

## Seminar 23.6.2019

# Taking customer experience to the next level

### Today's Agenda:

**09:00** - Intro and "Marketo out of the box" - *Ronen Wasserman, CEO, SR Pro Marketing*

**09:50** - How Marketo Creates Epic Experiences - *Anup Vora*

**10:10** - Designing Advanced Customer Journeys - *Shai Alfandary*

**10:40** - Coffee break

**11:00** - What Your Analytics Aren't Telling You - *Dekel Wiesman*

**11:30** - Engage With the Modern Buyer - *Owen Taffinder*

**11:50** - Multi-Touch Attribution Tools - *Yanir Calisar*

**12:20** - Q&A

**12:40** - Closing words

# Marketo Out of the Box

1. About SR Pro Marketing
2. Apcela
3. Agari
4. BoothGuru
5. Netafim
6. Trivantis
7. Coupa





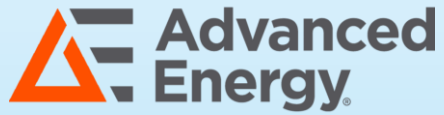
## About us -

- Established 5 years ago
- Marketo Silver Partner, and certified reseller
- Marketo Certified Solutions Architect
- A team of certified marketing automation experts, with focus on Marketo
- Supporting 30 customers worldwide
- Providing services from basic hands-on level and up to full stack support





Some of our customers -





**The problem** – too many irrelevant MQLs

**The main reason** – too many email clicks on each email by people from specific companies

- Identify the cause - false email clicks (by bots)
- Understand the outcome of these false clicks (irrelevant 'noise')
- Change the scoring to support the necessary change
- Fix the interesting moments to present only the relevant data

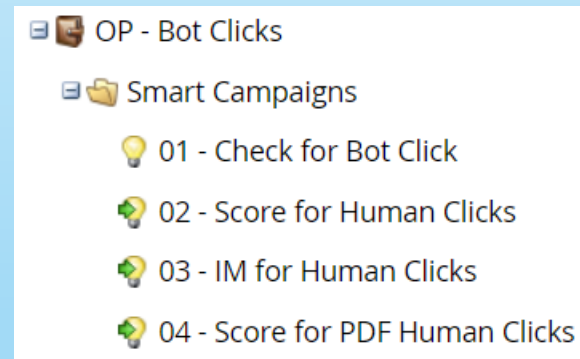




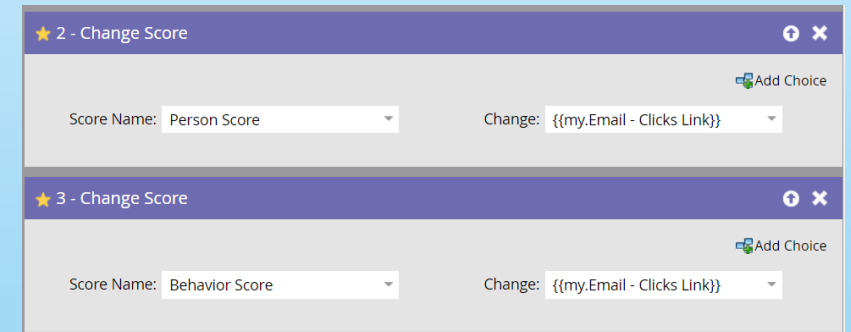
Created a honeypot that 'catches' the bot attention



Created a set of rules to differentiate between the 'bots' and the 'normal' leads



Divided the Scoring process and the interesting moment to work separately for the 'bot' leads



# AGARI

**The need** – Engage with leads that never respond to our communications

**The solution** – Created an advanced Online-Offline approach using:

- List of “strategic” leads
- An Apple watch box with a letter instead of the watch
- URL → Form (schedule meeting)
- Meeting → Apple watch



# AGARI

List of Hot Leads



Get an Apple box with a letter and URL



URL Address to schedule a meeting



Lead getting the Apple watch in the meeting





# Booth.guru

**The product** – A real-time booth AI that identifies hot leads on the show floor

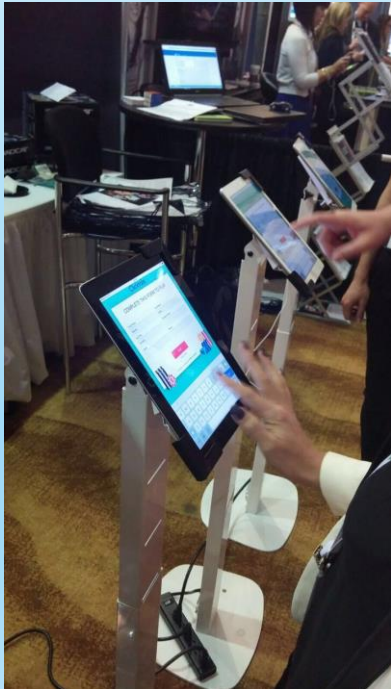
**The need** – A fast way to push data into Marketo from the platform

