

BENEFITS OF DATA INTEGRATION FOR ADOBE COMMERCE AND MARKETO

As an Adobe-approved partner for integrating Adobe Commerce and Marketo, Verify goes way beyond native integrations, operating in real-time with no coding, quietly refreshing data in the background to give your teams a clear idea of what to prioritize.



Why Integrate Adobe Commerce and Marketo?

Accurate customer data is the foundation of any marketing strategy, making it essential to integrate data from your MAP and eCommerce platform like Adobe Commerce and Marketo to gain a complete view of the customer journey and understand why buyers get stuck in the sales funnel. With Verify, it's easy to identify customers who have abandoned their carts and opportunities to drive faster time to revenue through smart marketing and targeted sales. understand trends that affect the business and get more accurate reports to fuel decisions. **With Verify, it's easy to identify what campaigns are working and which are not - all in one place.**

What to Look for in An Integration Solution

- Ease of use
- Flexibility & scalability
- Reliability
- Regular updates
- Multiple platform connections
- Software support

Other Benefits of Data Integration

The Adobe Commerce-Marketo integration brings:

- ▶ Increased efficiency and accuracy by automating data transfer between the two systems and speeding report generation
- ▶ Auto-generated emails based on customer behavior, such as abandoned carts and inconsistent visitors
- ▶ More responsive campaign management via the ability to track and manage campaigns in real-time
- ▶ A/B testing to improve lead generation efforts, seeing which versions produce the best results
- ▶ Access to user-generated content so you can automatically post customer reviews and testimonials on your website or include them in auto-generated email campaigns

Verify is a modern, cloud-based integration solution that requires no technical skills from an IT team. Request a demo to see how simple it is to get more accurate, real-time data to fuel your marketing efforts.

