

Engage with your leads faster with NetLine's Connectors.

Connect your newly generated leads to your marketing automation platform (MAP) or CRM solution with the NetLine Portal.

1

Welcome to the NetLine Portal for B2B Marketers

Create a content syndication campaign on your schedule. LeadFlow campaigns will help you generate leads and C...

[Learn more >](#)

New LeadFlow Campaign

New

✕

LeadFlow Campaign

Generate leads by syndicating your content. Starting at \$9 per lead.

Create

Cancel

Request Connector Approval

1. After setting up your free NetLine Portal account, you can request access to connect to your MAP or CRM by creating a draft LeadFlow campaign. You can start creating a campaign from either the 'Welcome' or 'Campaigns' pages.
2. Once you name your draft campaign, you can request approval on the 9th step, '9. Fulfillment' of the campaign creation process. Approval will be granted within 1 business day.

NetLinePortal

LeadFlow Campaign Setup

- 1 General
- 2 Content
- 3 Questions
- 4 Filters
- 5 Scoring
- 6 Mapping
- 7 Lead Terms
- 8 Schedule
- 9 Fulfillment
- 10 Review
- 11 Submit

Setup Your Lead Fulfillment (Highly Recommended)

Schedule lead files to be automatically emailed to you and two other recipients by CSV file. Leads can also be accessed directly in the NetLine Portal 'Leads' tab.

Receive Fulfillment Yes No

Fulfillment Frequency Daily Weekly

Fulfillment Type Incremental Cumulative

Email Recipient 1

Email Recipient 2

Email Recipient 3

Connect Leads to Your CRM (Optional)

Send leads directly into your CRM, ESP, and MAP using the NetLine Portal Leads Connector. To qualify for the connector, your total campaign spend must exceed \$5k.

Request Approval 2

Previous

FULF

Facts on Fulfillment
Daily Fulfillment: Monday - Friday
Weekly Fulfillment: All PST
Incremental Fulfillment: Leads you have
Cumulative Fulfillment: Leads in every

Note
By setting up a connector, you will be billed at the first of the month, unless you have monthly billing.

Choose A Method

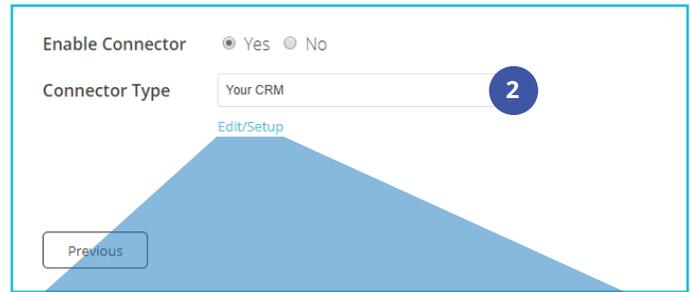
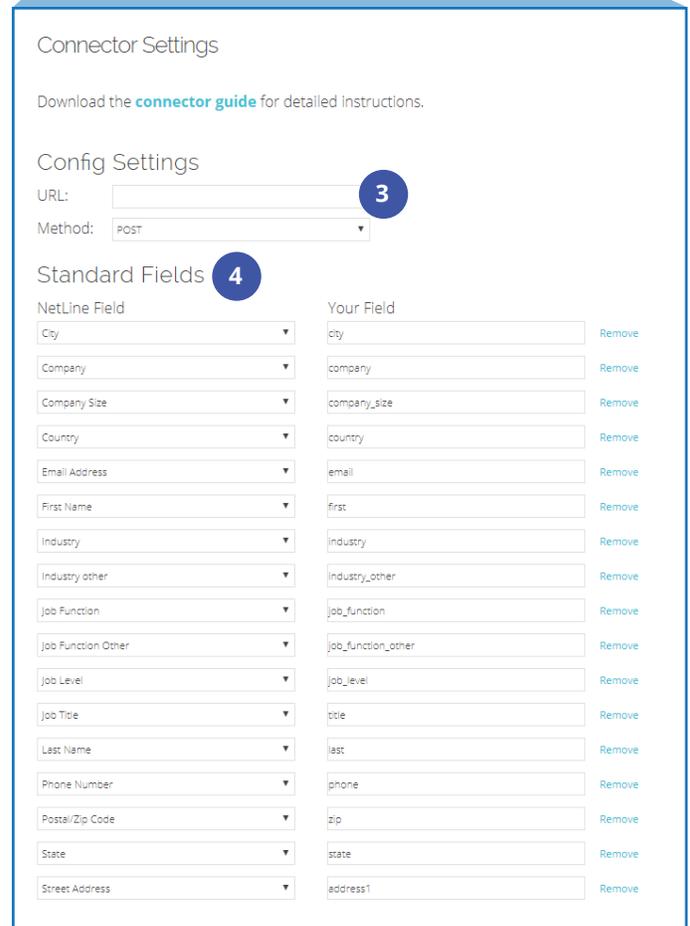
Once you've received approval, you will have to sign back into your account to continue setting up your connector. This can be done in two different ways:

1. Campaign level
2. Account level

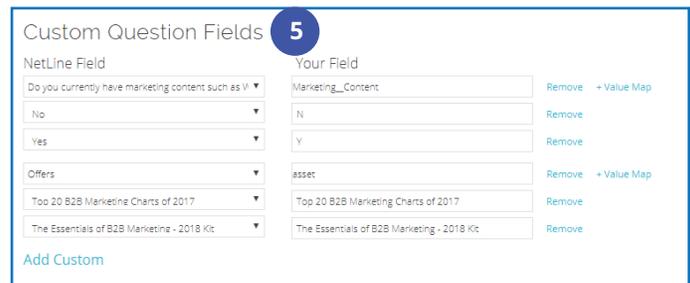
All LeadFlow campaigns will leverage the connector settings established at the account level, unless connectors are set up at the individual campaign level.

