Integrations Framework

Integrated marketing teams need an integrated martech stack

Executing successful integrated marketing campaigns means delivering a consistent experience at every touchpoint. But strategically creating, distributing, and measuring the wide variety of multi-format content that campaigns depend on — often spanning emails, articles, ad copy, slide decks, social assets, and more — makes system connectivity a requirement for modern marketing organizations.

Unfortunately, today's marketers face the reality of navigating a cluttered and disparate tech stack — a myriad of one-off investments and single-purpose tools — which complicate the transfer of content (and data) while creating inherent silos between teams and functions. Not only are these siloed tools difficult and expensive to maintain, but they also fail to meet the rising expectations of a consumer's customer experience.

Amidst an increasingly complex tech landscape, how can marketers streamline the execution of all campaign deliverables while ensuring the content teams produce and publish remains consistent, relevant, and measurable?

Solution

Welcome's platform enables entire marketing teams to come together to prioritize, plan, create, distribute, and measure content and campaigns from a single platform, while our suite of strategic, plug-and-play integrations bridge the gap between otherwise disparate technology systems.

Together, this allows Welcome to serve as a central operating system for marketers, giving teams the ability to collaboratively develop all of their strategic campaign plans while seamlessly disseminating content and data to other tools. Ultimately, by leveraging a complete solution that unifies the entire MarTech stack, marketing organizations are better able to accelerate campaign execution, measure performance, and enhance the customer experience.
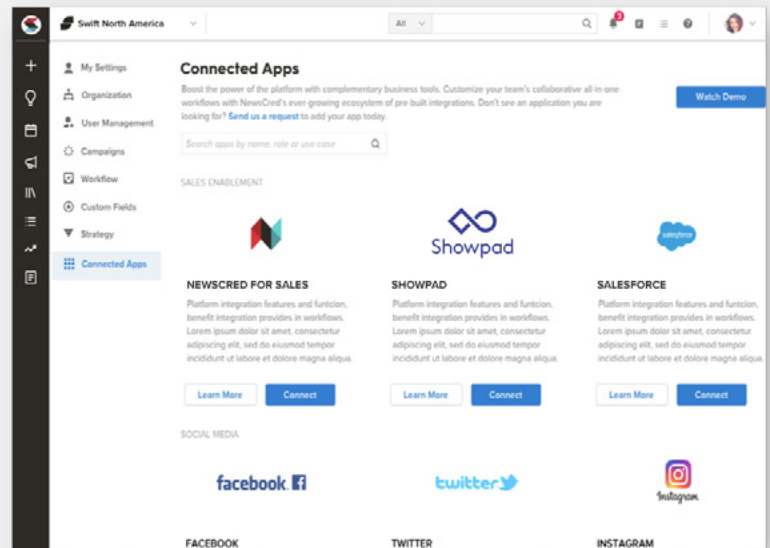
Welcomes's Integrations Framework

How it Works

Facilitating a predictable, scalable, and universal integration between marketing platforms and systems requires a common data model. **Welcome's Integrations Framework** establishes this "shared language" to power true enterprise marketing interoperability, enabling organizations to connect the unique collection of systems in their MarTech stack and centralize valuable data in Welcome — directly alongside all of their marketing activity.

Capabilities

Welcome's capabilities represent the different segments of business processes within your organization. Our strategic integrations map directly to the way directly to the way your team executes across the full marketing campaign and content lifecycle to ensure platform extensibility at every stage of a team's process.

Connectors

Welcome's Connectors are purpose-built integration solutions that map to common use cases within each capability. Designed to give marketers the freedom of choice to integrate with the tools they use (while preserving the user experience), these Connectors "plug-and-play" directly into individual vendors (e.g. Salesforce, Marketo, WordPress, etc.).

Public API

What if Welcome's Connectors do not solve for your team's unique use case? Welcome provides marketers with the flexibility they need through our public API, designed to extend the capabilities of our Connectors, as well as allow teams to exchange data with unique, homegrown tools.

PLAN ☑
Campaign Budgeting
Plan and monitor budget directly alongside marketing activity.

+ Pull in approved spend from external budgeting tools to allocate within Welcome

+ Feed invoices & receipts into budgeting tools to ensure on-track spending

+ Compare costs vs. return on investments to identify high-performing campaigns and where to invest budget

Plug into leading vendors such as:

Hive9   ALLOCADIA

PLAN ☑
Financial Reporting
Streamline complex financial processes between Finance and Marketing teams.

+ Feed campaign expenses, vendor activity, and global currencies back into ERP & financial reporting systems

+ Develop one location for Marketing & Finance to reconcile financial transactions on campaigns and tasks

+ Send and receive financial budget approvals across Welcome & your ERP to accelerate processes

Plug into leading vendors such as:

SAP   ORACLE NETSUITE

CREATE ⧉
Real-Time Collaboration
Accelerate the process of creating and collaborating on content of all formats.

