



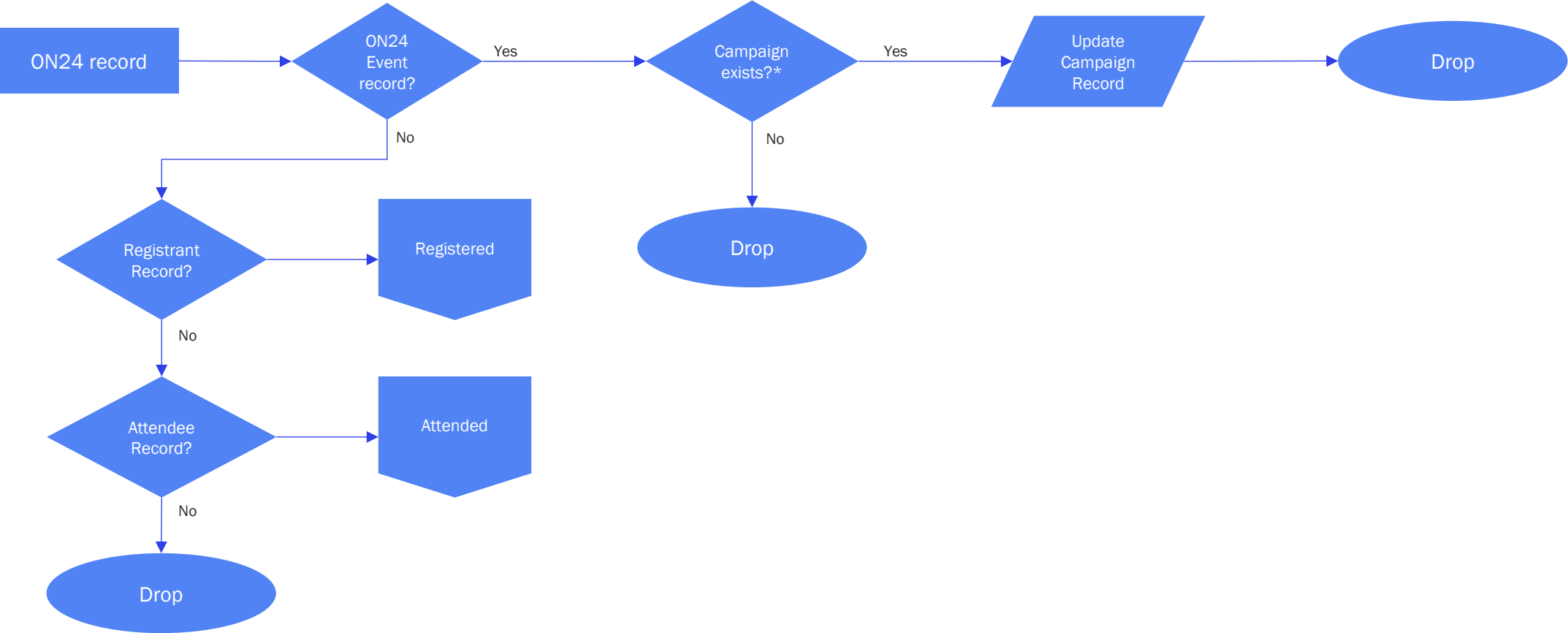
Salesforce Sales Cloud Self Serve Integration Flow

September 2025

Record Type

The Salesforce Campaign ID must be added to the Campaign Code field in ON24 on the Event Overview page. If this is not provided prior to registration nothing will sync.

