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

S.R pro marketing

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

Adobe BRONZE Solution Partner

HubSpot CERTIFIED PARTNER

Marketo™ An Adobe Company SILVER PARTNER

CERTIFIED SALESFORCE PARDOT SPECIALIST

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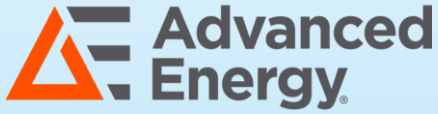
Some of our customers -



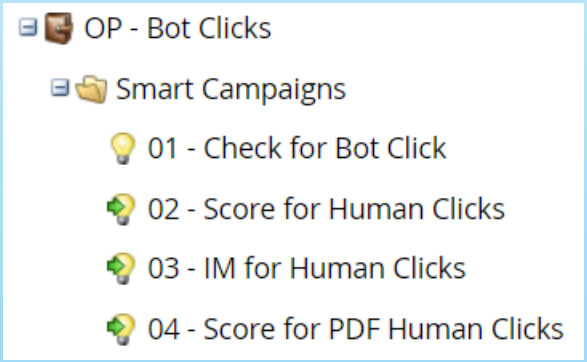
The problem – too many irrelevant MQLs

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

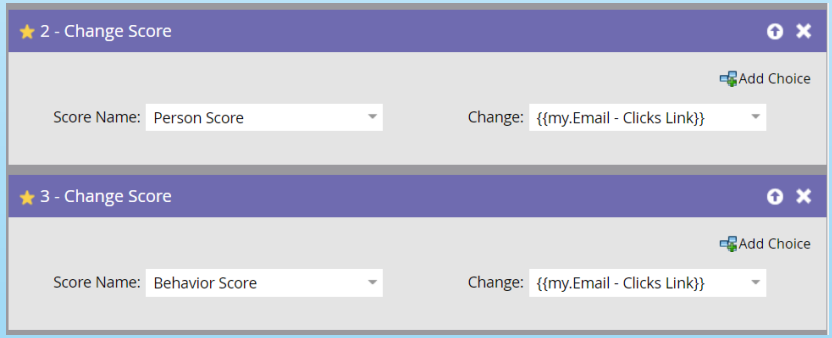
- Identify the cause - false email clicks (by bots)
- Understand the outcome of these false clicks (irrelevant 'noise')
- Change the scoring to support the necessary change
- Fix the interesting moments to present only the relevant data

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

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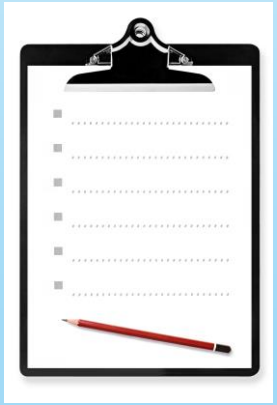
AGARI

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

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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

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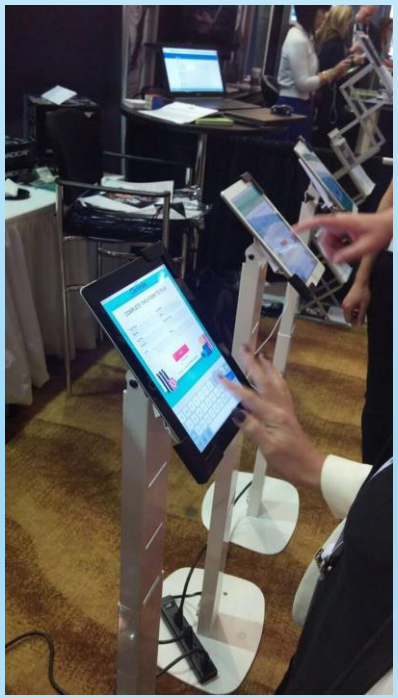
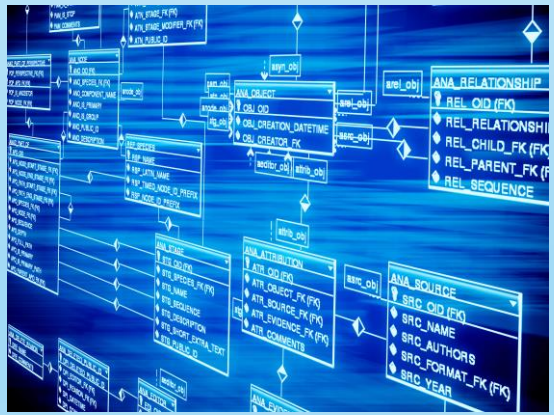
Booth.guru

