

What is the Fusable Salesforce App?

The Fusable Salesforce App embeds Fusable's curated prospecting data directly into your Salesforce environment, giving your team instant access to company firmographics, equipment ownership details, financing indicators, and fleet insights inside the workflow they already use.

Who uses the Fusable Salesforce App?

Sales, marketing, and revenue operations teams rely on the App to reduce manual research, speed up list building, improve targeting, and keep customer and prospect records accurate and consistent across the organization.

What types of data does the Fusable Salesforce App provide?

The App delivers industry-leading insights including company firmographics, fleet size and equipment ownership details, corporate hierarchy information, financing signals, and additional attributes that help sales and marketing teams prospect smarter.

How does the Fusable Salesforce App improve efficiency for my team?

By eliminating screen-switching and reducing manual data entry, users can research companies, filter targets, and build prospect lists without leaving Salesforce. This helps teams move faster and avoid errors or duplicates.

Can I filter prospects inside Salesforce?

Yes. Users can filter by location, fleet size, equipment type, industry, and other attributes to quickly build high-value prospect segments.

What problems does the Fusable Salesforce App help solve?

It addresses scattered and siloed data, inconsistent records across teams, blind outreach, and wasted time on manual research or entry — bringing unified prospecting insights into one shared workflow.

Does the Fusable Salesforce App help with record quality and accuracy?

Yes. Curated, enriched data ensures cleaner records, fewer duplicates, and more consistent information across sales and marketing teams.

How is the Fusable Salesforce App different from the Fusable API?

The Fusable Salesforce App is a plug-and-play integration that allows users to access prospecting data inside their Salesforce users. The Fusable API is a flexible data feed that integrates prospecting data into almost any CRM or business system. Both products deliver the same trusted Fusable insights; they simply differ in which products they connect with.

What support is included with the Fusable Salesforce App?

Fusable provides guided implementation, training, and ongoing support to ensure your team gets maximum value from the App.

How do we get started?

Your Fusable representative will guide you through installation, configuration, and onboarding so your team can start prospecting inside Salesforce right away.