

Kairos for Marketo

ACCESS YOUR INSIGHT VIA
OUR SECURE WEB PORTAL:

Our Marketo Integration pack is perfect for organisations wanting to use predictive data analysis and machine learning to turbo charge their Marketo automation.

Very simple to implement, just provide your Marketo API credentials. Then our Inbound API will pull contact activity data directly from Marketo and our Outbound API will push the following data back into Marketo:

- Lead CLV
- Lead to SAL Score
- Lead to CW Score
- Account CW Score
- Kairos Behavioural Segment for Account
- Kairos Intelligent Lead Lists
- Account CLV
- Account Churn Score (Propensity to churn)
- Account Product Recommendations
- Kairos Behavioural Segment for Account
- Kairos real time module



DATA REQUIREMENTS:

- Customer data file *
- Product data file
- Sales data file

Optional:

- Web Analytics data *
- Marketing Automation data *

Data can be provided in CSV format
* can be loaded automatically via our pre-built cloud connectors

www.kairos.co.uk