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 bask to Marketo

Marketo™
An Adobe Company

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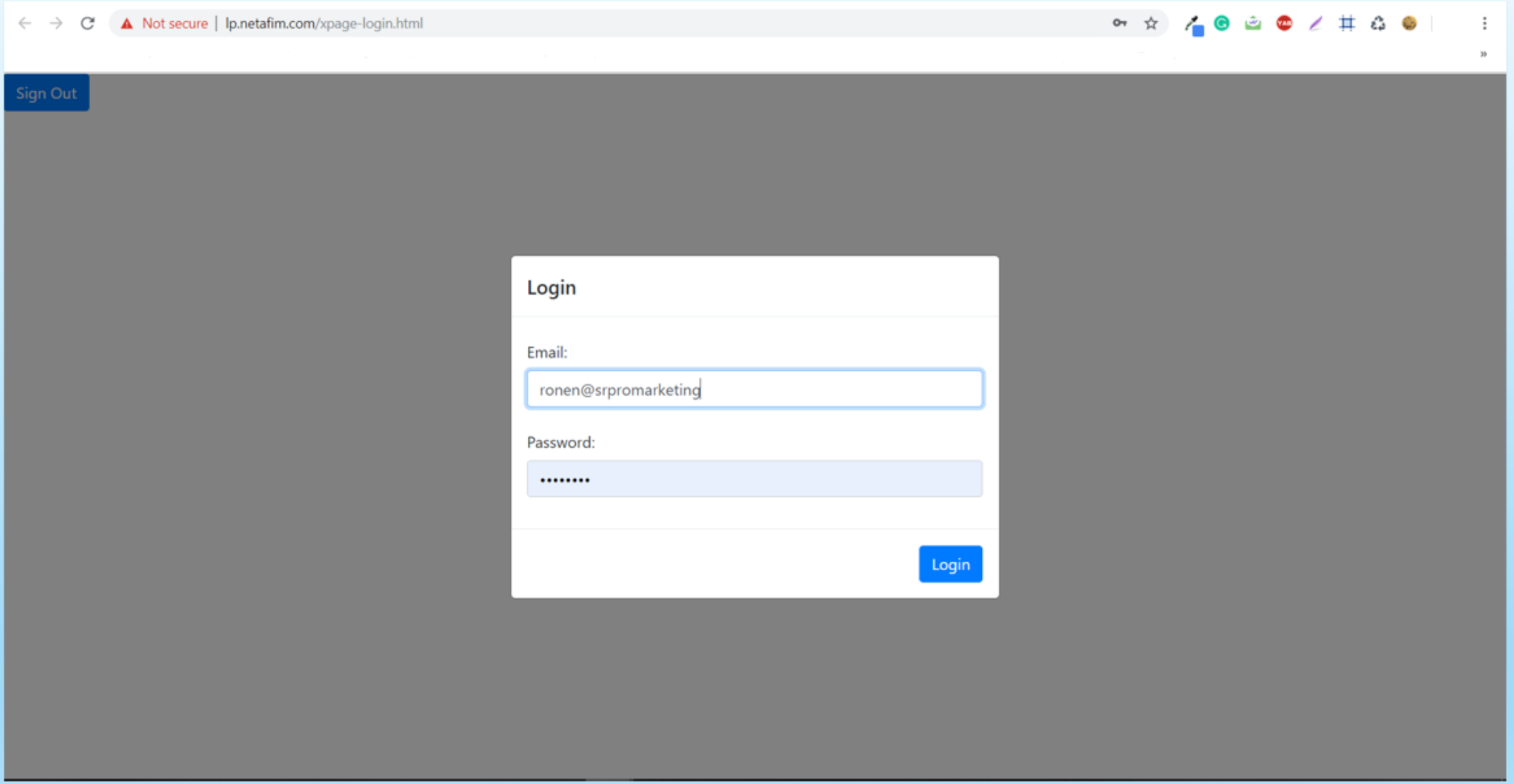
The target audience – Farmers (lower usage of online tools and technology), also the company is not using any CRM platform which creates great challenge for the salespeople.

