



Empathy Logic integration with Marketo

Empathy Logic Cloud (ELC) integrates with Marketo by leveraging Marketo’s data loader and API solutions to continuously synchronize all available data back and forth.

ELC is also able to produce Marketo’s “Smart Lists” either manually or in a triggered, automated environment. This feature allows marketers to leverage multiple data sources not available or integrated with Marketo to generate highly targeted segments that become immediately actionable in Marketo campaigns.

ELC’s post-processing of lists and segments allows for the flattening of aliases (many-to-many email and Marketo ID’s) to support advanced personalization in B2B environments.

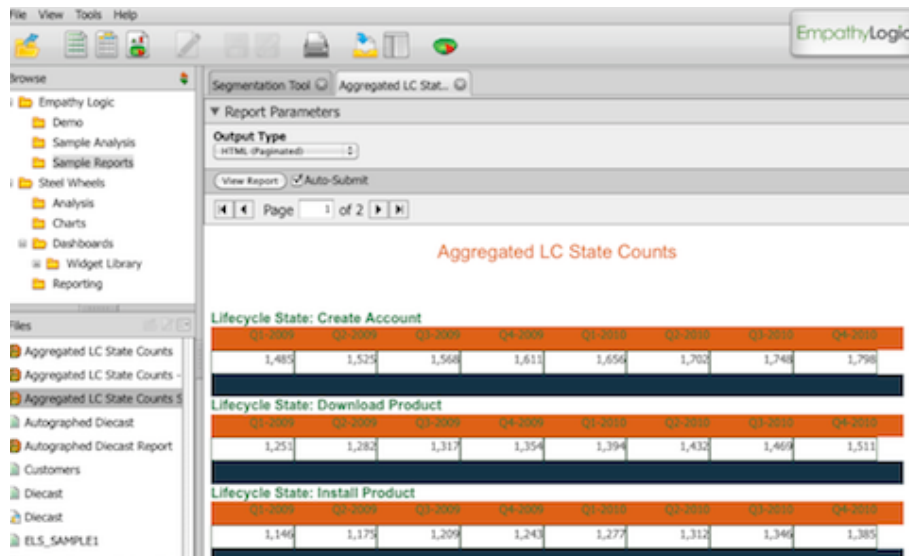
ELC’s Master Data Management synchronizes with Marketo updates from multiple internal or external unsubscribe and Do Not Email (DNE) sources automatically. It also manages usage and deletion of time-limited rented lists.

Integration Guidelines and Steps

Marketers can setup data integration between Empathy Logic Cloud (ELC) and Marketo following these steps:

- 1- Your ELC Project Manager will setup a meeting in person or on Webex for an ELC data discovery and Master Data Management (MDM) session.
- 2- Once you approve the MDM Playbook , your ELC Project Manager will setup a Secure File Transfer Protocol (SFTP) client in one of your source systems, and will start transferring data to ELC.
- 3- Your ELC Project Manager will work with Marketo Support to create an integration sandbox and turn integration testing on.
- 4- Marketo and Empathy Logic will start the on-going data synchronization once integration testing is completed in the sandbox, and approved by you.
- 5- Your ELC Project Manager will conduct a delivery and training session in person or on Webex to introduce your new ELC reporting tools and MDM dashboards.

Example dashboard for Lifecycle Marketing Tracking



Data Mapping Examples

Empathy Logic Cloud Simple Contact List for Marketo

FIELD #	SOURCE	SOURCE API NAME	DESTINATION
1	MARKETO_ID	ID	Marketoid
2	EMAIL_ADDRESS	Email Address	EmailAddress
3	FIRST_NAME	First Name	FirstName
4	MIDDLE_NAME	Middle Name	MiddleName
5	LAST_NAME	Last Name	LastName
6	SALUTATION	Salutation	Salutation
7	TITLE	job title	Title
8	COMPANY	company name	Company
9	ADDRESS1	address	Address
11	CITY	city	City
12	STATE	state	State
13	ZIP	postal code	PostalCode
15	COUNTRY	country	Country
17	PHONE	phone	Phone
18	INDUSTRY	industry	Industry
19	FAX	fax	Fax
20	WEBSITE	website	Site
21	REGION	ELC_region	ELC_Region
22	ELC_Previous_Marketoid	ELC_Previous_Marketoid	ELC_Previous_Marketoid
23	ELC_Segment	ELC_Segment	ELC_Segment

Empathy Logic Cloud Simple Activity List from Marketo

Activity Type	Description
ClickLink	lead clicked a link on the web site
ClickEmail	lead clicked a link on an email
InterestingMoment	Interesting Moment captured on the lead
OpenEmail	lead Opened an email
Form Fill Out	lead filled out a Marketo Form
VisitWebpage	Lead Visited a Web page (page w/Munchkin Code)

Field #	SOURCE
1	id
2	activityDateTime
3	activityType
4	mktgAssetName
5	campaign
6	mktPersonId
7	Email
8	Change Value
9	Lead ID
10	New Value
11	Referrer URL
12	Score Name
13	Webpage URL
14	Description
15	Webpage ID
16	Client IP Address
17	User Agent
18	Message Id
19	Created At
20	Query Parameters
21	Link ID
22	Search Engine
23	Search Query
24	Owner
25	Owner Id
26	Old Owner
27	Assign To
28	SFDC Type

Empathy Logic Cloud Self-Reported and Derived (Or Augmented) attributes to Marketo

FIELD #	SOURCE FIELD	DESTINATION FIELD
1	MARKETO_ID	MarketID
2	FIRST_NAME	ELC First Name
3	MIDDLE_NAME	ELC Middle Name
4	LAST_NAME	ELC Last Name
5	SALUTATION	ELC Salutation
6	TITLE	ELC Title
7	COMPANY	ELC Company
8	ADDRESS1	ELC Address1
9	ADDRESS2	ELC Address2
10	CITY	ELC City
11	STATE	ELC State
12	ZIP	ELC Zip
13	ZIP4	ELC Zip4
14	COUNTRY	ELC Country
15	COUNTRY_CODE	ELC Country Code
16	PHONE	ELC Phone
17	EMAIL	Email
18	INDUSTRY	ELC Industry
19	FAX	ELC Fax
20	WEBSITE	ELC Website
21	datasource	ELC Datasource
22	Region	ELC Datasource Region
23	Segment	ELC Segment
24	DERIVED_FIRST_NAME	ELC Derived First Name
25	DERIVED_MIDDLE_NAME	ELC Derived Middle Name
26	DERIVED_LAST_NAME	ELC Derived Last Name
27	DERIVED_ADDRESS1	ELC Derived Address1
28	DERIVED_ADDRESS2	ELC Derived Address2
29	DERIVED_CITY	ELC Derived City
30	DERIVED_STATE	ELC Derived State
31	DERIVED_ZIP	ELC Derived Zip
32	DERIVED_ZIP4	ELC Derived Zip4
33	DERIVED_COUNTRY	ELC Derived Country
34	DERIVED_COUNTRY_CODE	ELC Derived Country Code
35	DERIVED_TITLE	ELC Derived Phone
36	DERIVED_COMPANY	ELC Derived Company
37	DERIVED_PHONE	ELC Derived Phone
38	CONTACT_TYPE	ELC Contact Type