

# Third Party Campaigns



If your company is like most, you likely have customer data spread across several different systems. Evergage can pull information from these disparate systems to build richer [customer profiles](#) that you can use to target visitors with real-time, one to one personalization. Additionally, Evergage can pass analytics data to other systems so that data can be monitored, evaluated, and used in reports in a manner consistent with your company's internal processes.

## This Section Explains

The articles in this section discuss some of the out-of-the-box integrations and additional configurations available through *Evergage Integrations*. For more information, please contact your Customer Success representative.

## Articles in this Section

- [Configure a Third Party Product](#)
- [Create or Edit a Third Party Campaign](#)

*Evergage Integration* options include:

- **Out-of-the-Box Integrations** – It's easy to connect existing marketing and sales technology systems with Evergage through one of the 25 out-of-the-box integrations that enable easy sharing of visitor and campaign details between systems – from field to segment to campaign data. In addition, Evergage has two-way integration capabilities with Oracle Eloqua, Salesforce Marketing Cloud (ExactTarget) and Marketo so you can capitalize on extensive attribute and email activity data to support enhanced individual-level and account-based marketing campaigns.
- **Custom Integrations** – In addition to out-of-the-box integrations, Evergage Integrations can also pass/pull information to and from virtually any other data source via powerful and flexible APIs. For example, it can import in-store transactional data to provide a more complete picture of each consumer's full purchase history when delivering personalized recommendations. The solution can also send in-depth behavioral data collected by Evergage to external business intelligence tools, customer support systems, and more to enhance their value and accuracy.

