

Cvent Integration Hub: *Marketo*

Bridging the Gap Between Event Management & Marketing Automation



Events play an important role in an organization's marketing mix. That's why marketers need a seamless information exchange between their event management and marketing automation platforms.

With Cvent's Marketo partnership, event activity and attendee behavior is automatically reflected in Marketo, the system you use every day. This direct connection between Cvent and Marketo will save you time, allow you to create linked programs for your event data, and manage your event leads more effectively.

Capture and Integrate the Data Most Important to You



Build more complete profiles for high-value customers



Create targeted nurture campaigns that accelerate the sales cycle and increase conversions



Integrate programs with Cvent events to automatically create email tokens with event data and personalized registration links



Enable Cvent to fetch contact data instantly from Marketo for dynamic registration path processing and pre-populated forms



Import/export contact records in bulk between Cvent and Marketo

Utilize Your Data to Drive Your Business Objectives

Cvent's flexible integration with Marketo allows for multiple configurations within a single account, as well as integration with multiple Marketo accounts. Configure Marketo to receive the following data from Cvent:



Contact Updates – changes and deletions



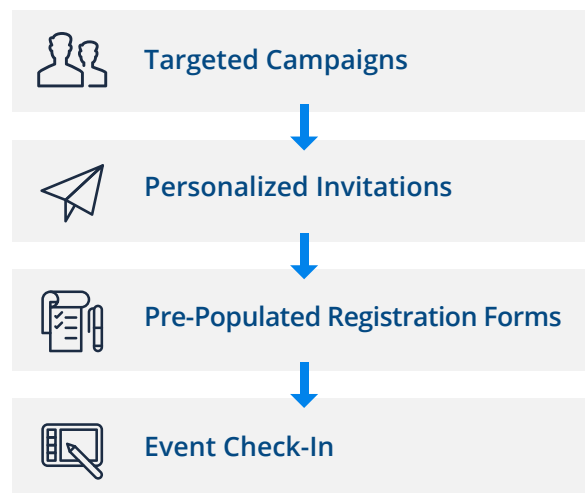
Email Statuses – sends, opens, bounces, and opt-outs



Event and Session Activity – website visits, registrations, participations, cancellations, and no-shows

Cvent makes it easy to incorporate event data into your existing Marketo workflows. Use these trigger points to automatically update your lead records and associated campaigns. Add or remove contacts from lists and programs based on their event activity. Enhance customer profiles by including their event activity in linked custom objects.

Capture the Attendee Journey to Enrich Customer Profiles



The Cvent Integration Hub enables your organization to connect Cvent with virtually any other software or internal system for seamless data integration, greater event impact, and increased revenue. Cvent offers several out-of-the-box integrations with key solutions like Salesforce.com, WebEx, Concur, and more. We can also connect to other systems using our API and Webhooks options, or you can create a custom integration using your development experts or ours.

Learn more by visiting the Cvent Integration Hub: www.cvent.com/integrations