



Integration Setup Guide

Integrating Grapevine6 with Marketo is easy. Simply follow these step-by-step instructions.

Step 1. Request a custom script from Grapevine6 for page redirect handling. Contact your Grapevine6 Technical Account Manager for details.

Step 2. Create the redirect page on your domain with your Marketo Munchkin code or Google Tag Manager on it.

Step 3. Provide the redirect URL to Grapevine6 to update your client configuration.

Step 4. Grapevine6 will deploy the configuration. Once deployed, all links to content you share through Grapevine6 are redirected through your page and the visitors are cookied. If they are known individuals in Marketo, their behavioral lead score will be incremented based on the values assigned to web page visits. If they are anonymous visitors the page visit will be recorded and retained for 90 days.

Still have questions? We're here to help you get maximum value from your Grapevine6 - Marketo integration. Send an email to contact@grapevine6.com for assistance.

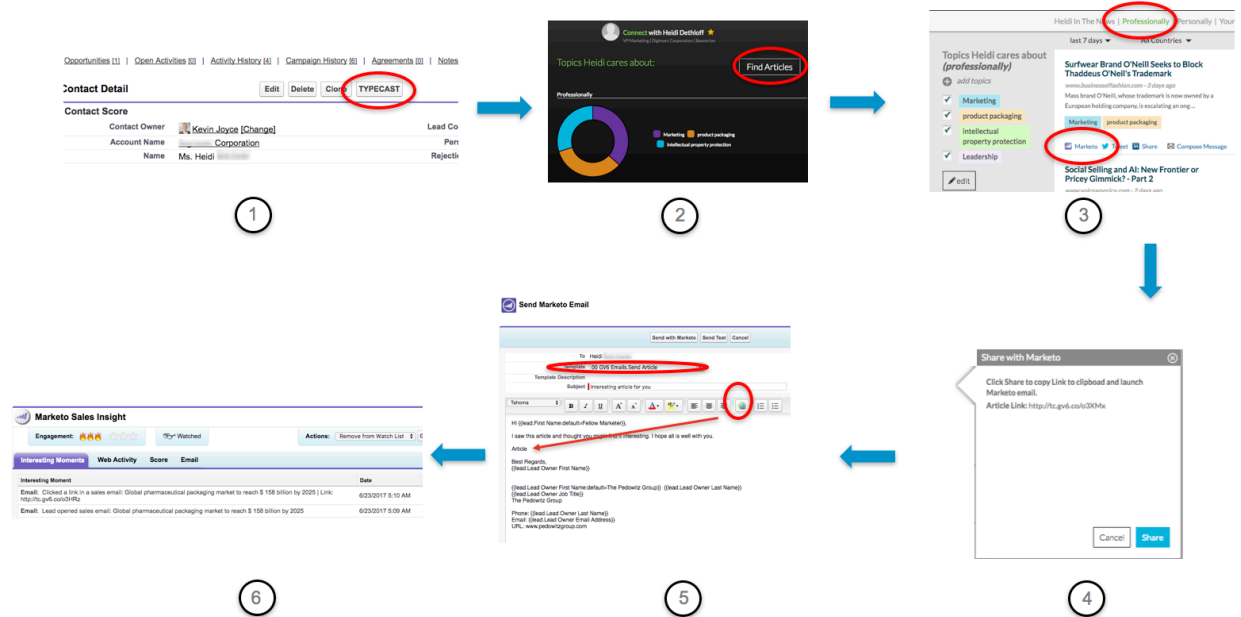
Use Case Example:

There are 4 readily identifiable use cases for Grapevine6 integrated with Marketo (and consequently into SFDC).

1. Marketing:
Convert unknown contacts to known by first pixeling people who engage with GV6 shared content on social channels and then remarket to the unknown group with the intent to convert to known contacts by offering assets with a form.
Channels: Social channels – LI, FB, Twitter, newsletter
Solutions used: GV6 – Marketo Landing Pages and forms
2. Sales Reps:
Use Grapevine6 sourced content to share with known contacts to capture their interests and drive engagement. All engagements are recorded and scorable in Marketo. Result: more sales sooner. Sales can view contacts who engaged with their MSI shared content under “Interesting Moments” and receive alerts.
Channels: Marketo MSI email
Solutions used: Salesforce and Marketo MSI
3. All eEmployees:
Employees are encouraged to use their own social logins to extend their value and increase their social selling index. By so doing the company extends its reach through its employees.
Channels: Social channels – LI, FB, Twitter
Solutions used: Grapevine6 and Marketo redirect page tagging
4. Media Ads:
Once a person has been cookie'd by clicking on any article published through Grapevine6 and shared by an employee or marketing communication, they can be targeted through re-targeting and other paid media campaigns. One can even build lookalike campaigns based on the cookie'd list.
Channels: Social channels – LI, FB, Twitter
Solutions used: Grapevine6 and Marketo redirect page tagging

Use case 2 above, using MSI, is shown graphically below.

