

# SendGrid Connector

Tens of thousands of companies use SendGrid for transactional email and email marketing, including newsletters, acquisition, retention and promotions. Integrating SendGrid with CRM systems like Dynamics 365 and Salesforce can make your email marketing efforts more efficient and easier to manage by automating manual steps in your business process. You can also integrate SendGrid with ecommerce platforms like Shopify and Magento.



#### SERVICES SUPPORTED

Integration Service

#### PLATFORM SUPPORT

Source and Target operations

#### SCRIBE AGENT SUPPORT

Cloud and On-premise agents

#### MORE DETAILS

See the [CData help](#) for a complete list of objects and fields supported.

Based on the CData driver for SendGrid, the SendGrid connector provides read and write access to SendGrid objects like Recipients, Lists and MarketingCampaigns.

#### USE THE SENDGRID CONNECTOR TO:

- Create SendGrid recipients from new CRM leads and new ecommerce customers
- Add and remove recipients to SendGrid lists and campaigns
- Create lead and contact activities in CRM from SendGrid recipient behavior such as email opens

#### TECHNICAL BENEFITS:

- Create, read, update and delete operations
- Supports Lists, MarketingCampaigns, Recipients, Schedules, Segments and UnsubscribeGroups in SendGrid
- Support for custom fields
- Native query for complex joins and filtering
- Works with on-premise and cloud agent



scribesoft.com

Scribe is an established global provider of solutions that easily bring data anywhere it is needed – regardless of IT infrastructure. Scribe's award-winning products help 12,000 customers and 1,200 partners use data – cloud-based, on-premise or a mix – to increase revenue, provide superior service, and create business value faster. Its easy-to-use, enterprise-ready solutions are backed by extensive support options and training, and service customers across a wide array of industries including financial services, life sciences, manufacturing, and media and entertainment companies.