

## 6sense Integration Setup Guide

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#### Unlock powerful account-based insights by connecting 6sense to Audyence

Transform your B2B marketing campaigns with 6sense's AI-powered account intelligence. This integration enables you to leverage Target Account Lists (TALs) directly within your Audyence campaigns, ensuring you reach the right accounts at the right time.

#### What You'll Achieve

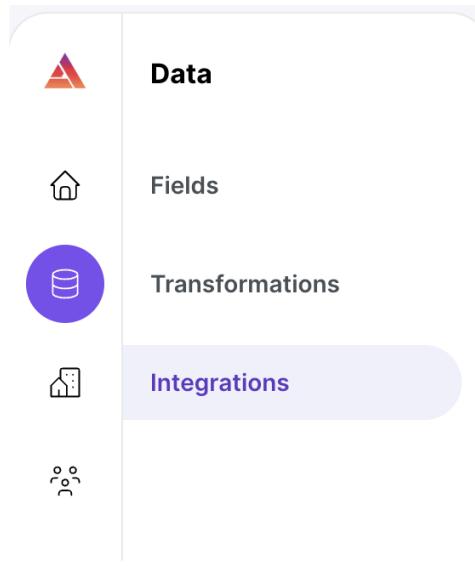
By connecting 6sense to Audyence, you'll be able to:

- Access your 6sense Target Account Lists (TALs) directly in Audyence
- Create data-driven campaigns targeting high-intent accounts
- Seamlessly sync account intelligence across platforms
- Leverage AI-powered buying signals in your lead generation

#### Connect 6sense to Audyence

##### Step 1: Access Integration Settings

1. **Log in** to your Audyence account using your credentials
2. Navigate to the left panel and select **Data** → **Integrations**

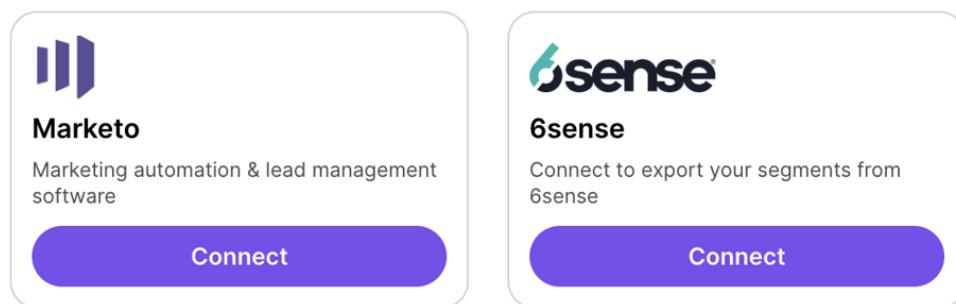


## Step 2: Initiate 6sense Connection

From the integration marketplace, locate **6sense** and click **Connect**

## Connect your integration

Connect your Audyence campaigns with CRMs and MA tools.



## Step 3: Authenticate with Your Token

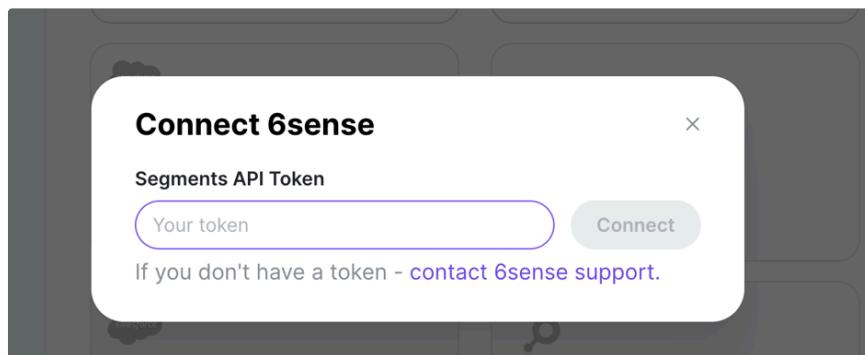
Enter your **6sense API Token** in the authentication field

Segments API Token

**Pro Tip:** Don't have your token? Find it in your 6sense account settings under API Credentials or request it by reaching out 6sense support 

Click **Connect** to proceed



## Step 4: Confirm Successful Connection

Upon successful authentication, you'll see a **confirmation popup** indicating your 6sense account is now connected!



