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:
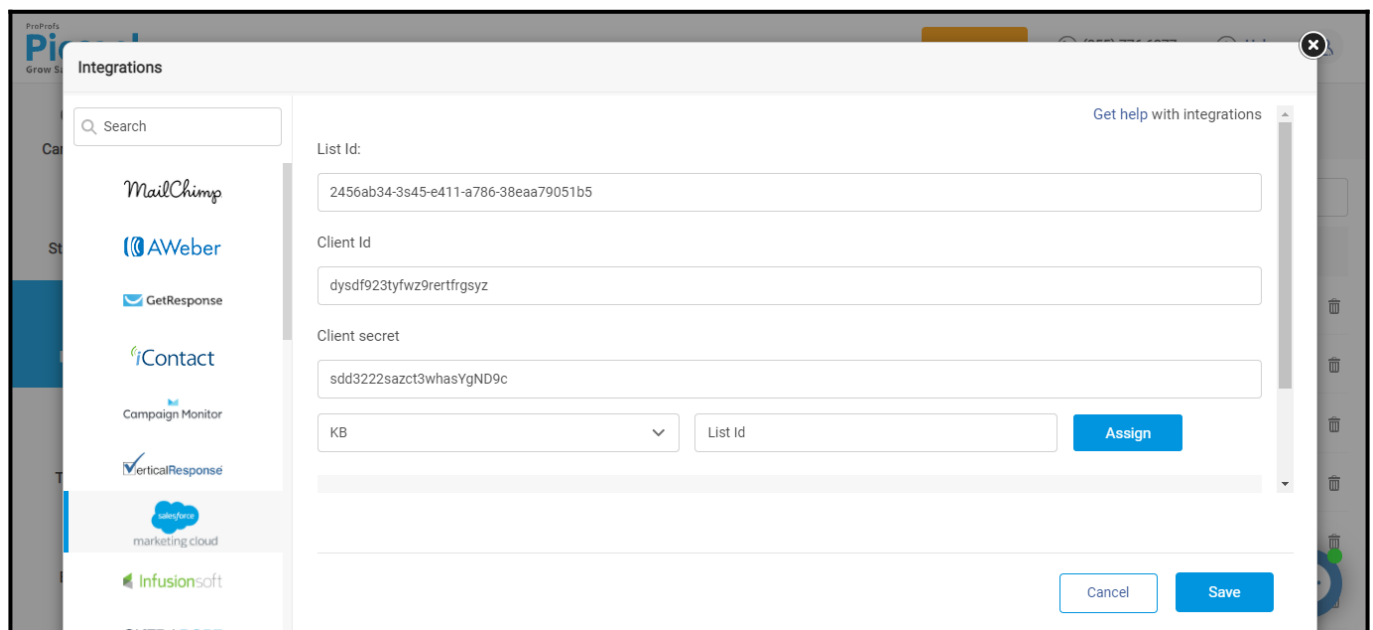
- **Capture & auto-transfer** quality leads to your Salesforce Marketing Cloud account

- **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 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