GET A 360° CUSTOMER VIEW WITH DEEP GOOGLE ANALYTICS AND MARKETO INTEGRATION

When you connected your CRM to Marketo, it opened a world of possibilities for engaging your leads at scale. When you connect Marketo to Google Analytics, you can add to that world with remarkable fidelity and detail.

As the leading platform for finding and engaging prospects and customers, Marketo is one of the best marketing investments you can make. As your marketing practice evolves from a lead generation machine to the organization's customer champion and revenue generator, Marketo may no longer deliver the full complement of insights required to support your business strategy.

While Marketo lets you build, track, and analyze the activities connected to specific campaigns, it doesn't provide a way to visualize clickstream data and follow leads beyond the campaign limits. Where do they go after they've visited your landing page? Why didn't they sign up for that webinar? How did they continue their search for solutions?

Google Analytics can fill in the gaps and extend the sightlines, enabling you to see—and demonstrate—even greater value from your Marketo platform.

MULTIDIMENSIONAL CUSTOMER INSIGHT

Every successful organization is customer-centric, but aligning marketing technologies with customer pathways and preferences is not always easy. A robust Google Analytics–Marketo integration enables you to connect more touchpoints, see the bigger picture, and track the customer journey from end to end. Use aggregate data to uncover and align behavioral insights for each person in your system and together, the two platforms offer endless opportunities to understand your customers on a deeper level.

END-TO-END REVENUE ATTRIBUTION

In addition to revealing the complete customer journey, creating a deep integration between Google Analytics and Marketo uncovers the complete revenue journey. Consolidating the data from both platforms gives your organization an unobstructed view of the multiple touchpoints that contributed to conversion. Evaluate the ROI of any channel or strategy, distribute commissions fairly, and allocate resources to high-performing activities.

Capture your customers from every angle, follow them wherever they roam, and anticipate their needs based on actions taken across every channel.

THINK BEYOND THE CAMPAIGN

Deeply integrating Google Analytics and Marketo lets marketing break through campaign constraints and leverage a wealth of data across every digital touchpoint in the customer journey.

Elevate your marketing practice and connect marketing activities to revenue with greater accuracy and confidence. Google Analytics enriches and extends Marketo's capabilities, enabling you to see more, track more, and connect the activity on every channel to a revenue outcome.

	Marketo	+ Google Analytics
PERFORMANCE	Track, split test, and monitor performance of Marketo campaign activity.	**+ Track, split test, and monitor performance of all digital engagement** methods, including campaign, website, social, and interactive content. Manage, analyze, and optimize organic and paid search.
VISIBILITY	See individual lead activity related to Marketo campaigns. See actions taken by leads (page visits, forms filled, etc.) on a specific day.	**+ Follow the customer journey** across every digital platform, including web domains, search, social, and interactive. Even offline touchpoints, such as point-of-sale and television ad tracking, can be included. See actions taken by leads (page visits, forms filled, etc.) across multiple days. See lead activity individually and aggregate it to analyze behavior patterns.
REVENUE	Attribute revenue to Marketo-based marketing activities and calculate partial ROI on Marketo campaigns.	**+ Achieve end-to-end revenue attribution** for all digital marketing strategies. Attribute ecommerce revenue, track partner commissions and referrals, and calculate ROI across all digital marketing campaigns.

Explore the potential

What could your marketing team accomplish if they were able to see the broader impact of their marketing efforts and the actions of every lead in high fidelity? We invite you to find out. Talk to a marketing technologist at DemandLab to see how a deep Google Analytics–Marketo integration could bring your market into focus and support your revenue goals.

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