

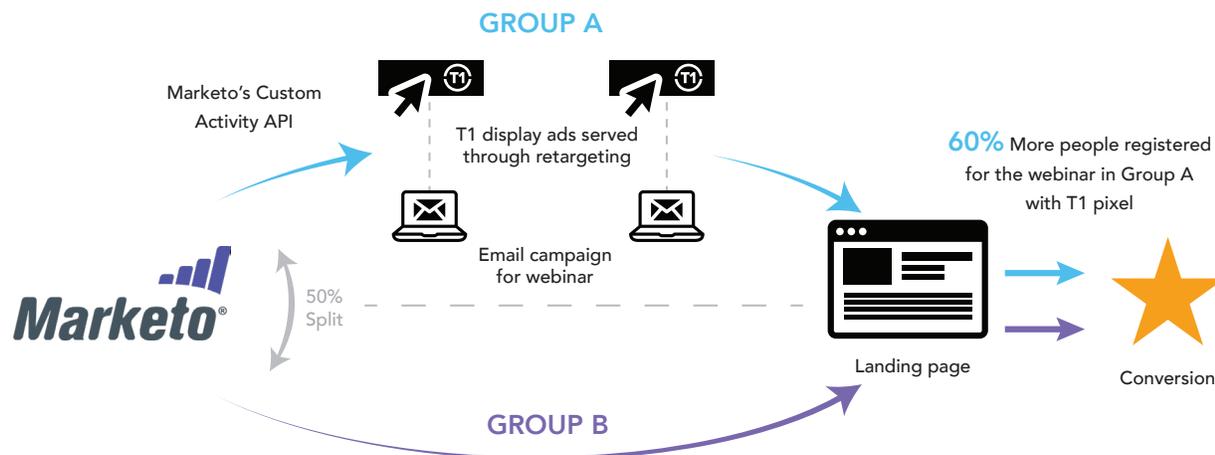


Cross-Channel Marketing — Driving More from Email

Email has proven itself a valuable channel to advance a marketing narrative, but data shows that when **email messages are reinforced across all addressable media** and targeted to the same audience, there is a much greater chance of driving an audience to the desired action.

By combining the power of Marketo with MediaMath's TerminalOne Marketing Operating System™, your clients have the chance to engage their audiences at the right time and with greater context. Together, we can power greater cross-channel performance and enable marketers to build more robust and actionable customer profiles and maximize marketer ROI.

EMAIL MARKETING + PROGRAMMATIC IN ACTION



Opportunity

- Integrate powerful and complementary programmatic technology to provide marketers with the complete end-to-end infrastructure to engage their target audiences at every stage of the customer journey – from awareness and engagement to purchase and retention - and beyond.
- Bring the best of BtoB and BtoC technology platforms together to drive greater opportunity across the entire marketing ecosystem.

Contact Chris Victory to learn more about this exciting opportunity.

Implementation

1. MediaMath sends client a JavaScript sync pixel, which retrieves the user's MediaMath UUID, to be placed on site.
2. MediaMath provides a code snippet, storing the user's MediaMath UUID as a session variable.
3. Client creates a hidden form field so that when a user fills out a lead form, Marketo populates the user's stored MediaMath UUID via the hidden form, making the data available in the Marketo platform.
4. Client creates segment pixels in TerminalOne.
5. Client sets up Marketo to pass a customer's MediaMath UUID and segment pixel IDs based on data stored in Marketo via a web hook.
6. Campaign data flows back into Marketo via the Custom Activity API for tracking and reporting.

