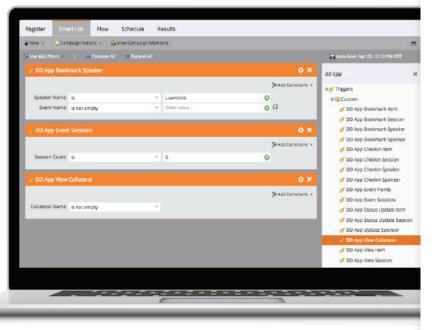
# DOUBLEDUTCH MARKETO INTEGRATION

#### Supercharge your marketing programs with Live Engagement data

Don't just treat live events as a single marketing touchpoint. Digitize the event floor - capturing rich detail on every attendee, score leads, and personally respond in real-time

#### **Key Benefits**

- · Personalize responses to drive action faster
- Deliver quality leads with greater precision
- Enable real-time visibility and response
- Improve effectiveness across campaigns with live engagement data



#### Capture and Transfer Detailed Engagement Metrics

Transfer powerful engagement signals captured through interactivity at live events, providing the clearest insight about intent of each attendee — from interests, participation, and feedback.

### Score Leads To Know Who To Follow-Up With and How

Score specific activities attendees take across the event within Marketo, and easily understand what actions to take next based on their stage in the buying cycle.

## Automatically Trigger Personalized Campaigns

Create smart lists in Marketo to automatically trigger campaigns, based on specific attendee interactions — for example, instantly sending recommended content based on a poll response.

#### Enable Relevant Follow-Up Conversations That Spur Action

Set up Marketo alerts to sales reps as specific activities occur to enable timely follow-up, and transfer a summary of activities into CRM systems to enable relevant follow-up conversations.

