

GlobalLogic[®]

A Hitachi Group Company



GlobalLogic Marketo Engage

Drive unparalleled customer
engagement!

Current **Market Challenge**

Highly fragmented market structure, abundance of customer segments, varied customer behaviours , unique needs and rise of emerging markets have challenged the concept of Customer acquisition and conversion

Revolutionize your marketing game with **Marketo Engage**

Marketo is a marketing and lead-generation SaaS platform, designed to find and target qualified leads, automate numerous marketing services across multiple channels, and discover potential lead-to-revenue opportunities. Marketo tools can improve marketing goals with better Targeting, Personalization, Engagement, Campaign Creation, Lead Nurturing & Performance Tracking

GlobalLogic Marketo Engage **Service Offerings**

Transform the way you engage with your customers with Marketo Engage



Marketo Account Setup

End-to-end Marketo set up to meet specific marketing objectives.



Landing Page Design & Development

Tailored emails and landing pages to suit your needs



Reporting & Analytics

Advanced analytics tools to measure leads and conversion bottlenecks.



Lead Management

Integrate Marketo with CRM to simplify tasks



Campaign Execution & Management

Plan campaigns basismessaging derived from historical data



Third-Party Integration

Seamless Integration of **Sales Apps, Ecommerce and CRM**

GlobalLogic Marketo Engage Capabilities

Experience unparalleled growth and success with Marketo Engage

1

Increased Efficiency: Capture leads and track their behavior, allowing to prioritize follow-up and increase conversions.

2

Personalization: Create personalized experiences for customers by delivering relevant and targeted content at the right time

3

Multichannel Marketing: Execute multi-channel campaigns across email, social media, and mobile

4

Data-driven Insights: Real-time analytics and reports, giving insights required to make data-driven decisions and optimize your marketing strategy.

5

Efficient campaign management: Centralized platform for managing all marketing effort and reducing the time and resources required to execute campaigns.

We can optimize your Marketing Automation

1

Define your Marketing goals: Goals like lead generation, lead nurturing, customer engagement, or conversion and create campaigns that align with them.

2

Set up lead scoring: To prioritize leads based on their level of engagement / interest to focus on promising leads and improve conversion rates.

3

Segment your audience: Segment audience based on demographics, behavior, and preferences to tailor campaigns.

4

Analyze campaign performance: Track campaign performance and identify areas for improvement- open rates, click-through rates, conversion rates, and other metrics.

5

Automate campaigns: Deliver the right content to the right people at the right time - welcome series, lead nurturing campaigns, or re-engagement campaigns.

Experience the future of marketing automation with **Marketo Engage**

At Globallogic, we have extensive experience in implementing and customizing Adobe Product Suites to meet the unique needs of our clients. Whether you need help with content creation, personalization, multi-channel delivery, commerce, analytics, or integration, we can provide the expertise you need to achieve your digital goals.

At Globallogic, we are committed to building strong, long-lasting partnerships with our clients.

Contact us today to learn more about how we can help you leverage the power of Adobe for your business.

