



How FastCall integrates with Marketo

As a Salesforce native app, the FastCall integration with Marketo includes the capability to share FastCall custom data with a single Marketo instance.

FastCall makes this data available to Marketo through both a Salesforce custom object called Call Score and the native Salesforce object for Task. 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 FastCall Call Score data directly from the Salesforce object from within Marketo.

Marketo administrators can now leverage FastCall Call Score data against Marketo Campaign, Program or Lead objects.

FastCall Fields		
Call result	Voicemail in Salesforce	
Call duration in minutes	Call count	Call goal
Call recording	Call number	Calls this month
Call type (outbound / inbound)	Calls this year	Total call duration
Created date	Average call duration	Calls needed to fulfil goal
Date of first call	Call goal start date	Calls last 12 months
Date of last call	Calls last 30 days	Call goal status
Date of last presentation	Days since first call	Days since last call
Minutes from lead creation to first call	Days since last presentation	ACD call

Support@fastcall.com for more info

<https://appexchange.salesforce.com/listingDetail?listingId=a0N3000000B4MTMEA3>