



INTEGRATE **6SENSE** WITH **INFUSE** DEMAND IN 6 EASY STEPS

INFUSE

&

6sense

WHERE INTELLIGENCE MEETS ACTIVATION

Clients of INFUSE and 6sense can combine both solutions to **seamlessly engage buying groups by fueling INFUSE demand activation with 6sense AI intelligence.**

ONE SOURCE OF DEMAND INTELLIGENCE + ACTIVATION



CAPTURE

demand with
in-market accounts

ALIGN

GTM teams to one
revenue strategy

INCREASE

pipeline

OPTIMIZE

demand
performance

INTEGRATE 6SENSE WITH INFUSE IN 6 EASY STEPS

Follow this step-by-step guide to seamlessly activate the most optimal demand performance strategies and tactics for each account's current buying stage and buying groups:

**1**

Identify your 6sense package

This integration is only available to clients with the 6sense Advanced Package.

What is my 6sense package?

[Click here to open a ticket with 6sense's support team to clarify if you have the 6sense Advanced Package](#) →



2

Generate your 6sense API tokens

To integrate 6sense intelligence with INFUSE demand, the INFUSE team needs the following two API tokens from 6sense:

1. [Lead Scoring API](#)**2. Segments API**

Where do I find these tokens?

1. Lead Scoring API token is available from your [API Token Management page](#)

- Navigate to the [API Token Management page](#)
- Find Lead Scoring API
- Copy your Lead Scoring API token and safely store it (**you will need this later**)
- Alternately, you can [open a ticket with 6sense's support team to generate your Lead Scoring API token](#)

**2. Segment API token can be generated by contacting 6sense support**

- [Click here to open a ticket with 6sense's support team to generate your Segments API token](#)
- Copy your Segments API token and safely store it (**you will need this later**)

Example of an API token: 402880824ff933a4014ff9345d7c0002



3

Allow 6sense Segments to be shared via API with INFUSE

6sense Segments serve as building blocks for your omnichannel demand programs by leveraging data that aligns with your GTM strategy.

1. Check if you have Segments set up on your 6sense dashboard. You can verify this by accessing the Segments builder in the [Segments](#) section.

If you do not have Segments set up, follow these steps:

- Access the **Segments** section
- Click **Create**, then **Create Segment**
- Read [Getting Back to Basics with ABM](#)

2. Enable sharing of Segments via API, as follows:

- Access **Settings** in your 6sense dashboard
- Navigate to the **Segments** section and allow Segments to be shared

Note: If you are unsure how to find Segments or allow sharing of Segments, add this to your ticket with 6sense's support team.



4 Define which Segments are part of your INFUSE demand programs

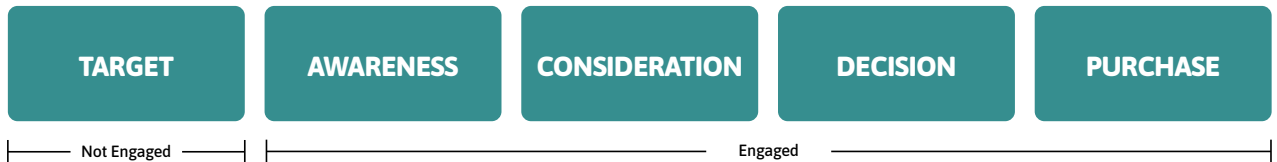
Our team needs to know which Segments you wish to engage with INFUSE demand programs.

Write down the list of Segments that should be part of your INFUSE demand programs **(you will need this later)**.

5 Define which Buying Stages are part of your INFUSE demand programs

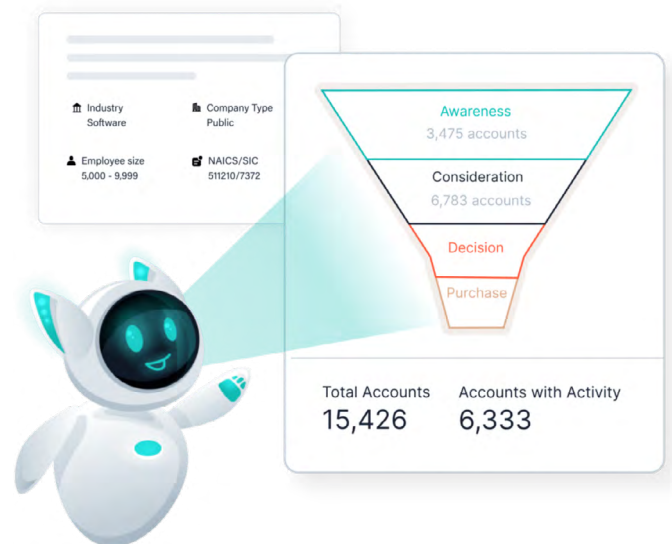
In 6sense, in-market buying strategies are split into the following Buying Stages:

6sense
In-Market
Buying Stages



Our team needs to know which 6sense Buying Stages you wish to engage with INFUSE demand programs. We are happy to consult with you to determine which buying stage(s) you can activate with INFUSE demand programs, for optimal ROI. Reach out to your INFUSE Client Success expert.

Write down the Buying Stages that should be part of your INFUSE demand programs **(you will need this later)**.



6

Reach out to your INFUSE Client Success expert

Once you have completed the steps above, send your INFUSE Client Success expert the following information:

1. Your **Lead Scoring API token**
2. Your **Segments API token**
3. A list of **Segment(s)** you wish to target with your INFUSE demand programs
4. A list of **Buying Stage(s)** you wish to target with your INFUSE demand programs



Your INFUSE Client Success expert will initiate a data matching and verification process. This will ensure that the data between 6sense and INFUSE has been integrated seamlessly.

This process can take up to 3 business days. Your INFUSE Client Success expert will get back in touch once everything has been finalized.

CONGRATULATIONS!

You can fully leverage 6sense's in-market buyer intelligence alongside INFUSE's omnichannel demand strategies and programs to achieve your goals.



Need help?

Contact your INFUSE Client Success expert or the team in your region:

AMERICAS: cs_us@infuse.com

EMEA: cs_uk@infuse.com

APAC: cs_apac@infuse.com