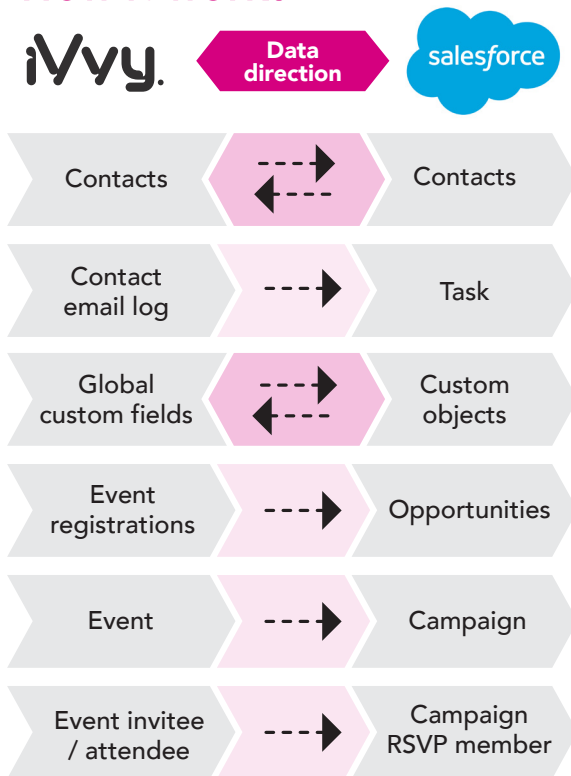## Introduction

The iVvy - Salesforce integration enables you to synchronise contacts, email history, event campaigns, event invitees, registrants and attendees from iVvy into their Salesforce system daily.

How it works

iVvy.

Data direction

salesforce

	Data direction	
Contacts	⇄	Contacts
Contact email log	→	Task
Global custom fields	⇄	Custom objects
Event registrations	→	Opportunities
Event	→	Campaign
Event invitee / attendee	→	Campaign RSVP member

Key Features

- Sync contact custom data for a more detailed sync between the two systems.

- No manual data maintenance. Keep your contacts up to date in both systems automatically.

- View in Salesforce your contacts comprehensive email history from both systems.

- Transfer your iVvy event registrations into Salesforce Opportunities for price forecasting.

- Easily identify your contacts in iVvy that came from Salesforce via a nominated subscription group.

- Automatically create a campaign in Salesforce when you launch a new event in iVvy.

- Event invitees / attendees will updates as the campaign's RSVP member and their status will update accordingly from invited to responded.

Sync up to 5000 contacts daily

MORE INFORMATION

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