



Marketo Integration

Turn your Events into Revenue

Capture Buying Signals | Sync Data Real-Time | Personalize Marketing Campaigns | Deliver Event ROI

Delivering a high ROI from your events is difficult

In-person events are a large spend for many organizations, but it can often be difficult to maximize your return on investment.

The challenge comes in an inability to:

- ▶ Deliver real-time, personalized engagement to your event attendees
- ▶ Capture all buying signals that occur within your event
- ▶ Avoid the manual effort required to build campaigns and follow up with your event attendees

Leading marketing organizations are tackling these challenges by deploying an Event Automation Platform with a native and real-time integration with their marketing automation system.

Events must be seamlessly integrated with marketing automation

Enrich your customer data profiles and improve lead scoring in Marketo through our native, bi-directional integration. Capture more than just contact information to identify intent signals to personalize and automate engagement with your event attendees.

With a seamless integration between Certain and Marketo you can dramatically reduce the time it takes to follow up on leads from events and engage attendees with the right message at the right time.



How CA Technologies drove breakthrough results and won a “Revvie” award

Through the Certain integration with Marketo, CA Technologies was able to

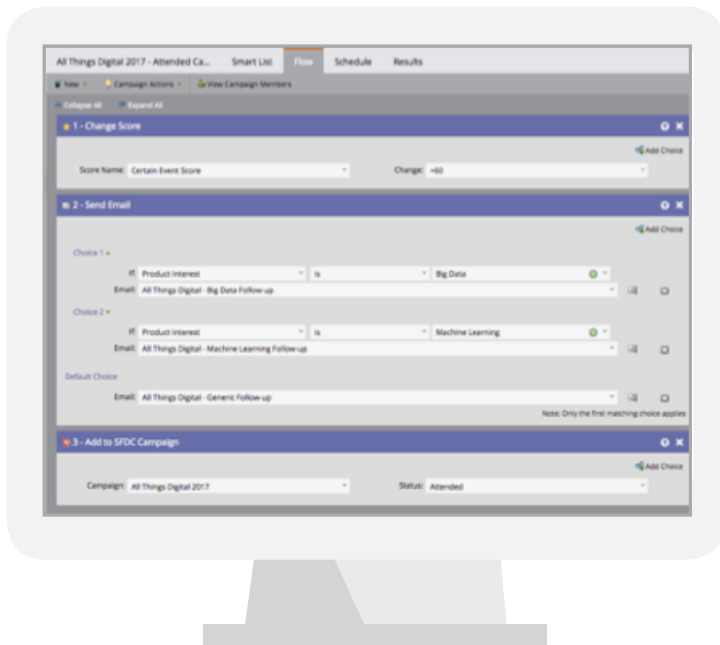
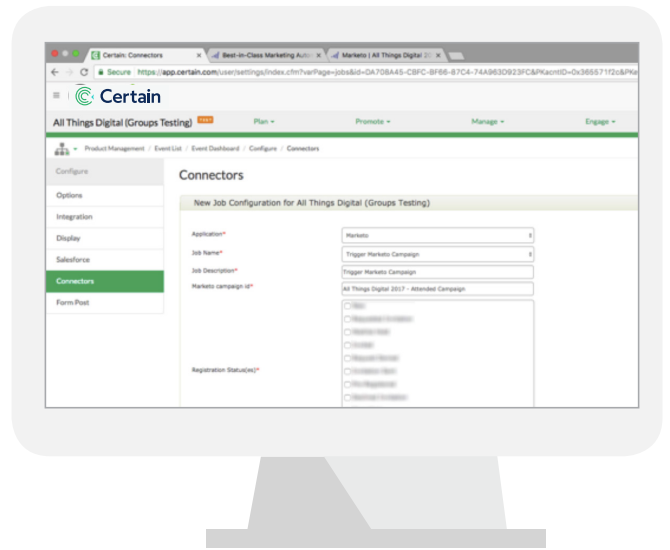
- ▶ Capture and map attendee session data and **behavioral and engagement-level data** from Certain into Marketo
- ▶ Increase attendance by **42%** to CA World Conference
- ▶ Fuel **cross-sell and upsell** campaigns through Marketo during and post event

“We were lucky because for the first time, with this integrated solution, we had credible ROI.”

– VP Global Integrated Marketing, CA Technologies



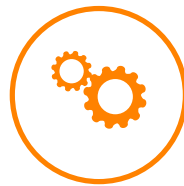
- ▶ Capture and act immediately on more than just customer and prospect contact information
- ▶ Bi-directional synchronization of data between Certain and Marketo
- ▶ Push critical event attendee data into Marketo like session attendance, survey results and mobile engagement



- ▶ Create rich customer and prospect profiles to improve behavioral and lead scoring
- ▶ Deliver personalized, intelligent outreach to your customers
- ▶ Develop dynamic campaigns based on how attendees engaged with you during an event
- ▶ Automate many of the processes associated with supporting events



Increased Revenue



Improved Operational Efficiencies



Global Enterprise Scale

Certain delivers the leading enterprise Event Automation platform to personalize event experiences and provide meaningful connections that accelerate business. Certain integrates with marketing automation and CRM systems to help move prospects through the buying cycle faster. Our lead intelligence adds event-level interactions to not only track what attendees are doing, but also understand their actual interests in order to drive more personalized lead nurturing and effective sales follow-up. The Certain platform enables attendee management, utilizes a mobile app to simplify and speed-up event registration and management, provides event branding as well as social and mobile participation, and facilitates 1-to-1 meetings that engage audiences and maximize event value for all participants. Headquartered in San Francisco, with offices in North America, Europe, and the Pacific Rim, Certain is a strategic event partner to over 600 enterprise and Event Automation companies.



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