



WHY 2021 IS THE YEAR OF THE PRODUCT INTEGRATION

A MUST HAVE FOR CUSTOMERS

It's now a deal breaker if your product doesn't integrate with keystone software.



No matter what vertical your SaaS product is in, there is keystone software your customer uses, like Salesforce, Shopify, or Zendesk. Integrating with keystone software in your space is a must.

FASTEST GROWING SALES CHANNEL

B2B marketplaces are the fastest growing sales channel.



2020 has rapidly accelerated digital transformation and digital purchasing. Customers are looking through integration marketplaces to discover new apps.

YOUR PARTNERS REQUIRE IT

Partners want to be discoverable by your customers, and integrated with your app.



Your integration marketplace gives your partners new leads and customers. Being integrated gives your joint customers a better experience, and solidifies co-selling and co-marketing endeavors.

RETAINS AND UPSELLS CUSTOMERS

Product integrations make your product even stickier.



Embedding your product in your customers' workflows and systems means you're harder to churn off and your customers avoid manually transferring data or building an integration.