

Marketing Cloud Intelligence offers thousands of API connectors that you can use to connect to Intelligence. The API connectors vary from marketing vendors to technical vendors. You can also download additional connectors via the Marketplace.

- **Adform API Connector**
The Adform API connector retrieves Leads data. The data is aggregated and can only be seen at the campaign level.
- **Adglow API Connector**
Adglow is a Social Media Advertising Campaign Management Tool.
- **Adjust API Connector**
Adjust provides analytics, measurement, and fraud prevention solutions for mobile app marketers worldwide.
- **Adobe Analytics API Connector**
Adobe Analytics is a Web Analytics service that tracks and reports website traffic and interaction.
- **Adobe Analytics Custom API Connector**
The Adobe Analytics Custom API Connector allows you to retrieve a custom set of Measurements and Dimensions from the Adobe Analytics API into Marketing Cloud Intelligence.
- [Adobe Analytics Data Warehouse API Connector](#)
Adobe Analytics is a Web Analytics service that tracks and reports website traffic and interaction.
- [Adocean Gemius API Connector](#)
Adocean is an Ad Server platform that offers advertising space to several Ad Providers at the same time, allowing the same space to be used for direct sales. This enables the automatic optimization of revenue from a single advertising space.
- [Adroll API Connector](#)
AdRoll is an Ecommerce Growth Platform helping brands grow revenue through marketing and ads.
- [Adthema API Connector](#)
Adthema provides search competitive data.
- [Affiliate Future API Connector](#)
Affiliate Future provides advertisers with an effective marketing solution through its affiliate network and tools.
- [AirPush API Connector](#)
Airpush is a mobile ad network that displays data on mobile advertising.
- [Amazon Advertising API Connector](#)
This API connector retrieves data for Amazon Campaign Types Sponsored Products and Headline Search Ads
- [Amazon Attribution API Connector](#)
Amazon Attribution is a platform that gives marketers insights into how their non-Amazon marketing channels across search, social, video, and display impact shopping activity and sales performance on Amazon.
- [Amazon Vendor Brand Analytics API Connector in Marketing Cloud Intelligence](#)
First-party sellers, such as manufacturers and distributors, use the Amazon Vendor Central web interface for selling products directly to Amazon. Connecting to the Amazon Vendor Brand Analytics API gives you information about sales and traffic, consumer behavior, and operations.
- [Amazon DSP API Connector](#)
Amazon DSP is a demand-side platform that enables advertisers to programmatically buy display, video, and audio ads both on and off Amazon.

- [Amazon Seller Central API Connector in Marketing Cloud Intelligence](#)
Amazon Seller Central is a web interface used by brands and merchants to market and sell their products directly to Amazon customers.
- [Amazon Vendor Central Inventory API Connector in Marketing Cloud Intelligence](#)
Amazon Vendor Central Inventory is a web interface used by first-party sellers, such as direct manufacturers and distributors, for selling products directly to Amazon.
- [Account Analytics API Connector in Marketing Cloud Intelligence](#)
With the Marketing Cloud Intelligence Account Analytics connector, you can monitor engagement, page views, audit changes, and entity creation logs. You can use this data to create customized views, add dynamic dashboards, and pull actionable reports. The connector includes logs for both unpublished and published pages.
- [AOL One Video API Connector](#)
The ONE by AOL API connector retrieves data related to Video Ads that are displayed on mobile devices.
- [AppNexus Advertiser API Connector](#)
AppNexus is a global internet technology company that operates an independent marketplace for digital advertising, and enterprise technology for buyers and sellers of digital ads. AppNexus Advertiser is used to retrieve performance, revenue, and profit data across a selected advertiser's creatives and campaigns.
- [AppNexus Network API Connector](#)
AppNexus is a global internet technology company that operates an independent marketplace for digital advertising, and enterprise technology for buyers and sellers of digital ads. AppNexus Network is used to retrieve high-level performance data for a selected member of the AppNexus Network.
- [AppNexus Reports API Connector](#)
AppNexus is a global internet technology company that operates an independent marketplace for digital advertising, and enterprise technology for buyers and sellers of digital ads. AppNexus for Reports is used to retrieve a selection of AppNexus reports.
- [Apple News Publisher API Connector](#)
Apple News Publisher places ads in Channels in the Apple News App on iPhone and iPad.
- [Apple Search Ads API Connector](#)
The Apple Search Ads API retrieves data related to Search Campaigns advertised on Apple App Store. By using this API, you'll be able to retrieve standard Display data. The Dimensions and Measurements that are pulled through the API match the data that's displayed on each of the Ad Groups views within the Apple Search UI.
- [AppsFlyer API Connector](#)
The AppsFlyer API connector retrieves App Analytics data. Through our API, you are able to retrieve the data that's available under the 'Geo Daily Report' in the AppsFlyer Reports section. The report includes Campaigns data, broken down by Countries and Media Sources.
- [AWIN API Connector](#)
AWIN is a global affiliate marketing network that delivers marketing solutions for advertisers, agencies, and publishers around the world.
- [Baidu API Connector](#)
Baidu, Inc. operates as an Internet Search Provider, which offers internet search solutions and online marketing solutions.
- [Basis by Centro API Connector](#)
Basis by Centro is a provider of enterprise software for digital advertising organizations. Its technology platform, Basis, is the first of its kind SaaS advertising solution unifying programmatic and direct media buying, along with workflow automation, cross-channel campaign planning, universal reporting, and business intelligence.
- [Bing Ads API Connector in Marketing Cloud Intelligence](#)
Use Bing Ads to track and manage your pay-per-click advertising Bing and Yahoo! search engines. Bing Ads is a search channel connector, the data stream types are Ads, Conversion

