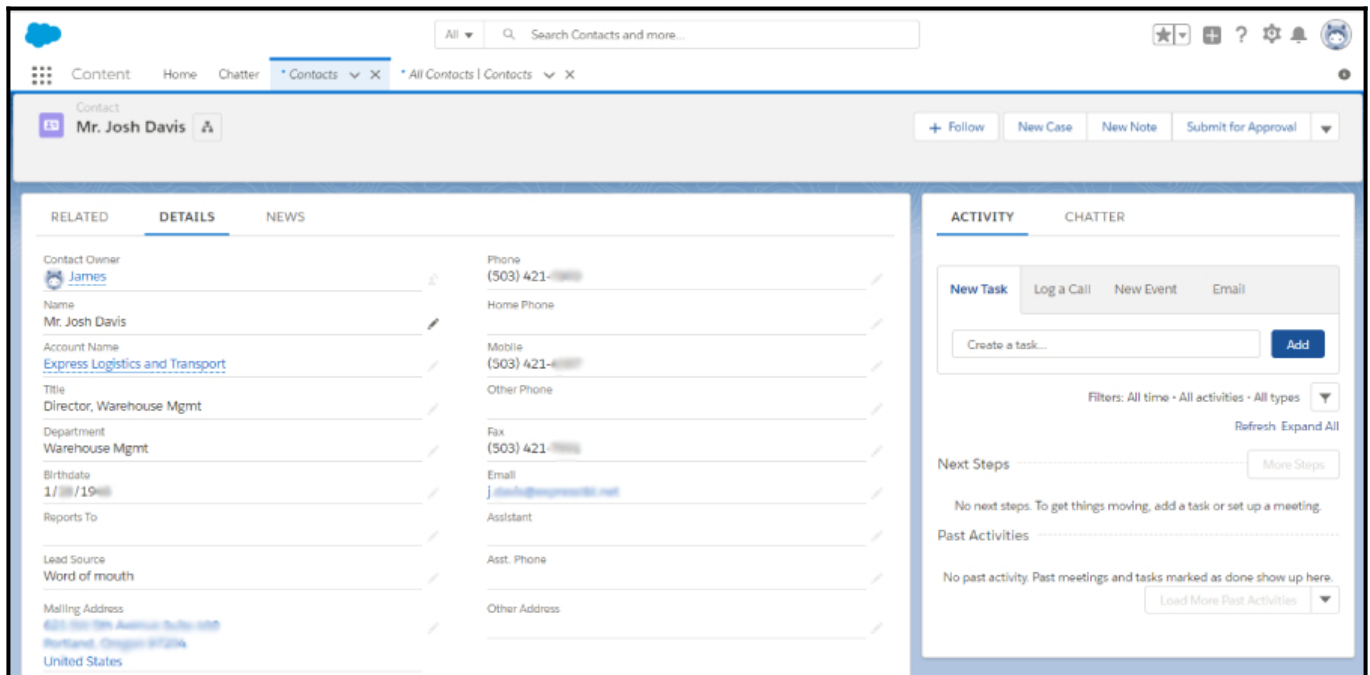


# How to Integrate Salesforce With Quiz Maker

ProProfs Quiz Maker [integrates with Salesforce CRM](#) to capture learners' information and send them automatically to your Salesforce account. You can use these leads to create/update lists, build customer journeys, and send personalized emails.

