

A background image showing a person sitting at a desk with a computer monitor, overlaid with a teal tint. The person is looking at the screen, and their hands are near the keyboard.

Avtex Salesforce Exporter

Overview

Obtaining actionable insights from customer data that lives in different platforms can be challenging. To make use of data from disparate sources, many businesses are forced to manually gather, optimize and review the available information.

Avtex Salesforce Exporter makes it easy to use data from different sources for marketing, sales, business operations and more. The application offers a single view of your customers that can be used to power personalized experiences and processes.

Take Action on The Information You Already Possess

Automate Data Consolidation: Leveraging the power of Microsoft Dynamics 365 Customer Insights, Avtex Salesforce Exporter automates the process of gathering information from various sources, unifying the information and exporting it into Salesforce to create or enhance profiles. With a few clicks you can take strategic action on the data you already possess.

Unify Data Sources: Bring data together from all sources, including disparate CRM solutions, lead lists, point of sale systems, online registrations and more. The Avtex Salesforce Exporter cleans the incoming data and merges similar fields to create a single, comprehensive view of the customer.

Gain Actionable Insights: A unified view of your customers can offer insight into their buying preferences, current needs and more. This information can be invaluable in personalizing marketing outreach, customer interactions, service offerings and more.

Create Useful Customer Segments: The Avtex Salesforce Exporter can analyze and create segments based on digital behavior or demographics. These segments can be exported into Salesforce as new entries or merged with existing segments or individual entries.