

Sendoso + Outreach

Add a personalized touch into your sequences to boost response rates



Execute Online and Offline outreach campaigns, measure attribution, and empower the SDR, AE, and field sales teams to send direct mail and gifts at scale.

Sendoso's Integration With Outreach Allows You To

- Send Sendoso Touches directly from Outreach to individual people
- Have visibility into sends from Outreach in Salesforce (if SFDC integration is set up)
- Never leave your Outreach workflow to send physical gifts, direct mail, or e-Gift cards

Add Sendoso Events to Outreach's Activity Feed

Sendoso's package delivery events will now be available in your Outreach activity feed. Sales reps will know the status of their packages and each event can be triggered in the Outreach settings. For example, a package delivered can trigger a "Did you get my package?" sequence.

Embedded Sendoso Functionality within Emails

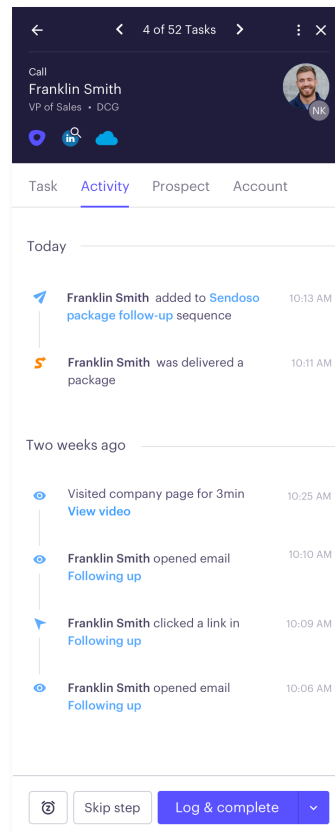
The Sendoso icon will now pop up in the email compose window allowing sales reps to easily add custom gift links to emails.

How It Works

In Outreach, the Google Chrome plugin will add a "Sendoso" icon at the top of the person record so that you can send Sendoso items directly from Outreach.

How To Get The Most Out Of It

- Grabbing prospects attention is tough. Direct mail and gifts are a great way to break through the noise, but without the proper tools it's impossible for this process to scale effectively.
- Set up the Salesforce integration so that when you send out of Outreach it will log Activities and tag to Salesforce Campaigns automatically.



See your sends and trigger sequences in Outreach's activity feed, updated in real time