



Salesforce.com Integration

Make the most of your event data: synchronize data and automate processes.

Having the ability to capture & automate your data is critical to the success of your event marketing efforts. Leverage data points from your Aventri events to effectively target and segregate your database. Thanks to our native integrations with many marketing automation tools, this ability is just a click away.

KEY FEATURES

- No Salesforce customization needed
- Ability to sync your custom fields
- Create opportunities for salesforce.com contacts from Aventri registrants
- Automatic & customizable data sync: contacts, products, campaigns, etc.
- Targeted email campaigns with bi-directional synchronization
- Push Aventri invoices to salesforce.com quotes
- Push registrants from Aventri to salesforce.com
- Specify your own mapping from Aventri to Salesforce fields
- Determine frequency and amount of data to be synced

IDEAL FOR

- Leveraging your events' data
- Sales nurturing
- Adding event data to your ecosystem
- Matching registrations and purchases
- All stages of opportunity creation

WHAT DATA IS BEING SYNCED?

	Attendees	>	Contacts
	Registrations	>	Opportunities
	Categories, sessions & options	>	Products
	Email marketing list	<	Campaigns & members
	Invoices & purchases	>	Quotes & quote items
			

EASY SET-UP

Do you have an active salesforce.com organization with API access? In three steps you will be able to set up this powerful integration.

- Enter your salesforce.com credentials in Aventri
- Select and map your Aventri data
- Specify your synchronization (objects, timing, etc.)

GET IN TOUCH TODAY

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SOLUTIONS TO MANAGE AND OPTIMIZE EVERY ASPECT OF YOUR EVENTS

MEETINGS MANAGEMENT

 Budget

 Venue Sourcing

 Meeting
Registration

Deliver a strategic meetings program with actionable insights

- Capture costs and savings data for a clear picture of your organization's meeting spend
- Access up to 225,000 hotels globally, with an average response time of 9 hours
- Create processes to manage and approve meetings requests

Take control over your event portfolio

- Communicate with your target audience through email marketing
- Build secure and effective attendee registration sites
- Easily build event websites that fit your brand
- Send surveys to your attendees and generate response reports
- Enable 1-to-1 meeting creation with attendee directory
- Manage your event like a project - keep your execution team focused
- Arm your exhibitors with Smart Tag scanning and lead generation tools
- Brand the Aventri platform with white-labeling, URL masking, custom login pages and more

EVENT MANAGEMENT

 Abstracts	 Booth Manager
 Surveys	 Seating Planner
 Marketing	 Project Collaboration
 Website Builder	 Networking
 Registration	 Resource Scheduler

ENGAGEMENT

 Smart Tags

 Mobile App

 Goals & Analytics

 Scan

Prove event value to every attendee and stakeholder

- Equip attendees with an award-winning Smart Tag that captures real-world activity
- Use Mobile Apps to enhance the attendee experience while capturing digital activity
- Make sense of data being captured with the Smart Tag and Mobile App to optimize event impact
- Define event goals and monitor their real-time performance to optimize event ROI
- Arm your exhibitors with Smart Tag scanning and lead generation tools

Connect your existing ecosystem into the Aventri platform

- Streamline hotel & travel management with GDS integrations
- Generate and automate reports across events to show specific results
- Plug Aventri into your CRM, finance, marketing or housing ecosystem

DATA

 Integrations

 Reports

 API Library

Ready to learn more about how you can start leveraging our intelligent meetings and events platform to create experiences that engage attendees and deliver real-world ROI?

aventri.com/virtualtour