

RO|Innovation Integration Guide for Marketo

70% of B2B marketers are creating more content than they did last year¹.

As B2B marketers create larger volumes of content for purposes of lead gen, for nurture campaigns, customer advocacy programs and to support sales enablement efforts to name a few, they need tools that can help them track ROI and report:

1. Which assets are effective at closing deals
2. Which assets are being used by sales
3. Where future content budget should be spent

That's where a tool like RO|Innovation comes in!

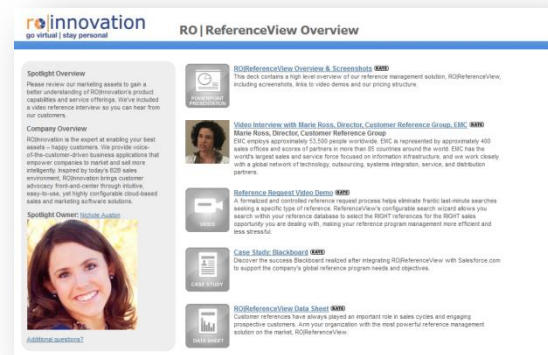
How the RO|Innovation Integration for Marketo Works

The RO Platform integration with Marketo includes the capability to share RO Spotlight asset utilization data with a single Marketo instance.

RO makes this data available to Marketo through a Salesforce.com (Force.com) custom object. This is the method of integration recommended by Marketo.

The Salesforce custom object makes the data available to the Marketo instance via standard Salesforce / Marketo integration. When proper permissions are set between Salesforce and Marketo, Marketo administrators can access the Spotlight and asset utilization data directly from the Salesforce object from within Marketo.

Marketo administrators can now match the Spotlight and asset usage data against Marketo Campaign, Program or Lead objects. When a Spotlight or asset is viewed by an unknown Marketo Lead, the Marketo administrator could also create a "new lead" within Marketo.



¹ Content Marketing Institute and Marketing Profs. "2015 B2B Content Marketing Benchmarks, Budgets and Trends – North America."