



**The leading B2B social media management platform**

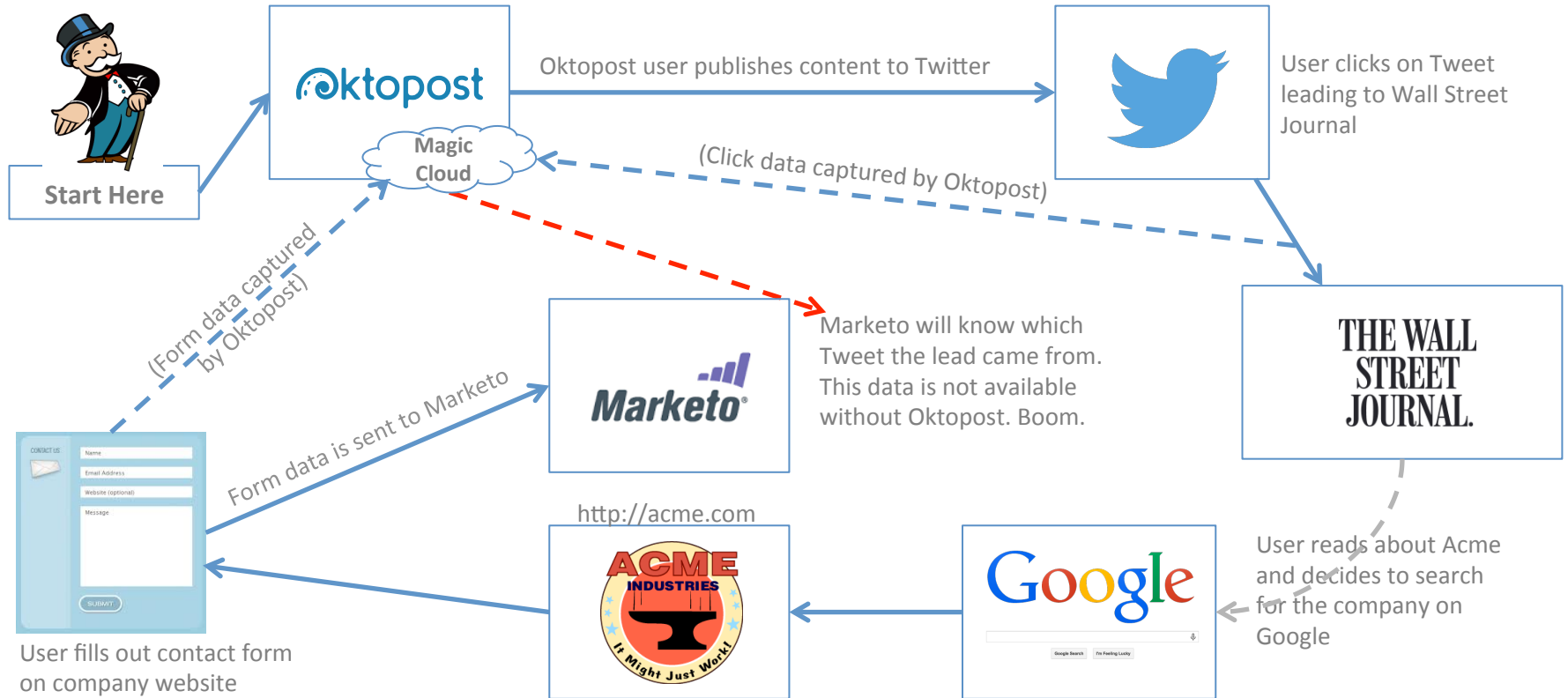
**- Use Case: Tracking Social Activity in Marketo -**

Customer Success

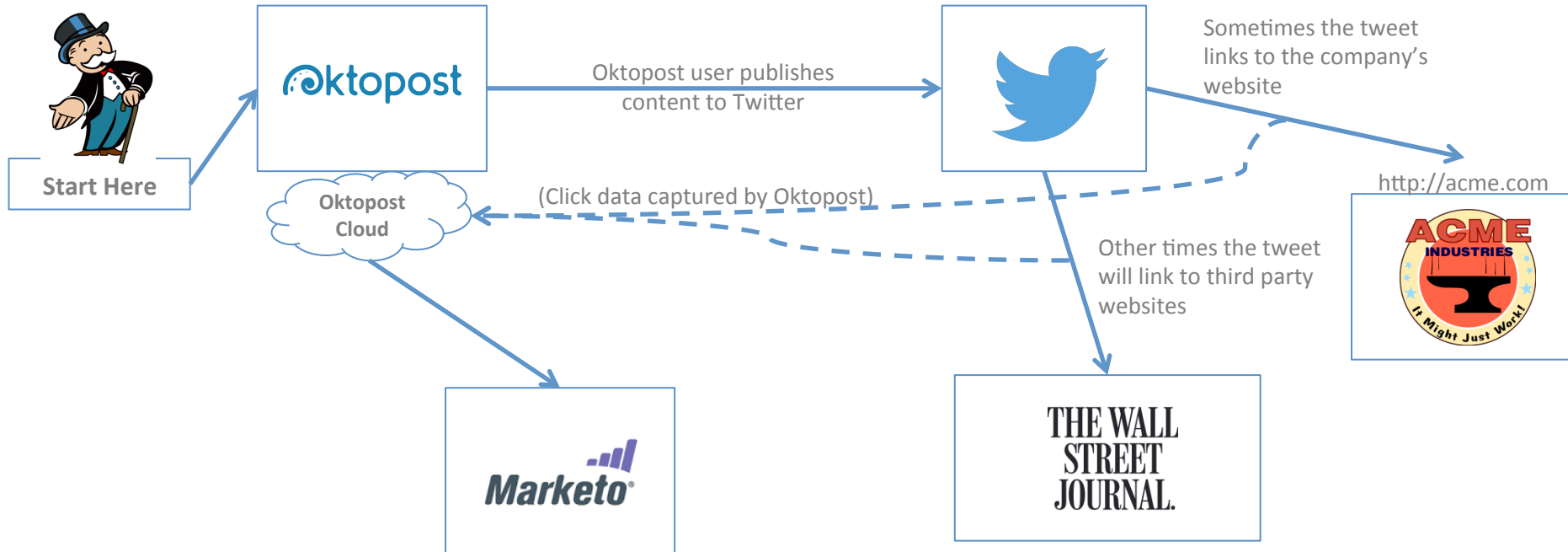
+1 (646) 559-6157

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# Social Lead Capture – Extreme Use Case



# Tracking (All) Social Clicks



Marketo will be aware of **each and every** social click. This information is registered in Marketo as a webpage visit and can be used in reporting, analytics, lead scoring, segmentation, etc.