



## Engage better and sell more

### About the Zendesk Sell and Dotdigital integration

Dotdigital and Zendesk Sell help you keep your customer data aligned, up-to-date and ready to create targeted marketing and customer engagement opportunities. Create more automated, targeted and personalized cross-channel communication flows to help you achieve your growth goals.

The integration will help you ensure that both marketers and sellers within your organization are working together towards a common goal, enabling them to watch opportunities grow. From contact or lead data, opt-in/opt-out status, and your product catalog, you are in full control of what is synchronized between Dotdigital and Zendesk Sell, making the most of our bi-directional sync capabilities.



### Support marketers and sellers

- ✓ Ensure key stakeholders within your business are supported by using the Dotdigital for Zendesk Sell CRM integration
- ✓ Develop better ways of working and seamlessly nurture your prospects with the support of two-way data synchronization
- ✓ Work towards a common goal of creating better engagement and increased sales through a more automated, targeted, and personalized cross-channel communication flow

**Zendesk Sell** is a unified platform where everything you need is in one place, including prospecting, engagement and lead generation. They're a service-first CRM company that builds software designed to improve customer relationships. As a company, we roll up our sleeves to plant roots in the communities we call home.

**Dotdigital** is a customer engagement platform that helps digital marketers and developers deliver communications across the customer journey. We harness the power of customer data, powering engagement, conversion, and loyalty for brands as they grow and scale. Customers love our easy-to-use platform that connects first-party data across the systems, surfacing powerful insights and automating predictive cross-channel messages.

[Find out more about Dotdigital](#)