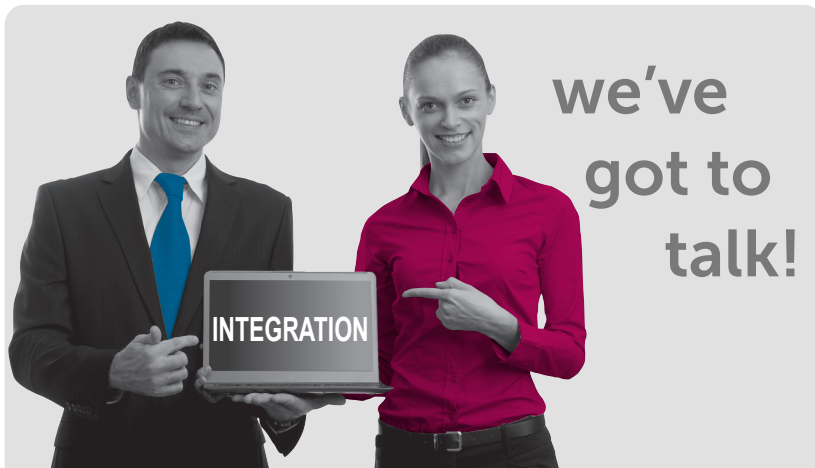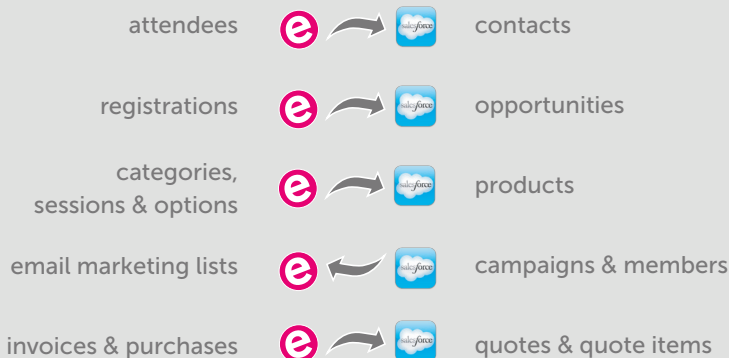# salesforce.com integration

etouches has a powerful and comprehensive integration with Salesforce that spans the entire lifecycle of your Events from prospecting & marketing to financials. Less effort, more results!

we've got to talk!

INTEGRATION

how salesforce – etouches integration works

attendees	e → salesforce	contacts
registrations	e → salesforce	opportunities
categories, sessions & options	e → salesforce	products
email marketing lists	e ← salesforce	campaigns & members
invoices & purchases	e → salesforce	quotes & quote items

key features

- No Salesforce customization needed
- Ability to sync your **custom fields**
- **Create Opportunities** for sales-force.com contacts from etouches registrants
- **Automatic & customizable data sync**: contacts, products, campaigns, etc.
- Targeted email campaigns with **bidirectional synchronization**
- Push etouches invoices to sales-force.com quotes
- **Push Registrants** from etouches to salesforce.com contacts
- **Event data &** attendee behavior pushed to salesforce.com

ideal for

- Leveraging YOUR events' data
- Sales nurturing
- Segregate events data into your organization's structure
- Matching registrations and purchases
- All stages of opportunity creation

plug & play process

Do you have an active salesforce.com organization with API access? In three steps you will be able to set up the powerful integration.

- Enter your salesforce.com credentials in etouches
- Select and map your etouches data
- Specify your synchronization (objects, timing, etc.)

etouches platform will take care of the rest!

Hungry for more about Salesforce Integration? Get more details online!

etouches.com/GOsfintegration