

Salesforce API Calls and App Limits

Number of API Calls

Conversica pulls data from Salesforce for leads that are on campaigns synced in the dashboard. Information is pulled by making API calls.

- Conversica pulls each update to a Lead, Contact, and Campaign Member once every 2 minutes.
- These pulls are in batches of 2,000 updates per API call. For example, if there were 3,500 updates in 2 minutes, Conversica would make 2 API calls.
- This means Conversica would make 720 API calls a day for a typical client with less than 2,000 updates every 2 minutes.

Each time a leads status changes in the Conversica dashboard, Conversica will push that information to Salesforce by making API calls.

- Salesforce allows you to update one lead per API call. This means that each update to a lead is one API call. The number of leads that are actively changing directly dictates the number of API calls made for pushing.
- When a lead is added, we generate approximately 6-8 API calls the first day (insert, status changing on insert, message sent, and status change on message sent for both the lead and campaign member objects). The number of API calls diminishes over time.
- The average number of API calls per lead is 16.

App Limits

Any AppExchange application that has passed Security Review gets a designation that indicates that the number of apps, tabs, and objects in their managed package counting toward an org's limits. Conversica's application has no limits. This can be viewed on [Conversica's AppExchange Details](#) Conversica's apex code also should not count against your org's limits.

However, custom field limits still apply. For example, if you have 490 custom fields created on the lead object and Conversica needs to install 24 custom fields, whenever you try to download the Conversica package, it will fail. Here are the number of custom fields per object packaged with our app:

Object	Number of Customer Fields
Lead	24
Contact	23
Campaign/Member	23