

# Marketing Cloud Connector

This page will explain you how to link your Marketing Cloud environment to the Accengage Database.

## Introduction

First of all, on Marketing Cloud, download and install the plugin "Accengage Mobile CRM Connector" by following the steps explained on the email received from Salesforce.

Once installed, the connector will enable several type of data synchronizations and triggers between Accengage and Marketing Cloud.

- **User configuration:** you need to activate the connector by logging in with an Accengage account having access to the applications you want to use. API key can be found in your account setting in the Accengage dashboard.
- **Applications:** You will need to declare your Accengage environments in order to enable its selection for your integrations and activities.

The features are divided in two sections:

- **Integrations:** This will enable data synchronization between Accengage and Marketing Cloud for audiences, device informations and message reactions.
- **Activities:** This enable the setup of message triggers of Accengage Push Notifications and decision split activities from the Marketing Cloud Journey Builder.

## User setup

Enter your Marketing Cloud and Accengage details in order to activate the connector.

The API key can be found in your Accengage profile on our dashboard (Local Admin rights are required).

## Declare your applications

You can define the name you want for each application.

The partner ID and Private Key of the Accengage environments can be found in the Accengage dashboard.

You can then submit the app declaration.

Once the app is created, you can go back to edit it and select the matching key you want to select among your Accengage device information.

### Important

Note that only the UDID (device ID) and the fields flagged as "client ID" in the Accengage database scheme can be selected.

Now that you have set up our connector we recommend you to have a look to our [Userguide](#) in order to understand how it works.