



Integrations

We want to make it easy for you to get your data into Perdoo so that progress on your goals will be updated automatically. Our Open API and Google Sheets integration allow you to integrate more than 100 different apps.

Open API

Our Open API allows you to automatically update progress on your KPIs, OKRs and Initiatives. Our API documentation can be accessed [here](#).

The Open API is really powerful, but does require some technical knowledge to build the connections you desire.

Google Sheets integration

Our Google Sheets integration (currently in beta) enables you to automatically update progress on your OKRs and Initiatives. KPIs are not included yet, but soon will be. Please note that this integration does not require you to have your own Google account.

Just like our Open API, our Google Sheets integration is a powerful tool that can connect hundreds of other applications. The benefit of this integration is that you don't need a technical background to build most of the connections.

Native Add-ons

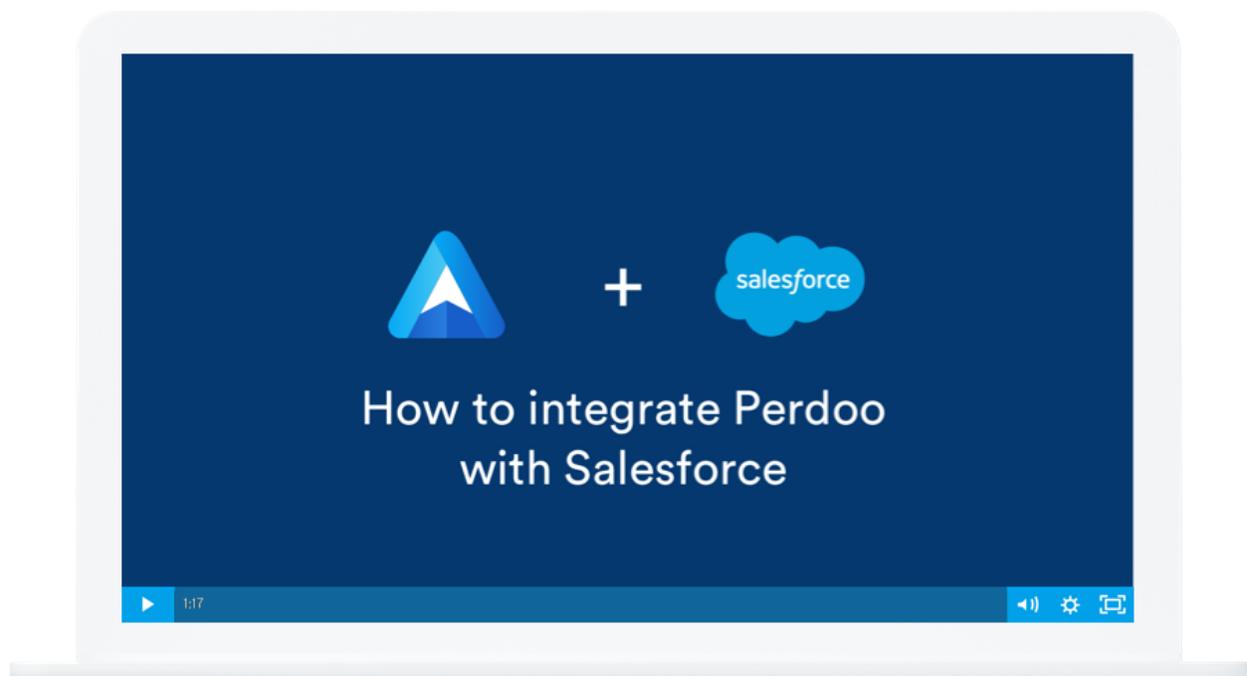
A lot of tools—like Salesforce, JIRA, Chartmogul and Quickbooks—enable you to send your data directly from their apps to a Google Sheet. Most Google products, like Google Forms and Google Analytics, also allow you to send data directly to a GSheet. These add-ons are free and very easy to use.



Example: integrate Perdoo with Salesforce

The Marketing team at Perdoo is responsible for making sure we get in the right leads. We have an Ideal Customer Profile (ICP) and a Marketing [KPI](#) to make sure that at least 30% of our MQLs meet our ICP criteria. Setting up this KPI in Perdoo ensured we regularly look at it.

When the Marketing Team saw that the KPI dropped below the target value early 2019, they've decided to tackle this problem with an OKR in Q2. One of the Key Results was of course to increase the % of MQLs that are ICP to 30%. This is tracked with a report in Salesforce and automatically updates the corresponding Key Result in Perdoo through our Google Sheets integration with the Salesforce add-on.

