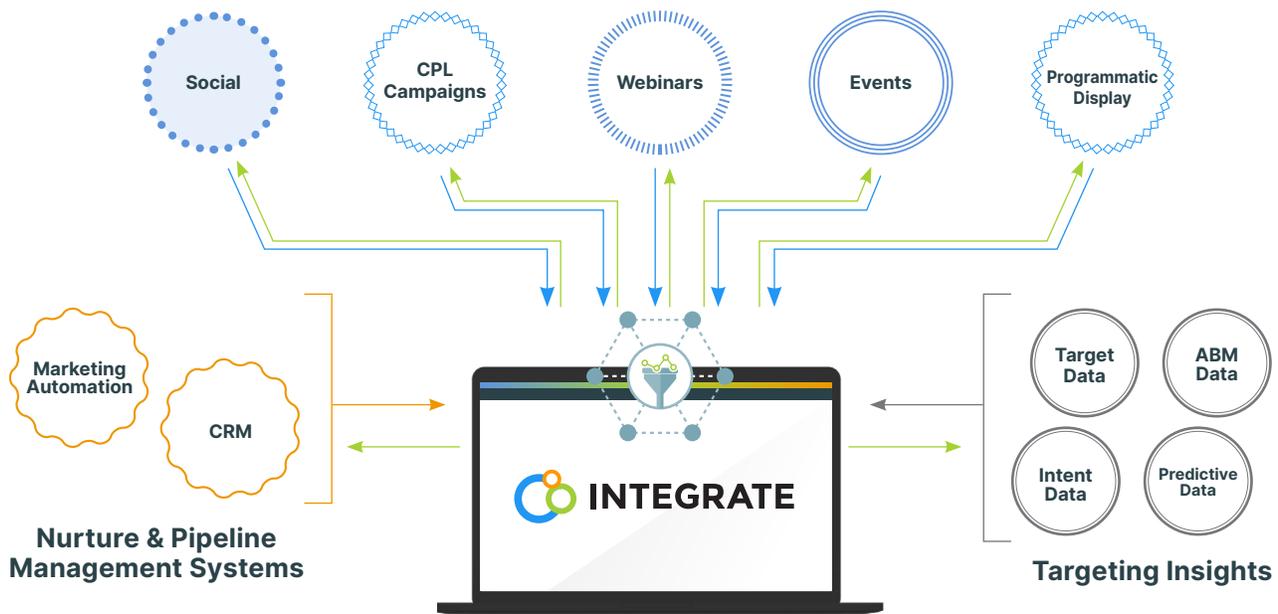


## DEMAND ORCHESTRATION: SOCIAL LEADS FROM FACEBOOK AND LINKEDIN

The best demand marketing programs run through Integrate. By unifying and amplifying your B2B marketing universe, we provide a home base for running, managing and measuring demand generation programs, including your social demand generation efforts. Our demand orchestration platform brings more high-quality top-of-funnel leads into marketing automation and CRM systems faster, helping scale your sales pipeline, accelerate revenue and maximize ROI.



## SOCIAL DEMAND GENERATION

Take advantage of Integrate's LinkedIn and Facebook connectors to amplify your social demand generation efforts and increase pipeline impact.

Integrate's comprehensive social solution enables you to:

- Get social leads into your marketing automation tools or CRM in real-time, without manual .csv downloads
- Automatically dedupe, standardize, validate and map fields from your social forms to your campaign fields
- Send only governed data automatically to sales, ensuring they get the best leads in the most efficient way possible
- Utilize analytics for optimization to track conversion and measure impact, helping you determine which campaigns are most valuable to revenue generation

# THE POWER OF AN INTEGRATED APPROACH

## B2B Social Lead Generation

B2B marketers can capture lead information from prospects using Facebook Lead Ads campaigns or LinkedIn Lead Gen Forms. Integrate routes lead data through its platform and delivers only complete, valid and compliant leads to marketing automation and CRM systems. This automated process ensures invalid and duplicate leads never enter a database and provides sales and marketing teams with more high-quality leads.

## Analytics & Measurement

Customers can measure how these leads perform as they progress through the funnel. This allows them to optimize their demand marketing strategy by understanding which Facebook and LinkedIn campaigns are most successful and how social leads perform in comparison to other demand marketing sources, channels and programs.



## HOW IT WORKS

### Step 1—Visit the Integrations Hub within the Integrate platform

You build and work with Facebook or LinkedIn campaigns in Integrate just like any CPL campaign.

### Step 2—Configuration

It's easy to set up the integrations with a simple UI, and authentication is done securely via OAuth.

### Step 3—Clean, Intelligent, Actionable Data

Select the integration and forms you want to work with. Once these leads are in Integrate, they get all the built-in benefits of the Integrate platform, including:



Validation



Data enrichment



MA and CRM integration



De-duplication



Mapping to your database field



Analytics for optimization

### Step 4—Analytics for Optimization

Our measurement reports show which accounts, campaigns, sources and content are driving the best results so you can optimize your social demand generation expenditures.

Ask your Integrate account manager how Integrate's comprehensive social solution can help you increase pipeline and revenue.

GET IN TOUCH