



# **Messagepoint for Salesforce™**

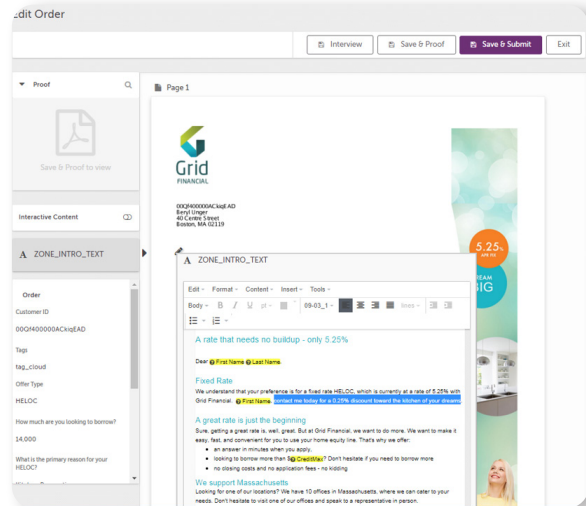
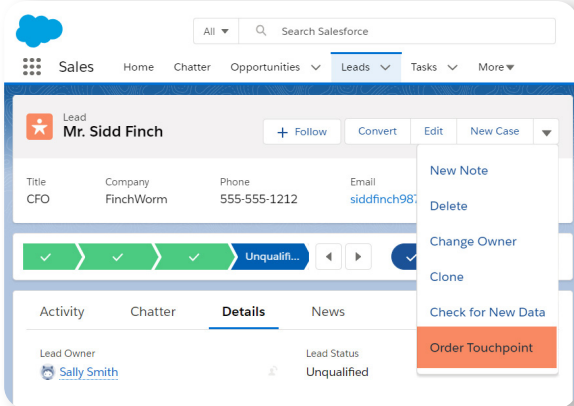


## **A more intelligent way to manage your customer communications from within Salesforce™**

More sales, customer service, and marketing teams are working in Salesforce than ever before. By integrating Salesforce with Messagepoint, those teams can optimize customer communications to deliver better customer experiences through more personalized, consistent, and compliant communications.

By leveraging Messagepoint to manage your customer communications, your teams will be able to take advantage of advanced personalization capabilities to ensure every communication is targeted and relevant, increasing response rates and loyalty. Shared templates and content make it faster and easier to create new communications and manage updates—all without involving IT. In addition, the ability to directly preview and test emails before they go live, and to oversee each step of your customized approval process, means faster time to market.



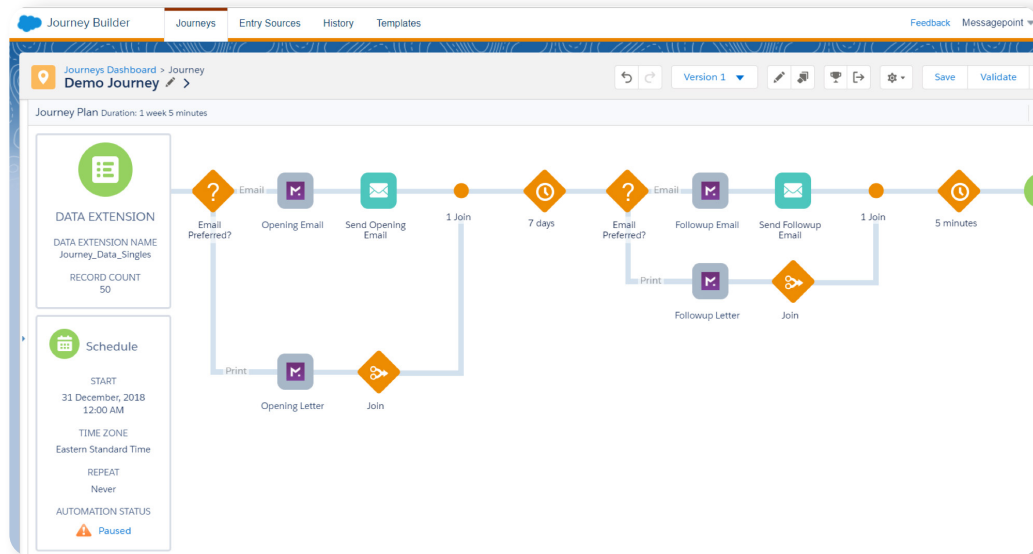


# Introducing Messagepoint Salesforce Integrations and Connectors

## Messagepoint Connected for Salesforce

Empower front-office teams to use approved correspondence and documents that are managed in Messagepoint directly from Salesforce Sales and Service Clouds.

- Give teams access to pre-approved print and email communications.
- Work right from the lead or contact record in Salesforce.
- Fully harvest Salesforce customer data to create sophisticated and engaging communications.
- Further personalize communications with controlled editing.
- Leverage configurable approval workflows for added control when required.
- Track which communications have been requested directly in the Salesforce record.
- Deliver communications using the customer's preferred communication channel through your existing email and print service providers.