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

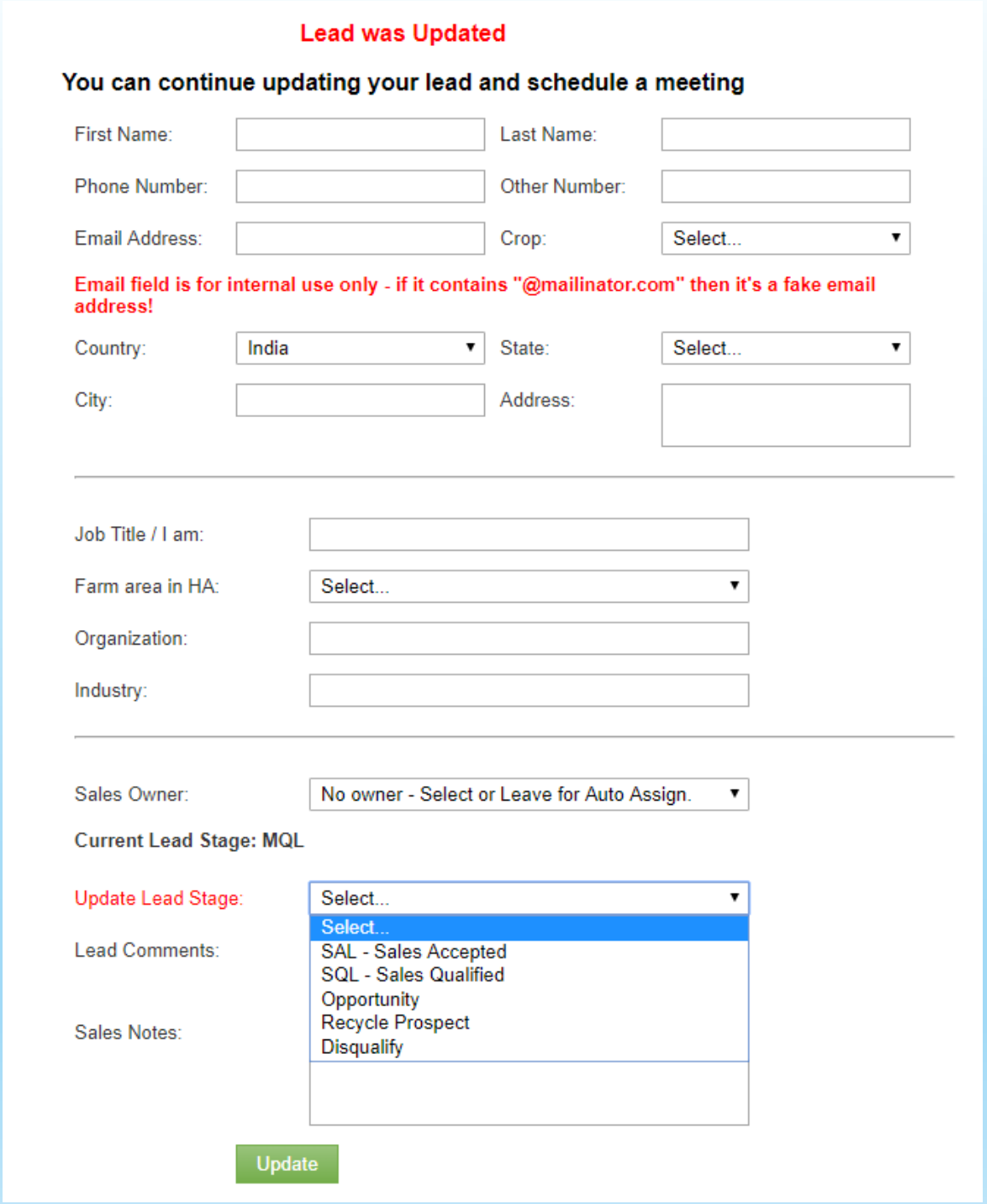
The solution – Converted Marketo to a CRM platform.

