

AdIntel for Salesforce: End-User License Agreement

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3. ARCHITECTURE

The App is built leveraging standard Salesforce functionality – custom settings, triggers, batch jobs, custom fields, and custom logic built in Apex / Visualforce. Its architecture is simple and at the same time very elegant to deliver complex functionality.

Custom Settings.

It utilizes the custom settings feature of Salesforce to store App settings information. This information is protected and is critical to the proper operation of the App.

Triggers.

The triggers are fired whenever a Lead / Contact / Opportunity record is created / edited. The main goal of the triggers is to check for any changes to the aforementioned records and create / update corresponding App specific records.

The App provides an option to turn off the triggers when needed – for instance when you are uploading massive amounts of data to your Salesforce org and do not want App's triggers to run. All the triggers are bulkified and built following Salesforce best practices.

Batch Job.

The batch job runs nightly and its key purpose is to fetch cost information from the supported Ad platforms (Google AdWords, Microsoft Bing Ads, and Facebook) and then compute relevant ROI metrics. It fetches this information via secure web service callouts (HTTPS) to our web services hosted on success-software.biz servers. No information from your Salesforce org is sent out to the web services. The web services are GET methods which respond with information from different supported Ad platforms. This information is then stored locally by the App in Salesforce.

4. SPECIFICATIONS

Data Access.

All the data used by the App is stored within the Salesforce environment and data is neither sent outside this environment nor accessed from the outside. Salesforce user credentials are not sent outside of your Salesforce environment. In addition, no Salesforce customer data is either sent or stored outside your Salesforce environment.

Objects Accessed.

Accounts, Leads, Contacts, Opportunities, and custom objects related to the App are accessed. Majority of the updates done by the App are limited only to the custom objects utilized by the App.

Web Services.

The App accesses a web service hosted on success-software.biz servers to get information for different supported Ad platforms (Google AdWords, Microsoft Bing Ads, Facebook, Twitter, and LinkedIn).

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