marketing 360®

CRM Point of Sale Integrations
To leverage customer data collected by the point of sale to effectively target customers and grow your business with Marketing 360® CRM.
Integration Benefits

1. **Automated Customer Sync**
   Say goodbye to the days of having to export customer lists manually. Your customers and their orders are automatically synced every 15 mins.

2. **Customer Insights**
   Glean insights into a customer's lifetime purchase history, where they rank against other customers and their top selling products.

3. **Target Customers by Order History**
   Create email lists using your customers order history and the products they purchased.

4. **Single View of the Customer**
   Understand customer purchase behavior across both in store and eCommerce payment methods.
POS Integrations (Current)

Lightspeed Retail
Powerful instore retail Point of Sale with a unique focus on retail.

Lightspeed eCommerce
Takes the lightspeed retail product and brings it online.

Shopify
Leader in the fully integrated payment eCommerce space. Sign up and go solution.

Woo 360
Proprietary WooCommerce extension with templated layouts that drive results.
## Purchase History

### Ayla Customer

<table>
<thead>
<tr>
<th>Date &amp; Time</th>
<th>Order #</th>
<th>Status</th>
<th>POS</th>
<th>Item Qty</th>
<th>Subtotal</th>
<th>Total</th>
<th>View/Edit</th>
</tr>
</thead>
<tbody>
<tr>
<td>02/21/2018 4:02pm</td>
<td>305</td>
<td>Completed</td>
<td>Lightspeed Retail</td>
<td>1</td>
<td>$45.00</td>
<td>$45.71</td>
<td></td>
</tr>
<tr>
<td>06/11/2017 6:30pm</td>
<td>188</td>
<td>Completed</td>
<td>Lightspeed Retail</td>
<td>1</td>
<td>$239.95</td>
<td>$259.75</td>
<td></td>
</tr>
<tr>
<td>04/19/2017 7:32pm</td>
<td>174</td>
<td>Completed</td>
<td>Lightspeed Retail</td>
<td>1</td>
<td>$0.96</td>
<td>$1.04</td>
<td></td>
</tr>
<tr>
<td>03/24/2016 7:37pm</td>
<td>4</td>
<td>Completed</td>
<td>Lightspeed Retail</td>
<td>1</td>
<td>$380.00</td>
<td>$411.35</td>
<td></td>
</tr>
</tbody>
</table>
Contact

- CustomerNumber
- CustomerDtUTC
- CustomerDtLocal
- Name
- FirstName
- LastName
- Email
- Phone
- Street
- City
- State
- ZIP
- Country
- BirthDate*
- Gender*

*not always available
Contact Orders

- CustomerNumber
- OrderNumber
- OrderIdReadable
- OrderDtUTC
- OrderDtLocal
- OrderStatus
- Currency
- Subtotal
- Total
- OrderURL
- TransactionSource (Register)
- Point of Sale
Contact Order Items

- ItemNumber
- ProductName
- ProductNumber
- SKU
- Quantity
- ProductPrice
- TotalPrice