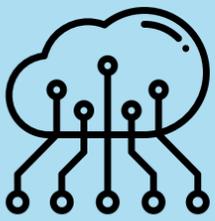# zentso

Key things to consider when integrating email marketing tools

Data fields and data syncing

Data in your email marketing tool will need to match the data fields in your CRM. Also consider the frequency of data sync.

Consent and compliance

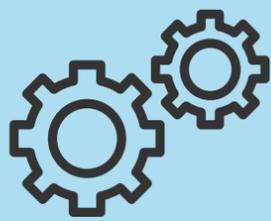You need to accurately record opt-ins and consent in accordance with data regulations.

Engagement data

Ideally, you can track engagement including opens, clicks and replies.

Automation and workflows

Look for automated workflows, such as welcome emails and renewal reminders.

Technical and vendor support

Make sure you know who is in charge of the connection/API and maintenance.

Cost and scalability

Check for hidden costs and increases if your organisation grows.