

Customer and Segment Synchronization



The concept of combining data from different sources into a cohesive customer view is familiar to most marketers. After all, you've grown accustomed to targeting visitors across channels. But using data from different sources is not without its challenges. How do you effectively leverage the best customer data you have – across multiple sources – to deliver relevant and engaging experiences?

This Article Explains

This articles in this section provide instructions for connecting and using Evergage with Salesforce, Eloqua, Marketo, and Selligent.

Articles in this Section

- [Integrate with Salesforce](#)
- [Marketing Automation Platform Integrations](#)

To help streamline this process, Evergage offers out-of-the-box integrations with leading marketing automation platforms (MAP) and CRM applications. Connecting Evergage with these systems only takes a few minutes and once configured, you can:

- Pass MAP/CRM segment data to Evergage which can be used for web and mobile personalization
- Pass Evergage segment data to your MAP/CRM which can be used in email campaigns
- Exchange data fields between the two solutions to enhance customer profiles

The only requirement is that your company must be an active customer with both the MAP/CRM and Evergage and you must have administrative access to both solutions.