized customer experiences across your business.

The Salesforce Customer Success Platform combines CRM data with world-class digital marketing apps to build 1-to-1 customer journeys that span every customer touchpoint.

Marketing Cloud Connect makes it possible. Gain instant access to all of your valuable customer data collected in Sales Cloud and Service Cloud. Then, use this data to deliver more relevant, consistent experiences in every step of the customer journey – experiences that create relationships, drive sales, increase brand loyalty, and build lifetime customer value – at massive scale.



Single View of the Customer – Syncing Across the World's #1 CRM

Marketing Cloud Connect solves the number one challenge for markers: data synchronization. Access your data across the Customer Success Platform, all directly inside Marketing Cloud. Imagine being able to act on any data from the entire Salesforce ecosystem, instantly and automatically.

Simply point and click to access data from any standard and custom object. There is no need for technical assistance – and no need to export, import, and map fields. Stream data into Marketing Cloud, and because it's continuously refreshed, you can take action using the most current customer information to create extremely relevant messages for each and every customer.

Create 1-to1 Journeys Across Every Touchpoint

Build journeys across marketing, sales, and service to provide a holistic, unified customer experience with Marketing Cloud Connect and Journey Builder.

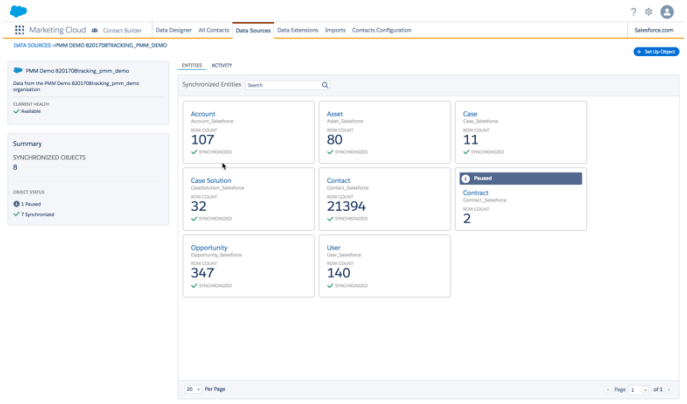
Listen for activities, like cases being closed or leads being created, to trigger customer journeys. Then, automate cross-channel customer interactions across email, mobile, and ads. Within the journey, automatically update Salesforce campaigns, create follow-up tasks, even open service cases – all based on how each individual customer is interacting with you.

Marketers who implement journeys across their organizations see increases in brand loyalty, customer engagement, and revenue– as well as decreases in customer attrition.



Personalization at Scale – Email for Sales and Service

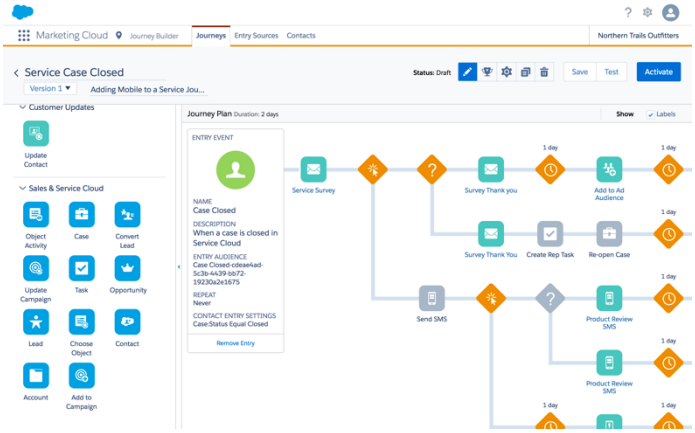
With Marketing Cloud Connect, you can also quickly empower your sales and service teams to deploy advanced email campaigns across regions and business units. With Marketing Cloud email capabilities embedded natively inside Sales Cloud and Service Cloud, anyone can send beautiful, on-brand emails to individual contacts, reports, or campaigns – with no sending limits.



Sync any standard or custom object data

The direct connection to Sales Cloud and Service Cloud also gives Marketing Cloud users direct access to Sales Cloud or Service Cloud reports or campaigns, so you can further enrich your customer profile, with data from other sources, such as point of sale information, for advanced segmentation and personalization.

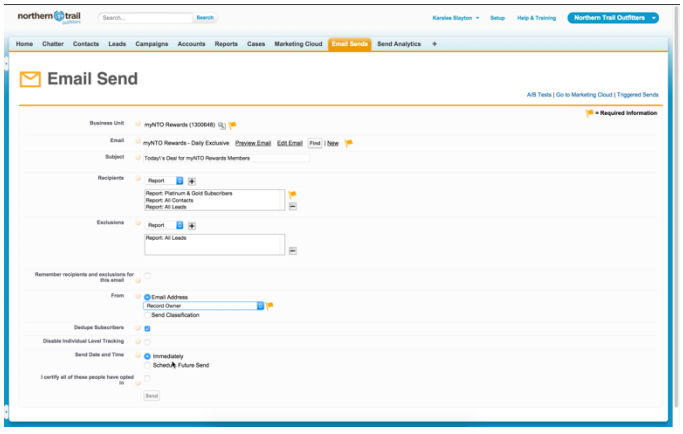
Using Marketing Cloud Connect, all engagement data is pushed into the contact profile in Sales Cloud and Service Cloud. Now, everyone who interacts with the customer across the lifecycle has a holistic view of that customer's engagement in one place.



Listen directly to changes in the CRM to add customers to journeys

Unleash the power of the Salesforce Customer Success Platform with Marketing Cloud Connect.

Marketing Cloud Connect is available with all Marketing Cloud editions and is available on the Salesforce AppExchange.



Send Marketing Cloud Email from Sales Cloud & Service Cloud