# Salesforce SpotMe Sync App

Announced: 2024, Status: Early, Customers: 10+

The Salesforce SpotMe Sync App makes event management simpler and more efficient. It is designed to work hand in hand with your Salesforce CRM, making it easier to manage event data. The app ensures that data moves effortlessly between SpotMe and Salesforce, with real-time updates that keep everything in sync.
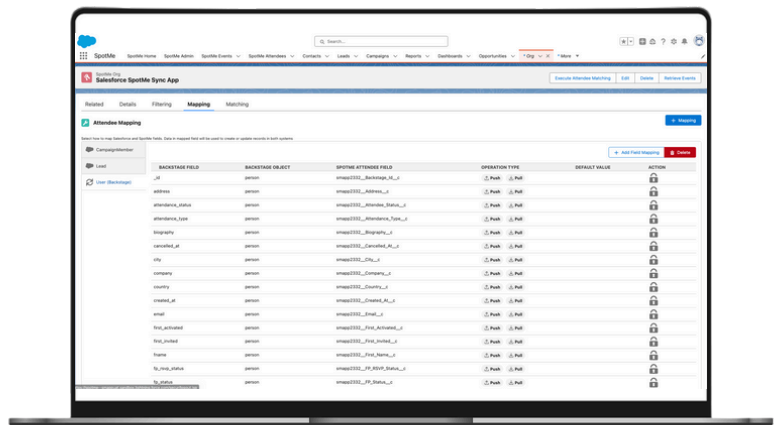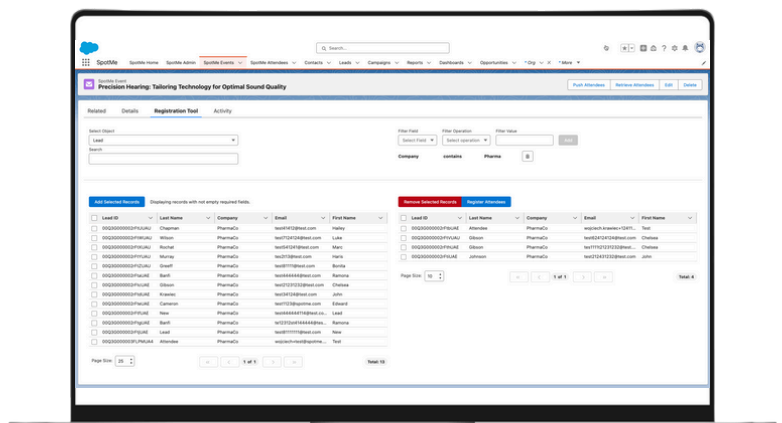

Key benefits

- Equip sales with event-derived customer insights
- Create a positive experience at scale with timely and relevant customer engagement
- Optimize event investments by enabling data-driven decisions

Measurable impact

23% Uplift in CRM next best actions

46% Enhanced CRM record matching

57% Reduced implementation time

Solution capabilities

Native, deep connector

No need for specialized integration teams! Implementing the Salesforce SpotMe Sync App is a managed package that is easy to install and manage on your CRM.

Automatic event intake

Configure filtering rules to decide exactly which SpotMe events are synchronized with your CRM automatically. Set it up once and forget about it.

Efficient two-way synchronization

Seamlessly synchronize registrant details and registration statuses between your CRM and SpotMe. Run multiple promotional campaigns across various channels, including marketing automation email blasts, and SpotMe registration, with all activities automatically reconciled bi-directionally between Salesforce and SpotMe for flawless event management.

Streamlined event marketing

Link Salesforce campaigns with SpotMe Events to synchronize campaign members with SpotMe attendees, and streamline the invitation and performance tracking process. Expose campaign members to your marketing automation platform to build communication journeys from there, or use the built-in Salesforce SpotMe App attendee invitation and registration tool.

Enhanced reconciliation logic

The Salesforce SpotMe Sync App offers robust matching capabilities, reconciling event attendees with CRM records across various objects: contacts, accounts, leads, or custom objects – using highly flexible rules. Tailor your matching criteria by chaining rules through multiple fields and objects, to ensure optimal attendee identification. This advanced approach minimizes unknown attendee data, maximizing attendee reconciliation accuracy.

Advanced object/field mapping and composability

Allow your team to configure and map unlimited custom fields within the app, removing the need to contact SpotMe for new ones. This adaptable setup can easily keep up with your changing business needs.

Composable data proxying

Save relevant attendee engagement data as new objects or attributes. Define and customize which events and activities are crucial for your business, ensuring that only relevant data enhances your CRM. This targeted approach optimizes your Salesforce storage and aligns with your specific operational goals, making your data and storage management smarter.

Extended and granular engagement data

Capture detailed attendee engagement data across all event types, including in-person, to enhance your CRM records. Use the data to drive your omnichannel strategy and personalize next best actions.

Close to real-time

Automatically sync event data to your CRM, giving your teams real-time insights for timely next best actions. Give your team what they need to efficiently engage their customers and prospects.

Continuous investment

This is not a one-off custom-built integration! Take advantage of evolving technology, minimize maintenance costs, and maximize the benefits of future product enhancements.