METHOD 1: CAMPAIGN LEVEL

1. After receiving approval, make sure you have logged out and back in before resuming step 9 of campaign creation. You will now see 'Connector Type'.
2. Select from the 'Connector Type', 'Your CRM'. Then, click on 'Edit/Setup'. For Hubspot and On24 users, see section 'Mapping Fields' in this doc.
3. In the 'Post URL' field, enter the URL provided to you by your MAP or CRM solution—you will have to be logged in to retrieve this URL.
4. 'Standard Fields' consists of fields (listed on the left) that are ready to be mapped with your desired values to your respective MAP/CRM fields (listed on the right). See 'Mapping Fields' for more details.
5. 'Custom Questions Fields' will allow you to also map custom values, including your offer(s).

NetLine Field	Your Field	
City	city	Remove
Company	company	Remove
Company Size	company_size	Remove
Country	country	Remove
Email Address	email	Remove
First Name	first	Remove
Industry	industry	Remove
Industry other	industry_other	Remove
Job Function	job_function	Remove
Job Function Other	job_function_other	Remove
Job Level	job_level	Remove
Job Title	title	Remove
Last Name	last	Remove
Phone Number	phone	Remove
Postal/Zip Code	zip	Remove
State	state	Remove
Street Address	address1	Remove



NetLine Field	Your Field		
Do you currently have marketing content such as V	Marketing_Content	Remove	+ Value Map
No	N	Remove	
Yes	Y	Remove	
Offers	asset	Remove	+ Value Map
Top 20 B2B Marketing Charts of 2017	Top 20 B2B Marketing Charts of 2017	Remove	
The Essentials of B2B Marketing - 2018 Kit	The Essentials of B2B Marketing - 2018 Kit	Remove	

[Add Custom](#)

- 'Constant Fields' allow you to append additional fields where the value remains the same for each record posted. This can be helpful should you choose to identify NetLine's leads generated by other sources.
- Complete the mapping process by clicking 'Submit'.
- To ensure that you've mapped your fields appropriately, click on 'Send Test.'
- Click 'Submit' to send test leads into your CRM
- Return to your MAP/CRM and search for the test records. The easiest method is to search by email address.
- Once you've identified the test records, you can return to the NetLine Portal, and select "Yes" to release the connector.

Constant Fields 6

Your Field: Campaign Type | Value: NetLineCSLeadGeneration [Remove](#)

[Add Constant](#)

Submit 7

Enable Connector Yes No

Connector Type Your CRM

[Edit/Setup](#) | [Send Test](#) 8

last	last	Test	Test	Test	Test
phone	phone	(555) 555-1234	(555) 555-1234	(555) 555-1234	(555) 555-1234
address1	address1	address1	address1	address1	address1
address2	address2	address2	address2	address2	address2
city	city	Big City	Big City	Big City	Big City
state	state	CA	CA	CA	CA
zip	zip	12345	12345	12345	12345
country	country	UNITED STATES	JAMAICA	DOMINICAN REPUBLIC	NETLINE
company	company	Netline	Netline	Netline	Netline
title	title	Engineer	Engineer	Engineer	Engineer
company_size	company_size	50,000+	25 - 49	20,000 - 49,999	50,000+
industry	industry	Manufacturing - Consu	Automotive - Auto Part	Finance - Other	Manufacturing - Consu
industry_other	industry_other				
job_function	job_function	Legal - Patent/IP	Building Construction	Logistics/Transportation	Legal - Patent/IP
job_function_other	job_function_other				
job_level	job_level	Senior Employee	C-Level	Senior VP	Senior Employee
offer_codes	offer_codes	offer_codes	offer_codes	offer_codes	offer_codes
offer	offer	offer	offer	offer	offer

Submit 9

Enable Connector Yes No

Connector Type Your CRM

[Edit/Setup](#) | [Send Test](#)

Release Connector (setup verified) Yes No 11

METHOD 2: ACCOUNT LEVEL

- After receiving approval, make sure you have logged out and back in before resuming step 9. You will now see 'Connector Type'.
- Go to 'Account', then click on the 'Connectors' tab.
- Click on 'Edit/Setup' to begin the connection process.
- Follow the setup steps listed in Method 1, 3 - 7.

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HOME ACCOUNT CAMPAIGNS LEADS SALVAGE REPORTS

Email Preference Question Library Content Library Connectors Delete Account

our LeadFlow campaign.

CRM, please click on 'Edit/Setup'.

Your CRM	Primary	Action Edit/Setup 3
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