



Reveal customer behavior. Empower your business.

Sitecore and Salesforce provide digital marketers with faster time-to-market and 1:1 personalization at scale through integration of Sitecore Experience Manager and Experience Platform and Salesforce Marketing Cloud.



The combination of Sitecore and Salesforce Marketing Cloud unlocks new levels of efficiency for the digital marketer.

Sitecore's digital experience platform integrates with Salesforce Marketing Cloud, enabling marketers seamless access to content and data as part of their daily marketing workflows.

Demolish disparate marketing software systems, leveraging both content management and digital marketing tools to deliver personalization at scale. This continual partnership delivers simple to execute integration which enables synced data analysis, leading to consistently fresh content and hyper-customized experiences that drive tangible impact on ROI.

No more hopping in-between user interfaces, the integration between both offerings ensure content and data is accessible to the digital marketer in very few clicks. The fusion between the two platforms is achieved through Sitecore Connect™, a jointly developed connector that integrates Sitecore Experience Manager and Sitecore Experience Platform with Salesforce Marketing Cloud.

Sitecore Connect presents Sitecore's content and data within Salesforce Marketing Cloud's Content Builder and Audience Builder, utilized by Journey Builder, Email Studio and Mobile Studio.



Easily access images and content from Sitecore's DXP to place in emails and other campaigns without exiting apps



Immediate integration means no special IT projects required - integration is instant



Achieve faster-time-to-market with precision marketing across channels like web, email and mobile



Key Features

Content at your fingertips

Sitecore content is accessible directly within Salesforce Marketing Cloud apps like Journey Builder, Email Studio and Mobile Studio



Familiar drag-and-drop content into emails and templates with speed and ease



Go global, faster Access and quickly deliver multi-lingual, multi-cultural content for consistent, on-brand campaigns



Deliver 1:1

personalization with always fresh, relevant content from Sitecore's industry leading content management system



Proven, enterprise-grade CMS scales to meet any organization's needs



Instant integration -no developers or special IT projects required



Reach customers faster with and Salesforce

Save time - reduce the tedious time it takes to find, import and deliver content

Get to market faster - streamlined digital marketing efficiencies help organizations reach and retain customers faster

Instant integration Sitecore and Salesforce just work through a jointly designed connector - no IT or developers required

Questions? Contact Sitecore at Salesforce@sitecore.com



Sitecore is the global leader in experience management software that combines content management, commerce, and customer insights. The Sitecore Experience Cloud™ empowers marketers to deliver personalized content in real time and at scale across every channel—before, during, and after a sale. More than 5,200 brands—including American Express, Carnival Cruise Lines, Dow Chemical, and L'Oréal—have trusted Sitecore to deliver the personalized interactions that delight audiences, build loyalty, and drive revenue.

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