



# Connect

## An API facilitating a consolidated view of citizen interactions

The Granicus Connect API opens a line of communication between the govDelivery communications platform and a Microsoft Dynamics or Salesforce customer relationship management (CRM) system.

Certain citizen data and govDelivery subscriber engagement data can then be shared between systems, enabling further segmented communication lists based

on expanded citizen interactions with the organization. For example, in Salesforce contacts can be shared, or in MS Dynamics, contacts or accounts can be shared. Consider pairing Connect with govDelivery Advanced Package to segment your audience and further boost communication efforts.



Consolidated  
contact data via API



Compatible with Microsoft  
Dynamics or Salesforce



Advanced Package  
integration for complex  
segmentation