



Magento Marketo Integration Connector

LEVERAGE MARKETO CAPABILITIES IN YOUR MAGENTO STORE

Grazitti's Magento Marketo Integration Connector is a flexible, powerful, and an affordable solution for all your integration needs between the two platforms.

Our connector lets you bring important information into/from Marketo for better personalization, share lead data across Magento and Marketo, and get a better ROI from marketing campaigns.

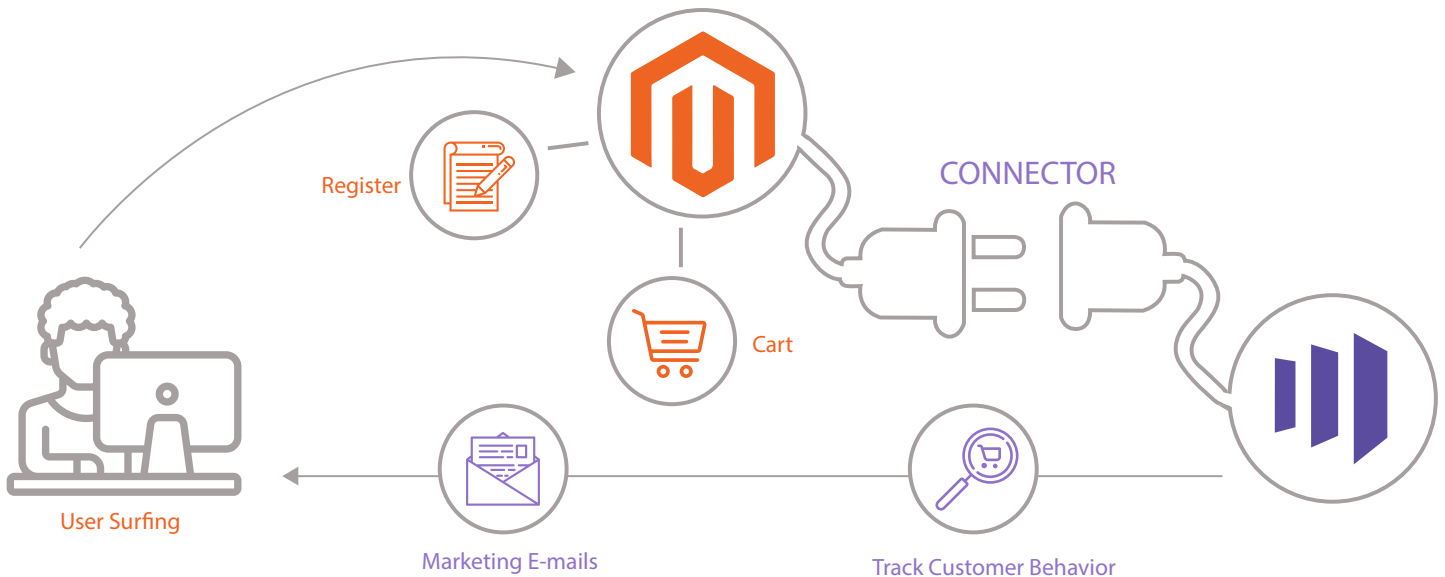
Key Features of our Magento Marketo Integration Connector:

- **Customer Data Sync:** The connector syncs the Magento store customer data seamlessly in Marketo by creating a new lead or associating it with an existing lead in real-time.
- **Order Information Capture:** Our connector lets you track the activities of customers through order and product details, such as the amount of the items purchased, billing and shipping address, order status, etc.
- **Unknown Lead Mapping:** The connector enables you to associate an unknown lead's tracking history with known customer data to get a view of the customer's journey with the help of Marketo's Munchkin Cookie.
- **Known Lead Merging:** The connector prevents overlapping of customer's data by associating the customer data with a known lead with the help of Marketo's Munchkin Cookie.
- **Cart Abandonment:** For the customers that did not complete the order, the connector helps you to track the information so as to set up nurture emails to send offers for conversion.
- **Historical Data Push:** You also have the option to push the old customer data along with their orders in Marketo that may be lying in your Magento store before installing the connector.

Other Marketo Products by Us

- WordPress Marketo Integration Connector
- Drupal Marketo Integration Connector
- AEM Marketo integration Connector
- M-Clean – A Dedupe App for Marketo

How It Works



* We also offer customization according to customer requirements for customer data sync, purchase history tracking and more.

Versions We Support



Community Edition
&
Enterprise Edition



Why Choose Us



Technical
Expertise



Creative
Experience



Agile & Global
Delivery



Commitment
to Quality



Strategic
Depth

About Us

Grazitti Interactive is a digital innovation leader, powering businesses of all sizes with its marketing automation, magento development, 3rd party integrations, and customizations, since 2008. Our Magento Marketo Integration Connector is one of the solutions created for aligning your Marketing and Sales operations. To know more about our solutions/digital services, write to us at info@grazitti.com.