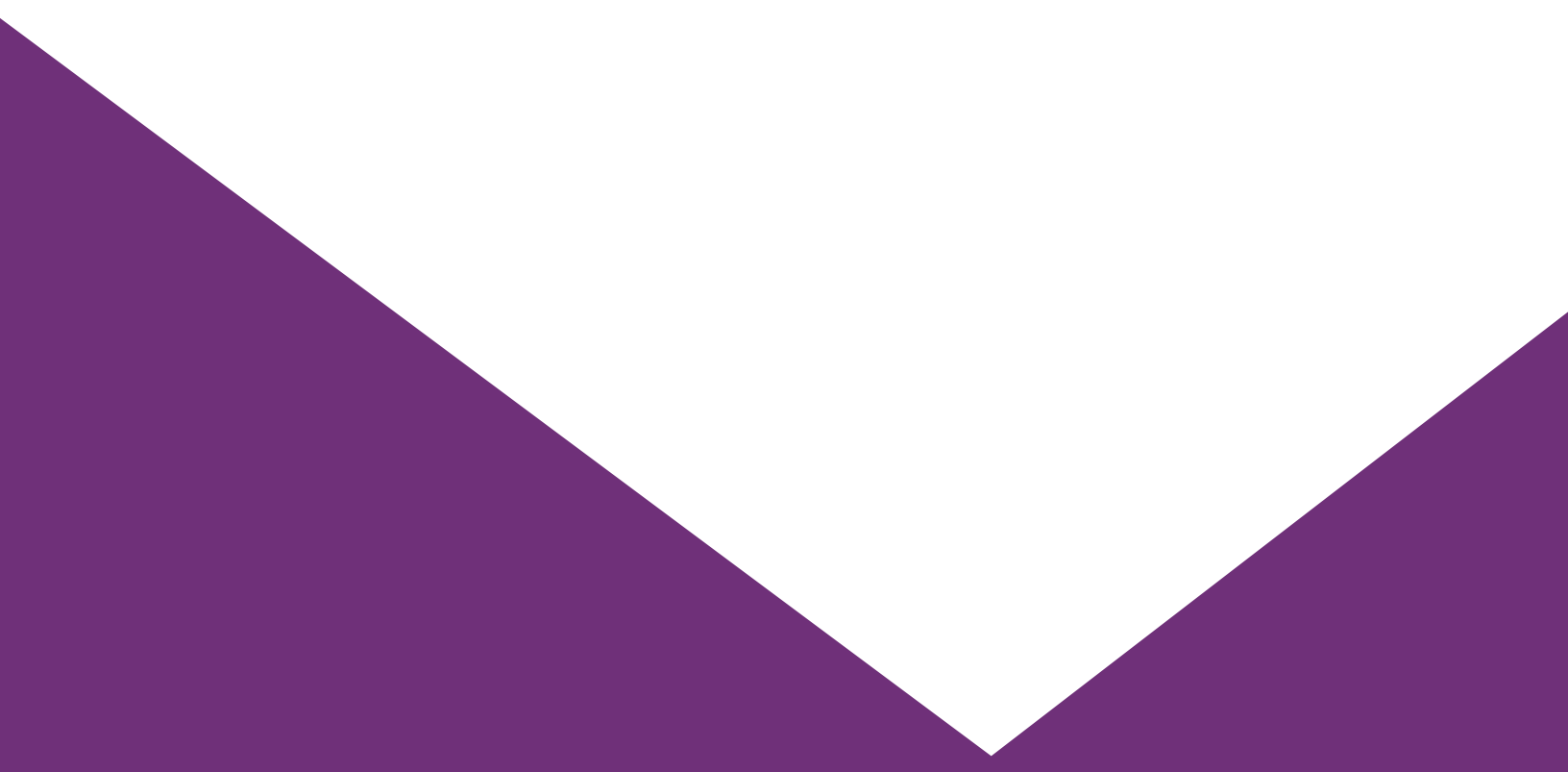
## Messagepoint for Journey Builder: Salesforce Marketing Cloud

Messagepoint's Journey Builder integration enables marketing and customer experience teams to populate their customer journeys with emails, printed letters, and other customer communications managed and optimized in Messagepoint.

- Empower marketing and customer experience teams with direct access to author, edit, and manage content.
- Leverage both print and digital communications for maximum impact.
- Ensure communications are targeted and relevant with Messagepoint's deep personalization capabilities.
- Harness the power of content re-use and template sharing to enable quick and efficient authoring, editing, and maintenance, speeding time-to-market.
- Build and send print and email communications automatically or batched, as desired.
- Track and report emails delivered by Journey Builder.
- Deliver print communications through your existing print service providers.

# Messagepoint Connector for Email Studio: Salesforce Marketing Cloud

Sales, service, and marketing teams can now leverage Messagepoint's powerful content management capabilities for building and managing customer communications and send using Email Studio.

- Eliminate redundant work, ensure branding and messaging consistency, and accelerate time-to-market by leveraging Messagepoint's unique content re-use and template sharing capabilities.
  - Empower marketing and customer experience teams with direct access to author, edit, and manage content. Bypass IT in the email variation creation and testing process.
  - Ensure communications are targeted and relevant with Messagepoint's deep personalization capabilities.
  - Track and report on your sent emails inside Email Studio.
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# Why use Messagepoint for managing your communications?



Omni-channel communications that include print and digital



Advanced personalization for a better CX



Faster time-to-market by empowering business users to create and edit their own communications



Reduced cost and complexity when creating and updating content



Greater efficiency by eliminating redundant templates



Streamlined approval workflow, easily configured to align with your unique processes



Improved consistency in tone, sentiment, and reading comprehension via Assisted Authoring



Ability to rationalize legacy content, eliminate duplication, and streamline migration into Messagepoint





## What's next?

To learn more about Messagepoint, contact us at 1-800-492-4103 or visit [messagepoint.com](https://messagepoint.com).



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