

Third Party Integrations

With *Evergage Integrations*, you can synchronize customer information – collected and stored in other solutions – with Evergage so it can be used to deliver real-time personalized experiences across channels. There are three types of integrations that can be configured using *Evergage Integrations* located in *CHANNELS & CAMPAIGNS > THIRD PARTY > Integrations*.

1. *External campaigns* - connect external campaigns to Evergage from campaigns running on AdWords and other sites
2. *Customer and segment synchronization* - leverage data from platforms like your CRM, email marketing, and social media
3. *Google Analytics* - bring information gathered by Evergage directly into Google Analytics

When you configure these integrations, you can leverage customer information from these disparate sources to maximize the effectiveness of your real-time personalization strategy. Additionally, you can pass in-depth behavioral data captured by Evergage to other solutions to improve their value and benefits.

This article includes information on how to begin the integration of a third party product.

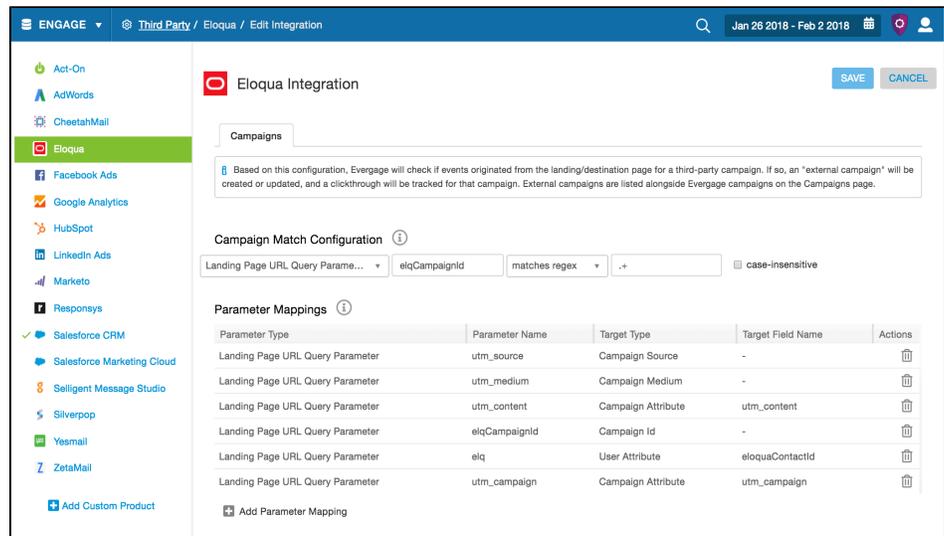
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Integrate a Third Party Product

Most integrations are preconfigured so they work right out of the box, but please refer to the related articles above or click **CONTACT SUPPORT** above for more information and guidance.

1. Log into the *Evergage Platform* as an administrator
2. Select **CHANNELS & CAMPAIGNS > THIRD PARTY > Integrations**
3. A  indicates products already integrated with Evergage
4. To enable an integration, select the product you would like to integrate
5. If the product you want to integrate is not listed, click **Add Custom Product** and enter the *Name*
6. Now, complete additional configurations specific to the product



The screenshot shows the 'Eloqua Integration' configuration page in the Evergage platform. The left sidebar lists various integration options, with 'Eloqua' selected and marked with a green checkmark. The main content area is titled 'Eloqua Integration' and includes a 'Campaigns' tab. Below this, there is a 'Campaign Match Configuration' section with a dropdown menu set to 'Landing Page URL Query Parameter', a text input field containing 'elqCampaignId', and a 'matches regex' checkbox checked. A 'case-insensitive' checkbox is also present. The 'Parameter Mappings' section contains a table with columns for Parameter Type, Parameter Name, Target Type, Target Field Name, and Actions. The table lists five mappings for URL query parameters: utm_source (Campaign Source), utm_medium (Campaign Medium), utm_content (Campaign Attribute), elqCampaignId (Campaign Id), and elq (User Attribute). Each row has a trash icon in the Actions column. An 'Add Parameter Mapping' button is located at the bottom of the table.

Parameter Type	Parameter Name	Target Type	Target Field Name	Actions
Landing Page URL Query Parameter	utm_source	Campaign Source	-	
Landing Page URL Query Parameter	utm_medium	Campaign Medium	-	
Landing Page URL Query Parameter	utm_content	Campaign Attribute	utm_content	
Landing Page URL Query Parameter	elqCampaignId	Campaign Id	-	
Landing Page URL Query Parameter	elq	User Attribute	eloquaContactId	
Landing Page URL Query Parameter	utm_campaign	Campaign Attribute	utm_campaign	