

BPA Platform

# Marketo Integration

Integrating Marketo with CRM systems to automate the synchronisation of customer, prospect and lead data



Marketo provides easy-to-use, powerful marketing software. By integrating Marketo with CRM systems you remove the need to manually rekey customer and lead data, improve data accuracy and drive commercial performance.



## The Problem

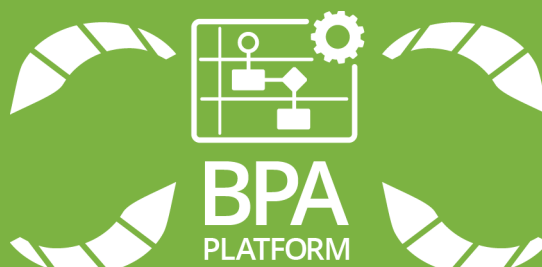
Marketo's all in one marketing software offers businesses a single platform for marketing automation, social, email, mobile, digital ads, analytics and more. However, it still needs people to manually rekey contact, lead and customer data between business systems. This takes time, is error prone and can be costly.



## The Solution & Commercial Benefits

Codeless Platforms' Marketo Connector can automate the flow of data between Marketo and CRM or ERP systems. In short, it removes the costly administration from marketing activities. This can lead to:

- Removal of time consuming bi-directional data entry
- Eradication of the risk of sending inappropriate communications to contacts whose statuses have changed in one application (CRM) but not your other systems (Marketo)
- Improvement in employee productivity



## Synching customer and prospect data

Many organisations will update customer and prospect information in CRM or ERP systems. Obviously, a marketing team that is using Marketo will want to have updates reflected back in Marketo so they have the most accurate system of record to use in their marketing campaigns. Similarly, any leads generated within Marketo need to be shared with the CRM / ERP system.

Codeless Platforms' Marketo Connector can integrate Marketo with CRM / ERP systems and automate the retrieval of information about customers and prospects that are stored within Marketo, and vice versa.

## Automating lead activity updates in Marketo

When a business lead visits a page on the website, attends a tradeshow or downloads a whitepaper, the action can be captured within Marketo to help the marketing team understand the activities performed. However, this information may be highly important to the sales team or account manager and, therefore, a system needs to be in place to automatically notify them as well as be able to update the CRM system.

Codeless Platforms' Marketo Connector can provide the integration with the CRM system as well as automate the distribution of notifications to the relevant people.





## Automatically synchronise unsubscribe data

It is a legal requirement for organisations to process email campaign unsubscribes and both Marketo and CRM systems have this feature built in. Yet many companies run both Marketo and a CRM solution in tandem which results in users manually synchronising unsubscribe data. This is time consuming, error prone and costly.

Codeless Platforms' Marketo Connector can automatically synchronise unsubscribe data between Marketo and your CRM application therefore protecting your business.

## BPA Platform Capabilities

Discover how our **Business Process Automation Platform** can help your business

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Notifications & Alerts	Reports & Document Automation	Data Integration & Synchronisation	Workflow & Human Interaction

Click the button to learn more about the BPA Platform

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## Want to learn more?

Discover how Codeless Platforms can help your business by improving performance, boosting efficiency and cutting costs



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