Successfully connected to 6sense X

**Congratulations!** Your 6sense integration is now active.

## Using 6sense TALs in Your Campaigns

Now that you're connected, you can leverage your 6sense Target Account Lists in any RFP campaign.

### Adding TALs to Your Campaign

1. **Create or edit an RFP** following the standard campaign creation process
2. When you reach the audience targeting section, you'll see your **6sense TALs available**

## Target audience



### Target account list

Select .csv files with columns: Company Name, Company Domain.

Max size: 10 MB

[+ Upload a file](#)



6sense TALs

[+ Add TAL](#)

3. Click **+ Add TAL** to browse your Target Account Lists

6sense TALs

+ Add TAL

Search...

Global: Segment #1

Global: Segment #2

Global: Segment #3

Global: Segment #4

4. **Search and select** the TAL(s) you want to target in this campaign

**Note:** You can select multiple TALs for a single campaign to expand your reach while maintaining account focus.

#### 5. Continue with the standard RFP process to finalize your campaign

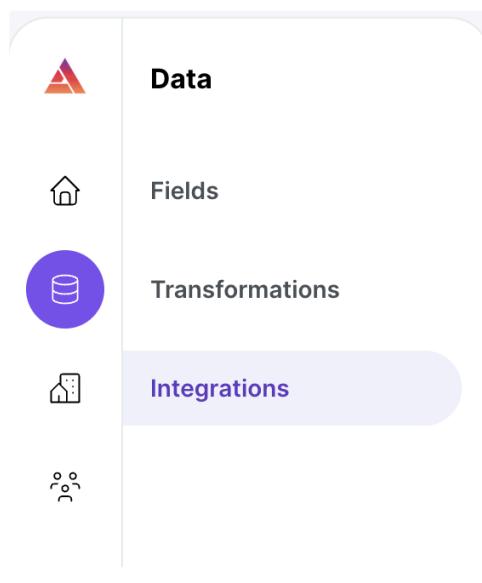
Your campaign will now target the high-value accounts from your 6sense TALs!

#### Disconnecting 6sense (If Needed)

Need to disconnect or switch accounts? Here's how:

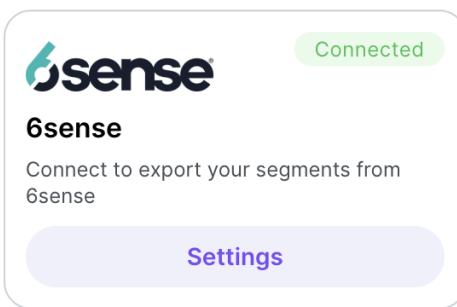
##### Step 1: Access Integration Settings

Navigate to **Data** → **Integrations** from the left panel



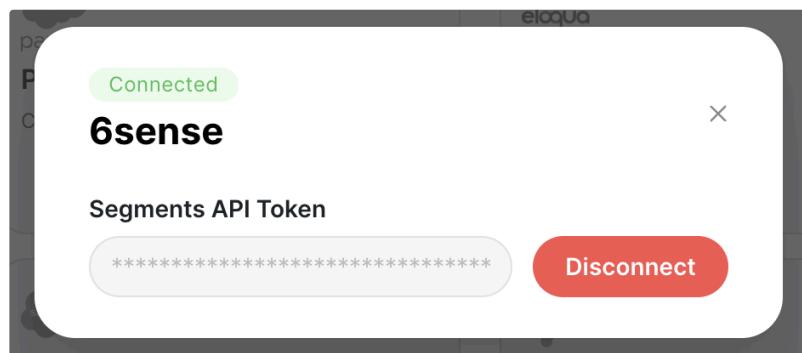
##### Step 2: Open 6sense Settings

Click **Settings** on the 6sense integration card



### Step 3: Disconnect

Click **Disconnect** to remove the integration



**Important:** Disconnecting will remove access to all 6sense TALs for new RFPs. Any active campaigns using these TALs won't be affected.

**Refresh Required:** You may need to refresh your browser to see the changes reflected.

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### Need Help?

If you encounter any issues during setup:

- Verify your 6sense API token is valid and has the necessary permissions
- Contact your 6sense administrator to ensure API access is enabled
- Reach out to Audyence support for assistance at [support@audyence.com](mailto:support@audyence.com)

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### Next Steps

**Integration Complete!** Ready to maximize your campaign performance?

- Explore your available Target Account Lists
- Create your first 6sense-powered campaign
- Monitor account engagement and conversion rates

Happy targeting!