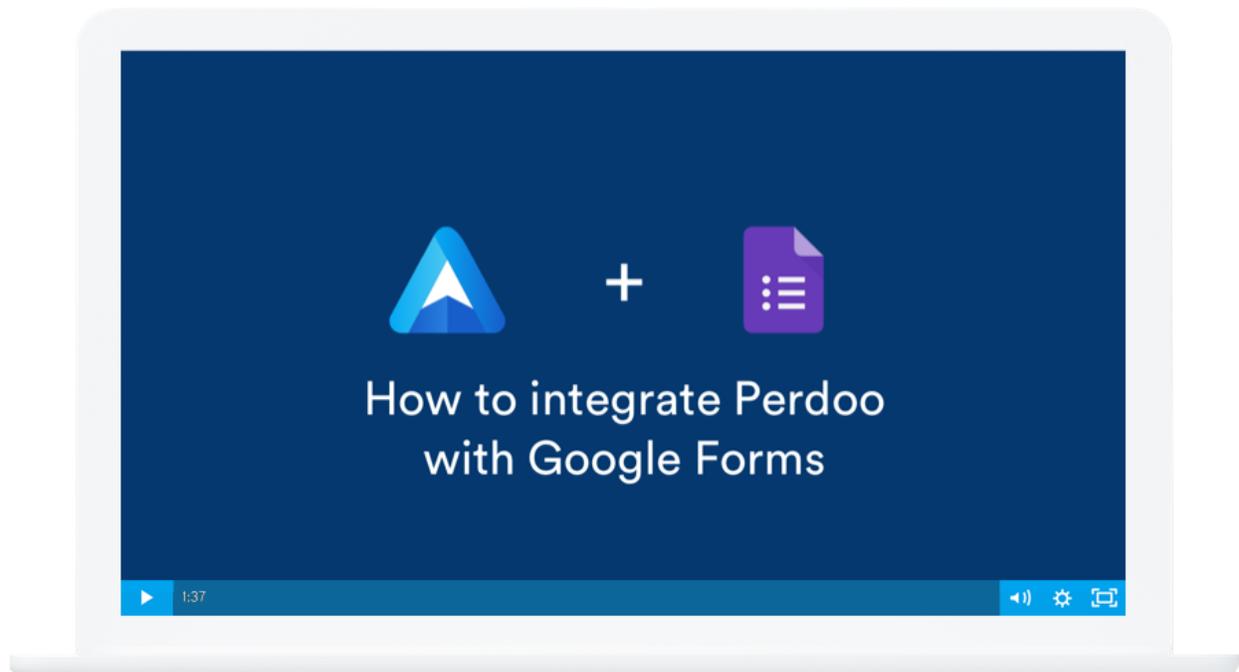




Example: integrate Perdoo with Google Forms

In Q2 2019, the Sales team at Perdoo is working to improve the demo experience for our prospects. They believed that to really measure success they also needed to survey the people that attended a demo. So they decided to send a survey to each demo attendee, right after the demo, asking them to rate the experience.

They send these surveys through Google Forms. Answers are sent directly to the Google Sheet that integrates with Perdoo, and thus Perdoo is automatically updated every hour.



Middleware Add-ons

Nowadays there are simple add-ons for Google Sheets that let you effortlessly get your data from a wide variety of sources into your Google Sheet. Perdoo automatically checks the spreadsheet every 60 minutes to see if there's an update.

The most well-known add-on is [Supermetrics](#). It allows you to integrate 40+ apps to your Google Sheets, and thus allows you to automatically update progress in Perdoo from 40+ different sources!

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& more — a full list of integrations can be found [here](#)

What you should know about integrations

Integrations sound really nice, and in an ideal world, everything is probably integrated. However, integrating Key Results and Initiatives is a tricky area. Here are a few things that you should be aware of before setting up your integrations.

Accuracy is more important than convenience

You need to be sure that your Key Results are accurate measures of success for the Objective. In other words, you shouldn't be creating Key Results just because you can integrate them. When it comes to measuring success, accuracy is way more important than convenience.

You can't automate or integrate setting a status

A lot of our customers also set a status when updating progress. This status tells everybody else in the organization whether a Key Result or Initiative is on track, needs attention or is at risk. By setting a status, you are basically forecasting whether you (still) expect that you'll be able to bring a Key Result or Initiative to a good end before the quarter is out. Obviously, this is highly subjective and therefore can't be automated or integrated.

You'll never be able to integrate all of your Key Results and Initiatives

There will always be Key Results or Initiatives that you'll only track in Perdo. Simply, because there is no tracking in place (and progress is calculated manually), and it doesn't make sense to put a lot of effort into setting it up. So please be aware that you'll always have a mix of Key Results and Initiatives that are automatically updated, and that you'll have to manually update.

Updating progress is a healthy, rewarding exercise

As we've seen [in our research](#), updating progress is a healthy and rewarding exercise, and it reminds everyone of what they are responsible for each quarter.