**Here's how a captured contact will appear in your Salesforce CRM:**

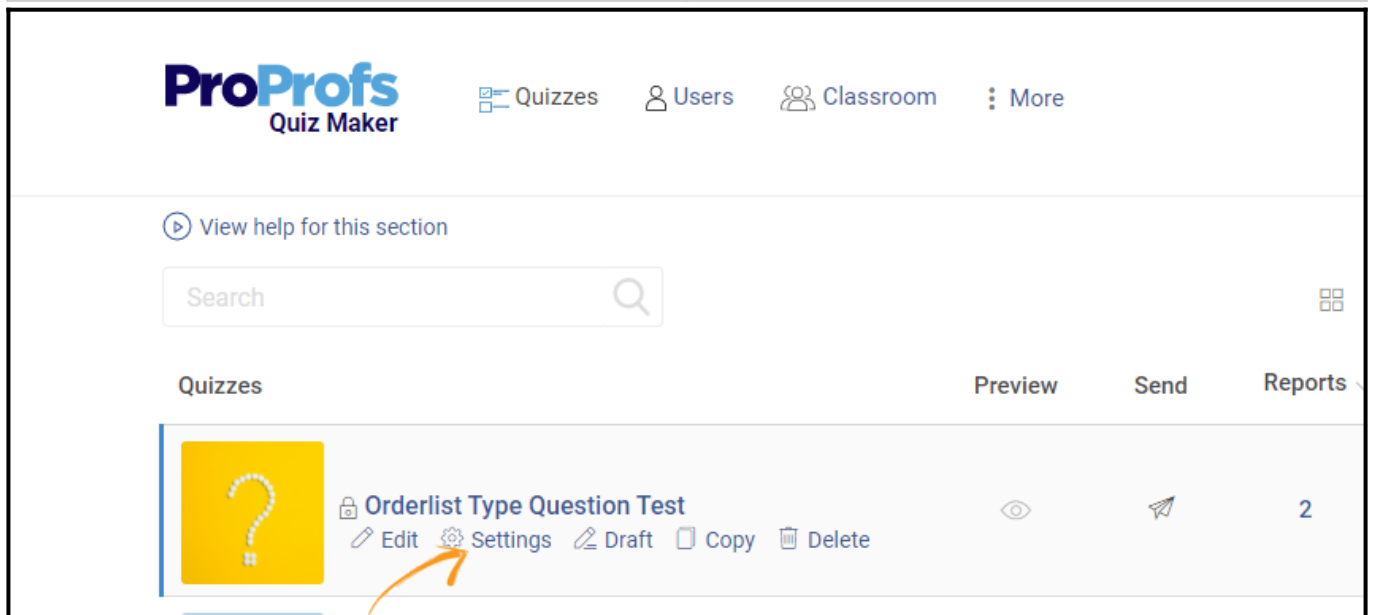


**Salesforce integration with Quiz Maker helps you to:**

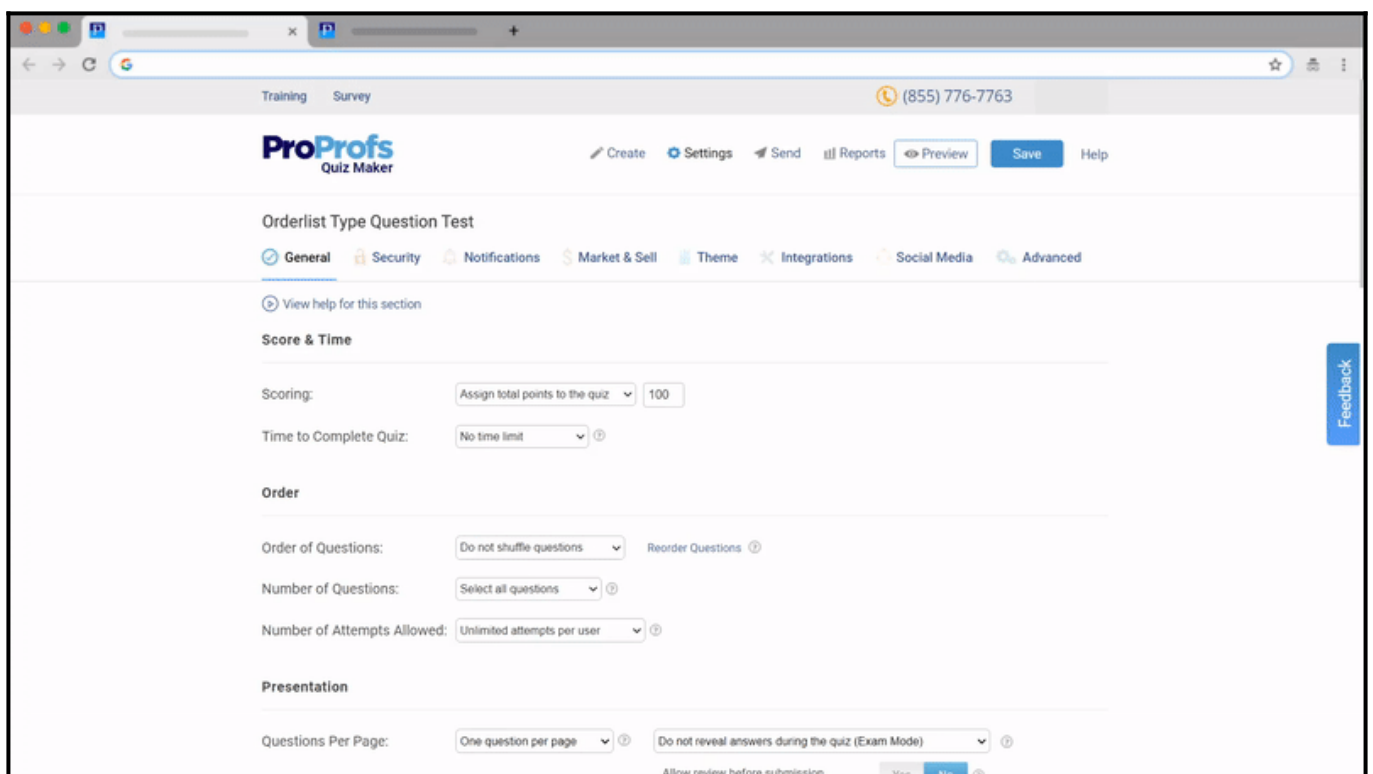
- Boost lead conversion by **up to 43%**
- **Organize leads** based on quiz responses
- Send **personalized emails** to increase your bottom line