**The solution** – Created a smart API connection that takes minutes to config:

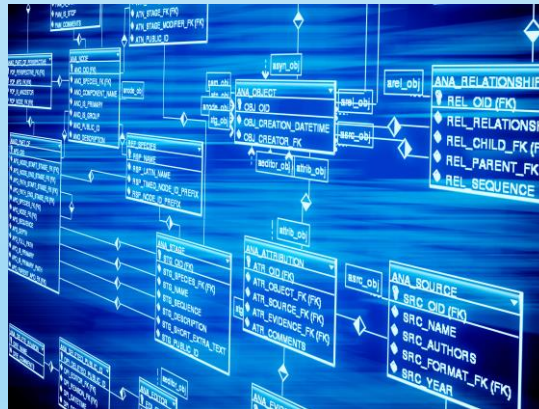
- Once the showBoothGuru checks the lead in the Marketo data base
- If the lead was identified by BG's algorithm – it was updated and used Marketo to send live alerts to the team and to the lead
- The sales people got an immediate alert that helped them to close the deal immediately

# Booth.guru

Visitor enters his details to a tablet and starts a quiz



Booth Guru's algorithm recognizes the lead, syncs with Salesforce to get additional information and share it with the sales people



The platform enriches the data with a third party enrichment tool and then pushes all the data back to Marketo





**The target audience** – Farmers (lower usage of online tools and technology), also the company is not using any CRM platform which creates great challenge for the salespeople.

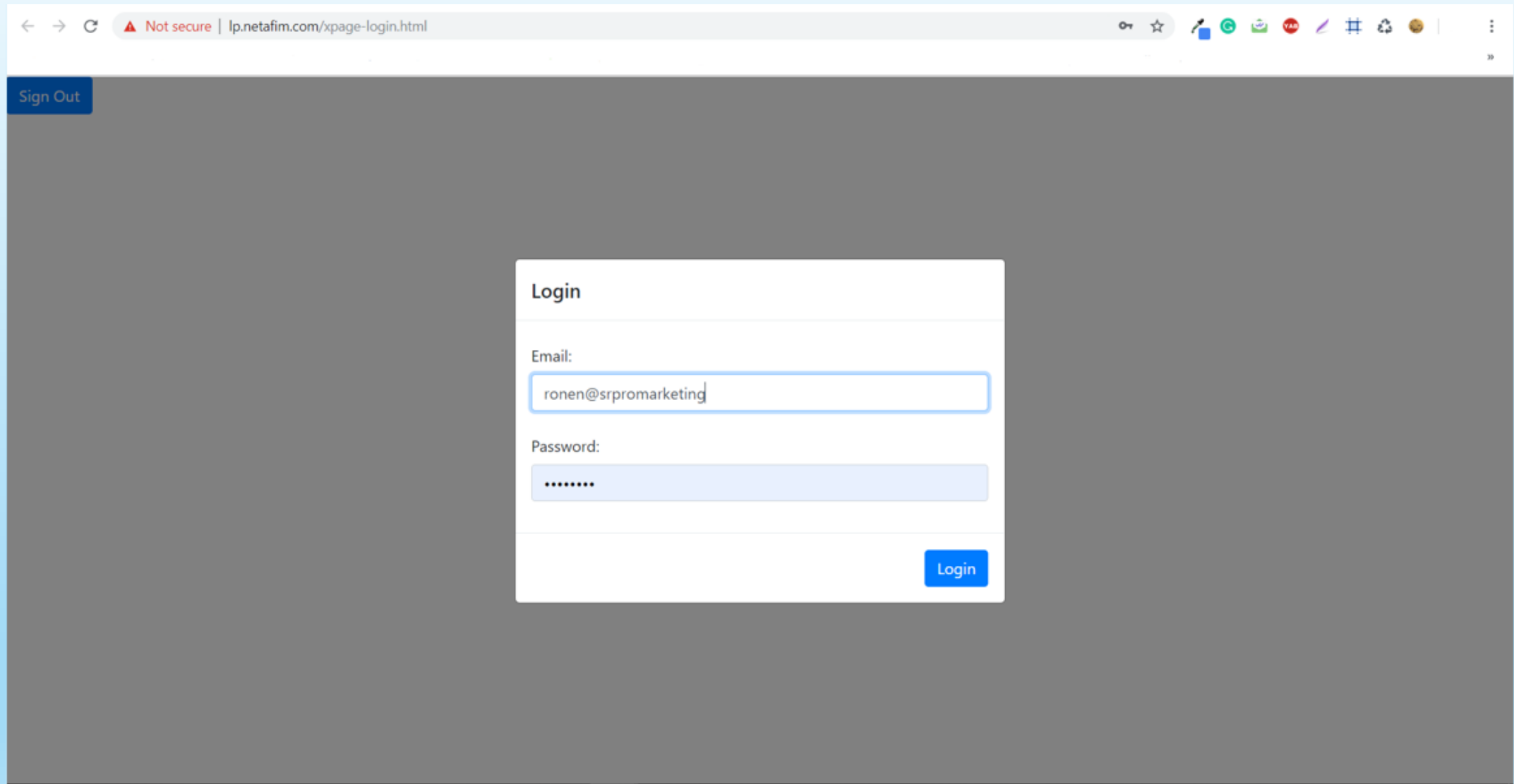
**The need** – The salespeople don't have a functional platform to update their leads data.

