

engage

INTEGRATION OVERVIEW SFDC



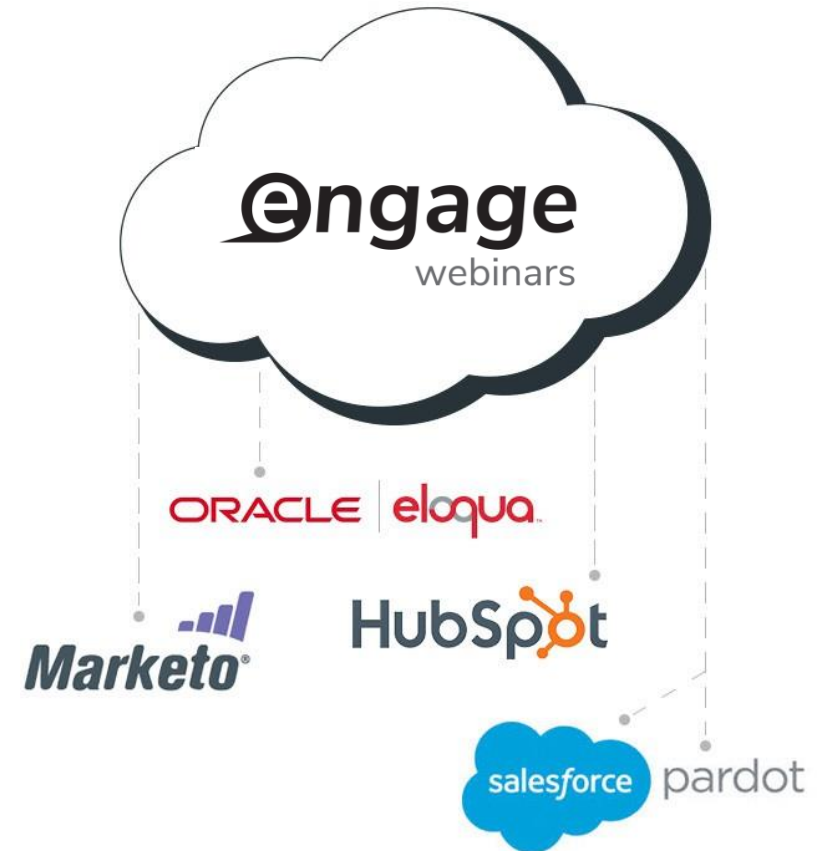
INTEGRATION OVERVIEW

Generate more leads from your Webinars through Engage's Marketing Automation and CRM integrations including Marketo, Eloqua, Pardot, HubSpot and Salesforce platforms.

Engage leverages APIs from leading Marketing Automation and CRM providers. User data, including profile fields, user activity and responses to calls to action seamlessly flow from the Engage platform to external tools. This allows for better campaign follow-up and nurturing for both sales and marketing professionals.

Integration involves an easy, one-time configuration. Data mappings are configured once then added to a template which is automatically applied to future Webinars. Custom or special campaigns are simple, too. Simply use the template as a starting point, then remove or add fields as needed. The Engage platform will send the updated data at the next scheduled push time.

In addition, users can leverage their marketing automation platforms to create landing pages and registration pages for their events or Webinars. This supports both standard and custom profile fields, and allows the Engage platform to snap into existing marketing workflow.

