

TA DIGITAL

Intelligent Transformation

Adobe Campaign Standard Salesforce *Connector*

Version 1.0

Document History

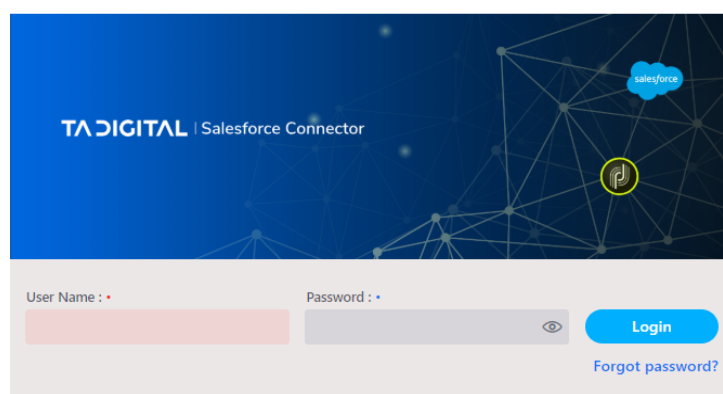
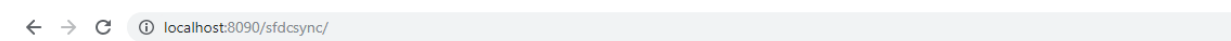
Connector Application

This connector is a cloud based solution which is a bi-directional Salesforce and adobe campaign standard connector which syncs the data between Salesforce and adobe campaign and vice-versa.

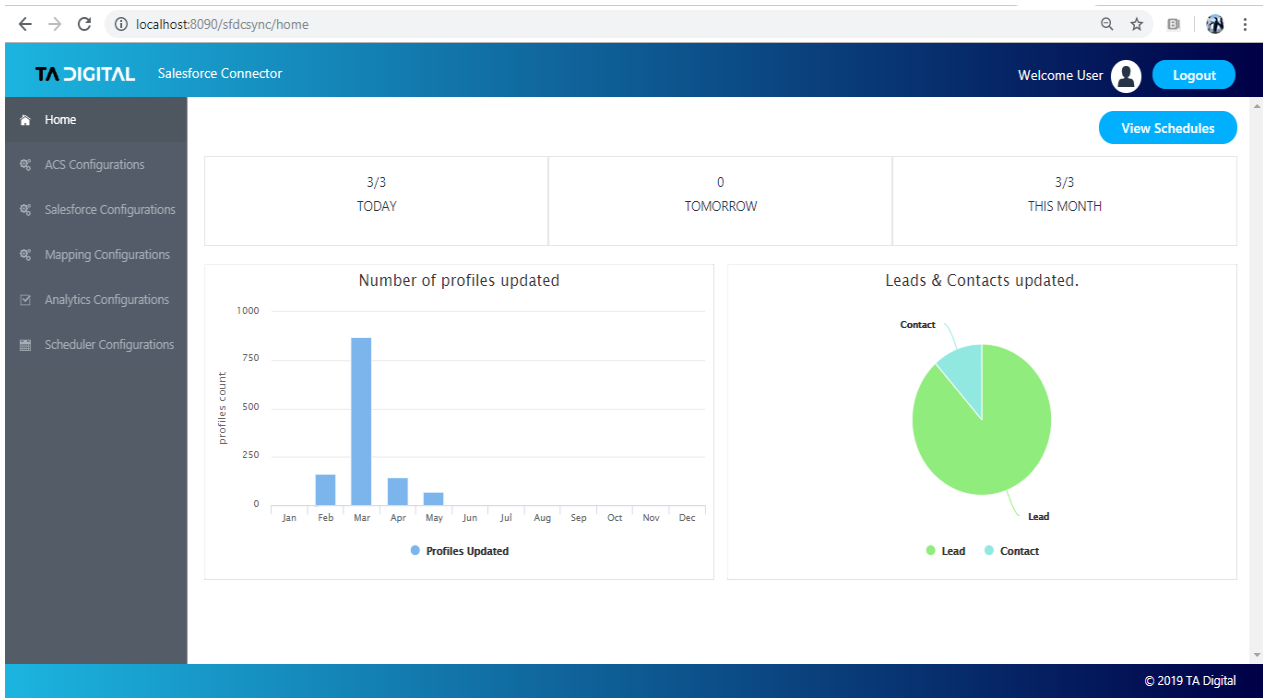
Few of the Capabilities:

1. Secure Integration with Salesforce and Adobe Campaign Standard.
2. Allows migrating multiple data sets like Lead, Account, Contact and Opportunity in one go.
3. Allows doing a Full Sync or Partial and Bi-Directional.
4. Allows scheduling multiple schedules for each data set.
5. Allows to manage multiple Salesforce and Campaign Configurations
6. Multi-Tenant Cloud Solution.
7. Encrypted Customer Data.
8. Custom Mapping of Salesforce to Adobe Campaign Standard Fields.

Below is the login screen for the application we have developed. User must login with the username and password provided.



Once you are logged in you will be able to see the home page, which displays the dashboard in which you can see the pictorial representation of data sync happened earlier between Salesforce and campaign. You can also find the count of past schedules performed and future schedules planned varied by months and days.