Tag, Conversion Tag with Keywords, and Search Keywords. The data lagging is one day. Bing Ads data is reported in the UTC timezone.

- [Brandwatch API Connector](#)
Brandwatch is a Social Media Monitoring Tool that allows your business to analyze and use business conversations from across the social web.
- [BrightEdge API Connector](#)
BrightEdge is an SEO and content performance marketing platform, helping customers generate more organic traffic.
- [CallRail API Connector](#)
CallRail is a call tracking platform.
- [Call Tracking Metrics API Connector](#)
All fields retrieved are unmapped by default. When you save the data stream you'll be directed to the mapping screen. Choose the relevant data stream type under the Extended Properties section.
- [Marketing Cloud Intelligence Connector for B2C Commerce](#)
Use the Marketing Cloud Intelligence Connector for B2C Commerce to pull aggregated orders or product-level data from your B2C Commerce site. B2C Commerce gathers data from your realm and configures it into logical datasets called dashboards.
- [Comscore API Connector](#)
Comscore provides a comprehensive, consistent, and unique view of media consumption across media and screens to accurately capture modern media consumption
- [Convertr API Connector](#)
Convertr is a Customer Acquisition Management Platform helping publishers, brands, and agencies improve their leads and the business model that generates them.
- [Coosto API Connector](#)
Coosto is a social media monitoring tool.
- [Crimson Hexigon API Connector](#)
Crimson Hexigon is a social listening platform.
- [Criteo For Marketers API Connector](#)
This API Connector is for Criteo's Marketers Platform.
- [DoubleVerify API Connector](#)
Use the DoubleVerify API Connector to pull your DoubleVerify measurements and verification data.
- [Facebook Ads API Connector in Marketing Cloud Intelligence](#)
Facebook Ads is a platform on which users can purchase and manage advertising space on Facebook.
- [Facebook Attribution API Connector](#)
Facebook Attribution tool, a platform that gives marketers a better picture of their clients' journey by measuring performance across publishers, channels, devices and conversions.
- [Facebook Ads Custom API Connector in Marketing Cloud Intelligence](#)
Use the Facebook Ads Custom API connector to retrieve a custom set of measurements and dimensions from the Facebook Ads API into Marketing Cloud Intelligence. The Facebook Ads Custom API connector facilitates the retrieval of unique measurements, such as Reach. These measurements cannot be aggregated. This custom connector requires manual setup. The Facebook ads custom is a display channel connector, the data stream type is ads, conversion tag, and generic. The data lagging is one day.
- [Facebook Page Insights API Connector in Marketing Cloud Intelligence](#)
Use Facebook Page Insights to track user interaction on your Facebook Fan Page. Facebook Insights is seen by all the Admins of your page to help you track the number of active users so you can better understand your page performance. Facebook Page Insights is an organic social channel connector, the data stream type is social objects, and the data lagging is three days.

