

What is the Fusable API?

The Fusable API provides secure, scalable access to Fusable's curated prospecting data, allowing businesses to embed equipment financing records, ownership details, firmographics, and corporate hierarchies directly into the systems their teams already use.

Who uses the Fusable API?

Sales, marketing, operations, analytics, and strategy teams use the API to integrate trusted prospecting data across CRMs, marketing automation platforms, internal dashboards, and custom business systems.

What types of data does the Fusable API provide?

The API delivers industry-leading prospecting insights including equipment financing details, asset ownership data, fleet details, company firmographics, corporate hierarchies, brand loyalty indicators, and more.

How does the Fusable API improve efficiency for my organization?

By delivering real-time, curated data directly into your existing platforms, the API eliminates manual data stitching, reduces delays caused by outdated information, and creates a unified source of truth across teams.

Can we customize the data we receive through the API?

Yes. The Fusable API allows you to retrieve only the data fields and attributes your business needs, helping teams avoid data overload while ensuring relevant insights are delivered where they matter most.

What problems does the Fusable API help solve?

It addresses issues caused by siloed systems, delayed or incomplete data, generic integrations, and inconsistent prospect records—enabling faster decisions, more accurate targeting, and scalable growth.

Does the Fusable API integrate with multiple systems and platforms?

Yes. The API is designed to integrate seamlessly with a wide range of CRMs, marketing tools, analytics platforms, and custom internal systems, providing maximum flexibility across your technology stack.

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

The Fusable API is a flexible data feed that integrates prospecting data into virtually any CRM or business system. The Fusable Salesforce App is a plug-and-play solution designed specifically to integrate into Salesforce. Both deliver the same trusted Fusable insights—the difference lies in how and where the data is delivered.

How secure is the Fusable API?

The API is built with industry-leading security and scalability standards to ensure reliable delivery and protection of critical business data.

How do we get started?

Your Fusable representative will work with your team to define data requirements, support integration, and ensure your systems are powered with the right insights from day one. You can also visit <https://fusable.com/fusable-api/> to learn more and request a live demo.