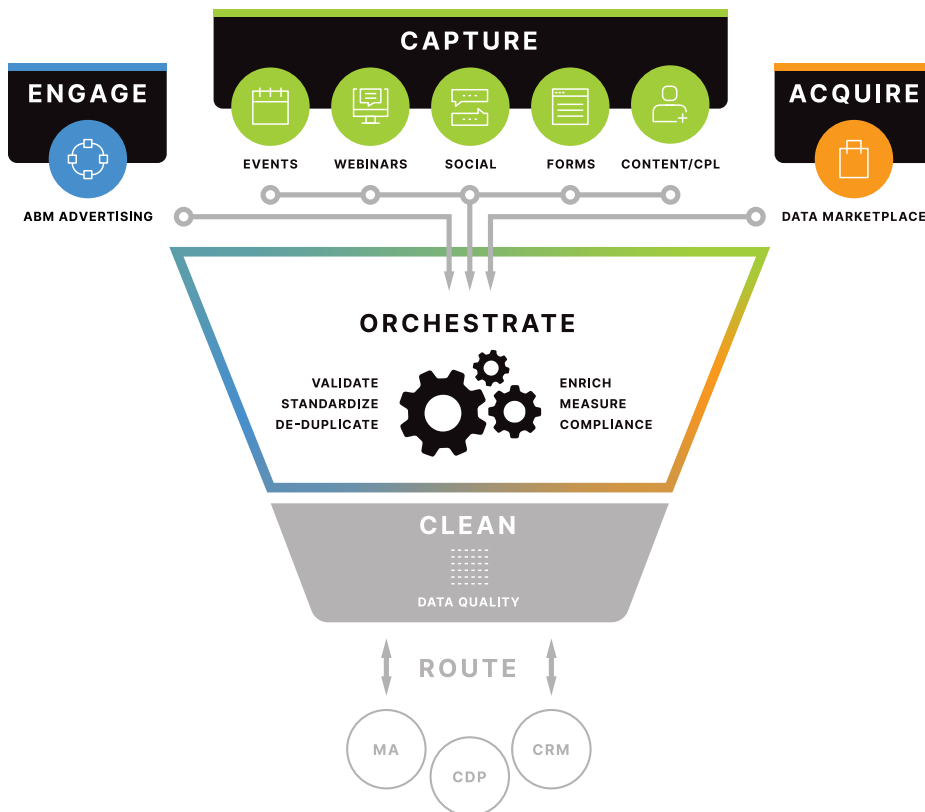


Integrate

Demand Orchestration Platform

Experience The Power Of The Integrate Engine

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 top-of-funnel leads into marketing automation systems faster and allows companies to scale sales pipeline, accelerate revenue and maximize ROI.



Data Standardization, De-duplication And Enrichment

The Integrate Platform’s powerful engine unifies all demand channels: social, webinar, event, third-party demand generation, and forms leads are all standardized, validated, and enriched in the platform to provide the outcomes that will generate revenue.

KEY HIGHLIGHTS OF THE INTEGRATE PLATFORM:

Integrate’s data validation capabilities include email, phone, and address verification for the fields you determine are relevant to your target audience and campaign requirements

Deduplication rules can be implemented to reject duplicate leads at the campaign and source level from entering your system from paid demand efforts

Append and enhance your data with profile data enrichment at the contact and company levels, enabling effective nurture and follow up

The power of an integrated approach

BEST-IN-CLASS INTEGRATIONS TO ENSURE SUCCESS

Successful B2B Marketers know they have to diversify top-of-funnel demand channels to get the pipeline impact they need. Integrate is committed to ensuring data flow from demand sources through our platform to Marketing Automation or CRM systems, so you can accelerate revenue.

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 how to harness the power of the Integrate engine.