- 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



Update lead details Feature



Trivantis®

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

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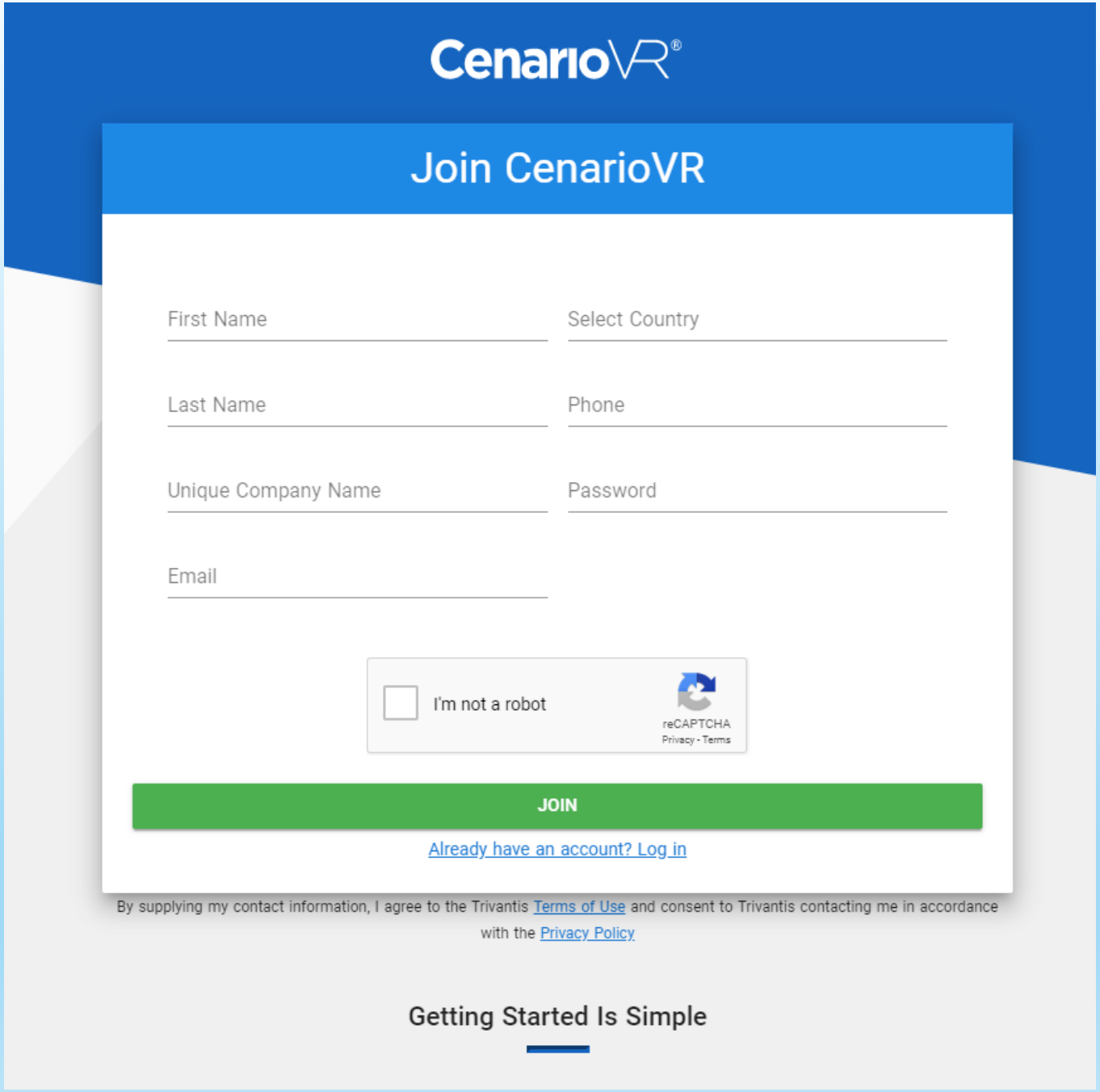
Join the app form



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.

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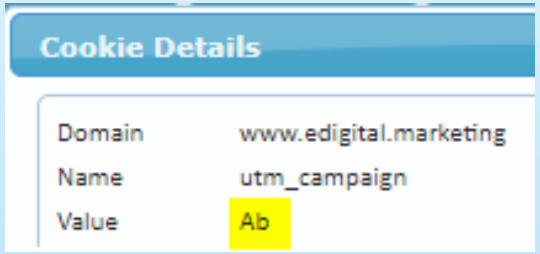

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Questions?

Thank you