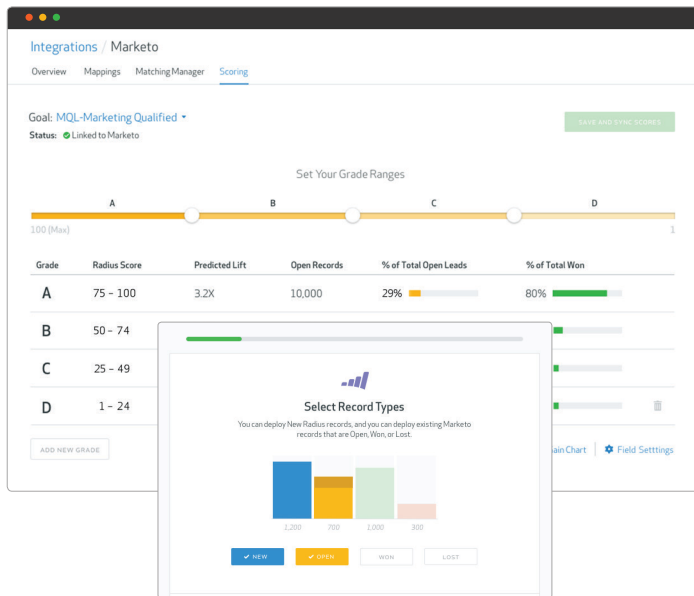


Marketo Integration



Perform powerful segmentation of Marketo leads to fuel outbound programs, and leverage predictive scoring to prioritize the best prospects from inbound campaigns.



Benefits of Integrating Radius and Marketo

Integrating Radius with Marketo helps B2B marketers uncover their best segments of Marketo prospects, add net-new prospects from Radius directly to Marketo lists, and identify the Marketo prospects that are most likely to convert based on billions of Radius Business GraphSM signals.

- ✓ **Grow the top of the funnel**
Add net-new prospects from Radius directly to Marketo and begin serving digital ads to an audience that looks like your best customers.
- ✓ **Personalize your campaigns**
Build better campaigns that are personalized for each Marketo segment according to billions of predictive signals from the Business Graph.
- ✓ **Prioritize your best prospects**
Focus your sales and marketing resources on the best inbound and existing prospects, and use Radius scores within Marketo to route high-quality prospects to Sales for faster follow-up.
- ✓ **Improve campaign targeting**
Leverage advanced Business Graph signals such as recent trigger events, buyer intent, and product technologies in use to create segments of Marketo prospects that can be added directly to Static Lists for email nurture and other campaigns.



Enhance Marketo Campaigns

First, use Radius to identify a promising segment of prospects or customers. Then, deploy that segment to a Marketo Static List.

Perform further segmentation with any additional data in Marketo that is relevant (such as Lead Score or Lead Source) and create a campaign in Marketo that will send personalized content to the target segment.

To expand your reach and campaign effectiveness, deploy net-new prospects from the Radius segment to a separate Static List and use Marketo Ad Bridge to deliver personalized advertising.



Prioritize Marketo Prospects

Start by creating a custom field in Marketo for the Radius score. Radius will then score Marketo prospects based on their likelihood to convert to a desired outcome (such as SQL or Closed Won) and send the scores to the custom field in Marketo.

You can then build Marketo flows using the Radius score in combination with any other relevant Marketo data (such as the behavioral Lead Score) to route the best prospects to Sales immediately while nurturing other prospects.

Radius scores will be kept up-to-date and new prospects will be scored automatically as they are added to Marketo.