

ON24 CONNECT FOR MARKETO

ON24 has the most robust network of integration partners in the industry, delivering webinar and content engagement data to the leading marketing automation platforms, CRM systems and other business applications.



Seamlessly deliver insights to take action.

Drive Efficiency

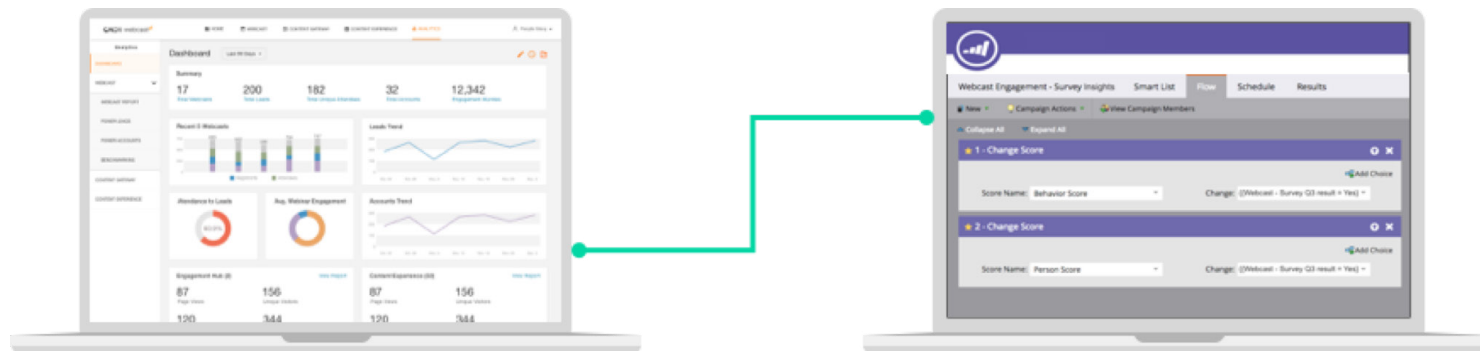
Save yourself the headache of manually transferring data by automatically and seamlessly feeding attendance and engagement data for prospects from ON24® into Marketo.

Track Buying Signals

Capture and feed audience buying signal data to trigger action and ensure proper and efficient follow-up with prospects and leads.

Trigger Workflows

Leverage buying signals and audience engagement data, from CTAs clicked and resources downloaded to survey and poll responses, to score leads and drive effective nurture programs.



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Only ON24 seamlessly integrates registration, attendance and engagement data directly with Marketo to streamline reporting, inform smart decisions and accelerate action.

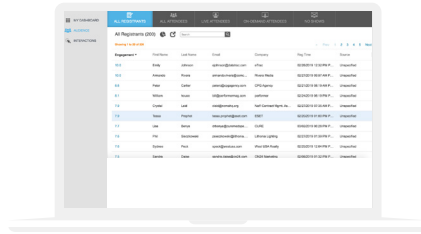


ON24 IS INTEGRATED WITH BOTH OUR CRM AND MARKETO. THIS STREAMLINES THE INFORMATION AND MAKES IT AVAILABLE TO MARKETING AND SALES TEAMS IN REAL TIME.”

Dorothy Milazzo
Senior Marketing Manager, Navicure

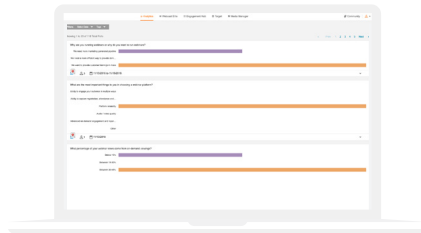
Engagement Scores

Based on factors such as polls answered to resources downloaded, each audience member of ON24 webinars receives an engagement score based on their interaction and time engaged. The Engagement Score is seamlessly fed into Marketo, easily enabling more in-depth lead qualification and scoring.



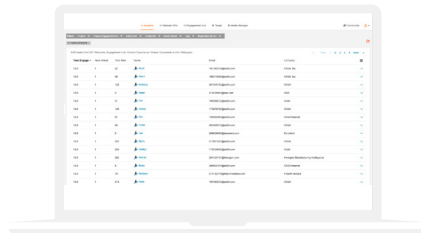
Polls & Surveys

Automate workflows and trigger action in Marketo when a prospect or customer answers poll or survey questions in an ON24 webinar, such as alerting sales or moving prospects to MQLs.



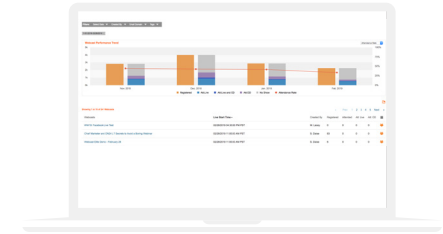
Minutes Watched

The more an audience member is engaged, the better you understand their interest and intent so that you can effortlessly and efficiently score prospects to optimize future content, as well as align sales and marketing objectives.



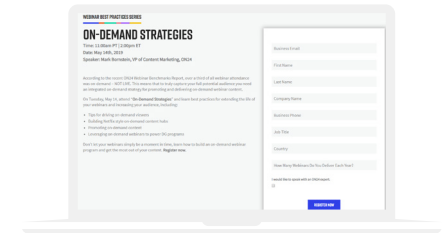
Live & On-Demand Attendance

When a prospect or customer attends either a live or on-demand webinar from ON24, Marketo automatically pulls that information to enable efficient appropriate follow-up and nurture streams so you remain consistently engaged with your target audience.



Registration

Registration data from Marketo forms where audiences sign up for webinars is automatically pushed into ON24, ensuring platform alignment.



Buying Signals

When an audience member demonstrates intent by requesting a demo or meeting, these buying signals are tracked to enable users to trigger actions to help ensure prospects are followed up with efficiently.

