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Component manufacturers capture all leads thanks to CADENAS CRM Connector

All designers who download product data of fabricators on CADENAS portals worldwide are potential customers – companies can use this info for their sales strategy

In marketing, lead generation often has the highest priority. But it is crucial for sales that generated leads are also converted into buyers. In this process the **CADENAS CRM Connector** supports component manufacturers.



The inboxes of marketing and sales staff are flooded with promotional emails promising them the simplest and most effective lead generation solution. Component manufacturers with an electronic product catalogue powered by CADENAS already have an impactful tool to create new sales opportunities. With the CADENAS CRM Connector, they can automatically transfer leads induced via their manufacturer portal and [3Dfindit](#) into their own CRM system.

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More automation, more turnover

With the CADENAS CRM Connector, companies tap the full potential of an instrument they already have in their toolbox: The interface transmits all information from the CADENAS download statistics to the customer management software hourly and compliant to General Data Protection Regulation without any assistance. There, team members can directly fill their sales pipeline and work with the leads.

The CADENAS CRM Connector independently sorts out duplicate data records, forwards the information to the right contact person and offers individual filter options so that firms can contact their prospects and customers even faster. Since every enterprise uses different workflows, the middleware can be adapted to marketing automation or individual work cycles.

Currently, the systems of Salesforce, HubSpot and soon also Microsoft Dynamics 365 are supported. Integrating the software takes very little time and component manufacturers never miss a lead again. After that, all they have to do is sell their product. The tedious ground work is done by the CADENAS CRM Connector.

More information on how to [convert leads efficiently](#).

- Footage in printable resolution is available at Presse@CADENAS.de
- If you are interested in the CADENAS CRM Connector, [Felix Schulte](#), Director Marketing & Business Development, is available
- You can find a [video about the CADENAS CRM Connector](#) on our [YouTube channel](#)

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About CADENAS GmbH

CADENAS (Spanish: Process Chains) is a leading software manufacturer in the areas of Strategic Parts Management and Parts Reduction (PARTsolutions) as well as Electronic CAD Product Catalogues (eCATALOGsolutions). The portfolio also includes the portal 3Dfindit for 3D CAD, CAE and BIM models. With its customised software solutions, the company represents a link between component manufacturers and their products as well as the customers. CADENAS was founded in 1992 in Augsburg, Germany, and now has 17 international locations.

You can find more information at: <https://www.cadenas.de/en>

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