

How to Integrate Picreel With Salesforce Marketing Cloud

Picreel integration with [Salesforce Marketing Cloud](#) allows you to direct leads captured in Picreel to your salesforce account.

Benefits of Picreel integration with Salesforce Marketing Cloud are as follows:

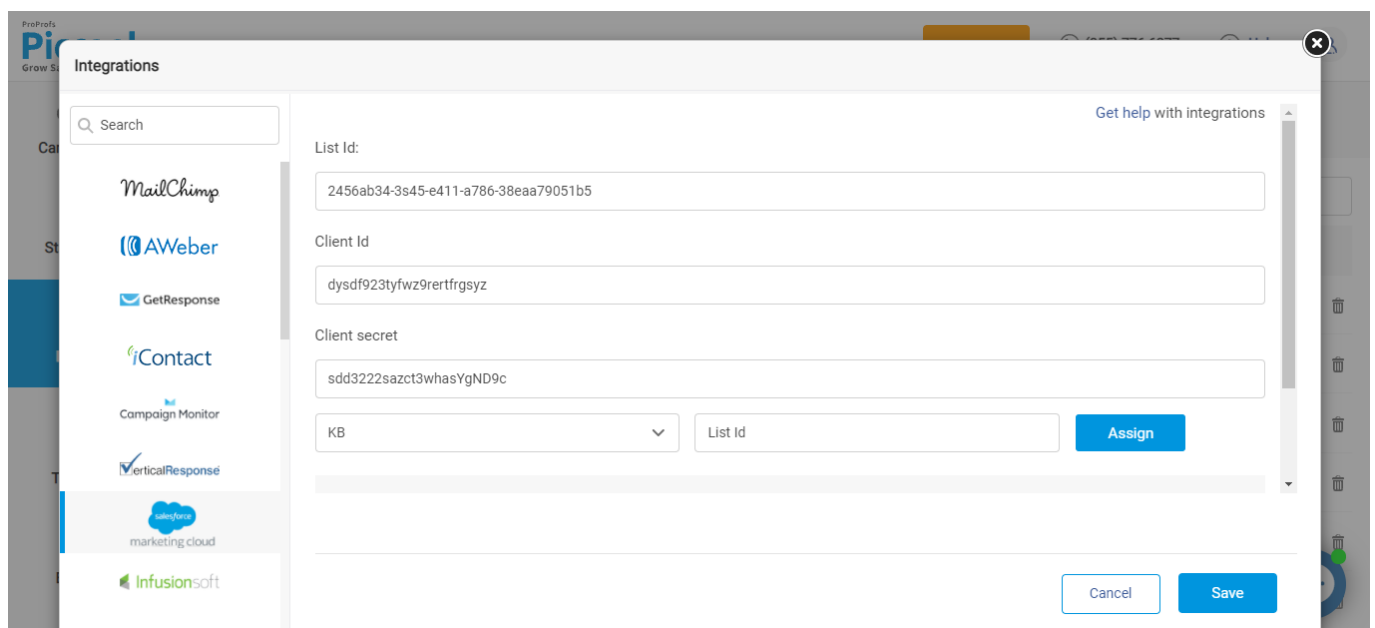
- **Capture & auto-transfer** quality leads to your Salesforce Marketing Cloud account
- **Enable** your sales and marketing teams to interact with website visitors and potential customers via different digital communication channels

Follow these steps to integrate Picreel with Salesforce Marketing Cloud:

Step 1: Go to the 'Leads' category on the left side of your Picreel account. There you can find emails entered via pop-ups.

Step 2:

- Click the 'Export to Apps' button.
- Select the 'Salesforce Marketing Cloud' icon in the pop-up window that appears.
- Paste this data in the integration window: **List-ID, Client ID, Client Secret.**



Step 3: Obtain an API key from [App Center](#) -- the central console for using Marketing Cloud APIs

and building Marketing Cloud apps.

Note: ExactTarget is now acquired by Salesforce and renamed as Salesforce Marketing Cloud.

Here is another [helpful link to the Salesforce API forum](#).

That is all about Picreel integration with Salesforce Marketing Cloud.

Related Articles:

- [How to Personalize Popups With Previously Collected Data](#)
- [How to A/B Test Picreel's Popup Campaigns](#)
- [How to Analyze Stats of Multiple Campaigns](#)