

DOUBLEDUTCH SALESFORCE INTEGRATION

Empower Your Sales Team with Live Engagement Data

Capture the interactions across each attendee at your live events, and turn them into insights that empower your sales team to drive action faster.

Key Benefits

- Personalize sales outreach to drive better outcomes
- Empower sales teams with deeper, real-time visibility
- Deliver quality leads with greater precision
- Save time and improve event data accuracy

Capture, Transfer, and Share Detailed Engagement Insights

Infuse contact records with rich insights on attendee activity at live events — providing sales teams with clear visibility into the intent of prospects and customers

Enable Rapid, Relevant Follow-Up

Empower your sales team with real-time insights into what attendees are attending, viewing, asking, and saying — enabling them to follow-up quickly at or after the event with relevant info.

Power Marketing Campaigns That Spur Action

Connect Salesforce with a marketing automation system to instantly trigger campaigns based on attendee actions — for example, sending recommended content based on a poll response.

Update Your Contact Data Automatically and Accurately

Automate the transfer of your event data into Salesforce, updating or adding contacts in real-time — improving accuracy and reducing headaches in keeping your data up-to-date.

The screenshot shows a Salesforce contact record for 'jrichards@benchmark.com'. It includes contact information like phone and email, and a table of activities from 'TechCon 2016' such as attending sessions, taking surveys, and rating sessions.

Activity	Event	Detail	Value	Date / Time
Attended Session	TechCon 2016	Morning Keynote	Session Scan	Jul 17, 2016 8:00
Attended Session	TechCon 2016	How to Increase Tech Marketing ROI	Session Scan	Jul 17, 2016 10:00
Took Survey	TechCon 2016	Morning Keynote Session Survey	Completed Survey	Jul 17, 2016 10:00
Rated Session	TechCon 2016	Morning Keynote Session Rating	4 Stars (Very Good)	Jul 17, 2016 10:00
Took Poll	TechCon 2016	"What is your purchasing timeframe?"	6-9 Months	Jul 17, 2016 4:00