



# Amplify Marketo with Interactive Content

- ✓ Expand Your Sales Funnel
- ✓ Qualify Prospects
- ✓ Nurture and Retain Customers



## Get More Value from Marketo, Every Step of the Way

Interactive content created on the SnapApp Marketing Platform averages a 50% click rate and an 80% lead form completion rate, making it better at generating quality leads than traditional email marketing and landing page options. With over 40 unique content types, SnapApp empowers marketers to conceive, build, launch and measure interactive lead generation campaigns embedded within Marketo landing pages and email campaigns and more broadly across the web, social and mobile.

## For Marketo Users, Integration with SnapApp Means:

### A Fuller Sales Funnel:

- More than double conversion rates.
- Generate 3 to 5 times more page impressions.
- True cross-channel distribution: email, Facebook, LinkedIn, website, blog, QR code, mobile.

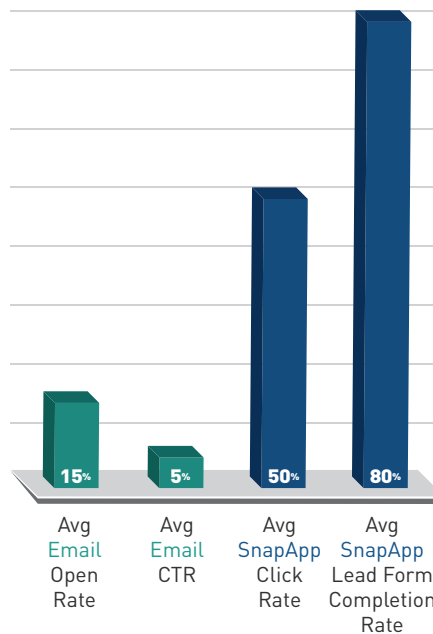
### More Detailed Prospect Profiles:

- Interactions yield relevant, recordable data across channels.
- Lead data collected from interactive content is seamlessly integrated into your Marketo database in real time.
- Leads can be scored based on combined Marketo and SnapApp data.

### More Effective Nurturing & Customer Retention:

- Tailor content to keep leads from going cold.
- Collect feedback and market insights from customers and prospects.
- Educate, entertain, and engage prospects and customers throughout the sales funnel.

## Performance Benchmarks



\* Source: Marketo Email Marketing Benchmark Report

## Modern Marketers Trust SnapApp:



## What is Interactive Content?

Dynamic marketing materials that drive interactions between companies and their prospects and customers.

### Examples Include:

- Persona Tests
- Assessments
- Industry Surveys
- Interest Polls
- Photo Contests
- Media Galleries
- And more...



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## For more on what interactive content can do for you, contact us today

SnapApp is a marketing platform used by companies to easily create interactive content to generate leads and drive revenue across the web, mobile, social and email. [Learn more at www.snapapp.com/whoitsfor/b2b-marketers](http://www.snapapp.com/whoitsfor/b2b-marketers)