



Integration to Marketing Cloud

Intouch is the first messaging platform in the world to offer intelligent personalized data insertion onto MMS images. The decision to include Canva integration within the platform enables users to take full control of content design and production of branded imagery.

This additional capability makes intouch unique in the messaging market. intouch users are able to design and produce visually engaging messaging, and then insert highly personalized data tags onto the imagery to create unique mobile content experiences, 1:1 at scale.

intouch is very easy to implement, our no code mantra, and the easy to use visual interface delivers powerful mobile customer experiences and customer engagement that drive additional revenues and long term brand memory.

The intouch app is a connected app in the Salesforce Marketing Cloud, it has fully incorporated SSO and authorizes and authenticates flow of data to and from SFMC using the highest level of secure communications and encryption to safeguard data. Single sign-on (SSO) is an authentication method that enables users to access multiple applications with one login and one set of credentials.

- intouch extends Marketing Cloud Journey Builder through the addition of custom text and tailored visual activities configurable in the app and available in Marketing Cloud Journey Builder.
- The intouch app is deeply integrated with the Salesforce marketing cloud and data from marketing cloud can be easily mapped to custom personalization tags in intouch. All intouch services from media creation, contact management, reporting, loyalty, e-commerce tools to workflow journey builder tools are accessible and configurable from within marketing cloud through the app launcher.

