

# Why App Data Room + Marketo?

Many rely on Marketo as the go-to source of information for marketing efforts. Efforts that have a real impact on the bottom line. So what happens when a prospect engages with a sales rep offline? Are they being presented with the right content? Where does that highly relevant information go?

## **The App Data Room + Marketo Integration**

Allows you to pull in offline engagement activity from face-to-face sales presentations to automatically add to contacts to lists, add to campaigns, nurture and score leads in Marketo based on the specific interactions of each prospect.

By combining data from the sales call with online activity tracked by Marketo you get a holistic, granular view of the interests and lifecycle stage for every prospect and customer.

To start completing the picture with your marketing automation data, create a free App Data Room trial account, and setup the Marketo integration in just a few clicks.

**Free Trial**

App Data Room is a breakthrough mobile sales enablement platform that allows any business to build, brand and manage a professional mobile app for sales presentations and engagement. Mobile technology can unite sales and marketing organizations toward common goals. App Data Room helps businesses achieve sales & marketing alignment and today services more than 50,000 users across hundreds of companies doing business around the world in multiple languages.