

# Sendoso + Outreach

Add a personalized touch into your sequences to boost response rates



Execute Online and Offline outreach campaigns, measure attribution, and empower the SDR, AE, and field sales teams to send direct mail and gifts at scale.

## Sendoso's Integration With Outreach Allows You To

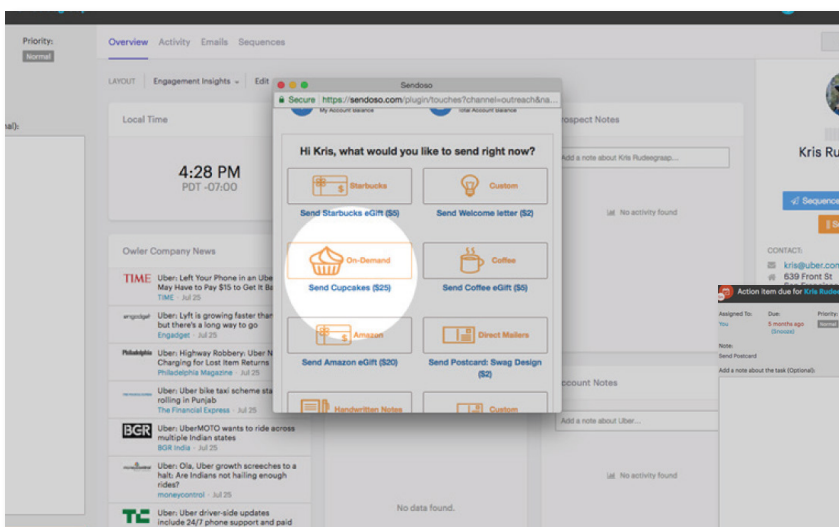
- Send Sendoso Touches directly from Outreach to individual people
- Have visibility into sends from Outreach in Salesforce (if SFDC integration is set up).
- Never leave your Outreach workflow to send physical gifts, direct mail, or e-Gift cards

## How It Works

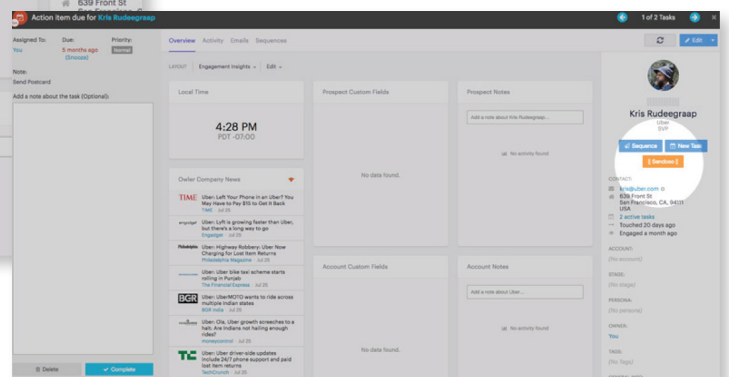
In Outreach, the Google Chrome plugin will add a "Sendoso" icon at the top of the person record so that you can send Sendoso items directly from Outreach.

## How To Get The Most Out Of It

- Grabbing prospects attention is tough. Direct mail and gifts are a great way to break through the noise, but without the proper tools it's impossible for this process to scale effectively.
- Setup the Salesforce integration so that when you send out of Outreach it will log Activities and tag to Salesforce Campaigns automatically.



Use the Google Chrome plugin to add a "Sendoso" icon at the top of the person record.



Send physical gifts, direct mail, or e-Gift cards straight from Outreach.