+ Create content in your team's everyday development tools, and push completed content into Welcome for governance approvals and publishing

+ Upload files from 3rd-party office and collaboration tools for real-time editing and revision

+ Ensure consistent file formatting when pushing and pulling content between Welcome and 3rd-party tools

Plug into leading vendors such as:

Office 365   G Suite

CREATE & DISTRIBUTE ⧉ ↗
Digital Asset Management
Push and pull brand assets between 3rd-party DAMs and Welcome's Library, enhancing content utilization and version control.

+ Push updated assets (and associated metadata) from Welcome to third-party DAMs in real-time

+ Share asset taxonomy from Welcome to third-party DAM to ensure governance

+ Align content organization across your DAM and Welcome, so users can easily navigate and find content

Plug into leading vendors such as:

bynder   box   Dropbox
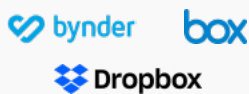
DISTRIBUTE ↗
Content Management Systems
Plan and produce your content in Welcome, and integrate your existing CMS for quick and seamless publishing.

+ Deliver to your preferred CMS — seamlessly

+ Support publishing for all content formats (images, videos, tables, interactive graphics)

+ Ensure content reaches the website through a single, approved channel

Plug into leading vendors such as:

WORDPRESS   Adobe Experience Manager   Drupal   SITECORE

DISTRIBUTE ↗
Sales Asset Management
Deliver a curated collection of relevant assets to Sales so they can create personalized cadences and build stronger prospect relationships.

+ Publish content to specific sales enablement libraries within Salesforce

+ Track individual contact consumption and engagement as well as aggregated metrics for contacts and content

+ Feed sales data back into Welcome and view analytics as another channel

Plug into leading vendors such as:

salesforce   Microsoft Dynamics 365   Showpad   SEISMIC   HIGHSPOT

DISTRIBUTE ↗
Social
Connect your social team to your content and seamlessly share assets across all of your native social media apps and social media management platforms.

+ Centralize publishing and distribute to every channel with a single click

+ Sync an unlimited number of social accounts with the product

+ Build completed posts in Welcome and approve them for immediate publication

Plug into leading vendors such as:

Twitter   Facebook   LinkedIn   sprinklr   Hootsuite

DISTRIBUTE & MEASURE ↗ ▮▮
CRM & Marketing Automation
Streamline your team's access to the latest content, enhancing your marketing automation and demand generation campaigns.

+ Create content for email/templates directly in Welcome and publish to these systems

+ Track content and action-centric metrics to quantify lead and opportunity generation

+ Track your buyer's journey & measure content success with closed-loop attribution of pipeline generated to deals closed

Plug into leading vendors such as:

salesforce pardot   Marketo   eloqua

MEASURE ▮▮
Performance Analytics
Leverage external analytics tools to measure campaign and content impact across traffic, engagement, and conversions.

+ Pull data into Welcome for a holistic view of your campaign and content performance

+ Drill into number of articles viewed, page views, and engagement rates by individual content pieces, channels, format, or any other custom metadata

+ Identify conversions on content pages and external domains to understand your team's influence on purchasing decisions

Plug into leading vendors such as:

Google Analytics   Adobe Analytics

Benefits

Drive Speed & Efficiency

Allow your marketing teams to do more, faster, by connecting the tools across your entire MarTech stack into one platform and eliminating the friction caused by siloed processes. Welcome becomes your central operating system, so marketers can use the tools they're used to, accelerate the hand-off of work between teams, and focus simply on executing the work — driving speed and efficiency.

Create Better Marketing

Optimize how your marketing teams work together by breaking down silos and unifying strategic planning and execution across the entire campaign lifecycle. Ensure a consistent, cross-channel experience for your audience with seamless publishing to all downstream channels, while unifying critical data to help make informed decisions, boost performance, and maximize your marketing investments.

Accelerate Time to Value

Spend more time focusing on strategic initiatives and less on deployment bottlenecks with simple, easy-to-use integrations. Welcome's purpose-built Connectors allow marketers to quickly plug and play into their current MarTech stack, allowing freedom of choice, simplifying the user experience, and eliminating the need for customs builds — accelerating time-to-value for your team.

Increase Reliability & Leverage IT Investments

Welcome provides deep, best-in-class native Connectors and a RESTful, secure API, to standardize the exchange of data, lowering the risk of broken integrations and eliminating IT waste — all while delivering on your unique use case. We provide the confidence, security, and trust you need to run your entire marketing ops in Welcome.

Interested in learning more about Welcome's Connectors or how our open API could help solve your MarTech challenges?

Request a demo

Or contact our sales team at **sales@newscred.com**

Welcome
a NewsCred Brand