



Marketo Connector

Infer has pre-built connectors for Marketo and Salesforce.com so that it is incredibly easy to get up and running. During the model build process, we'll use the connector to understand what a good customer looks like. Infer uses machine learning to identify what signals are statistically significant in predicting winners. It considers thousands of data points including CRM data, Marketing Automation data, as well as external signals Infer captures by crawling the web.

After the model has been reviewed and its accuracy has been tested, we can flip the switch and turn scoring on. Inside of Marketo you'll have a new field called "Infer Score" that you can use to route leads, trigger workflow, or report on the success of your campaigns using core Marketo functionality. Because Infer uses external data it can provide an accurate score for leads without waiting for data about the lead to build up, enabling you to rush the best leads to sales as soon as they're created. The Infer score works with Marketo Sales Insight so you can seamlessly combine advanced predictive scoring with the investments you have already made in technology and training. In fact, customers who have developed an activity-based scoring models in Marketo frequently continue to leverage it, using Infer for the explicit score.

Steps to Get Started

1. Contact Infer and do a quick assessment of your data
2. Infer will build a predictive model
3. Infer will schedule a time to review the results of the model
4. If the results look good and you want to turn it on, Infer will help you roll it into production