

Marketo – GoChime Integration

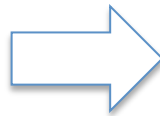
GoChime provides a secure, real-time audience bridge between customer data stored in Marketo and social ad platforms, giving marketers bolt-on multichannel capabilities to re-engage inactive customers, acquire new customers, or deliver highly-targeted behavioral advertisements on desktop and mobile devices.



Customer segments can be synced to GoChime by:

- List
- Event
- Lead Score
- Custom

All of which must contain an email address.



real-time
updates



Once synced to GoChime, customer data (email addresses) are immediately encrypted using the highest standard.

Users may then activate Marketo customer segments as custom audiences on the Facebook ads network. Updates to the customer segment data on Marketo are automatically updated on GoChime and Facebook if synced.