



Verify Launches Marketo Integration for More Powerful Audience Engagement

Empowers marketers with an omnichannel customer view to better understand and reach their audiences.

AUSTIN, Texas, 2019 -- Verify Inc., a smart customer data management company and partner of LaunchPoint by Marketo, an Adobe company, today announced the addition of a new integration poised to enhance Marketo Engage with the power of 'identity data'. The integration that connects data to "real people" will empower mutual customers to have a better-connected ecosystem, leading to building a better customer experience.

"Building strategic connections like this allows our customers to have an integrated ecosystem," said Wayne Lopez, VP Product. "This generates more predictable revenue and better customer connections. More specifically, this integration will fuel the Verify relationship between advertising technology and marketing technology. We are ignited by our customers' success and this new product enables us to continue to innovate so our users can accomplish even more using these groundbreaking technologies."

The Verify integration that links one of the top marketing automation tools with television advertising data delivers important insights across AdTech and MarTech. Verify is using cutting edge technology to power the integration that is automated, highly scalable, and extremely fast.

As Verify grows its product, strategic partnerships create greater data intelligence insights for Verify's end-user. Visibility is paramount for today's marketer so Verify continues to provide answers to today's most sought after revenue generation questions.

About Verify Inc.

Launched in 2016, Verify's singular mission is to help marketers unlock the true potential of company data. Headquartered in Austin, Texas, Verify makes it easy to connect apps and gain actionable insights. For more information, visit www.verify.com , follow @verifydata on Twitter or contact lmiller@verify.com.