



RollWorks Marketo Integration

Generate more opportunities and close deals faster by connecting your Marketo account to the RollWorks Account-Based Platform.

- **Engage known and unknown decision makers.** Reach known Marketo audiences with display and social ads, even if they don't open an email. Also, influence members of the buying committee you don't have email addresses for — thanks to the proprietary data and machine learning power of NextRoll (formerly AdRoll Group).
- **Coordinate sales and marketing plays.** Provide air cover and ensure the same messaging across channels so that target accounts see a consistent story regardless of how they engage.
- **Shorten your sales cycle.** Nurture accounts through the funnel faster with hyper-personalized ad campaigns tailored to role, sales stage, company, and more.
- **Show off your impact directly in Marketo.** Align teams in real time around which accounts are most engaged and which campaigns are driving the most pipeline and revenue.

RollWorks and Marketo **share 100+ customers** that have integrated their accounts to generate new business value, including Coupa, Paycor, and Workiva.