Marketing Automation Connector Pack

Form a connection with your customers

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Most enterprise companies already have a customer data platform (CDP), customer relationship management (CRM) system, and marketing automation tool in place. What they don't have, is a way to use that data to personalize the customer experience on their website.

Using the Magnolia Marketing Automation Connector Pack, you can easily integrate with external systems to pull customer data into the CMS and send visitor form submissions and tracking data back.

Flexible integrations

Seamlessly connect with leading third-parties

The Marketing Automation Connector Pack has out-of-the-box integrations available for Marketo and Salesforce Sales Cloud. Only very basic configurations are required to get started. If there's no connector for your system, you can create your own using Magnolia APIs.

Lead management

Easily capture, manage, and nurture your leads

Build and manage contact and lead generation forms in external systems, while using a simple GUI within Magnolia to place the forms on your websites and other customer touchpoints.

Editors can stop wasting time with error-prone HTML and can embed forms into pages with just a few clicks. Magnolia fetches the forms in real-time, so they will automatically update to reflect changes made in the external systems as well. The forms will be standardized in Magnolia to match the branding and design of your website to create a seamless user experience. You can even send pages or other templates from within Magnolia as emails to your leads based on external customer mailing lists.

Experience personalization

Enable personalized experiences with external customer data

Use customer data from external systems to create a tailored user journey. Within Magnolia, you can target audiences with specific content based on lead details in your external systems.

You can then offer a dynamic experience to site visitors that have specific traits such as lead scores, interests or other demographics or firmographics. You can use rules to dictate which content tags get displayed for particular visitor traits. The CMS can even send behavior tracking data back to your external system for further analysis. Magnolia makes it straightforward to deliver relevant content to different market segments.
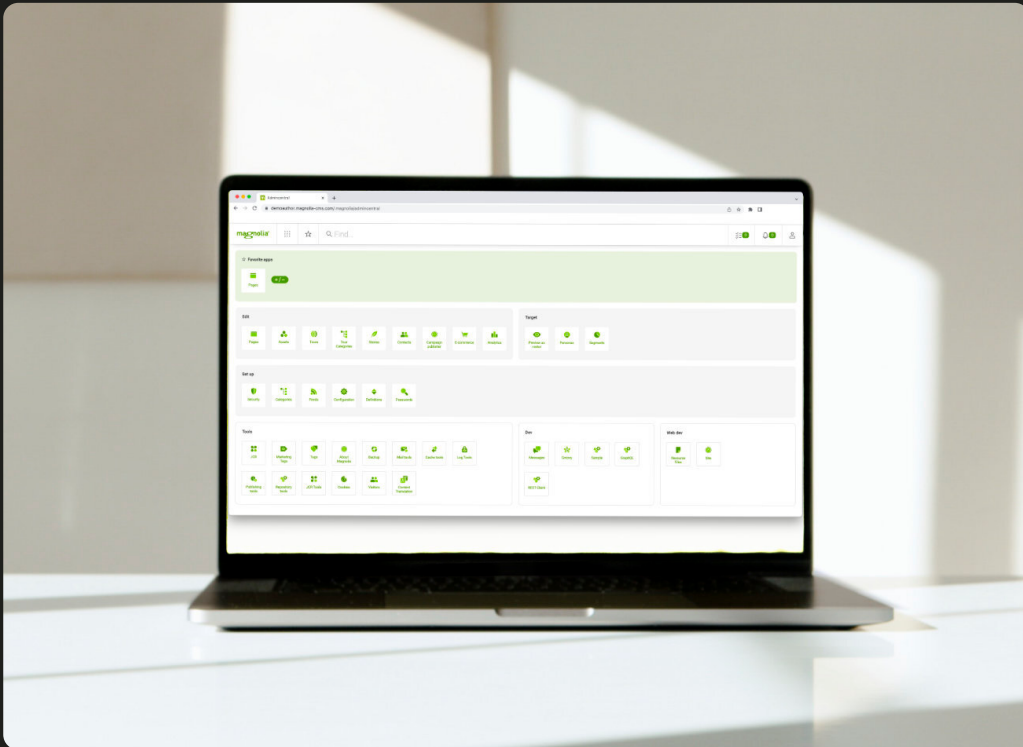
Get in touch

To learn how Magnolia can help you launch great digital experiences faster, contact us at:

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