SITECORE® salesforce

Reveal customer behavior.
Empower your business.

Sitecore and Salesforce provide digital marketers with faster time-to-market and 1:1 personalization at scale through integration of Sitecore Experience Manager and Experience Platform and Salesforce Marketing Cloud.

The combination of Sitecore and Salesforce Marketing Cloud unlocks new levels of efficiency for the digital marketer.

Sitecore's digital experience platform integrates with Salesforce Marketing Cloud, enabling marketers seamless access to content and data as part of their daily marketing workflows.

Demolish disparate marketing software systems, leveraging both content management and digital marketing tools to deliver personalization at scale. This continual partnership delivers simple to execute integration which enables synced data analyzation, leading to consistently fresh content and hyper-customized experiences that drive tangible impact on ROI.

No more hopping in-between user interfaces, the integration between both offerings ensure content and data is accessible to the digital marketer in very few clicks. The fusion between the two platforms is achieved through Sitecore Connect™, a jointly developed connector that integrates Sitecore Experience Manager and Sitecore Experience Platform with Salesforce Marketing Cloud.

Sitecore Connect presents Sitecore's content and data within Salesforce Marketing Cloud's Content Builder and Audience Builder, utilized by Journey Builder, Email Studio and Mobile Studio.

Easily access images and content from Sitecore's DXP to place in emails and other campaigns without exiting apps

Immediate integration means no special IT projects required - integration is instant

Achieve faster-time-to-market with precision marketing across channels like web, email and mobile

Key Features

Content at your fingertips
Sitecore content is accessible directly within Salesforce Marketing Cloud apps like Journey Builder, Email Studio and Mobile Studio

Familiar drag-and-drop
content into emails and templates with speed and ease

Go global, faster Access
and quickly deliver multi-lingual, multi-cultural content for consistent, on-brand campaigns

Deliver 1:1 personalization
with always fresh, relevant content from Sitecore's industry leading content management system

Proven, enterprise-grade CMS
scales to meet any organization's needs

Instant integration
–no developers or special IT projects required

Reach customers faster with and Salesforce

Save time - reduce the tedious time it takes to find, import and deliver content

Get to market faster - streamlined digital marketing efficiencies help organizations reach and retain customers faster

Instant integration Sitecore and Salesforce just work through a jointly designed connector - no IT or developers required

Questions? Contact Sitecore at Salesforce@sitecore.com

SITECORE®