

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:

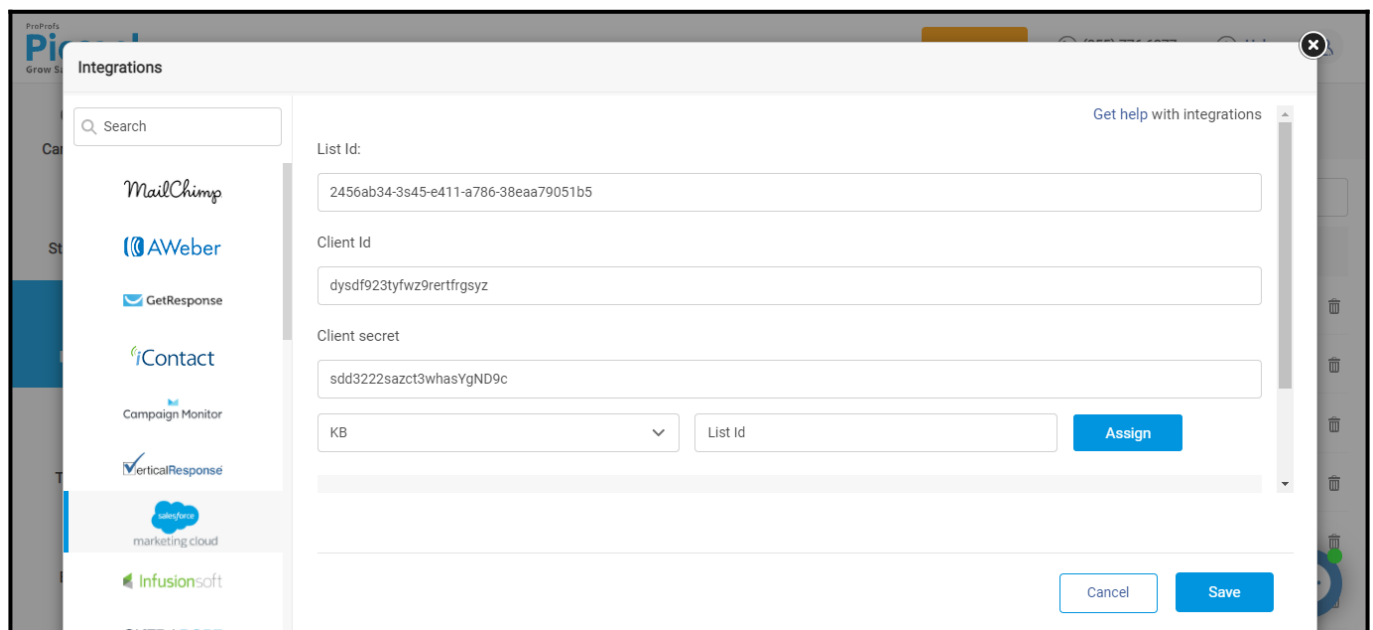
- **Capture & auto-transfer** quality leads to your Salesforce Marketing Cloud account
- **Enable** your sales and marketing teams to interact with website visitors and potential customers via different digital communication channels

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**.



The screenshot shows the 'Integrations' window in the Picreel interface. On the left, there is a list of integration options including MailChimp, AWeber, GetResponse, iContact, Campaign Monitor, VerticalResponse, Salesforce marketing cloud (highlighted), and Infusionsoft. On the right, the 'List Id' field contains '2456ab34-3s45-e411-a786-38aaa79051b5', the 'Client Id' field contains 'dysdf923tyfwz9rertfrgsyz', and the 'Client secret' field contains 'sdd3222sazct3whasYgND9c'. Below these fields, there is a dropdown menu set to 'KB' and a 'List Id' field. An 'Assign' button is located to the right of the 'List Id' field. At the bottom right, there are 'Cancel' and 'Save' buttons. A 'Get help with integrations' link is visible in the top right corner of the window.

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 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 the Campaign Statistics on Dashboard](#)