

# Marketing Automation & CRM Integrations

Generate more leads from your Webcasts and Virtual Events through Intrado's Marketing Automation and CRM integrations, including: Marketo, Eloqua, Pardot, HubSpot and Salesforce platforms.

## Integration designed for enterprise marketing organizations.

Intrado leverages APIs from leading Marketing Automation and CRM providers. User data (including profile fields, user activity and responses to calls to action) seamlessly flows from the Intrado 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 Intrado 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 Intrado platform to snap in to existing marketing workflow.



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## Empower Your Campaigns with User Activity

Examples of data pushed from Intrado to enterprise integrations:

### Profile Data

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

### Activity & Engagement Data

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

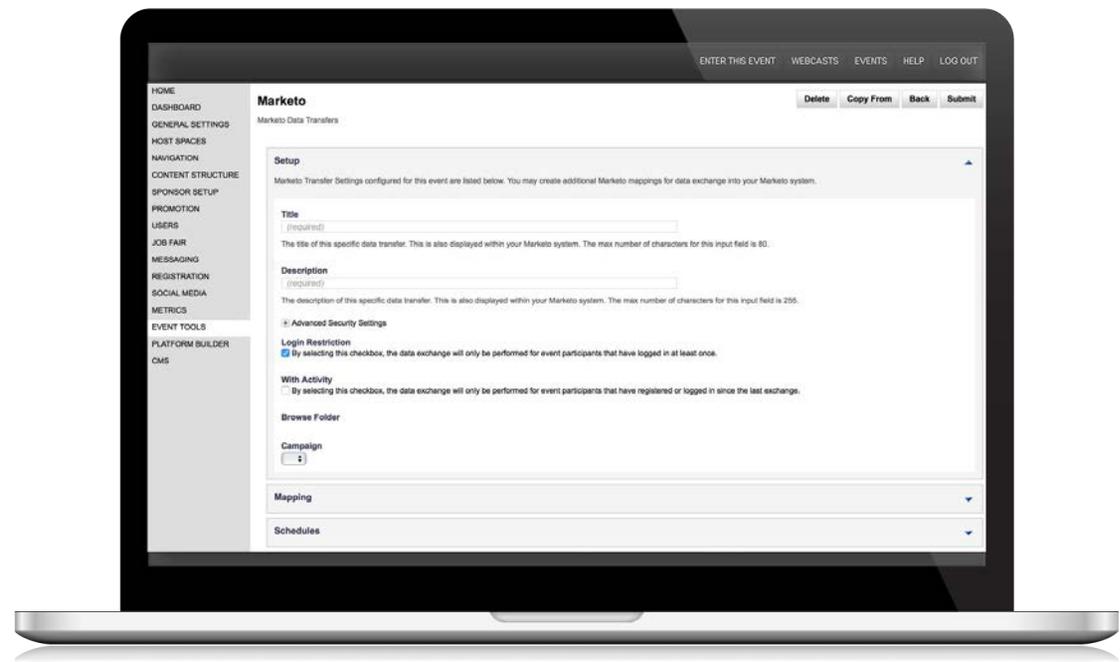


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## Multicast vs. Amplify Comparison

Intrado provides the full activity and engagement data to a range of Marketing Automation and CRM platforms:

- **Marketo** – Intrado 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 Intrado platform.
- **Eloqua** – Intrado 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** – Intrado provides full support for creating and updating prospects, as well as adding those prospects to "registered" and/or "attended" lists.
- **HubSpot** – Intrado provides full support for creating and updating contacts, as well as adding those contacts to "registered" and/or "attended" membership lists.
- **Salesforce** – Intrado passes full lead information including registration and attendee information to Salesforce, including Intrado webcast and event IDs for mapping to Salesforce campaigns.



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**Easy to Use:** Intrado offers a simple configuration tool for mapping users' Webcast and Virtual 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 Intrado 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 Intrado Integration, a marketing or sales team can:

- Better identify and nurture qualified attendees by capturing multiple touchpoints the user had within a Webcast or Virtual Event, including how they interacted and which content seemed to be of the most interest to them.
- With Intrado, 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 all the actions the user took in a Webcast or Virtual Event. These valuable insights help increase the success of your campaigns.