

DOUBLEDUTCH MARKETO INTEGRATION

Supercharge your marketing programs with Live Engagement data

Don't just treat live events as a single marketing touchpoint. Digitize the event floor - capturing rich detail on every attendee, score leads, and personally respond in real-time

Key Benefits

- Personalize responses to drive action faster
- Deliver quality leads with greater precision
- Enable real-time visibility and response
- Improve effectiveness across campaigns with live engagement data

Capture and Transfer Detailed Engagement Metrics

Transfer powerful engagement signals captured through interactivity at live events, providing the clearest insight about intent of each attendee — from interests, participation, and feedback.

Score Leads To Know Who To Follow-Up With and How

Score specific activities attendees take across the event within Marketo, and easily understand what actions to take next based on their stage in the buying cycle.

Automatically Trigger Personalized Campaigns

Create smart lists in Marketo to automatically trigger campaigns, based on specific attendee interactions — for example, instantly sending recommended content based on a poll response.

Enable Relevant Follow-Up Conversations That Spur Action

Set up Marketo alerts to sales reps as specific activities occur to enable timely follow-up, and transfer a summary of activities into CRM systems to enable relevant follow-up conversations.