## How to Setup Salesforce Integration

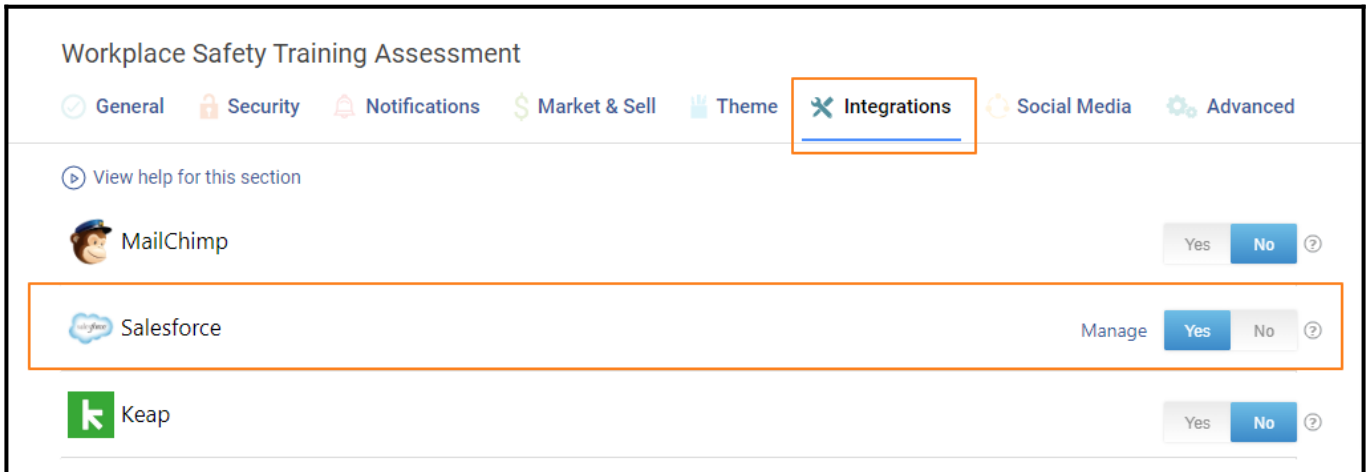
**Step 1:** To start **importing the details** of the learners every time they take a quiz, start by selecting the **quiz you want to use for lead generation** and navigate to **"Settings."**



