

# Empower your teams with Experience Cloud

As a product of Salesforce, Experience Cloud offers its customers seamless integration with CRM data such as leads, opportunities, activities, etc.

With numerous benefits such as customizability, on-brand features, mobile-friendliness, SMS-Magic helps Salesforce Experience Cloud users in many ways:

- Bulk Messaging – Trigger automated and bulk messages using list view and reports
- Converse Desk – Do 1-1 conversations with the Converse Desk
- Run campaigns using the Campaign Manager with content provided by the business
- Converse Templates – helps community users create their own templates before they decode to use them on 1-1 or bulk messaging