



## How to deliver meaningful customer experiences

### The modern marketer's challenge

Marketers today have endless opportunities to engage consumers – and have to compete with just as many distractions. It's an incredibly noisy world, and customers are craving continued engagement throughout their long-term relationships with brands, rather than simply interacting through disjointed experiences.

Data and customer insights can change the game, helping to keep the conversation going with the right message in more efficient targeted campaigns. But with siloed data, you're not going to get cohesive results – or a complete picture of the buyer journey. Now, through Turn's partnership with Marketo, you can engage in modern marketing relationships that connect online and offline data for a truly integrated solution.

### A common vision for a clearer customer picture

Turn has partnered with Marketo to bring together two best-in-class solutions: data-driven digital advertising and cloud-based marketing automation.

Take advantage of centralizing the rich customer data you get through Marketo within the Turn platform. This collaboration enables information flow to more effectively optimize and improve the entire customer lifecycle experience. And you can view and affect all parts of the marketing funnel to ultimately drive more qualified leads.

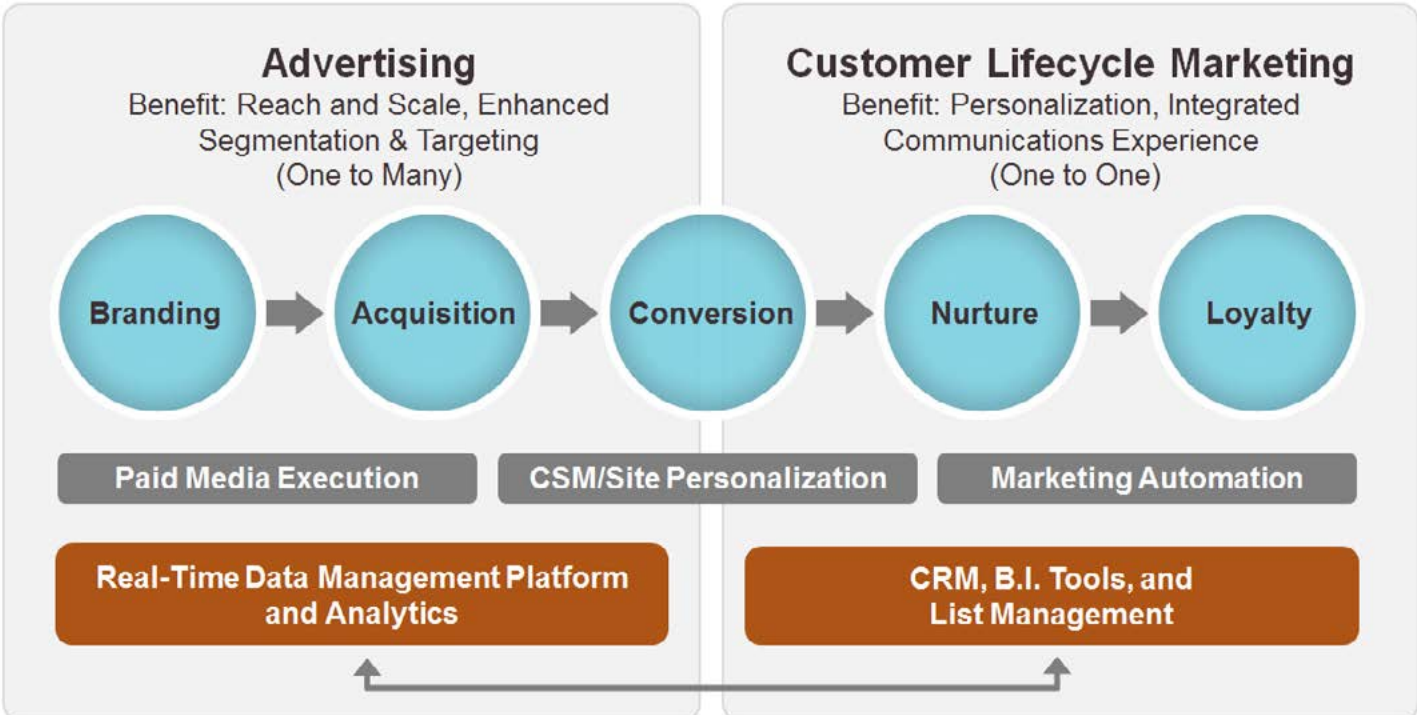
### Bridging the gap with a blend of data

Turn and Marketo work in conjunction with outbound, inbound, analog, and digital campaigns, translating to more effective, personalized experiences across various customer touchpoints.

With Marketo, you can create and track targeted, engaging email campaigns. Combined with knowledge of site activity, Marketo helps increase interest as customers interact with your brand. However, the customer journey begins even before a form is filled out.

That's where Turn comes in. Turn provides the customer data needed to understand touchpoints that lead to successful engagements. Once you understand those touchpoints, you can optimize marketing campaigns to ensure your advertising dollars lead to the best outcomes.

Working together enables you to not only gain visibility into the entire consumer journey, but also understand who is responding and why.



### Create a richer consumer profile

Turn and Marketo provide the only integrated personalization management solution in the market today. You can not only join existing offline data to other digital performance data, but also add in overlays of well-known data from more than 40 third-party providers. Now, you can know more than ever before about what audiences look like, your highest lifetime value customers, and who the best prospects are – and take immediate action in other digital environments and across digital devices.

- Gain a deeper understanding of customers as they interact with your campaigns.
- Improve media intelligence and understand whether or not your campaigns reach your desired audience.
- Optimize campaigns for your “action takers” and understand what your best customers look like so you can design campaigns specifically for them.

### How we work collectively

Turn and Marketo have honed expertise that spans the entire customer journey:

- Paid media execution to enable efficient acquisition of the right kinds of consumers.
- Site personalization to carry through targeted conversations and messaging from advertising to the onsite offer.
- Marketing automation to not only help close leads, but also maximize the lifetime value for each individual consumer.

Replicate and push smart lists from Marketo into the Turn platform. Once these lists are available, you can choose relevant attributes and create audiences with the Turn Segment Builder. Use the Marketo data alone, or blend it with third-party data to gain additional scale. Then, leverage your audiences across the entire paid media ecosystem (display, mobile, social, and video) and drive targeted content for your site, keeping messaging relevant and consistent along the customer journey.

This combined solution enables you to truly unlock the value of customer data, and understand and activate data to match target consumers to the right message on the right device at the right price – all in real time.

### Want to know more?

Visit [www.turn.com](http://www.turn.com) or contact [alliances@turn.com](mailto:alliances@turn.com) to learn more about this partnership.