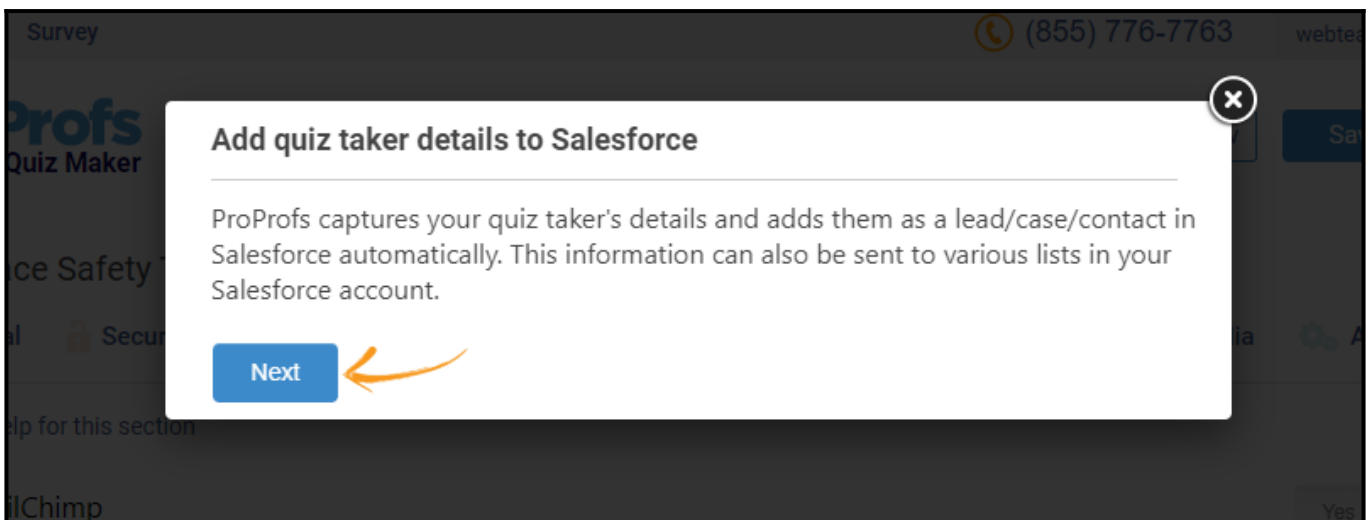
**Step 2:** Navigate to the “**Security**” tab and locate “**Tracking Configuration.**” Enable information to capture. You can also ask your own questions to capture the learner’s info.



**Step 3:** Navigate to the “**Integrations**” tab, locate **Salesforce** and select “**Yes**” to integrate.



An integration information pop-up will appear. Click **"Next"** to proceed.



**Step 4:** Enter your Salesforce account details and click **"Next."**

**Salesforce Integration**

Send quiz takers' information like email, name or any custom info to contacts, leads & cases in Salesforce CRM.

Please enter your **Salesforce login information** below.

Username: \*

Password: \*

Authentication Token: \*

**Next**

**Step 5:** Select a **list** to share and **store** the learner's information, and click "**Next**" to proceed further.

*Select the "**Notify me**" checkbox to receive email notifications on adding new learners to your Salesforce list.*

**Choose a list**

Please select a list to add new contacts.

Select list:

☒ Notify Me

**Next** **Back**

**Step 6:** Based on the **selected list** and **custom questions** set up in "Tracking configuration," assign a **corresponding field** from the drop-down menus to the appropriate Salesforce fields. Click "**Finish**" to complete the integration.

**Map your quiz fields to Salesforce fields**


Map Salesforce contact and quiz by selecting the relevant fields from the dropdown menus. The dropdown menu will consist of options selected in the Tracking Configuration under Security settings. [Learn More](#)

Salesforce	ProProfs
Name:*	Name
Email Address:*	Email
Birthdate:	Birthdate
Phone Number:	Phone
Home Phone:	Home Phone
Fax:	Fax
Department:	Department
Description:	Description
Assistant:	Select

**Finish** [Back](#)

After you complete the above steps, a popup will appear, informing you that the integration is active. Click **"OK,"** and you are all set.

**Salesforce Integration Successful**

 Your Salesforce integration is ready to use. New quiz takers' details will be automatically added to your Salesforce List.

**Ok**

*That is all about Salesforce integration with Quiz Maker.*

## Related Articles

- [How to Integrate MailChimp With Quiz Maker](#)
- [How to Integrate iContact With Quiz Maker](#)
- [How to Integrate VerticalResponse With Quiz Maker](#)