

SALESFORCE CONNECTOR for Campaign Sync

AUTOMATICALLY SYNC CAMPAIGN BRIEFS

The Salesforce Connector for Campaign Sync allows teams to connect their Aprimo Plan and Spend or Productivity Management solutions to Salesforce Sales Cloud and easily—and automatically—create and sync marketing plans and campaign briefs from Aprimo to Salesforce.



Optimize The Entire Content Lifecycle

Eliminate manual work and keep teams on track by streamlining and integrating the development, approval, launch, and measurement of campaigns.

Breakdown Silos

Align all campaigns and teams to an overall strategy and plan—then automatically execute through Salesforce.

Quantify Campaign ROI

Finally connect marketing goals and investment data with customer and campaign data for robust performance insights.

HERE'S HOW IT WORKS

Connect to Salesforce

Send your Aprimo activities to Salesforce automatically, creating or linking Salesforce Campaigns with Aprimo Activity IDs.

Automatically Sync Metadata

Sync metadata between Aprimo and Salesforce, including campaign descriptions, objectives, key dates, and parameters.

Performance Insights

Easily evaluate campaign performance metrics in Salesforce against the original objectives and investment.

