# SHERPA STREAM INTEGRATIONS WITH COMMON BUSINESS TOOLS

PERSONALIZATION TOOLS

With tools like Eloqua, companies are able to personalize website experiences to each visitor's individual journey. By connecting Sherpa to these types of systems, you can additionally tailor the experience by swapping out videos and serving up hyper-relevant ones based on how people consume your content.
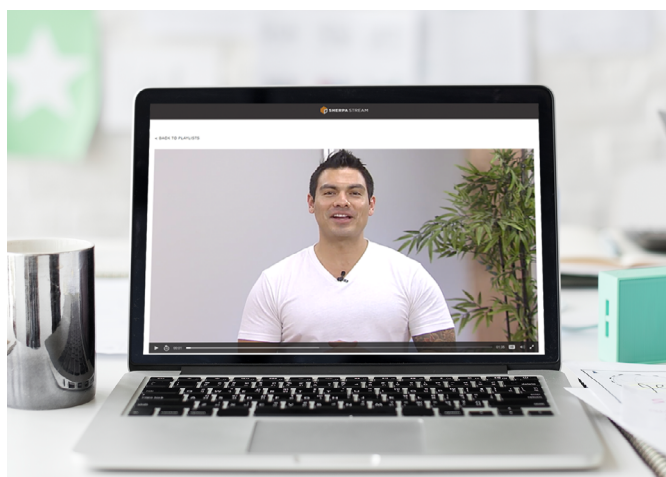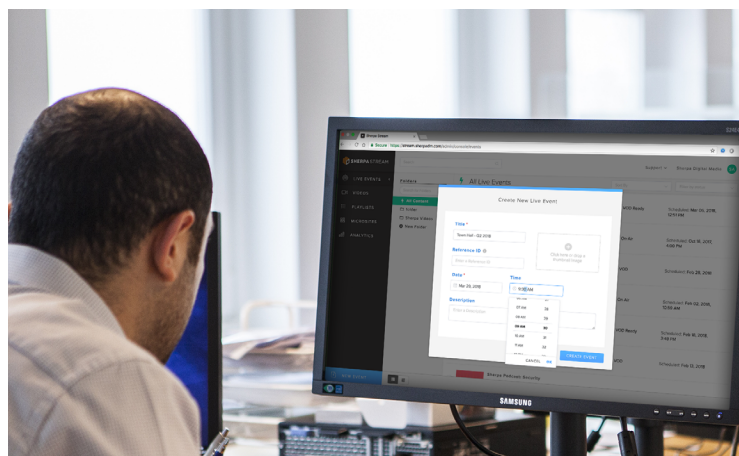

EMAIL MARKETING TOOLS

Organizations rely on tools like Pardot and Marketo to influence the buyer along their journey. By integrating Sherpa with your email marketing system, you can include personalized video content within campaigns and gain more visibility into what factors drive the most revenue for your company.

CRM SYSTEMS

By integrating Sherpa's platform with a CRM, you will help your salespeople drive opportunities past the finish line by serving up relevant content based on opportunity stage or lead information. Beyond that, you can also measure how much revenue each video generates with native dashboards.

ANALYTICS TOOLS

Tools like Splunk and Tableau allow organizations to visualize data in ways that make the most sense for their use cases. Sherpa's integrations with these tools bring the power of Sherpa's video analytics engine into the mix and enables your organization to delve into how your content is performing.

COMMUNICATIONS TOOLS

Internal communications tools enable collaboration between teams, and by integrating them with Sherpa, you can take that collaboration to a whole new level. Create a live event and push it directly to Slack channels without leaving the Sherpa platform, or embed a Yammer channel in the Sherpa player so that employees can comment and give live feedback.

Sherpa Stream's API-based architecture allows it to interoperate with any systems or protocols currently in place. The possibilities for how to connect Sherpa Stream to existing applications can yield significant productivity improvements above and beyond the world of video. By leveraging Sherpa as a content hub, an organization can direct all employees to a single location, where all the relevant content from all of the various systems are consolidated and served up to only the people who should be consuming it.

For more information, visit www.sherpadigitalmedia.com