Connect MailChimp to Salesforce CRM by using ChimpConnect

For converting your opportunities into leads you have to **connect MailChimp to Salesforce CRM** by using ChimpConnect. It helps you to integrate both platforms to easily synchronize all your data such as Segments, campaigns, leads, contacts, and audience. With this, you get all your data at Salesforce's end which helps you to analyze it easily and get to know about the focus area to grow your business.