

# Statement on API Support

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PMMI Media Group’s API connector to Salesforce, Hubspot, Eloqua and Marketo is furnished on a self-service, as-is basis. Most of the time, connecting APIs is fairly plug-and-play. However, it turns out that once in a great while, it’s not so straightforward. The reasons for this are many:

* there are many ways that customers can implement fields and objects in their CRM, which can prevent seamless integration
* sometimes there are just connectivity issues, or issues with API keys issued by the CRM provider
* what fields are named on the front end of your CRM aren’t always the same as what they are named on the back end when mapping to external systems such as LeadWorks

In short, this makes it difficult (and not practical) for us to provide a seamless integration with every client. Unfortunately, our developers are not available to troubleshoot individual API connections.

Our developers are expert in our technology and they aren’t expert at troubleshooting technology from Salesforce, Hubspot, Eloqua and Marketo. Mapping data between system requires expertise on the mapping and naming conventions in your CRM, which sometimes is straightforward but sometimes is not.

Since integration will be a bigger and bigger part of our future (and yours), we believe that philosophically this is really an integration issue at its core. Said another way, it is not an issue with our software, nor is it an issue with how you have your CRM instance configured. It’s just that when X mates with Y, there’s some integration and troubleshooting that’s required. We’ll always do some basic troubleshooting to make sure the basics are covered. But beyond that, we don’t have further options. We recommend hiring an integration specialist on your end to get the data flowing into your systems in the way that you need it.

Our eventual plan is to invest in creating a robust API for LeadWorks that allows your CRM implementation team or integration provider to pull data from our systems and write them to objects in your CRM instance in a manner that is best for you. In other words, we’ll provide all the hooks to pull the data out. But you, the client, must own your own integration. Owning customer integrations is beyond our scope as a media company. (Just as it is beyond the scope of any SaaS vendor you use.)

Like SaaS vendors, the most we can do is endeavor to expose the data you collect through us in as straightforward a manner as possible. Whether you integrate, and how you integrate, must necessarily be up to you and under your control, not ours.