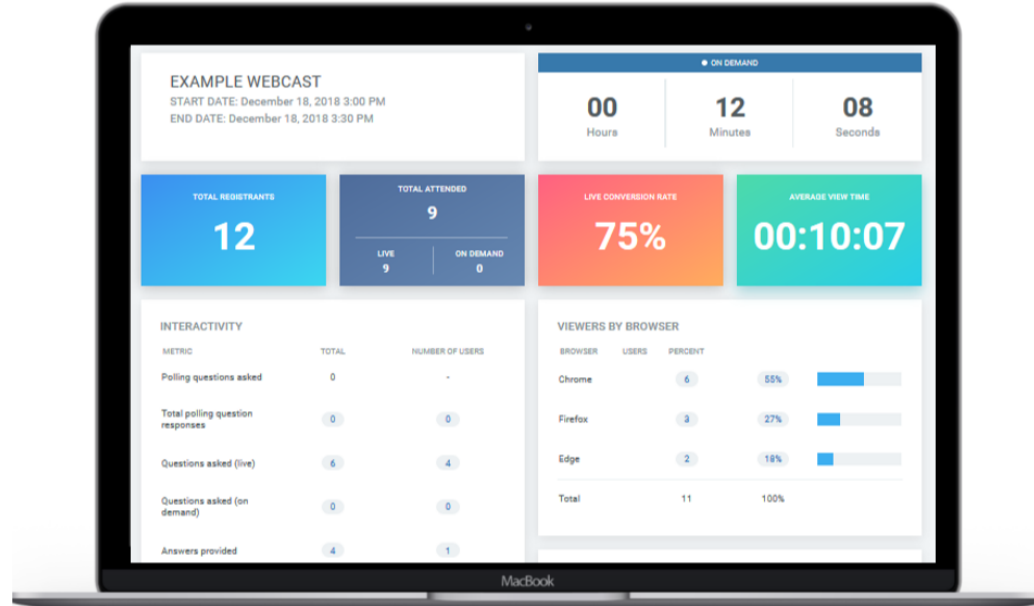




EXAMPLE OF DATA OPTIONS

Activity & Engagement

- Webinar Login count
- Live Viewership duration
- On-demand viewership d
- Number of webinars view
- Poll Responses
- Handouts viewed
- Survey Responses
- Passed Tests
- Viewing Duration



Profile Data

- Registration Profile Data
- Registration Date & Time
- Registration Source
- Affiliate & Campaign data



ENGAGEMENT DATA WHERE YOU NEED IT!

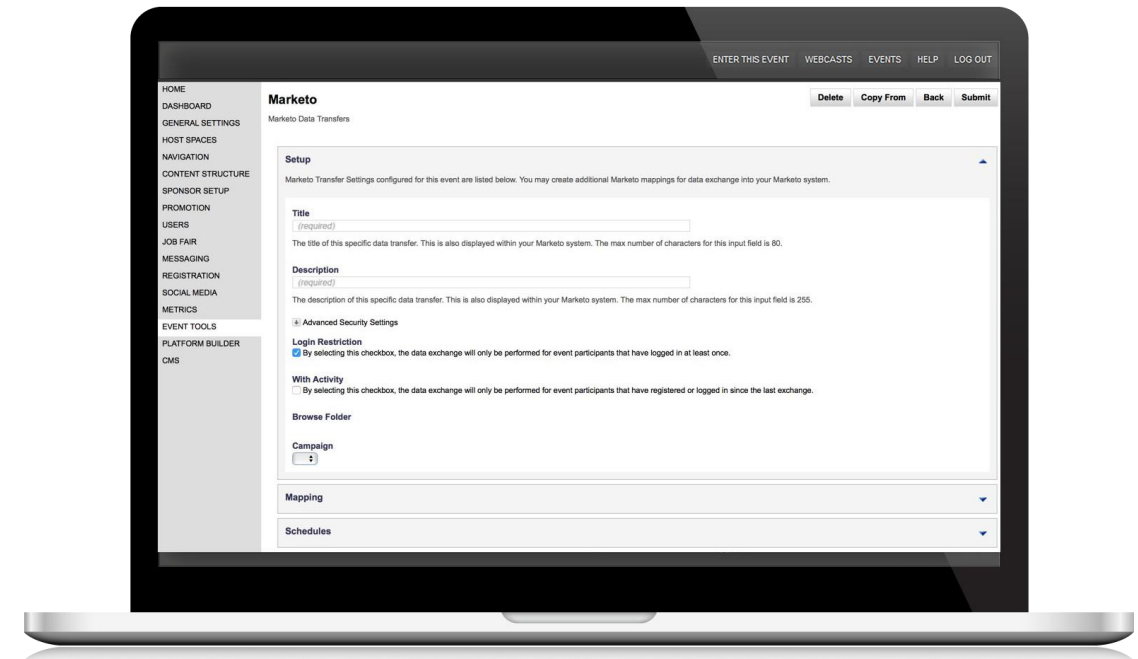
Marketo – Engage provides full support of market partitions, which allow for separation of your leads, workspaces and campaigns. Additionally, you can view, select and clone Marketo campaigns from within the Engage platform.

Eloqua – Engage provides full support for E9 data cards and E10 custom contact objects. Design flexibility allows for either one data card/object per webinar, or one for all—it is your design choice.

