

# Sendoso + SalesLoft

Add personalized touches into your cadence to boost response rates



## Sendoso's Integration With SalesLoft Allows You To

- Send directly from within SalesLoft with a click of a button
- Enhance the sales team's outreach email cadence with direct mail & gifting
- Establish a human connection with accounts

## How It Works

Integrate the Sendoso touch into your cadence and automate sends within your workflow.

## How To Get The Most Out Of It

- Enable the Salesforce integration to get visibility into sends from SalesLoft as activities and tag to Salesforce campaigns automatically
- Add a token to messaging to add personalization to notes
- Coordinating sends and timing? If we have tips for this that would be helpful
- Add people to your cadence
- Include Sendoso direct mail sends within your cadences

Include direct mail right into your cadence by adding Sendoso as a step.

Easily access your inventory and choose your desired gift for the step.

## FAQ

### Can you send direct mail to an entire company through the company tab?

No, but you can add the people from a company to cadence that contains the Sendoso touch in order to do this. To send to a single person, you'd also have to add to a cadence.

### Will SDRs see a notification when their budget (or bundle) has been maxed out?

They see budget when the sendoso popup shows up in Salesloft