



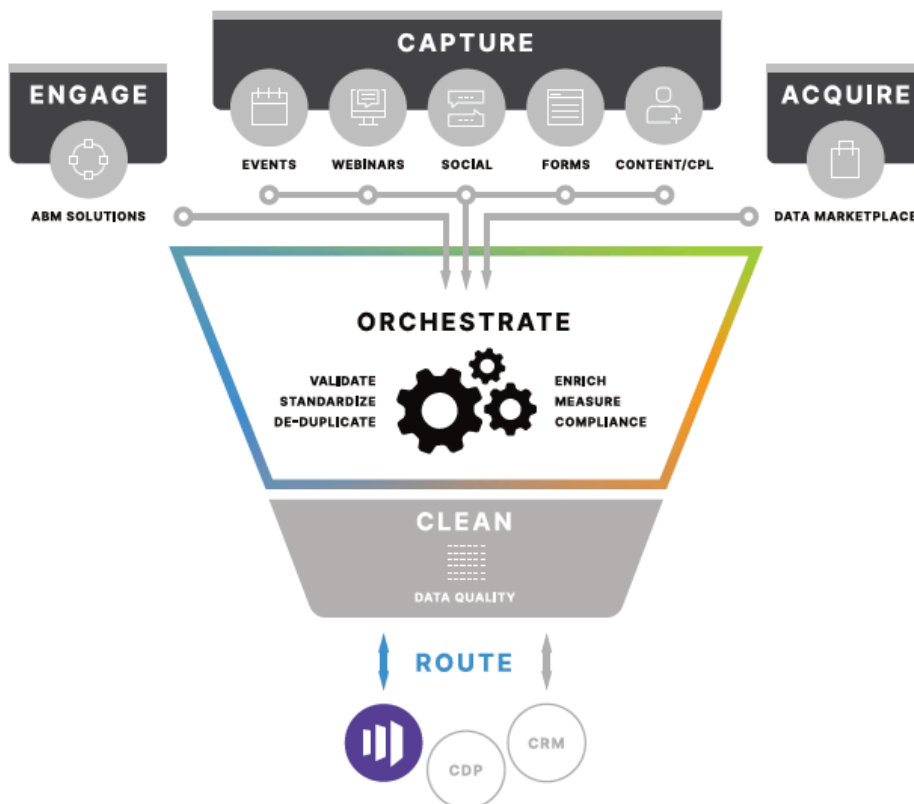
ROUTE



Marketo Partnership and Enhanced Integration.

Integrate: A Marketo accelerated partner

The best demand marketing programs run through Integrate. By unifying and amplifying your B2B marketing universe, we provide a home base for running, managing and measuring demand generation programs.



Our demand orchestration platform brings more high-quality top-of-funnel leads into marketing automation systems faster and allows companies to scale sales pipeline, accelerate revenue and maximize ROI.



Marketo is a company for marketers, by marketers. Recognized as a leader in the industry, Marketo will help you transform your digital marketing with constant product innovation, a vibrant community of marketers, and a robust partner ecosystem.



Marketto partnership and enhanced integration

Together, Integrate and Marketo allow their shared customers to orchestrate demand generation efforts and deliver a premium customer journey by connecting top-funnel campaigns to lower-funnel conversion metrics.

KEY HIGHLIGHTS OF INTEGRATE'S MARKETTO PARTNERSHIP AND NEW INTEGRATION ENHANCEMENTS:

Integrate has become a Marketo Accelerate Partner, the highest tier of partnership within Marketo's LaunchPoint Technology Partner Program, which enables the company to gain full access to the Marketo Engagement Platform.

Integrate recently enhanced its integration with the Marketo Engagement Platform to ensure successful data flow between Integrate and Marketo's platforms, resulting in a more efficient process for delivering leads to Marketo.

The power of an integrated approach

BEST-IN-CLASS MARKETING AUTOMATION INTEGRATIONS

Marketing automation systems are a critical component of the B2B marketing technology stack. Integrate is committed to ensuring data flow from demand sources through our platform to MA systems, like Marketo, so you can do your job effectively.

CLEAN, INTELLIGENT, ACTIONABLE DATA

Once these leads are in Integrate, they get all the built-in benefits of the Integrate platform, including:



Validation



Data enrichment



MA and CRM integration



De-duplication



Mapping to your database field



Outcomes reporting

ANALYTICS FOR OPTIMIZATION

Our measurement reports show which accounts, campaigns, sources and content are driving the best results so you can optimize your marketing spend.

GET IN TOUCH

Learn more about Integrate's Marketo partnership and integration enhancement.