Now the following steps has to be followed

1. Add an Adobe Campaign Standard instance configuration

Adobe Campaign Standard - Configuration

Configuration name:

Client Id:

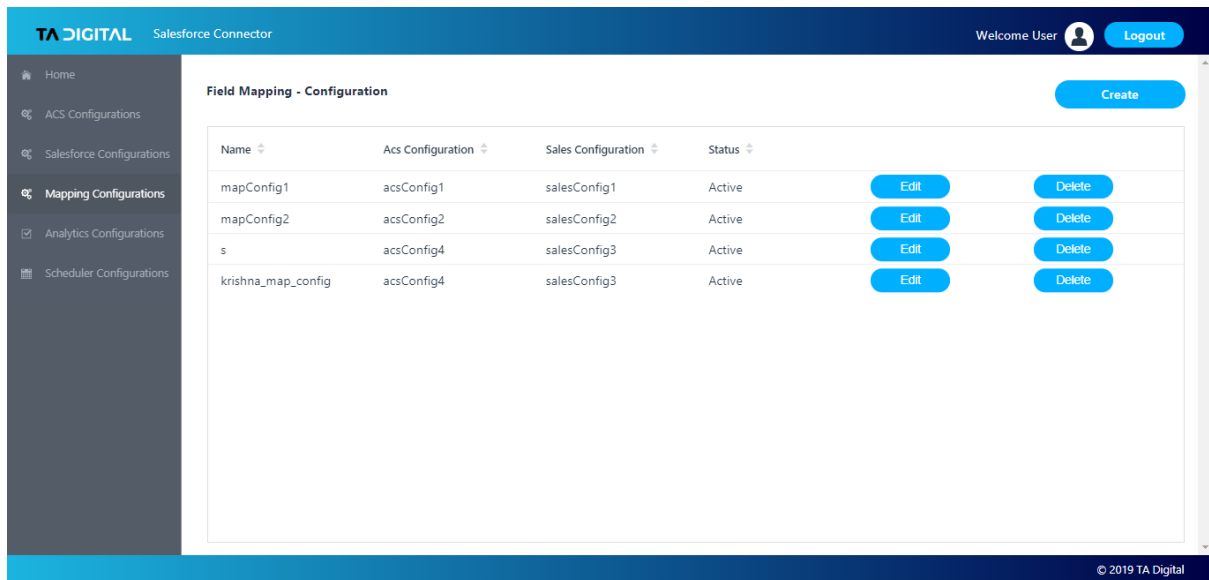
Client Secret:

Organization Id:

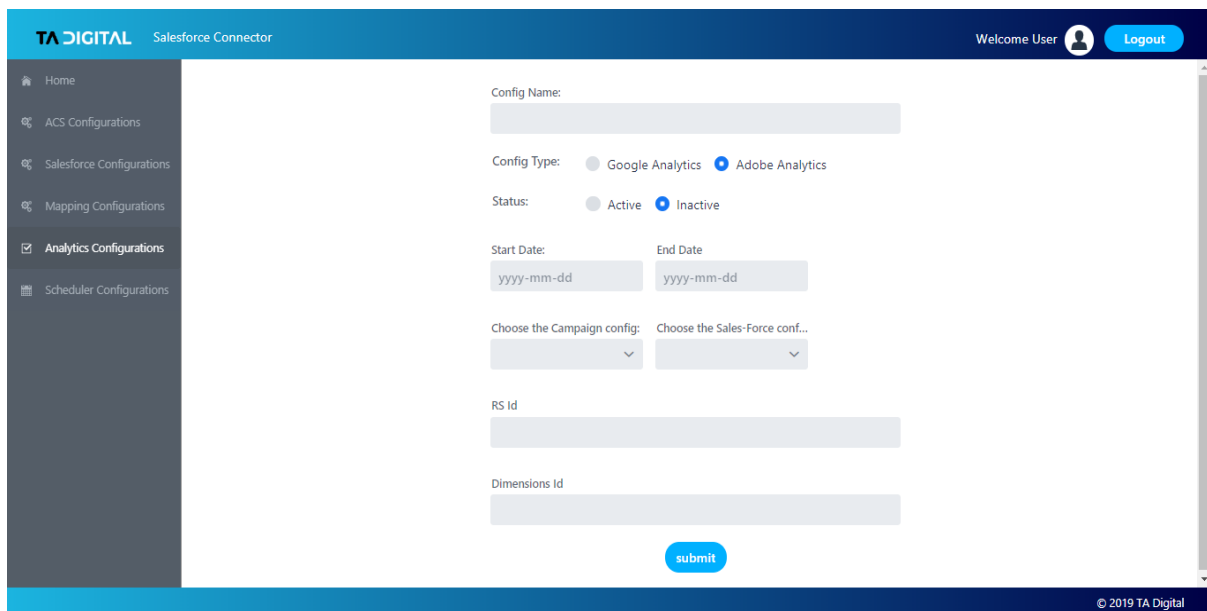
Tech Account Id:

Status: Active Inactive

2. Add a Salesforce Configurations
3. Then map these configurations to establish a connection between them



4. Configure Analytics to capture the campaign events which can also be used to sync with Salesforce. You can configure either Adobe Analytics or Google Analytics



5. Schedule the frequency of synchronizaton

And its all set. Based on the set frequency, the data will be syncd between Adobe Campaign Standard and Salesforce CRM.