

# Exporting Marketo Activities Data to a Data Warehouse

## THE CUSTOMER

The customer is a five-decade old home building and real-estate development firm in the United States. It is a group of six separate homebuilding companies, which collectively own nine brands operating in different regions of the country.

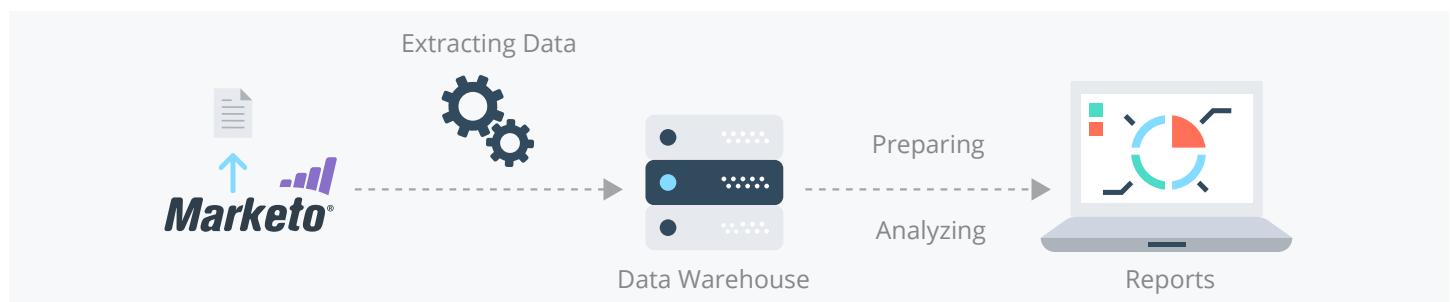
## THE CONTEXT

The customer was using Marketo as their marketing automation platform. Marketo automatically purges activity log for known leads after 90 days. The customer wanted to retain, enrich and analyze their activity log history.

## THE SOLUTION

We extracted known leads Activity Log history from their Marketo and stored it in a data warehouse of their choice. This is how we did it:

- First, we fetched all the data - Lead, Program, and Activity - from Marketo.
- To cleanse, blend, and prepare the activity data, we imported it to an analysis tool where the prepped data was further enriched and filtered.
- We then bulk uploaded the data into their existing warehouse using a viable data shift tool compatible with their warehouse.
- After the bulk data was uploaded, we scheduled the workflow to run incrementally, pulling data from Marketo on a daily basis and uploading it into the data warehouse to streamline the entire process.



## THE OUTCOME



Increased Campaign  
ROI



Facilitated better  
marketing strategy



Supported advanced  
analysis and reporting



Generated higher  
revenue

With our productized solution, all you need to do is enter your Marketo credentials and destination database, and with the click of a button start backing your data up. For more info about our solution, [Get in touch with us.](#)