



omatic

## Connected Multi-channel Marketing

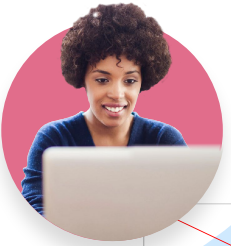
Omatic + Salesforce Marketing Cloud





THANK

You



# Agenda

1

How can Omatic help you leverage your RE NXT data?

2

Omni-channel connection with supporters with Marketing Cloud Engagement

3

Live demo - how can we help you uplevel your connection with supporters?

# Today's Speakers



**Geoff Sharbrough**

Sr. Sales Enablement Engineer  
at Omatic



**Margo Dayal**

Lead Solution Engineer  
at Salesforce



# About Omatic

omatic



Omatic seamlessly integrates nonprofit applications and data - freeing up staff time, enhancing data quality and access; increasing fundraising results, while improving financial tracking and visibility.

A horizontal timeline diagram consisting of two blue circles connected by a blue line. The left circle contains the year "2002" and the right circle contains "3,000+".

**2002**

**3,000+**

## **Trusted Partner to Nonprofits for over 20 years**

Founded in 2002 to address the unique integration needs of nonprofits around the world.

## **Nonprofit Clients**

We partner with organizations from all nonprofit/education sectors, connecting their data across multiple systems, to provide a complete view of their supporters.

# Salesforce.org

We power the purpose of nonprofit organizations and educational institutions around the world

## We Innovate

Products and solutions built on the world's #1 CRM platform and designed to **meet the needs of our global community**

**55K+** customers



Salesforce for Nonprofits



Salesforce for Education

**86%**

improved ability to achieve their mission

## We Accelerate

**Discounted technology and expertise** to advance our customer's missions

**\$1.89Bn**

Annual Social Value in FY22

### Power of Us

Technology donation program



**250+**

consulting partners

**150+**

partner applications to advance digital transformation

## We Convene

Curated, global moments to create **engagement, build community, and drive social impact**

**60K+** Trailblazers

[salesforce.org](https://salesforce.org)

**Nonprofit Summit 2022**

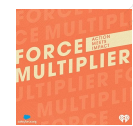
[salesforce.org](https://salesforce.org)

**Education Summit 2022**



## We Amplify

**Visibility and awareness** for our customer's missions by leveraging our global reach



# Marketing Cloud Engagement

Build lifelong supporter relationships with data-first digital marketing



## Scale with Data-Driven, Personalized Content

Humanize 1-to-1 communications by integrating data any data source

## Drive Constituent Conversion and Retention

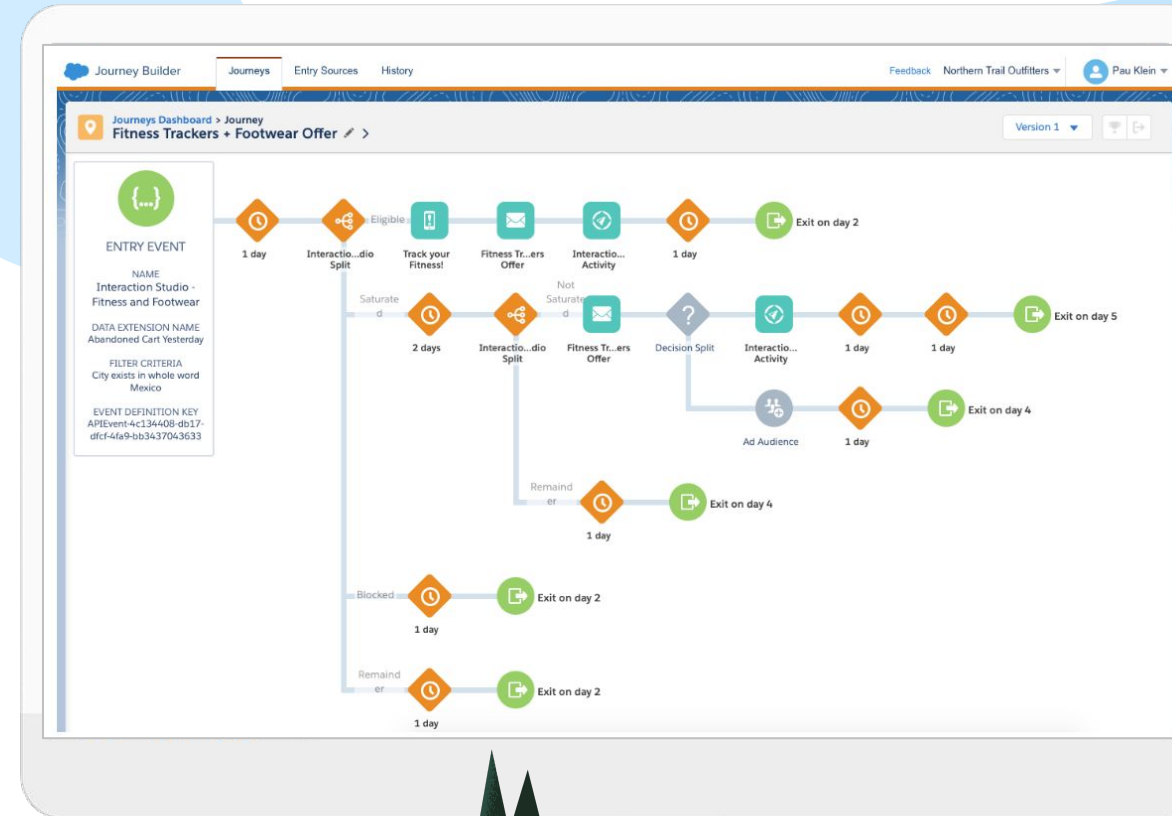
With state-of-the-art, easy-to-use AI, deliver richly personalized messaging at scale

