

PFL LINK INTEGRATION SET UP GUIDE

PFL Link merges tactile and digital marketing by automating the fulfillment of print and promotional materials directly from the Marketo interface. Using WebHooks, PFL integrates with Marketo to send and receive order information. Custom fields within Marketo are used to show the order number, order status, and shipped date. PFL Link set-up is easy. You can be sure that it's accurate and customized to your specific goals to make the process the most efficient and successful.

Do you want a high impact touch to move leads through the funnel?

- 1 Call to get your individualized implementation guide: 888-922-0697.
- 2 We work with you to determine the products you want to add to a new or existing campaign.
- 3 PFL works with you to get the final artwork.
- 4 PFL sets up your mailing and provides code snippets for WebHooks.
- 5 You drop the WebHooks into your campaign and you're ready to go!

To get started using PFL Link call
888-922-0697

