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

Sections in this Article
• Integrate a Third Party Product

Articles in this Section
• Evergage Gears • Evergage APIs and File Upload/Download • Customer and Segment Synchronization • Configure Google Analytics • Enable Custom Client-side Integrations • Integrate Evergage with Adobe Analytics

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