## Connect Every Moment to Foster Engagement

Build & automate unified journeys to reach each individual on their preferred channel

## Turn Insights Into Action

Make your data smarter, easier to understand, and more actionable with a unified view of interactions



# Streamline Integration with Omatic Cloud



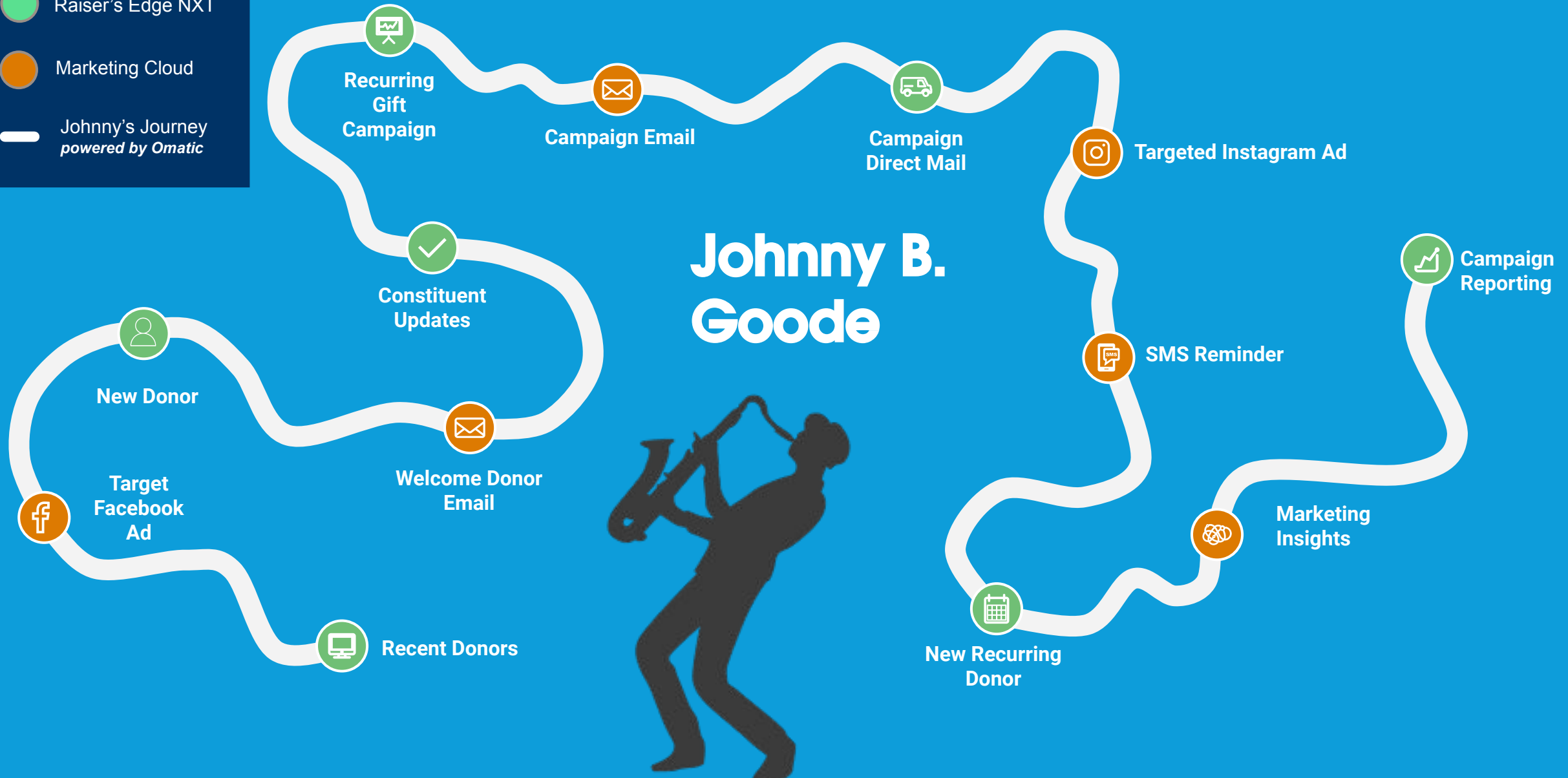


## TRAIL KEY

 Raiser's Edge NXT

 Marketing Cloud

 Johnny's Journey  
powered by Omatic





**DEMO**



# Thank You