



Marketo QuickStart Domo Implementation Guide

Marketo is one of the world's leading marketing automation software companies. It provides marketers with powerful, easy to use solutions, including email marketing, social media marketing, marketing automation, and sales analytics. The software is applicable to both small businesses and large enterprises. Marketo provides tools that help attract prospective customers and leads, helping to increase sales and improve execution on business objectives.

Domo supports integration with Marketo through our QuickStart implementation that will deploy a set of metrics to get you up and running quickly. Need to make use of your custom-defined data? Our Customer Success team can help you identify those key business requirements, map them to Key Performance Indicators (KPIs), and power them from the data in Marketo.

Domo will connect to your Marketo data repository and pull the most actionable metrics and KPIs so you can determine where your online marketing metrics are meeting your objectives, and where you need to focus attention. Domo has built a direct integration with both Marketo's SOAP and REST APIs, allowing Domo to quickly deploy a base set of your most key marketing metrics. Domo's Customer Success team will deploy the Marketo platform solution described in the Marketo Playbook (a separate document), allowing you to begin executing on your business objectives right away.

Please contact us through the LaunchPoint portal to get started. Domo's team will work closely with you during the entire process and provide you with Domo's Playbook for Marketo.

General inquiries can contact us at:

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