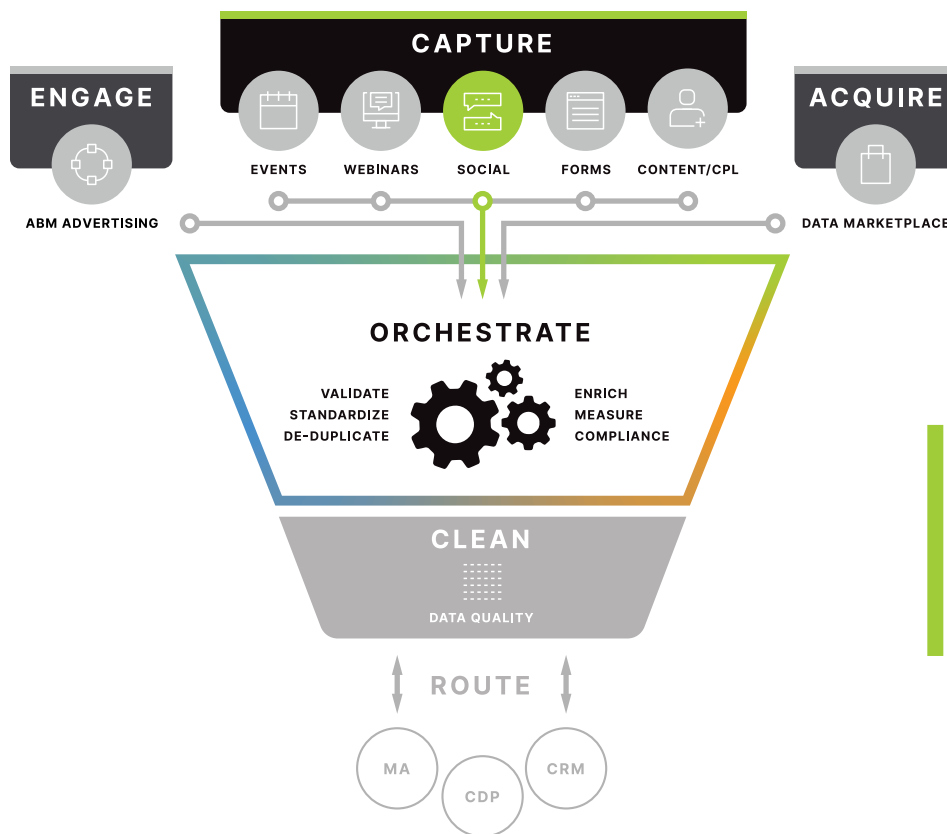


Integrate

Social Solution

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.



Our demand orchestration platform brings more high-quality social leads into marketing automation systems faster and allows companies to scale 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

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.

CLEAN, INTELLIGENT, ACTIONABLE DATA

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 fields



Measurement

ANALYTICS FOR OPTIMIZATION

Our measurement reports show which accounts, campaigns, sources and content are driving the best results so you can optimize your marketing spend.

GET IN TOUCH

Learn more about Integrate’s Comprehensive Social Solution.