- [Facebook Post Insights API Connector in Marketing Cloud Intelligence](#)
Use the Facebook post insight connector to understand data on how users engage with your Facebook post so you can make informed decisions on the content you post. Facebook post insights is social channel connector, the data stream type and there's no data lagging. Facebook post insights pulls data from Graph API, and Insights.
- [Facebook Public \(Competitive\) API Connector](#)
The Facebook Public Connector retrieves public data such as page likes, post reactions etc.
- [Flashtalking API Connector](#)
The Flashtalking API connector.
- [Gartner API Connector](#)
Gartner is a global research and advisory firm providing information, advice, and tools for leaders in IT, finance, HR, customer service and support, communications, legal and compliance, marketing, sales, and supply chain functions.
- [Google Ads API Connector in Marketing Cloud Intelligence](#)
Use the Google Ads API connector to retrieve a predefined set of dimensions and measurements from the Google Ads API. Google Ads is a display and search channel connector. The data stream type is Ads, and the data lagging is one day.
- [Google Ads Custom API Connector in Marketing Cloud Intelligence](#)
Use the Google Ads Custom API connector to retrieve a custom set of measurements and dimensions. You can also use the Google Ads Custom connector when creating a Marketing Cloud Intelligence data lake. Google Ads Custom is a display and search channel connector, and the data lagging is one day.
- [Google Analytics API Connector in Marketing Cloud Intelligence](#)
Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google Analytics is a web analytics channel connector, the data stream type is web analytics, and the data lag is one day.
- [Google Analytics Custom API Connector in Marketing Cloud Intelligence](#)
Use the Google Analytics Custom API connector to retrieve custom dimensions and metrics. Use custom dimensions to collect and analyze data that Google Analytics doesn't automatically track. You can combine Analytics data with non-Analytics data using the custom connector. Google Analytics Custom is a web analytics channel connector, and the data lagging is one day.
- [Google Ad Manager API Connector](#)
Google Ad Manager, formerly known as DoubleClick for Publishers (DFP).
- [Google Analytics Attribution API Connector](#)
The Google Analytics Attribution tool is available on the Google Analytics platform. It enables a view of the conversion path a client goes through before the conversion takes place. Tracking starting in the client's first interest until the conversion takes place, across different marketing channels.
- [Google Campaign Manager API Connector](#)
Google Campaign Manager is a web-based ad management system for advertisers and agencies, which helps you manage digital campaigns across websites and mobile.
- [Google Campaign Manager Custom API Connector](#)
Google Campaign Manager Custom, is a web-based ad management system for advertisers and agencies, which helps you manage digital campaigns across websites and mobile platforms.
- [Google Display and Video 360 API Connector](#)
Google Display & Video 360 is a Demand-Side-Platform (DSP) providing global Display Media Buying across Ad Exchanges. Google Display & Video 360 (DV360) was formerly known as DoubleClick Bid Manager (DBM).
- [Google Display and Video 360 TrueView API Connector](#)
TrueView line items allow you to create video campaigns with a range of formats to engage customers on YouTube and across the web on partner sites and apps.

