

Outcompete Marketing integration

The following are the fields that are shared from Passare to Outcompete Marketing.

Vitals page

| Passare Fields | Outcompete Marketing Fields |
|------------------------------------|------------------------------------|
| Decedent Prefix | obit_name: Prefix |
| Decedent First Name | obit_name: first |
| Decedent Middle Name | obit_name: middle |
| Decedent Last Name | obit_name: last |
| Decedent Suffix | obit_name: suffix |
| Decedent Gender | obit_name: gender |
| Decedent Birth City | obit_birth: city |
| Decedent Birth State | obit_birth: state |
| Decedent Residence City | obit_residence: city |
| Decedent Residence State | obit_residence: state |
| Decedent Date of Birth | obit_birthday |
| Decedent Date of Death | obit_death |
| Decedent Primary Branch of Service | obit_military |

Outcompete Marketing integration

The following are the fields that are shared from Passare to Outcompete Marketing.

Obituary page

| Passare Fields | Outcompete Marketing Fields |
|--------------------------------------|------------------------------------|
| Obituary | obit_text |
| Obituary Image | obituary_image |
| Memorial Donations Organization Name | obit_charities: name |
| Memorial Donations Address 1 | obit_charities: address |
| Memorial Donations City | obit_charities: city |
| Memorial Donations State | obit_charities: state |
| Memorial Donations Zip | obit_charities: zip |
| Memorial Donations Primary Phone | obit_charities: tel |
| Memorial Donations Website | obit_charities: website |

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The following are the fields that are shared from Passare to Outcompete Marketing.

Funeral Options page

| Passare Event Types | Outcompete Service Types |
|-------------------------------------|---------------------------------|
| Service Name (Admin > Services) | obit_service: type |
| Venue Name | obit_service: name |
| Venue Address Line 1 | obit_service: address |
| Venue City | obit_service: city |
| Venue State | obit_service: state |
| Venue Zip | obit_service: zip |
| Venue Primary Phone | obit_service: tel |
| Event Start Date – Event Start Time | obit_service: start |
| Event End Date – Event End Time | obit_service: end |