

# Informatica for Marketo

Simplify, streamline, validate, and integrate data flows between all your business applications and Marketo without custom development.

## Features

- An industry leader cloud integration platform
- No coding required to integrate with all major business applications
- Wizard-driven data integration and data flow designers
- Award winning email verification API.
- Preview our super intuitive Excel-like data prep solution.
- Instantly integrate with on-premise data sources behind your firewall.

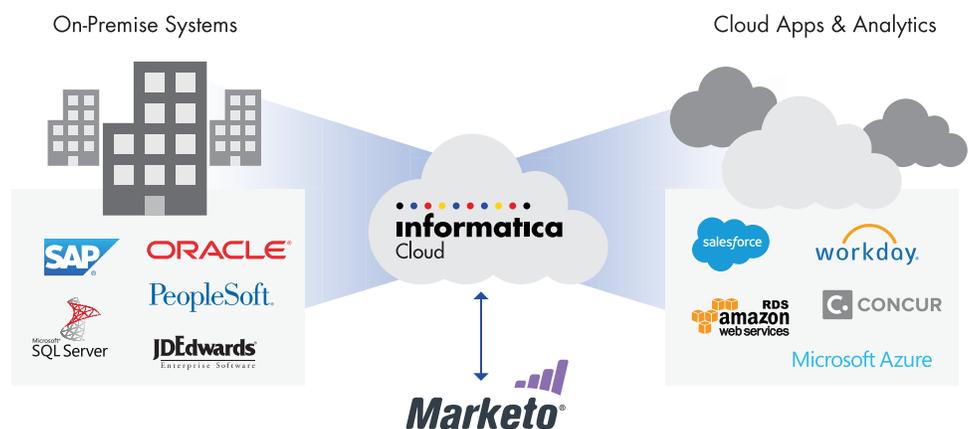
Successful digital marketing hinges on the accuracy, breadth, and relevancy of your data. Knowing your prospects helps your team personalize messaging for laser-focused targeting. Informatica Cloud solves complex data challenges by connecting your Marketo instance to all your data—from databases, digital, social, mobile, and CRM applications—letting you enrich and validate prospect and customer profiles. With Informatica, marketers can simply do more with Marketo.

## Summary

Informatica for Marketo is an easy-to-adopt solution of cloud-based software tools that instantly enhances the effectiveness of your Marketo instance.

Powered by Informatica’s industry-leading cloud integration platform, this solution includes:

- Visual wizard-based data integration interfaces and flow designers
- Out-of-the-box connectivity to most major business applications and databases
- A preview of Informatica’s award-winning email verification API
- A full-functioning free trial of Rev, the industry’s most intuitive end user data prep solution.



## Key Features

### Enterprise Software at an affordable price point

Enhance your marketing team's effectiveness for as low as \$625/month with our entry-level solution. With 500K monthly transactions included, this package packs enough punch for most small to mid-sized companies. (Larger corporations can opt for the advanced edition or customized packages.)

### Industry's largest library of prebuilt connectors

Informatica is the world's leading data integration company with proven expertise in connecting to complex business applications. Our [library of connectors](#) is extensive, and our connectors support the most expanded set of objects (including custom objects) in the market. Connect to on-premise and behind the firewall data sources with ease using our secure-agent software which installs behind your firewall.

### Browser-based wizard-driven interface

Using Informatica cloud data integration tools is a breeze for most system administrators. Our visual drag-and-drop tools allow you to create complicated data mappings while supporting advanced data transformation functions and scripts.

A browser-based wizard-driven interface provides an easy and efficient way for system administrators to create complicated data mappings

### Advanced scheduling tools enable near real-time data syncs

Our scheduling tools enable multiple data flows to be scheduled in parallel. You can schedule tasks down to a minute to create an almost real-time bi-directional connection between Marketo and your business applications.

Multiple data flows can be scheduled in parallel, creating an almost real-time bi-directional connection between Marketo and your other applications.

### Sample our award-winning email verification and validation API

Verified emails can make all the difference when running email marketing programs. The solution includes 1,000 free API calls to Informatica's award-winning Strikelron email verification service. (More API calls can be purchased as needed.)

### Try the industry's most intuitive data-prep solution

Marketing email lists driving you crazy? Want to be able to blend, merge, and clean up emails before importing to Marketo? We have the perfect solution with Informatica REV, our Excel-like data prep platform. Free for 30 days.

### Full-Featured 30-Day Trial

Sound too good to be true? Try it out risk-free for 30 days. Our full-featured trial gives you the ability to connect Marketo to any business app of your choice and supports up to 100,000 transactions.

# Key Benefits

## Improve Campaign ROI Through Better Customer Engagement

When your data is unreliable, you run the risk of wasting time and money, as well as the good will of your prospects and customers. Undelivered or incorrectly addressed emails reduce campaign ROI for no reason. You may be sending duplicate marketing promotions to the same prospect or promoting a product that a customer already owns. Worse yet, you could be sending conflicting offers.

