



## Statement on API Support

*Revised March 18, 2021*

Several years ago, PMMI Media Group developed off-the-shelf API connectors from LeadWorks to Salesforce, Hubspot, Eloqua and Marketo. The assumption at the time was that these connectors could be used on a self-service basis by the customer. However, we have found through the years that even with these tools, our developers have to get involved to troubleshoot many if not most integrations, for a wide variety of reasons, all outside our control. As we are a small company with lean development resources, that's not a sustainable model for us.

As such we are deprecating support for these connectors and instead we are studying how to build hooks from LeadWorks into third-party integration-as-a-service (IaaS) platforms such as Zapier or Integromat. Once the lead data is in the IaaS platform, it is still the customer's responsibility to configure an integration in that platform to get the data out, and into your system of choice (e.g., Salesforce, Hubspot, etc.). Customers may need to find their own technical resources, external or internal, to complete the integration and field mappings, particularly where custom objects are involved in your CRM.

Leveraging integration-as-a-service platforms is the modern approach to solving common integration problems. IaaS platforms ostensibly keep their integrations current with established known vendors such as Salesforce, Microsoft Dynamics, Hubspot and the like. That minimizes the possibility of one of these systems from changing the API and breaking the integration.

Since integration will be a bigger and bigger part of our future (and yours), we believe that philosophically the customer must own their own integration, not us. Our responsibility as a media company ends with delivering your lead data to the IaaS platform. If you lack the expertise in getting the data out of the integration-as-a-service platform and into your own systems, we recommend hiring an integration specialist on your end to get the data flowing into your systems in the way that you need it.

As more and more customers are moving toward direct data integration, we are actively studying this now. We should have an update by July 2021 on the timing of when we will have this capability.

The most we can do is endeavor to expose the data you collect through us in as straightforward a manner as possible. Whether you integrate, and how you integrate, must necessarily be up to you and under your control, not ours.