- [Google My Business API Connector](#)
The Google My Business API connector retrieves data related to listings of businesses that are advertised on Google.
- [Google Search Console API Connector](#)
Google Search Console is a free service offered by Google that helps you monitor, maintain, and troubleshoot your site's presence in Google Search results.
- [Has Offers by Tune API Connector](#)
Has Offers by Tune is a Performance Marketing Platform and an Affiliate Network.
- [Hubspot API Connector](#)
Hubspot is a marketing automation tool, Marketing Cloud Intelligence currently supports only Email Marketing data.
- [Innovid API Connector](#)
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- [Instagram by Facebook Connector in Marketing Cloud Intelligence](#)
The Instagram by Facebook API connector retrieves lifetime post data from Instagram using Facebook's graph API. This connector pulls a larger variety of measurements, such as organic impressions. Instagram by Facebook is a social channel connector, the data stream type is social objects, and there's no data lag.
- [Instagram Public API Connector](#)
The Instagram Public (competitive) API allows you to get basic metadata and metrics for other Instagram Business Accounts.
- [Integral Ad Science API Connector](#)
IAS is an Ad Verification Vendor displaying Viewability, Ad Safety, and Ad Fraud data.
- [Integrate API Connector](#)
Integrate is a Demand Generation Marketing Orchestration Software that provides tools for management and scalability of demand marketing efforts
- [Kenshoo API Connector](#)
Kenshoo provides digital marketing solutions in Search, Social, and Display.
- [Kochava API Connector](#)
Kochava is a mobile app marketing tracker.
- [Line Ads API Connector](#)
LINE Ads is a performance-based ad platform for services related to the LINE chat app that enables you to retrieve delivery data from the platform.
- [LinkedIn Ads API Connector in Marketing Cloud Intelligence](#)
Use the LinkedIn Ads API connector to retrieve LinkedIn ad and conversion data. LinkedIn Ads is a display channel, the data stream type is ads, and conversions, and the data lagging is one day.
- [LinkedIn Company Page API Connector](#)
LinkedIn Company Page API Connector.
- [MailChimp API Connector](#)
MailChimp API Connector.
- [Maot API Connector](#)
A digital advertisement search engine. Measures ad viewability on Facebook, Twitter, and YouTube.
- [Marketo API Connector](#)
Marketing automation platform.
- [MediaMath API Connector](#)
MediaMath is a Demand-Side Platform (DSP) that provides advertisers and marketers with tools to buy ads online through a single interface.
- [MOZ API Connector](#)
MOZ API is a Search Engine Optimization tool, which among other things, provides different competitive views. By using our API, you're able to select Domains, and retrieve a variety of Measurements related to them.

- [Naver API Connector](#)
Naver is a Korean search engine, it's also frequently referred to as 'the Google of South Korea'. This integration allows you to retrieve your search and delivery data from the platform.
- [NetBase API Connector](#)
Netbase is a Social Listening Platform. They develop Natural Language Processing technology that is used to analyze social media and other web content.
- [Order Management System API Connector](#)
Order Management System (OMS) is a central hub for handling all aspects of the order life cycle, including order capture, fulfillment, shipping, payment processing, and services.
- [Outbrain API Connector](#)
Outbrain API connector
- [Pinterest API Connector](#)
Pinterest is an online pinboard for collecting visual pieces of multimedia and sharing the content with other users within the platform.
- [Pinterest Ads API Connector](#)
Pinterest Ads is Pinterest's Advertising Channel, through which Promoted Pins are created, edited, and managed.
- [Quora Ads API Connector](#)
Quora is an online community that allows users to share knowledge (by asking and answering questions). Quora is one of the highest-quality user-generated content platforms.
- [TikTok Ads API Connector in Marketing Cloud Intelligence](#)
TikTok is a video-sharing social media network. The API connector enables you to retrieve data from the TikTok Ads Manager platform, providing tools for advertisers to create campaigns and track them in TikTok.
- [Twitter Social Engagement API Connector in Marketing Cloud Intelligence](#)
Use the Twitter Social Engagement API to pull organic data from your Twitter accounts. The Twitter Social Engagement connector uses the Twitter Engagement API connector. This connector measures the performance of content using metrics that aren't available in other Twitter connectors.
- [Twitter Ads API Connector in Marketing Cloud Intelligence](#)
Use the Twitter Ads API connector to pull data that helps you target your audiences and promote tweet campaigns. Twitter Ads is a display channel connector.
- [YouTube Ads API Connector in Marketing Cloud Intelligence](#)
Use YouTube ads to discover videos in various ways: by searching on the YouTube search page, clicking suggested videos on the watch page, or choosing a video from the homepage feed. You can use YouTube ads to advertise more effectively to people who are searching for your product or brand. The YouTube ads connector is a display connector with a data lag of one day.

