

# Salesforce CRM integration

**Tripolis Solutions**  
*Connect. Get ready. We deliver.*

## Salesforce CRM integration

Customer Relationship Management applications help you manage not only your existing customers, but also your future ones. CRM ensures that all interaction among your sales, marketing and customer service teams is managed in one location. You always have access to accurate, up-to-date customer information. To easily manage customer contact databases in one location, Tripolis Solutions has developed an integration between the Salesforce CRM software and Tripolis Dialogue.

Users of Salesforce can easily send 1-1 or 1-many emails with the help of the standard email templates in Tripolis Dialogue. Knowledge of Tripolis Dialogue software is not required to send these emails. Because both relationship and mail results are exchanged, the data quality remains guaranteed at all times.

TRIPOLIS SOLUTIONS

**TripolisDialogue**

API Management

Campaign Management

Contact Management

Content Management

Delivery Management

International Edition

Pixylon

Publish Management

Report Management

Retail Edition

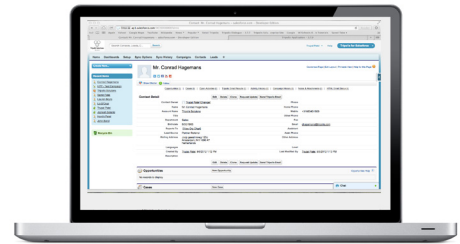


**Tripolis Solutions**

*We deliver*

The Salesforce CRM database is leading. The link ensures that the most up-to-date information on your relationships in Salesforce is always synchronized with Tripolis Dialogue. With the link between both systems, you can easily send email campaigns directly from Salesforce. The results of these campaigns, who has opened an email or who has clicked within an email are visible in Tripolis Dialogue and at the individual level in Salesforce. This way you always build a total customer profile in your Salesforce CRM system, in which all contact moments are registered.

Changes in the data of your Salesforce CRM package are directly applied to your data in Tripolis Dialogue. The result: cost and time savings due to the effectiveness of two systems in one.



## **Salesforce CRM integration**

*Create, manage and send email campaigns easily with your client database into Salesforce CRM*

### **Multi-channel Dialogue Marketing Software**

Tripolis Dialogue is a high-end multi-channel dialogue marketing platform for email, mobile and social marketing, specially developed for national and international marketers and publishers. Tripolis Dialogue is delivered as a complete email marketing campaign system that is built around a number of modules. The Contact Management module forms the basis for the central storage of contacts and data. With the Content Management module, you can develop campaigns and edit text and graphics. Publish Management then provides for guaranteed delivery of emails and text messages. The Report Management module gives real-time and very detailed insight into the results of the campaign. Finally, Tripolis Dialogue is expandable with the separate Campaign Management module: a unique online drag & drop suite for multi-channel and event-driven campaign management.

### **Tripolis Dialogue**

We use these practical solutions to assist our clients with entering into, maintaining and expanding (business) relationships. Basically, we provide two different services: the email marketing software called Tripolis Dialogue and the high-end delivery services of Tripolis Delivery. Our Tripolis Dialogue software is a multi-channel communications solution that is provided as software as a service (SaaS). Users need nothing more than a browser to create email newsletters, send text messages and conduct complete multi-channel campaigns. Our email, mobile and social marketing software and delivery services are available through our leading business partners. More than 2,500 users and over 1,000 renowned companies use the software worldwide.

### **Most important characteristics:**

- Great convenience
- Export of send lists based on selections in Salesforce CRM
- Develop and send mailings via the Tripolis Dialogue platform
- Create subsequent actions based on results of click and read behavior in Tripolis Dialogue
- Knowledge of Tripolis Dialogue not necessary
- Corporate design remains secure

### **Technique:**

- Completely web-based, able to open anywhere and everywhere
- Able to link with all databases in Tripolis Dialogue
- View content and mail statistics in Salesforce
- Send mail and text campaigns directly

*For more information, please call us  
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[www.tripolis.com](http://www.tripolis.com)*