



🕒 30 April 2019, 10:35 (CEST)

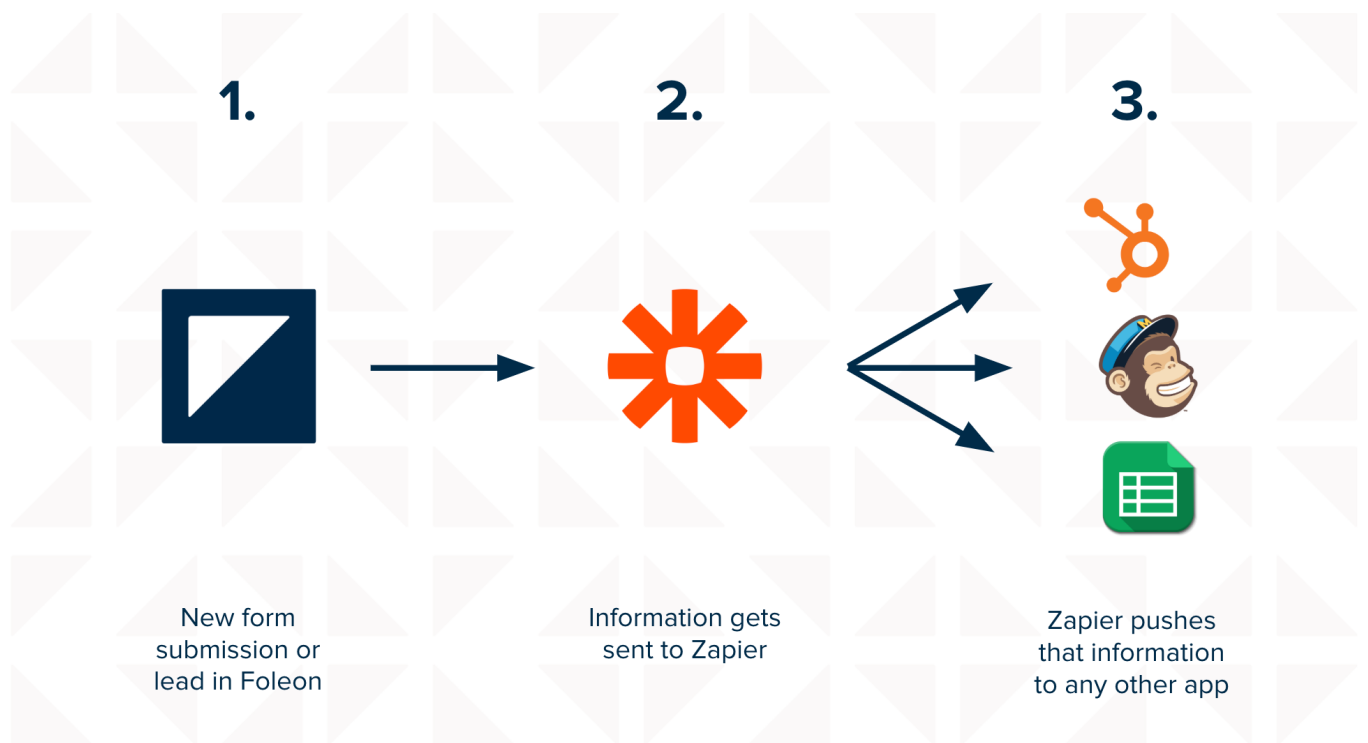
Foleon announces Zapier integration

Exchanging Foleon-acquired reader data now possible with more than 1,000 apps

New York, 30 April 2019 - [Foleon](#), a creative platform for building and publishing immersive web content, announces its integration with [Zapier](#), a web-based service that connects multiple applications. The integration ensures that reader information acquired through Foleon can seamlessly connect with 1,000+ other applications.

Automatically fill your CRM system with leads

The Zapier integration allows data collected through Foleon publications, such as form submissions, to be automatically sent to other systems. As a result, you can automatically forward leads from Foleon to CRM systems such as Salesforce and HubSpot, or add new subscribers to your email marketing platform. Several Foleon users are already using the new integration.



Example of how the Zapier integration works

Product improvements

"The Zapier integration is very valuable for our users," says Daan Reijnders, CEO of Foleon. "Marketing and communication are increasingly focused around technology, which makes it essential for different user systems to connect seamlessly. We now offer the ability to automatically transfer readers' data to a large number of external platforms such as CRM systems, marketing automation platforms, e-mail marketing platforms, and more. For example, a lead can be sent automatically from Foleon to the CRM system, after which a campaign is automatically triggered to nurture the lead and guide them through the sales funnel. This saves the user a lot of time, which can now be spent on creating even more remarkable content."

This integration is in line with the [previously announced product improvements](#) from Foleon. Read the product update [Use Zapier to Connect Foleon to your CRM \(and 1,000+ Other Apps\)](#) or [register for the Zapier-integration webinar](#).

ABOUT FOLEON

Foleon is a better way of presenting your best content online

Foleon replaces your PDFs with web publications that are mobile-friendly, interactive, and measurable.

With our intuitive platform and suite of templates, you can shed your dependence on designers and quickly produce visually immersive content that looks great on any device.

Drive engagement, boost sales, energize your employees, and get the data-driven insights you need to continually optimize your content and grow your ROI.

 pr.co



Foleon