HighRoad Spark

HighRoad Spark is an integration software that syncs the data in your association marketing stack and puts the power of your data into your marketers' hands. Spark is a platform-agnostic integration software that makes journey-based, goal-tied marketing and communications possible.

Ways to Leverage Spark

- Bridge the martech divide
- Map data with drag-and-drop functionality
- Connect all data in a one-stop solution
- Demonstrate true ROI
- Get on-demand access to list builds
- Bridge the data from disparate systems
- Free up development time
- Instill confidence with leadership

Benefits

Spark allows you to easily sync over fields, lists, queries, and parent-child relationships and map data and data attributes via drag-and-drop functionality. This tool provides a clean, intuitive, and flexible interface that allows marketers a one-stop "quick and painless" shop to bridge multiple data sources (i.e. AMS, EMS, CMS, digital marketing platform, etc.). With the user-friendly interface, you can also spot-check and validate your segment counts in seconds.

Comparison

SETUP
Easy ——————————— Heavy Lift

USE
Simple ——————————— Complex

COST
Low Budget ——————————— Enterprise