Activate Demandbase data within Sendoso

Demandbase + **Sendoso**

Demandbase customers can leverage Sendoso's leading Sending Platform to help companies stand out by giving them new ways to engage with customers throughout the buyer's journey. By integrating account-level insights into digital and physical sending strategies, marketers and sellers can increase the effectiveness of their existing go-to-market programs and improve their relationships with customers.

Marketing uses this integration to:

- Align gifting campaigns with overall digital marketing strategy to create a seamless online and offline experience

- Use Demandbase customer journey stages to determine trigger criteria for more strategic sends based on where an account sits in the customer journey

- Personalize sends based on role-based data within an account list, like incorporating Person Fields in your selector criteria

- Re-engage key opportunities at the right time by using automation to send a gift when someone meets specific criteria.

- Automate adding people into a Sendoso campaign in Salesforce or Marketo using Orchestration within Demandbase

Sales and Post-Sales use this integration to:

- Leverage Sendoso eGifts in their sales outreach to incentivize prospects to take an initial meeting

- Understand the best time to send a gift based on account engagement via the Engagement Dashboard in the Demandbase platform

Post-Sales uses this integration to:

- Increase retention by sending welcome gifts for new customers or thank you gifts to maintain engagement with customers pre- or post-renewal

- Recognize customer accomplishments, such as a successful marketing campaign or a new round of funding, and easily action that information into a celebratory eGift

Getting Demandbase Data into Sendoso

Multiple methodologies exist triggering Sendoso sends with Demandbase data depending on the CRM and Marketing Automation tools in your stack.

[Find more information about setting up a CRM/MAP integration here](#)