SAPPER.

Integrate Marketo using Intelligent Automation -

Marketo Automation eBook

As we move forward in the digital age, business efficiency is going to be very important. Organizations are going to look at every department and see what inefficiencies they could eliminate.

Marketing is one of the departments where a lot of inefficiencies exist. As we move forward, you'll see the marketing automation term being used a lot.

With so many activities to track, marketing will become the first thing to be automated. But the task doesn't end here.

As we use different applications across different tasks, data silos is a big issue in marketing. But intelligent automation can solve this problem.

Intelligence automation is an advance form of automation, where, you integrate different applications to work simultaneously.

The efficiency of marketing automation applications will be improved further.

As a leading marketing automation tool, we'll discuss how we can integrate Marketo using intelligent automation.

What is Marketo?

Marketo is one of the leading marketing automation software in the world.

Marketo is a SaaS-based platform, used by organizations to automate marketing workflows.

Companies use Marketo to target qualified leads, produce-lead-to-revenue opportunities and execute personalized marketing campaigns.

Benefits of Using Marketo

- Time savings
- More effective spends
- Scalability
- Strengthened Relationship across teams
- An accurate measure of success

How Intelligent Automation can Help?

Marketo can be used efficiently if integrated with different applications. Meaning that your marketing automation platform could be integrated with other applications like Slack, Clearbit, Jira and many other applications

With intelligent automation, you can make all the applications work in sync. Eliminating inefficiencies and scaling revenues.

Sapper's Pre-built Automations for Marketo

Sync Marketo and Slack

● Type the Command "Show Lead information" in Sapper's command box

● Sapper's intelligent automation will ask for the necessary email

● Sapper will show the information related to the lead in the Slack channel

Add Clearbit leads to Marketo

● Type the common "Create Marketo Lead" in Sapper's command box

● Sapper's Intelligent automation will ask for the necessary email.

● Sapper looks for further information in the Clearbit app and a new lead is created in Marketo

● If the lead already exists, no lead is created in Marketo

Marketo Integration FAQ's

1. Why Integrate Netsuite with other Applications?

● Utilize Marketo to its full potential
● Automate manual marketing processes
● Eliminate data silos
● Maintain data consistency
● Scalable plans

2. Some Popular Marketo Use Cases

● Marketo and communication channels (Slack, Teams)
● Marketo and project management tools (Jira, Zoho)
● Marketo and Sales applications (Salesforce)
● Marketo and CRM tools (Microsoft dynamics)
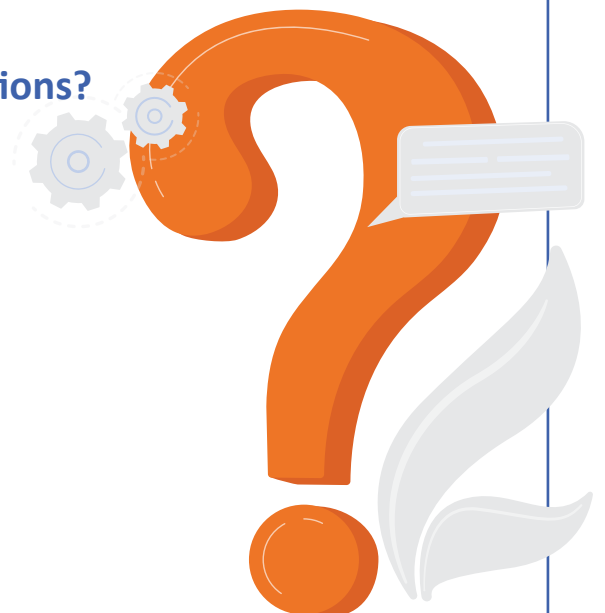
Why Choose Sapper?

✓ ● Ready to Use Automations
✓ ● Fast Pace with Intelligent Automation
✓ ● Eliminate Technical Glitches
✓ ● Build Bots to Work for You

Want to Know More About Sapper Automation?

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