Using Grapevine6 in SFDC/Marketo



After the Marketo - Grapevine6 integration, the graphic above depicts a typical use case:

1. Open a contact in SFDC and click on the "Typecast" function.
2. This initiates Grapevine6 within SFDC. Click "Find Articles" which examines their profile if you are connected to them in LinkedIn, and that of their company.
3. After Grapevine6 has found articles relevant to that contact you may wish to click on "professional" to view only the business-related articles, and filtered by topics you previously selected. If you see an article you want to share via Marketo Sales Insight, click "Marketos."
4. The popup window appears telling you the article link has been copied. Click share.
5. The MSI window appears, select the template you wish to choose. It is probably wise to create a simple MSI template just for article sharing! Click on the green link button and paste the link. You must paste the link using the link button. Pasting a link directly into text will not work because MSI will not recognize the text as a link. Send your email.
6. Later on you can check if the person open your email, clicked on the link, and that their score was changed based on their interaction with the content.

In Marketo you can configure reports to show interaction with your Grapevine6 content. For anonymous visits the setup is:



gv6 anonymous visits Report Smart List Setup Subscriptions

New Report Actions View Qualified Leads

Use ALL filters Collapse All Expand All

1 - Visited Web Page

Web Page: contains gv6

Date of Activity: in past 3 month

Note: Data of this activity type is archived after 90 days

gv6 Known visits Report Smart List Setup Subscriptions

New Report Actions View Qualified Leads

Use ALL filters Collapse All Expand All

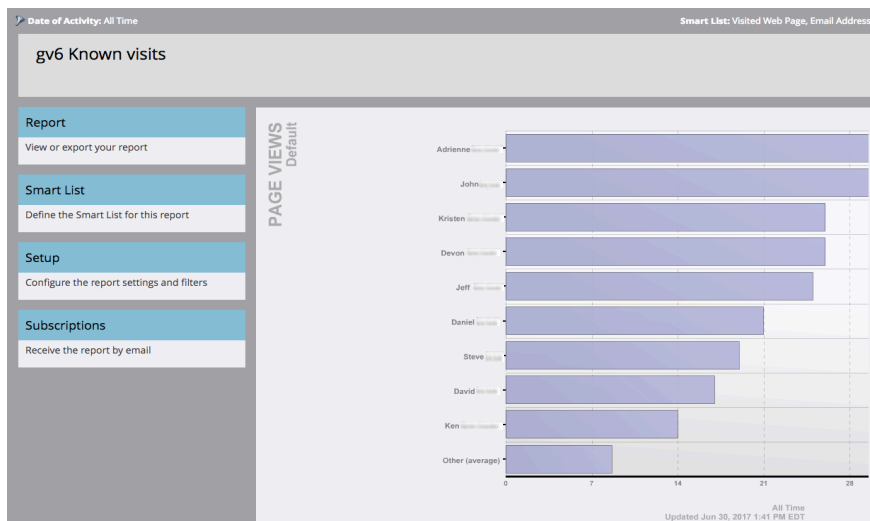
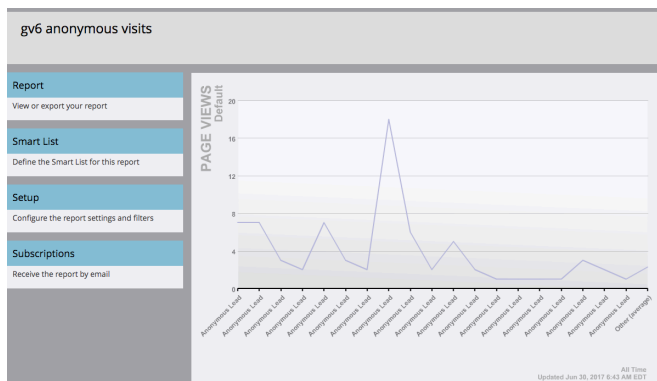
1 - Visited Web Page

Web Page: contains (2) grapevine6; gv6

Note: Data of this activity type is archived after 90 days

2 - Email Address

Email Address: not contains (2) pedowitzgroup.com; grapevine6.



Grapevine6 is a patent-pending content engagement platform that accelerates sales and marketing efforts. Launched in 2013, Grapevine6 uses artificial intelligence to provide the content that moves sales opportunities through the pipeline in a more efficient and effective way. Grapevine6 solves the content challenges faced in deploying employee advocacy, content marketing and social selling, and works with existing sales and marketing investments to increase ROI. Headquartered in Toronto and led by an award-winning team of engineers, Grapevine6 is now powering the global social selling program of one of the largest software companies in the world. To accelerate your sales, download the app at www.grapevine6.com.