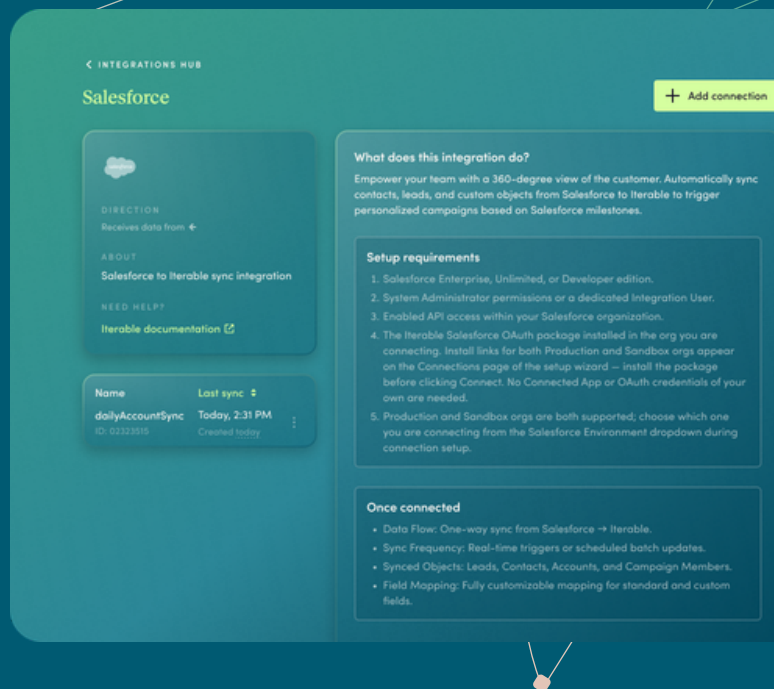




Salesforce Integration

Unify CRM intelligence with real-time lifecycle orchestration.

Synchronize Salesforce records directly into your marketing canvas keeping campaigns aligned with changing customer and business data so teams can target and personalize with more complete context.



Sync Salesforce data natively

Marketer Led CRM Alignment

Build syncs independently via self-service OAuth and field mapping, launching revenue campaigns faster without engineering friction.

Reach the Most Relevant Audience

Automatically update user profiles and catalogs as CRM records shift, preserving full lifecycle history through relevant audience conversions.

Power Journeys with Rich Customer Data

Combine behavioral and CRM signals to power precise account-based messaging and trigger event-driven journeys.

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Connecting Salesforce natively with Iterable fundamentally simplifies our data architecture. Eliminating integration delays allows us to trigger lifecycle campaigns faster while keeping our audience data perfectly synchronized.

Alvaro Bustos Lara, Technical Lead & Marketing Operations

