

Unleash the full power of InterAction & Concep

Enable a virtuous cycle of data capture and communication relevancy, empower your business development with a 360 view of your contacts, and open the door to marketing automation.



Data Sync

Automatically sync all your data in both directions between Concep and InterAction.



Form Sync

Event registrations, subscriptions, and survey responses – synced directly into InterAction.



Event Sync

Easily track, view, and report on your contacts' engagement and attendance.



Preference Management

Enable contacts to subscribe and update their content, communications and profiles at any time.



Campaign Sync

Utilize your InterAction data for campaign lists, personalization and automation, and in return view your contacts' campaign engagement directly in InterAction.



Automated Workflows

Automate anything from GDPR compliance (opt-in requests, data management) to event management (comms, data management, internal notifications) & more.