

MaritzCX Integration for Marketo

Supercharge your marketing automation efforts by utilizing behavioral and attitudinal data, straight from the source.

Providing the right information to the right person is the root of success in any field. Whether in sports, love, or even business, the right information can make a world of difference. If you had all the data you ever wanted, what would you do with it?

Integrating CX data with a Marketo account allows teams to take immediate, relevant action. Not only does it provide more accurate information about your client base, it gives you specific information on individual customers, allowing you to adjust offers and communications accordingly. Armed with these tools, your teams can tailor their conversations, communications, and programs to best meet the needs of your customers, from populations to individuals.

This integration also opens new doors with unique predictive analytics and social media tools. Reactionary decisions are being transformed into anticipatory campaigns. Proactive solutions will clearly differentiate you from the competition; a differentiation that will be clear to your customers.

PERSONALIZE MARKETING COMMUNICATIONS

Customers are tired of mass, impersonal communications that make them feel like a statistic rather than a person. The new Marketo integration allows frontline employees to push survey links to customers and then populates each customer profile with their responses. This approach creates more complete customer profiles that marketers can use to segment leads and create targeted marketing campaigns that are both more personal and more effective.

For example, a company might be interested in boosting their NPS score, so they create a campaign targeting only those customers who gave a low NPS score.

IMPROVE LEAD GENERATION

MaritzCX has the tools to simplify the qualification of new leads. The Marketo integration allows you to input the data you already have to create holistic customer profiles that improve lead generation and, ultimately, boost sales. Based on the qualifications assigned with tools like Spotlight and Bonfire, you will be able to give account managers and sales teams higher quality leads and therefore boost conversion rates. Including customer feedback as part of lead scoring more accurately identifies the best leads.

PROACTIVELY REDUCE CUSTOMER CHURN

Marketo ties nicely with PredictionCX, which predicts customers who are at a high risk of churn. Marketers can then reach out to at risk customers with targeted, anticipatory campaigns that have the capacity to reduce customer churn and boost loyalty. This exciting possibility of automated retention is available thanks to proprietary technology that can predict customer behavior with unprecedented speed and accuracy.

Combine MaritzCX tools with your Marketo account and find the best ways to customize feedback



Add the power of MaritzCX to Your Marketo solution today.

To demo a product or to contact MaritzCX, call

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MaritzCX believes organizations should be able to see, sense and act on the experiences and desires of every customer, at every touch point, as it happens. We help organizations increase customer retention, conversion and lifetime value by ingraining customer experience intelligence and action systems into the DNA of business operations. **For more information, visit www.maritzcx.com.**