**The solution** – Converted Marketo to a CRM platform.

- Created the whole marketing process inside Marketo (LP's, Emails, Forms, Alerts).
- Added the salespeople as "users" in our own server (with "login" on the Marketo LPs)
- The salespeople can access their leads' details in the Marketo LPs and update their details (as in any CRM).



# Login Feature



The screenshot shows a web browser window with the address bar displaying "Not secure | lp.netafim.com/xpage-login.html". The page content is a dark gray area with a "Sign Out" button in the top left corner. In the center, there is a white "Login" form. The form has a title "Login" and two input fields: "Email:" with the value "ronen@srpromarketing" and "Password:" with masked characters "\*\*\*\*\*". A blue "Login" button is located at the bottom right of the form.

Sign Out

Login

Email:  
ronen@srpromarketing

Password:  
\*\*\*\*\*

Login

# Update lead details Feature

Lead was Updated

You can continue updating your lead and schedule a meeting

First Name:  Last Name:   
Phone Number:  Other Number:   
Email Address:  Crop:

Email field is for internal use only - if it contains "@mailinator.com" then it's a fake email address!

Country:  State:   
City:  Address:

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Job Title / I am:   
Farm area in HA:   
Organization:   
Industry:

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Sales Owner:

Current Lead Stage: MQL

Update Lead Stage:   
Lead Comments:   
Sales Notes:

- Select...
- Select...
- SAL - Sales Accepted
- SQL - Sales Qualified
- Opportunity
- Recycle Prospect
- Disqualify

Update

# Trivantis<sup>®</sup>

**The need** – An old-fashioned application that doesn't track the user's behavior properly

- The user registers to a native app form
- The app backend sends an email with verification code
- If the user clicks the link, he can access to the company's portal

**The problems** –

- lack of tracking
- Sync issues
- Some of the emails were sent to the spam folder

**The solution** – Connected the entire flow into Marketo using API

## Join the app form

CenarioVR®

### Join CenarioVR

First Name

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Select Country

---

Last Name

---

Phone

---

Unique Company Name

---

Password

---

Email

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I'm not a robot



reCAPTCHA  
Privacy - Terms

JOIN

[Already have an account? Log in](#)

By supplying my contact information, I agree to the Trivantis [Terms of Use](#) and consent to Trivantis contacting me in accordance with the [Privacy Policy](#)

Getting Started Is Simple



**The need** – Multi domain tracking information

**The solution** – Developed a script that tracks the information from specific domains and synchronizes them.

- Added the parameters that we wanted to track to the script.
- Uploaded a PHP file to each of the websites
- After entering the website with specific UTM's and visiting the second domain, all the UTM parameters were saved from the first website.





Cookie Details	
Domain	www.edigital.marketing
Name	utm_campaign
Value	Ab

https://get.coupa.com/TestUtmLP.html?utm\_campaign=Ab&utm\_medium=Ac&utm\_source=Ad&utm\_term=Ae&utm\_content=Af&utm\_engagement=Ag

```
</div>
<div class="mktoFormRow">
  <input type="hidden" name="lastUTMCampaign" class="mktoField mktoFieldDescriptor mktoFormCol" value="Ab" style="margin-bottom: 10px;">
  <div class="mktoClear"></div>
</div>
```

# Questions?

Thank you