

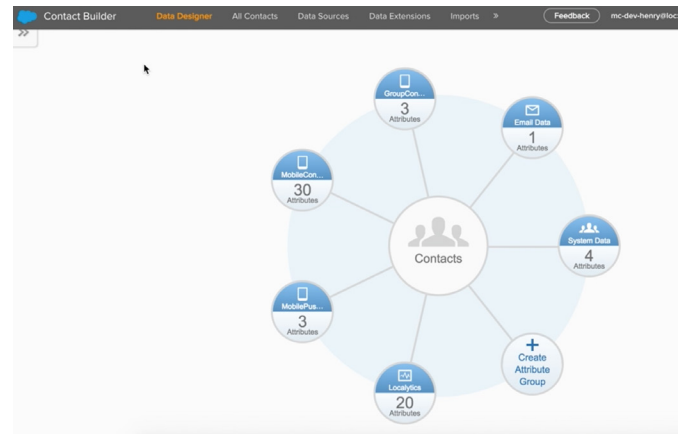
# SALESFORCE MARKETING CLOUD AND LOCALYTICS INTEGRATION

## Enhance your marketing cloud with rich mobile user data

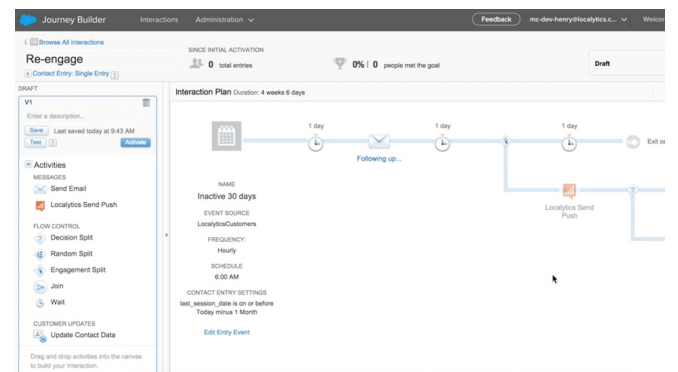
Today it is more important than ever for marketers to prioritize personalized connections with their customers. However, [96% of marketers](#) say building a comprehensive view of customers is a challenge.

Localitytics' integration with Salesforce Marketing Cloud (SFMC) is a significant opportunity for marketers to refine, optimize and personalize their marketing automation strategies.

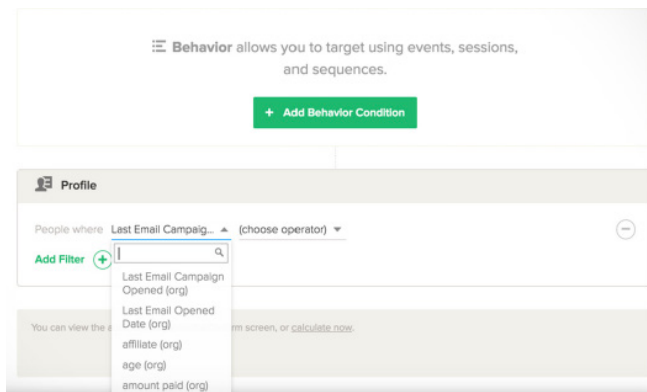
Localitytics delivers real-time and robust mobile analytics that have not yet been leveraged in the marketing automation cloud. And partnering with Salesforce, the leading enterprise email marketing automation provider, delivers on the promise of personalization at scale.



SFMC Contacts (attributes are synced with Localitytics Profiles)



SFMC Journey Builder (fields are synced from Localitytics Profiles)



SFMC Journey Builder (fields are synced with Localitytics Profiles)

## Key Benefits

Data is shared automatically to:

- Enhance every SFMC campaign with rich mobile app user data from Localitytics
- Keep your brand top-of-mind by combining the omnipresence of mobile with traditional marketing automation tactics
- Reach end users with personalized campaigns at scale using Localitytics' robust analytics data

Helping marketers develop:

- A complete view of their customers
- More personalized cross-channel marketing automation
- Clarity and coherence to execute a smarter marketing automation strategy
- Deeper customer relationships with more prospect and customer intelligence

**80% of consumer-facing companies don't understand their customers beyond basic demographics and purchase history**