Pardot – Engage provides full support for creating and updating prospects, as well as adding those prospects to “registered” and/ or “attended” lists.

HubSpot – Engage provides full support for creating and updating contacts, as well as adding those contacts to “registered” and/or “attended” membership lists.

Salesforce – Engage passes full lead information including registration and attendee information to Salesforce, including Engage webinar and event IDs for mapping to Salesforce campaigns.



INTEGRATION OVERVIEW

Easy to Use: Engage offers a simple configuration tool for mapping users' webinar and online event activity to data fields in Marketing Automation and CRM platforms. Include the fields you want to score or track as part of the webinar or event template, the data maps automatically and the Engage platform does the rest.

Multi-Presentation Tracking: We track activity for user actions within a single webinar or multi-webinar event, from documents and videos viewed, to interactions the user has within the event. Marketers can use these data points to better understand each user's interests and buying intentions, to run personalized campaigns.

Confirmation Reporting: Automated reports of user activity pushed to the marketing automation platform are generated at both the summary and detail levels, offering a complete story of your users' activity.

Benefits: Using an Engage Integration a marketing or sales team can:

Better identify and nurture qualified attendees by capturing multiple touchpoints the user had within a webinar or online event, including how they interacted, and which content seemed to be of the most interest to them.

With Engage you are not constrained by collecting just a few pieces of user information. More effective campaigns are delivered by the multi-dimensional view of a user's content interests and social engagements, derived from by all the actions the user took in a webinar or an online event. These valuable insights help increase the success of your campaigns.

INTEGRATION OVERVIEW

Easy to Use: Engage offers a simple configuration tool for mapping users' webinar and online event activity to data fields in Marketing Automation and CRM platforms. Include the fields you want to score or track as part of the webinar or event template, the data maps automatically and the Engage platform does the rest.

Multi-Presentation Tracking: We track activity for user actions within a single webinar or multi-webinar event, from documents and videos viewed, to interactions the user has within the event. Marketers can use these data points to better understand each user's interests and buying intentions, to run personalized campaigns.

Confirmation Reporting: Automated reports of user activity pushed to the marketing automation platform are generated at both the summary and detail levels, offering a complete story of your users' activity.

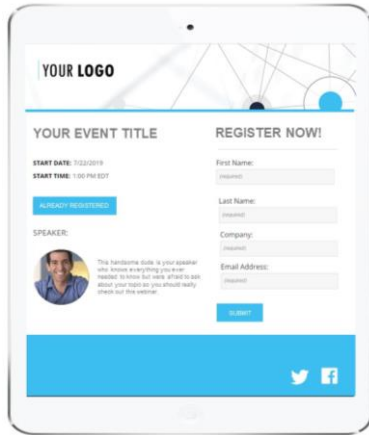
Benefits: Using an Engage Integration a marketing or sales team can:

Better identify and nurture qualified attendees by capturing multiple touchpoints the user had within a webinar or online event, including how they interacted, and which content seemed to be of the most interest to them.

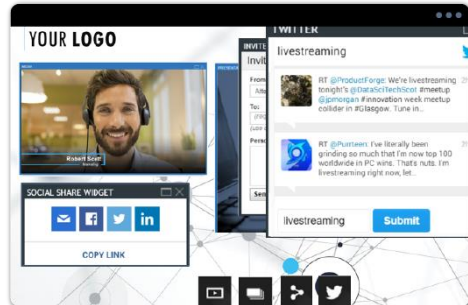
With Engage you are not constrained by collecting just a few pieces of user information. More effective campaigns are delivered by the multi-dimensional view of a user's content interests and social engagements, derived from by all the actions the user took in a webinar or an online event. These valuable insights help increase the success of your campaigns.

salesforce INTEGRATION

Engage Registration Page



Registration Data



Viewer Engagement Data

Engage Webinar Console

engage
webinars

salesforce

Update/Create Leads

Update Contacts

Update Campaigns

Update/Create
Campaign Members

ENGAGE WEBINAR SOURCE DATA



Event Summary:

- Title
- Abstract
- Event Date/Time
- Registration statistics
- Attendance statistics

For Each Registrant:

- Registration Responses
- Registration Date/Time
- Partner Referral

For Each Attendee:

- Live and OD Minutes Attended
- Live and OD Activity Dates/Times
- Poll Questions and Responses
- Survey Questions and Responses
- Handouts Viewed