

# RingCentral Webinar Integrations

RingCentral Webinar includes key integrations with marketing automation systems, allowing you to sync RingCentral Webinar data with your existing customer database systems.

[Marketo](#)

[Salesforce](#)



## Marketo

Connect your webinars with Marketo to convert registrations to leads.



Map your data with Marketo

[Learn more](#) →

## Key Features

- Supports different registration modes (RingCentral & Marketo)
- Syncs the registration data from RingCentral to Marketo & vice versa
- Passes the unique join URL of each registrant to Marketo

## Benefits

Through Marketo, marketing operations managers can benefit in the set up of RingCentral Webinars by:

- Streamlining manual B2B marketing tasks, including lead management, email campaign
- Effectively market on multiple channels and automate repetitive tasks
- Enabling lead generation, segmentation, lead nurturing and scoring, relationship marketing, cross-sell and upsell

## Salesforce

Say goodbye to the tedious task of manually handling webinar data and embrace seamless efficiency with the integration of Salesforce Sales Cloud and RingCentral Webinar.



Map your data with Salesforce

[Learn more →](#)

## How to add Integrations to RingCentral Webinar

### Key Features

- Salesforce Campaigns are created automatically as soon as a marketing webinar is created on RingCentral
- Syncs registration data from RingCentral to Salesforce Leads and campaign members
- Syncs attendee data from RingCentral to Salesforce campaign members
- Passes the unique join URL of each registrant to Salesforce campaign members

### Benefits

Through Salesforce, marketers and sales reps can benefit in the set up of RingCentral Webinars by:

- Saving time by automatically syncing leads and campaigns between Salesforce and RingCentral Webinar: no CSV uploads required.
- Eliminating errors caused by manually editing leads and campaign data in spreadsheets.
- Keeping leads in one place, with Salesforce as the sole source for your lead data.

### RingCentral Webinar dashboard and settings (RingCentral app)

Within a scheduled webinar, you'll find Integration Apps as a module. Here, you'll be able to directly with all available integrations. Webinar admins can also access through Webinar Settings.

[Open RingCentral Webinar →](#)

### Salesforce AppExchange (Salesforce only)

Visit the Salesforce AppExchange to find the RingCentral for Salesforce integration.

[Add RingCentral for Salesforce integration →](#)

## RingCentral App Gallery

Visit our RingCentral App Gallery and find all compatible RingCentral Webinar integrations.

[Go to app gallery](#) →

## How to purchase RingCentral Webinar

RingCentral Webinar is available as an add-on license with the purchase of RingCentral Video Pro+ or RingCentral RingEX™ Core, Advanced, Ultra edition and complements the existing RingCentral messaging, video, and phone experience. Current customers can purchase RingCentral Webinar directly through the admin portal, while new customers can purchase through sales or self-service on our website. Contact a RingCentral account representative to learn more or visit [ringcentral.com/webinar](https://ringcentral.com/webinar).

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For more information, please contact one of our solution experts. Visit [ringcentral.com](https://ringcentral.com) or call 855-774-2510.

RingCentral, Inc. (NYSE: RNG) is a leading global provider of AI-first cloud-based business communications and collaboration that seamlessly combines phone system, messaging, video, webinars and hybrid events, and contact center. RingCentral empowers businesses with conversation intelligence, and unlocks rich customer and employee interactions to provide insights and improved business outcomes. With decades of expertise in reliable and secure cloud communications, RingCentral has earned the trust of millions of customers and thousands of partners worldwide. RingCentral is headquartered in Belmont, California, and has offices around the world.



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