



Marketing Automation Integrations

Form a connection with your customers

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Most enterprise companies already have a customer data platform (CDP), customer relationship management (CRM) system, and marketing automation tool in place. What they don't have, is a way to use that data to personalize the customer experience on their website.

Using Magnolia you can easily integrate with external systems to pull customer data into the CMS and send visitor form submissions and tracking data back.

Flexible integrations

Seamlessly connect with leading third-parties

Magnolia has out-of-the-box integrations available for Marketo and Salesforce Sales Cloud. Only very basic configurations are required to get started. If there's no connector for your system, you can create your own using our unified Integration Framework for marketing automation.



Edit

Input field | Advanced

Field Label (en) Email

Field Name email ?

Description (en) ?

Mandatory Field is mandatory

Validation

Validators you can choose

- empty
- fileUpload
- noHTML
- number
- password
- uniqueEmail
- username

Chosen validators

- email

Lead management

Easily capture, manage, and nurture your leads

Build and manage contact and lead generation forms in external systems, while using a simple GUI within Magnolia to place the forms on your websites and other customer touchpoints.

Editors can stop wasting time with error-prone HTML and can embed forms into pages with just a few clicks. Magnolia fetches the forms in real-time, so they will automatically update to reflect changes made in the external systems as well. The forms will be standardized in Magnolia to match the branding and design of your website to create a seamless user experience. You can even send pages or other templates from within Magnolia as emails to your leads based on external customer mailing lists.

Experience personalization

Enable personalized experiences with external customer data

Use customer data from external systems to create a tailored user journey. Within Magnolia, you can target audiences with specific content based on lead details in your external systems.

You can then offer a dynamic experience to site visitors that have specific traits such as lead scores, interests or other demographics or firmographics. You can use rules to dictate which content tags get displayed for particular visitor traits. The CMS can even send behavior tracking data back to your external system for further analysis. Magnolia makes it straightforward to deliver relevant content to different market segments.

Get started with Magnolia

Navigating the wide range of digital experience technologies available today can be difficult. Even after exploring different solution types, deployment options, editorial experiences, development approaches, and delivery methods, you need to carefully weigh the benefits and drawbacks of each choice for your marketing and technology teams.

Magnolia helps you capitalize on the best technologies for your business while overcoming key limitations. You gain a truly composable, modular platform with essential building blocks for creating a robust DXP plus the flexibility for change. Magnolia also fosters real collaboration, enabling multiple teams to work together using a single, unified interface.

Importantly, Magnolia is committed to your success. Instead of remaining invisible to a large DXP vendor or attempting to build a DXP all on your own, you can work closely with our digital experience architects to help you realize your ideal business outcomes.



**Pierre-Yves
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Ready to learn more?

[Book a demo with us](#)