

# INTEGRATING TEAMS & GETTING THE MOST FROM MARKETO



Integration between Marketo and Netsuite delivers enriched, actionable marketing data to sales, shortening company sales cycle.

The strong connection between sales and marketing helped drive success for this financial services customer. Marketing collects important data about customers and prospects via multi-channel campaigns and content assets. The faster they share information with sales, the faster sales can engage prospects in a meaningful way—and shorten the sales cycle.

## The Data Challenge

A Verify financial services customer's marketing team was using Marketo, but had a challenge: it didn't integrate with the customer relationship management (CRM) system sales used. Marketing had to export MA information about contacts into Excel® spreadsheets and email the spreadsheets to sales—a manual time-consuming and error-prone process.

**Our Solution:** Verify's Marketo-NetSuite Integration with Marketo sales insights (MSI) was selected to solve this challenge. Within weeks the Verify team helped to connect the two platforms. Now, by sharing data between the two systems, sales gets instant access to fresh, lead-scored client/prospect information, and marketing works with accurate data for email lists, segmentation, and reporting.

"Verify helps us get the most out of Marketo. The power of having Marketo and NetSuite connected has been a game changer. Sales has real-time visibility into customers' and prospects' web activities and their responses to marketing campaigns." - Digital Marketing Manage

### **Actionable Advantages**

Within weeks of going live, the Verify customer populated Netsuite with survey information newly collected from 1/3 of their clients and prospects. Additionally, sales easily learns about their contacts' interests by viewing who responded to emails, browsed web pages, watched webinars, viewed whitepapers, and requested demos. With advance knowledge of contacts' business issues, possible objections, and genuine interests, **sales communicates with leads much more effectively.**

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#### ABOUT VERIFY

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The Verify Revenue Operations Intelligence Platform unifies siloed customer data creating closer alignment between marketing and sales teams. Then, Verify delivers predictive lead scoring analytics and ideal customer profile insights which promote visibility, growth, and accuracy. Headquartered in Austin, Texas Verify has hundreds of customer across the globe.