

Salesforce Data Sync

Salesforce Data Sync automatically pushes Oktopost analytical data into native Salesforce objects

What can you gain?



Create custom dashboards and reports

B2B marketers can now gain a more complete picture of their social media ecosystem, turning raw social data (users, posts, and campaigns) into visual Salesforce dashboards and reports based on their needs. To get started, we give you a sample social advocacy dashboard and then you can use the data to create any kind of dashboard you want. Whether it's showing conversions by network or demonstrating the ROI of advocacy to stakeholders, the options are endless!



Make data more visible to employees

Enable employees to visualize how social media is driving new opportunities down the funnel. You can show employee advocates how they are directly impacting business results to drive internal engagement and buy-in for your advocacy program. From the number of conversions, to clicks, and shares generated by advocates, find what motivates them and move it into a visible field within Salesforce.



Connect Salesforce data to BI or gamification platforms

Create a unified ecosystem for more in depth reporting by connecting data from other platforms within Salesforce. This could be very useful for gamifying your employee advocacy program. Simply feed data from your gamification platform, such as Hoopla and Badgeville to make the program more enjoyable and rewarding for employees.

