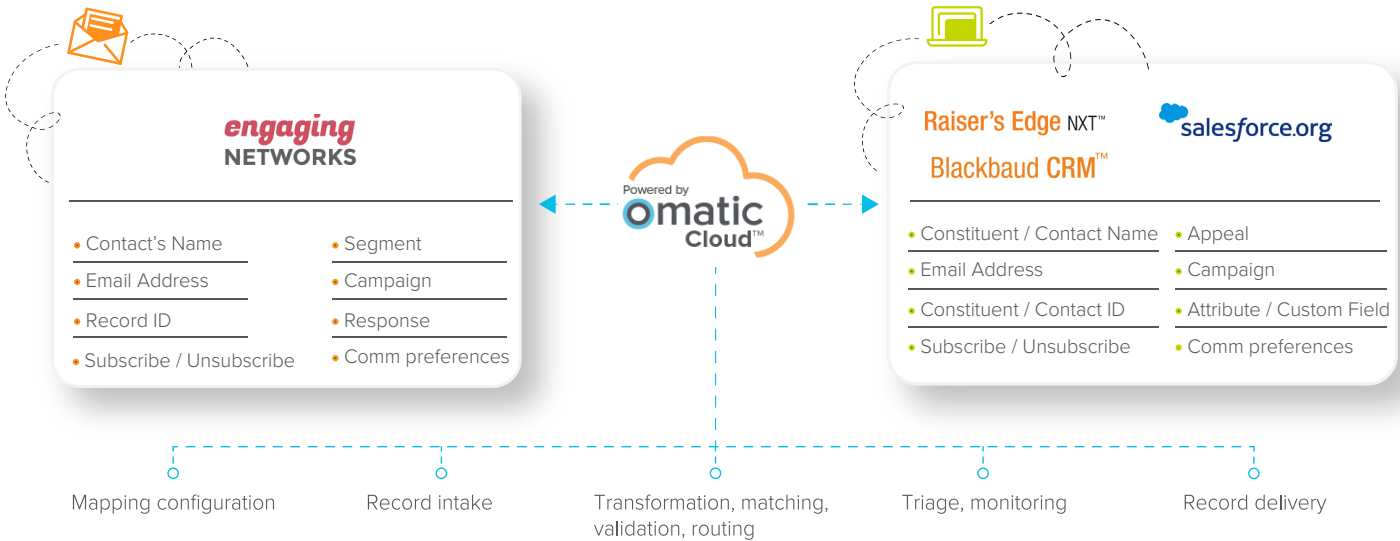# Omatic Integration for Email Marketing

A bidirectional, fully automated integration between your Email Marketing Solution and CRM allows for your organization to **trust your supporter data and communicate to your supporters with confidence leveraging up-to-date preferences.**

engaging NETWORKS

- Contact's Name
- Email Address
- Record ID
- Subscribe / Unsubscribe
- Segment
- Campaign
- Response
- Comm preferences

Powered by Omatic Cloud™

Raiser's Edge NXT™ **salesforce.org**
Blackbaud CRM™

- Constituent / Contact Name
- Email Address
- Constituent / Contact ID
- Subscribe / Unsubscribe
- Appeal
- Campaign
- Attribute / Custom Field
- Comm preferences

Mapping configuration | Record intake | Transformation, matching, validation, routing | Triage, monitoring | Record delivery

Unintegrated data can cause larger issues for your organization:

- For data sources that are not integrated (or only partially integrated) manual entry and review is required to ensure system and software applications have up-to-date data

- Manual data entry and data review are both resource intensive and error prone

- Updates can be easily missed and that can lead to out-of-date supporter information, history which can lead to a communication error or missed opportunity with supporters

- A poor supporter experience can lead to supporter disengagement and even lapsed donations

Completely integrated data allows your organization to:

- Have an automated data sync process that saves team time

- Your choice of control vs. automation in your sync process

- User can review data exchanged via our visualization tools

- A complete, up to date and synced supporter view in both systems

- A cohesive supporter experience with preferences and information up to date in both systems

- A positive supporter experience and message that ensures continued engagement

Omatic Cloud provides a secure, common data ingestion point, and a common integration experience, across nonprofit data systems. Our integration platform was built specifically for the nonprofit sector and ensures bidirectional flow of data that are exclusive to that sector. Omatic Cloud guarantees up-to-date, error free, and a full picture of supporter data everywhere.

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