Marketo integration

etouches

the ability to capture and automate data is critical to the success of your event marketing efforts. thanks to etouches' native integration with Marketo, managing event data is just a click away. this seamless integration with etouches and Marketo allows you to design communications for attendees, as well as leverage data points collected at registration time.

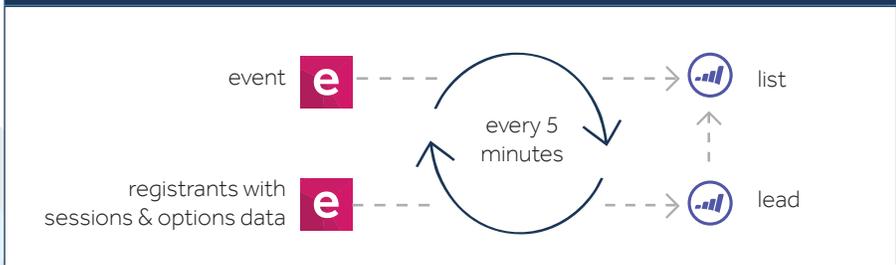## take your event marketing to the next level

with etouches' Marketo integration

Marketo

how your **event data** is being synced

event → → list

every 5 minutes

registrants with sessions & options data → → lead

key features

▸ push registrants/attendees from etouches to Marketo leads
▸ specify your own mapping from etouches to Marketo
▸ include custom fields from both systems
▸ determine how to sync data using rules
▸ each etouches event can be mapped to an existing Marketo list
▸ synced etouches registrants automatically become Marketo leads
▸ data is synchronized from etouches to Marketo every 5 minutes
▸ etouches throttles its API calls to Marketo to prevent API limit overruns

ideal for

▸ leveraging your events' data
▸ building new business opportunities
▸ gaining productivity, security
▸ automation and flexibility
▸ avoiding manual tasks

unbeatable deliverability and flexibility

do you have a Marketo account? setting up the Marketo integration is just a few clicks away:

▸ enter your Marketo login details into etouches
▸ map the desired etouches fields to Marketo lead attributes
▸ select a Marketo list for each etouches event
▸ choose your desired data overwrite rules

that's it, our platform will take care of the rest!

hungry for more about integrations? our experts have you covered with the virtual tour!

etouches.com/GOintegrations

CALL US TODAY

Americas	+1 203 403 9470
Europe	+44 (0) 845 017 0848
Asia Pacific	+61 (0) 2 8213 4258
Singapore	+65 (0) 6812 7812
Middle East	+971 (0) 4 432 8171

SALES   sales@etouches.com

VISIT US ONLINE

etouches.com

love your event software™

etouches

core

the core package provides the fundamental tools that an organization needs throughout the entire event lifecycle to plan, manage and market their events.
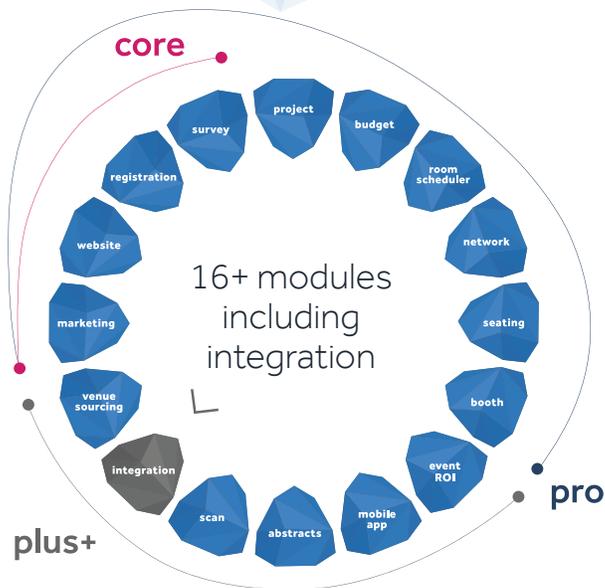
core — registration | website | marketing | survey

pro

pro — core | project | room scheduler | budget | network | booth | seating

the pro package includes all the **core** modules and adds a layer of productivity and spatial networking tools for total control over the event portfolio.

plus+

plus+ — scan | abstracts | venue sourcing | mobile app | integration | ROI

a-la-carte modules to serve specific components of the event cycle. each module is to be purchased individually for **core** or **pro** customers.

16+ modules including integration

core, survey, registration, website, marketing, venue sourcing, integration, scan, abstracts, mobile app, event ROI, booth, seating, network, room scheduler, budget, project — plus+, pro

---

16+ modules to manage all aspects of your event

marketing core | pro
HTML and text email messaging with click-through reporting.

website core | pro
create and manage your event website with drag-and-drop functionality.

registration core | pro
attendee, speaker and exhibitor registration and management. badging and custom reporting.

survey core | pro
customizable, skip logic-enabled surveys.

project pro
create and manage tasks with email reminders. view interactive project schedule.

room scheduler pro
visual display of rooms. manage equipment resources and scheduled activities with drag-and-drop functionality.

budget pro
track approved and actual revenue and expenses for your events. retrieve all financial information.

network pro
enable 1-to-1 meeting creation with a published attendee directory and interest-based matchmaking.

booth pro
graphic floor plan display for exhibitor and sponsor purchases. upsell with logos, colors and descriptions.

seating pro
design your own seating plans and drag-and-drop registrants based on defined seating rules.

scan plus+
hand-held badge scanning for lead collection, surveys, session evaluations and door scanning.

abstract submission plus+
handle speaker and content submissions with customizable review processes. link it to event sessions.

venue sourcing plus+
venue and hotel sourcing tool to search, select and manage the RFP process from initial inquiry to contract.

mobile app plus+
state of the art Apple, Android and hybrid event app. sync with etouches modules and attendee features.

integration plus+
plug etouches into your CRM, finance, marketing or housing ecosystem thanks to our integration engine.

event ROI plus+
a unique goal-based solution to measure, quantify and optimize the ROI of your events.

---

key features
cross event reporting
data and analytics
SMMP
35+ languages
multi-currency
fully customizable

key services
event consulting
professional services
in-house, 24/7 support
enterprise offers
free, powerful API
PCI DSS level 1

recognition

90%+
2014 customer retention

97%+
2015 support satisfaction

Top 3
ranked in event platforms worldwide

award winning platform & company

best event management solution:
SIIA CODiE Awards 2016

best event technology:
Eventex Silver Award 2015

best event software:
Event Technology Awards 2013

HR:
Best Places to Work in Events 2015

growth:
Inc. 5000 list 2012, 2013, 2014, & 2015

customer service:
Stevie Award 2013 & 2015