

# WordPress Connector

The WordPress content management system powers about 30% of the websites on the Internet. The WordPress Connector for Scribe Online allows you to easily integrate your WordPress Users with any other systems within your organization, such as CRM, ERP, database, or text files.



## SERVICES SUPPORTED

Integration Service

## PLATFORM SUPPORT

Source and Target operations

## SCRIBE AGENT SUPPORT

Cloud and On-premise agents

With Scribe's WordPress connector, you can build integrations with your WordPress Users to automate sales, marketing, and community engagement. It is especially well suited to any company with a WordPress website community such as:

- Nonprofit organizations with a membership community website
- Online publications and services that sell access to members-only content
- Corporate websites with a customer-only login, developer-only login, or custom website app on WordPress

## BUSINESS BENEFITS

- Sync contacts from a CRM or marketing automation system to create and update WordPress Users.
- Sync WordPress Users to an external CRM or marketing automation system to nurture and communicate with users.
- Use Salesforce or third-party workflows to automatically register new WordPress Users.
- Enrich WordPress User metadata from third party systems

## TECHNICAL BENEFITS

- Expose the WordPress User entity including custom meta fields for create, read, update, and upsert.
- Set or reset WordPress User passwords.
- Includes a WordPress Plugin to provide added functionality to the connector



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