

## Marketo Users Don't Know What They Can't See

### *Integrating netFactor anonymous visitor data with Marketo fills the blind spot*

Marketing professionals in enterprises of all sizes are realizing they simply can't keep up with the pace and sophistication of today's business climate without using marketing automation technology. As their businesses grow, marketers must keep up with the sales team's increasing demand for qualified leads. Prospective customers are savvier and have direct access to product and services information they can research without letting the potential vendors know they are interested. Targeted buyers no longer use vendor outreach campaigns (emails and advertisement) as their principle source of identifying and accessing product information. Establishing and maintaining a dialog with potential customers and industry constituents, measuring the efficacy of the marketing programs, and generating the leads demanded from sales, marketers simply cannot meet the demands of today's digital world without the use of marketing automation technologies.

Marketing automation platforms (MAP) like those provided by Marketo, Hubspot, Eloqua, Pardot, Act-On, and others are intended to be "one-stop" integrated technologies to address the needs of today's digital marketers. These platforms are the "Swiss Army knife" for the overworked enterprise marketer. Like Swiss Army knives, each of these alternatives do the basics – e.g., email campaign management, web visitor analytics, integration with sales automation tools, and each is designed with one or two components particularly well suited for their targeted users.

Each of these MAPs has another common characteristic. Each has been designed from view of yesterday's marketer – back in the days of "snail mail" direct marketing. The fundamental assumption used by MAPs is the marketer has the contact information of the individuals they are trying to reach and they can identify the persons visiting their website. In the days when the vendor controlled the flow of product information – the days before the web – this was a reasonable assumption. *But, in a world where B2B buyers have virtually open access to the information they need and 95% of these B2B web visitors don't self-identify, not having the capability to identify the invisible 95% of web visitors is a major blind spot in every MAP.*

To be fair, most MAP vendors claim limited ability to identify anonymous web visitors. Even in those instances where a MAP professes to have the ability to identify anonymous website visitors the data provided is often incomplete or erroneous. This can then create more issues for the digital marketer than it solves. To go back to the earlier metaphor, this limited capability to deal with anonymous visitor data is akin to the screwdriver in a Swiss Army knife. The capability exists but it has very limited utility value and certainly isn't a practical solution to doing production work.

VisitorTrack from netFactor is marketing technology designed to fill this fundamental blind spot. VisitorTrack identifies and reports on the activities of anonymous web visitors for B2B marketers. Through proprietary technology, VisitorTrack identifies the company of the visitor,

provides detailed firmographic data on the company, and identifies the pages visited. In addition, through a data services partnership with ZoomInfo, VisitorTrack users get immediate access to the relevant key contacts at these companies thereby completing the web visitor picture for today's digital marketers.

To make it easier for marketers to incorporate anonymous visitor data with their marketing programs, netFactor is creating "out of the box" integration of VisitorTrack data with today's leading MAPs. The VisitorTrack integration with Marketo is the first of such "out of the box" MAP integrations. Via a simple configuration option within VisitorTrack, Marketo users can automate the process of loading anonymous visitor data from VisitorTrack into Marketo campaign databases. This automation eliminates the need to manually copy csv files from VisitorTrack and upload these records to Marketo. Utilizing the published Marketo APIs, VisitorTrack integration saves Marketo users time and reduces data errors when these marketers want to add anonymous web visitor data to their marketing programs.

Marketing automation platforms like Marketo are great for what they are designed to do. By adding VisitorTrack to their marketing technology investments, digital marketing executives fill the inherent blind spot shared by every leading MAP. Gaining insights and identification of the invisible 95% enables Marketo users to get a more complete view of their campaign results, add new contacts to their campaigns, and maximize the number of leads for sales.