A trip around Sitecore, Salesforce & Marketing Cloud (or Pardot, Marketo, Eloqua etc)

S4S

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S4S

S4S id is used to push Sitecore analytics to the Salesforce lead

S4S updates Salesforce if the visitor returns to the website

S4S reads the S4S Id and saves it to a facet

Sitecore CMS

Salesforce CRM

Sales team use Sitecore analytics to prepare for the sales call

New Lead is created

Chat

Direct

Lists

Partners

Phone

Web forms

Walk-ins

Individuals contact your business in various ways

An S4S Id is added to the lead

New Subscriber is created

Salesforce Marketing Cloud

Subscriber record includes the S4S Id

Emails are dispatched with a link to the website

Sitecore analytics are synced to personalize emails

And clicks the link to open the Sitecore website

A recipient receives an email

Link has the S4S Id in the URL