



SMART CAMPAIGNS RUN ON SOCIAL DATA

KNOW YOUR CUSTOMERS BETTER.
BUILD CAMPAIGNS IN CONTEXT.
DELIVER THE RIGHT MESSAGE.



YOUR SOCIAL DATA AND YOUR CRM
ARE TALKING

TURN SOCIAL FANS INTO LEADS

Synthesio helps you find people that are talking about your brand. These users should be leads.

Now you can quickly create new leads in Marketo from users in your Synthesio dashboards.

Manage your social fans in Marketo and include them in future campaigns with richer context.



BUILD SMARTER LISTS, FASTER

Every customer is different. That's why they belong on different lists.

Now you can add social fans you find in Synthesio to lists you've created in Marketo. Synthesio dynamically pulls in all your Marketo lists so you can quickly fill out your lists without switching platforms.



KNOW THE BACKSTORY ON EVERY CUSTOMER



Sending the right message isn't magic. But it does require understanding your customers.

With Social Lead Lookup, you can now view a social user's Marketo lead record within your Synthesio dashboards.

See the full picture of what your customers are saying so you can send them content that's relevant and timely.

The Most Complete Ecosystem of Marketing Solutions.

Are you looking for trusted, relevant marketing applications to help you establish lifelong relationships with your customers? LaunchPoint offers applications that complement and integrate into Marketo's customer engagement platform.

Start your search at launchpoint.marketo.com

Synthesio is Proud to be a Marketo LaunchPoint Partner.

To learn more about the Synthesio Integration, search for Synthesio or visit: <http://launchpoint.marketo.com/synthesio/1686-synthesio/>

Ready to get started? Contact us today:
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About Synthesio

Synthesio, named the leader in *The Forrester Wave™: Enterprise Listening Platforms, Q1 2014* report, is a Global Social Intelligence Platform. Used by some of the world's top brands, and the agencies that support them, Synthesio is the framework for building social intelligence that provides real business results.

Whether an organization's social team is built within Marketing or crosses multiple departments, business units or geographies, Synthesio helps clients listen, analyze, and engage with consumer conversations across social and mainstream media within one platform. Founded in 2006, Synthesio has offices in New York, Paris, London, and Singapore.

www.synthesio.com
