

Description of the Integration

Summary

Turn delivers real-time insights that transform the way leading media agencies and enterprises make marketing decisions. Our Digital Hub for Marketers enables anonymous audience planning, data centralization, cross-device advertising, and advanced analytics, along with point-and-click access to more than 150 integrated technology partners. Together with Marketo, Turn utilizes rich CRM data to drive results for today's marketer by running more efficient, better targeted campaigns across display, mobile, social, and video channels.

Integration

Marketers start by segmenting the known-user from within the Marketo Platform, breaking out audiences such as abandoned-leads, former customers, and existing high spenders. After these audiences are anonymized via a Turn integrated third-party (LiveRamp, Datalogix, Neustar), they are brought into the Turn Digital Hub.

Nurture Existing Clients

By on-boarding audiences that represent your existing client base, you are able to deliver experiences specific to your customers; Offer rewards and coupons for additional purchases, or referral bonuses for advocating on behalf of your brand, or other creative marketing incentives.

Prospect to New Clients

Use your existing client base as a seed to expand and reach new potential customers. Turn Audience Extensions algorithms enable marketers to analyze and expand their existing audience footprint to get smarter with prospecting efforts. Data serves as the backbone to this look-alike modeling approach, allowing for efficient media spend during prospecting and other audience acquisition tactics.

Benefits to Marketo Users

Today's marketer requires the ability to leverage data assets across all media activities—from automation to activation. By leveraging Turn media execution capabilities across the programmatic ecosystem, Marketo clients unlock the additional value from within the rich data assets they've collected and curated inside the Marketo platform. Marketers can leverage data assets they have already paid to acquire in a new, anonymous channel across the four largest digital channels.

How We Work Collectively

Turn and Marketo have collaborated 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.

For more information, contact Alliances@turn.com