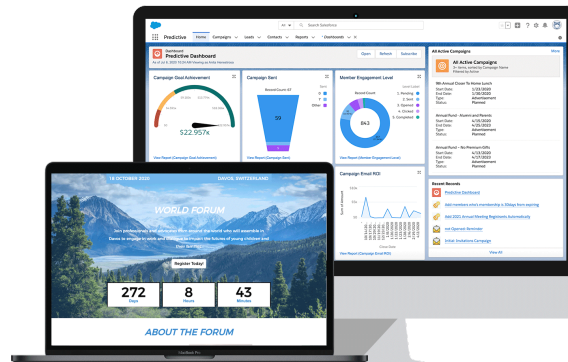


ZFusion + Predictive Marketing

ZFusion automatically adds Zoom Webinar and Zoom Meeting data into Salesforce. You are able to access detailed audience information in Salesforce.



Predictive Marketing is a mass email marketing automation tool for Salesforce. When paired with **ZFusion**, it gives you the ability to communicate with your event registrants and attendees before and after your event. Make them feel connected.



ZFusion and Predictive Marketing allows you to take your segmented campaigns to the next level. You can capture the true success of your next **Webinar or Meeting** and provide personalized follow up content right in Salesforce. All campaign history including: *individual registration data for the events and email communication activity will be stored under each individual contact*

[For Tips and Best Practices On How To Use ZFusion And Predictive Marketing Click Here.](#)