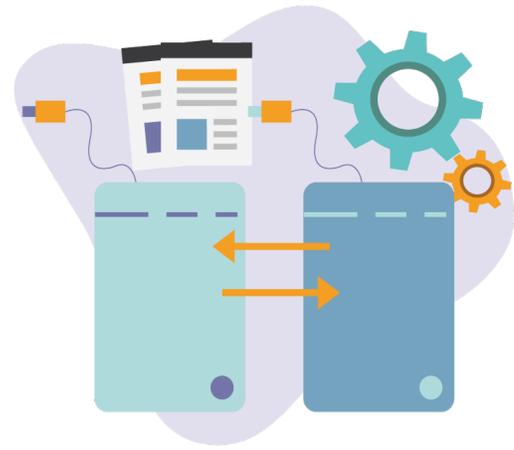


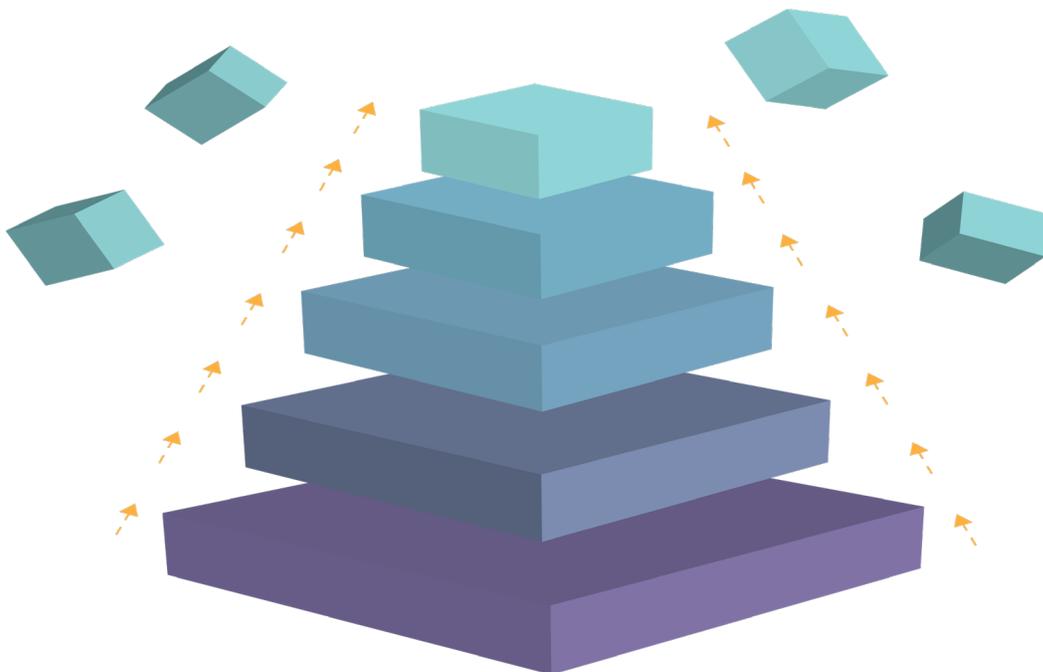
# Custom Integrations

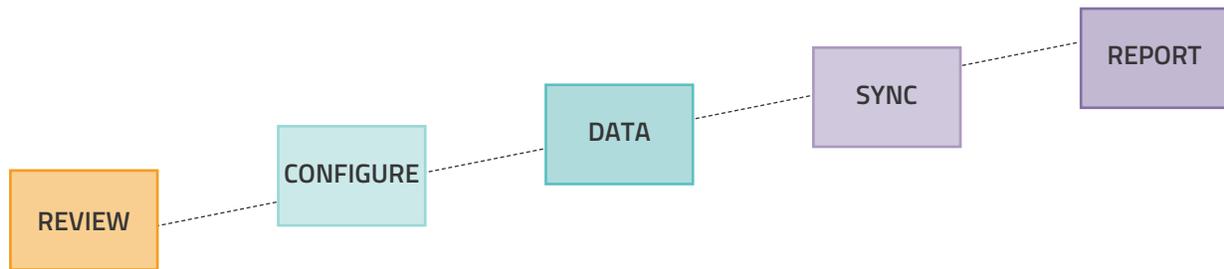
CONNECT. SYNC. PERFORM.

The rate at which marketing has morphed into technology driven solutions has outpaced any previous market expansion. The intersection of marketing, technology, and data has been magnified as more and more solutions have come to market that help accelerate engagement. The costs of those technologies vary depending upon the technology strategy a company follows and the feature set needed - the choice is either a best in class provide or a point solution. And some combine the two to ensure they have the features required to power their marketing initiatives.



Many organizations have a siloed technology set up that is used to address specific marketing channels. Recently there has been a shift to build comprehensive martech stacks that integrate each solution to truly leverage the value of every data point by looking at the engagement of every lead holistically, creating buyer journeys, and supporting campaigns based on the engagement that leads to revenue.





The most popular integration point is between Marketo Engage and a company's CRM. Many have Salesforce or Microsoft that leverage native integrations, or other CRMs which leverage open APIs. In addition, Adobe has an expansive Solutions Partner Portal that highlights technologies that have native integrations to quickly connect data points and determine how to improve campaign performance driving conversion of leads and ultimately revenue.

Common Custom Integration categories:

- ✓ Analytics
- ✓ Marketing Automation
- ✓ Social
- ✓ Webinar
- ✓ ABM
- ✓ Attribution
- ✓ Chat
- ✓ Data warehouse

Organizations have many proprietary points of data capture that could be leveraged to further power marketing initiatives by providing a comprehensive view of all engagement and connection. In addition, many clients look to have their Marketo Engage data rolled up into larger reporting initiatives to cross marketing, sales, and finance data together to better understand and predict company performance.

## ABOUT LEADOUS INC.

We believe that marketing is a human experience.

Behind every email, logo and computer screen are people waiting to engage with the world around them. We connect people to your brand by enhancing your marketing strategy with purposeful automation that drives mindful digital experiences. Building a sound foundation for your team to deliver business results and create happy clients.

HAPPY CLIENTS are how we measure our success.

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