

Generate more leads from your webcasts and online events through INXPO's Marketing Automation and CRM integrations including Marketo, Eloqua, Pardot, HubSpot and Salesforce platforms.

Integration designed for enterprise marketing organizations. INXPO leverages APIs from leading Marketing Automation and CRM providers. User data, including profile fields, user activity and responses to calls to action seamlessly flow from the INXPO platform to external tools. This allows for better campaign follow-up and nurturing for both sales and marketing professionals.

Integration involves an easy, one-time configuration. Data mappings are configured once then added to a template which is automatically applied to future webcasts and virtual events. Custom or special campaigns are simple, too. Simply use the template as a starting point, then remove or add fields as needed. The INXPO platform will send the updated data at the next scheduled push time.

In addition, users can leverage their marketing automation platforms to create landing pages and registration pages for their events or webcasts. This supports both standard and custom profile fields, and allows the INXPO platform to snap in to existing marketing workflow.



Empower Your Campaigns with User Activity

Examples of data pushed from INXPO to enterprise integrations:

Activity & Engagement Data

- Webcast/Event Login: Count
- Attended Live and/or On Demand
- Webcasts Viewed
- Poll Responses
- Handouts Viewed
- Survey Responses

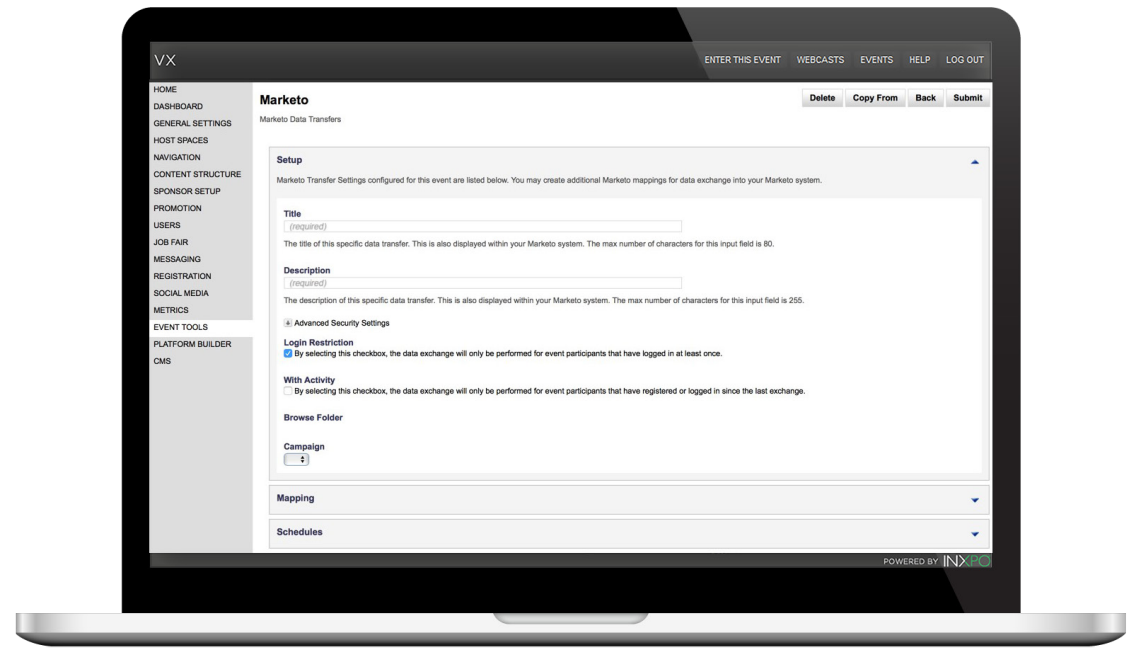
Profile Data

- Stock Profile Fields
- Registration Date & Source
- Registration Custom Fields



INXPO provides the full activity and engagement data to a range of marketing automation and CRM platforms:

- **Marketo** – INXPO provides full support of market partitions, which allow for separation of your leads, workspaces and campaigns. Additionally, you can view, select and clone Marketo campaigns from within the INXPO platform.
- **Eloqua** – INXPO provides full support for E9 data cards and E10 custom contact objects. Design flexibility allows for either one data card/object per webcast, or one for all—it is your design choice.
- **Pardot** – INXPO provides full support for creating and updating prospects, as well as adding those prospects to “registered” and/or “attended” lists.
- **HubSpot** – INXPO provides full support for creating and updating contacts, as well as adding those contacts to “registered” and/or “attended” membership lists.
- **Salesforce** – INXPO passes full lead information including registration and attendee information to Salesforce, including INXPO webcast and event IDs for mapping to Salesforce campaigns.



Easy to Use: INXPO offers a simple configuration tool for mapping users' webcast and online event activity to data fields in Marketing Automation and CRM platforms.

Include the fields you want to score or track as part of the webcast or event template, the data maps automatically and the INXPO platform does the rest.

Multi-Presentation Tracking: We track activity for user actions within a single webcast or multi- webcast event, from documents and videos viewed, to interactions the user has within the event. Marketers can use these data points to better understand each user's interests and buying intentions, to run personalized campaigns.

Confirmation Reporting: Automated reports of user activity pushed to the marketing automation platform are generated at both the summary and detail levels, offering a complete story of your users' activity.

Benefits: Using an INXPO Integration a marketing or sales team can:

- Better identify and nurture qualified attendees by capturing multiple touchpoints the user had within a webcast or online event, including how they interacted, and which content seemed to be of the most interest to them.
- With INXPO you are not constrained by collecting just a few pieces of user information. More effective campaigns are delivered by the multi-dimensional view of a user's content interests and social engagements, derived from by all the actions the user took in a webcast or an online event. These valuable insights help increase the success of your campaigns.