

## Use Cases for Account Engagement API

Extend Account Engagement to fit your business needs, providing access to your data for use in various ways. The API has so many possibilities that it can feel overwhelming to get started, so we've rounded up a few common use cases here. Start with these examples, then get creative.

You can use the Account Engagement API to clean and enrich prospect data, saving your sales reps hours of time spent on menial tasks. Automate data clean up tasks like normalizing picklist values, capitalizing names, and formatting phone numbers. You can also add data from your vendors by updating prospects via the API.

### Example

Your manager asks you to fix all prospect name fields that are in all-caps or lowercase. They also want you to update prospect scores regularly, based on an internal scoring tool. You write some code that checks each prospect name and updates the capitalization. You set it up to run when a new prospect is added, keeping the database neat. You then set up an integration between your internal scoring tool and Account Engagement that updates the prospect score field every day.

### Account Engagement Objects

Prospect: get prospect data, update prospect field values

Use the Account Engagement API to automate exporting visitor data to your own external analytics tools for richer insights.

**Example** The marketing team wants a detailed analysis of all the web analytics to see how much budget they need to drive clicks and sync web ad targeting. You automate a bulk export of Account Engagement visitor data, then import it into your company's analytics tool at regular intervals.

### Account Engagement Objects

Visitor Activity (via the Export API)

Prospect: get prospect data

Prospect Account: get prospect account data

Use the Account Engagement API to help you target the right groups of prospects, so you can optimize your messaging and personalization. If another system contains most of your data, you can segment prospects in that system instead of Account Engagement. In this case, use the API to get the prospect data you need. Do your segmentation analysis outside of Account Engagement so you can update the prospects. Then, import the updated prospects into Account Engagement and add them to lists for engagement programs and other marketing efforts

### Example

A marketing manager at your company wants to create an Account Engagement list for a new marketing initiative, but the information for the segmentation criteria is hosted outside of Account Engagement. The manager gives you a list from an external database, and the list includes Account Engagement prospect IDs. You use the Create operation with the List object and create an Account Engagement list.

### Account Engagement Objects

Prospect: get prospect IDs

List: Read or Create the List for the segment

List Membership: Add or remove prospects from the list