ON24 Event record: Determine ON24 record type

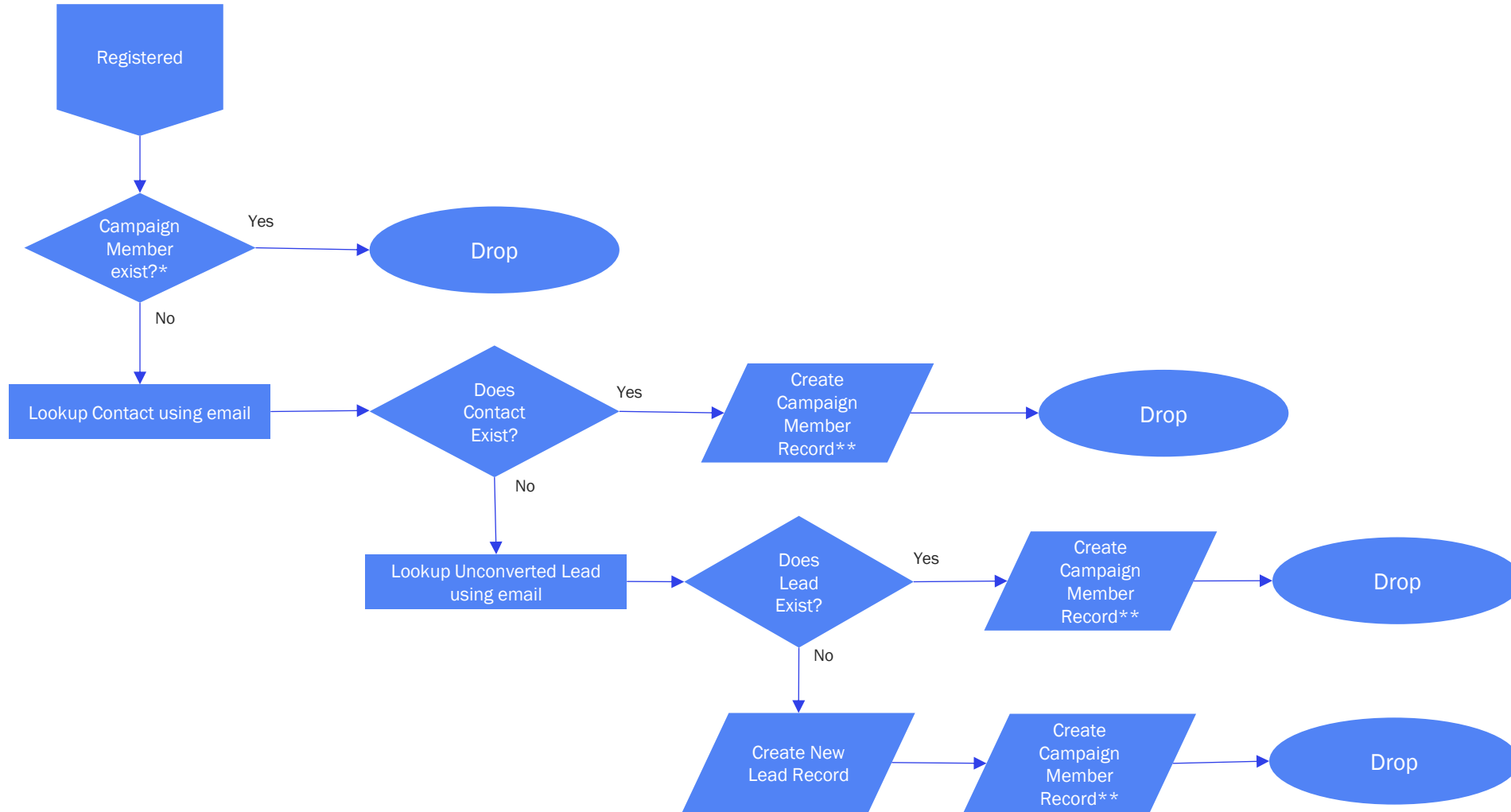


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ON24 Registrant record

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ON24 Registrant record



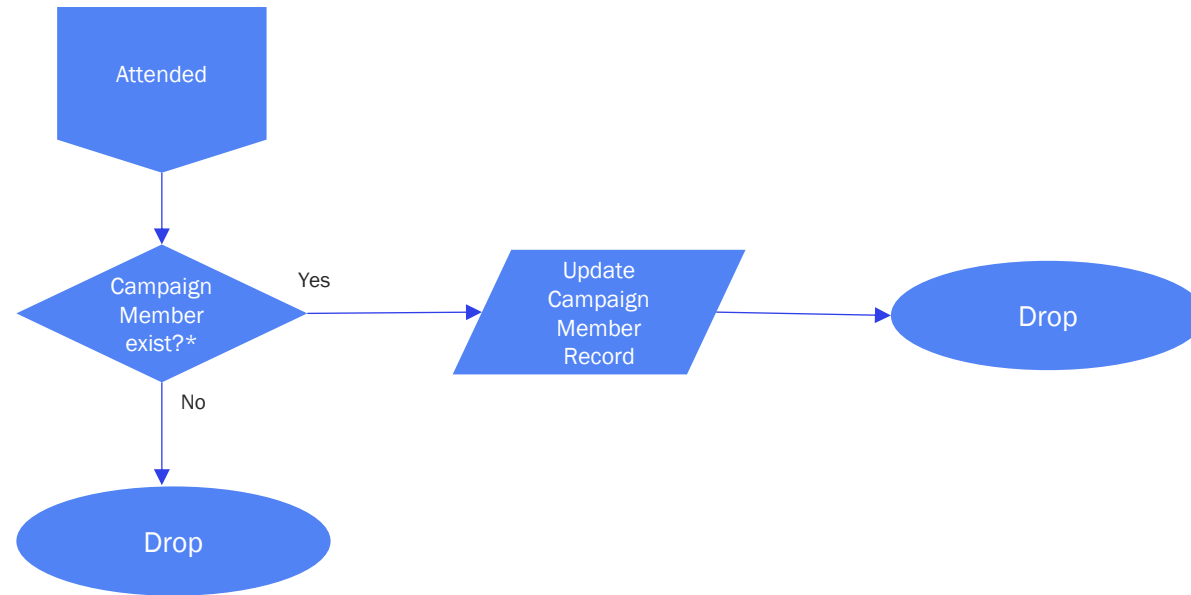
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**The only data that syncs at Registration to the Campaign Member is Campaign ID, Contact/Lead ID, and “Registered” status.

ON24 Attendee record

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ON24 Attendee record



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