Predict what customers want with a complete 360-degree profile. Remove barriers cause by data silos and get a single view of your prospect by combining Marketo data with data from your CRM system, public social profiles, data warehouses, websites, and more. Send focused and targeted offers to prospects and supplement email marketing with multichannel outreach on other channels.

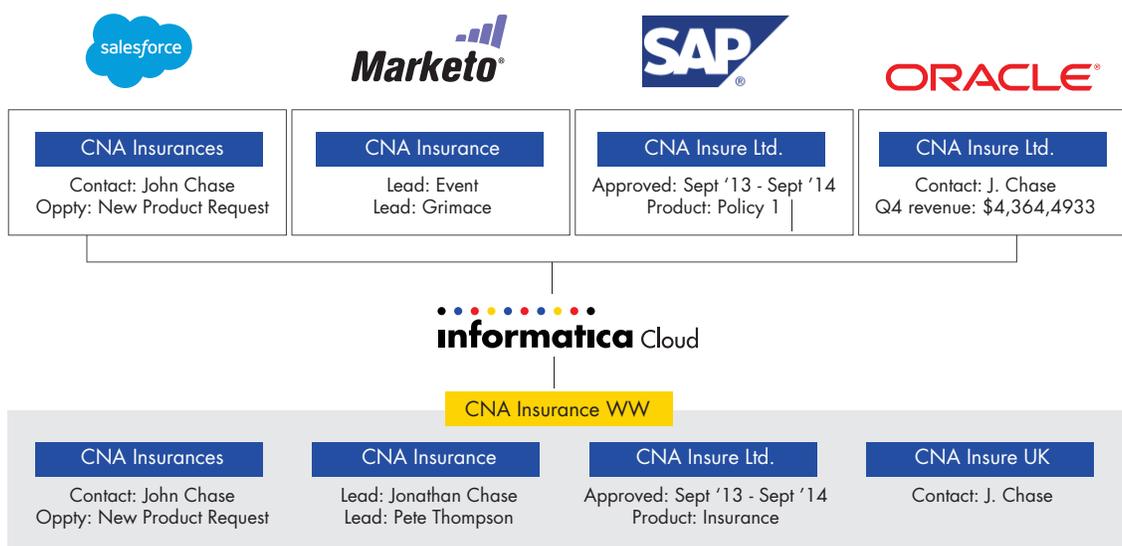
With Informatica Cloud's integrated data quality capabilities, data from external sources — SAP, Salesforce, Netsuite, AWS, Workday, Excel, LinkedIn, or any other major app — is automatically cleaned and validated when it's integrated into Marketo. Correct email addresses, phone numbers, physical addresses, and more allow you to reach more of the right contacts at the right time.

## Increase Customer Loyalty by Personalizing Communications

If you know exactly what your customers have purchased, when their renewals are due, and who the right purchasing/technical/partner contacts are, you can personalize your communications to match each users' role. By tying together marketing data from Marketo, purchasing information from SAP, financials from Oracle, call notes from Salesforce, and so on, you get a complete picture that helps you:

- Analyze your customers' preferences to predict the best offer for them
- Increase renewal rates and upsell and cross-sell effectiveness based on an accurate representation of purchase history and marketing engagement.

Marketing has a single trusted view of the customer.



## About Informatica

Informatica is a leading independent software provider focused on delivering transformative innovation for the future of all things data. Organizations around the world rely on Informatica to realize their information potential and drive top business imperatives. More than 5,800 enterprises depend on Informatica to fully leverage their information assets residing on-premise, in the Cloud and on the internet, including social networks.

## Closed-Loop Analytics and Reporting

Tracking the ROI of marketing campaigns extends across multiple departments and data silos, resulting in one of the biggest challenges you face today: getting your hands on all current data and presenting an accurate marketing-effectiveness dashboard for your management.

Informatica Cloud provides the clean, validated, and integrated data you need to ensure confidence in your reporting. Finally, with Informatica Cloud's integrations to all the popular business intelligence tools, you can easily export your data and visualize it in your favorite analytics tool, such as Tableau or Salesforce Wave Analytics.



Worldwide Headquarters, 2100 Seaport Blvd, Redwood City, CA 94063, USA Phone: 650.385.5000 Fax: 650.385.5500  
Toll-free in the US: 1.800.653.3871 [informatica.com](http://informatica.com) [linkedin.com/company/informatica](https://www.linkedin.com/company/informatica) [twitter.com/Informatica](https://twitter.com/Informatica)

© 2016 Informatica LLC. All rights reserved. Informatica® and Put potential to work™ are trademarks or registered trademarks of Informatica in the United States and in jurisdictions throughout the world. All other company and product names may be trade names or trademarks.