Grazitti Interactive®
Marketing for Digital Natives

Leveraging Marketo Capabilities in your Magento Store

HIGHLIGHTS

Seamless Magento Marketo Integration

Efficient Database Management

Effective Lead Nurturing

Increased Lead-to-Sale Conversion Rate

THE CUSTOMER

The customer is a publishing firm that publishes and distributes high-quality books, games, manipulatives, and software in Math, Reading, Science, and Art. Their specialities include Math Manipulatives, Educational Supplies, and Teaching Materials.
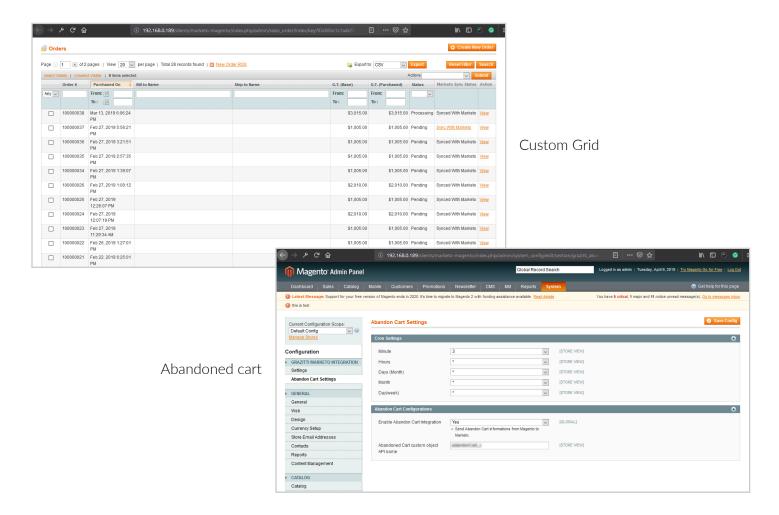
THE CONTEXT

The customer was using Magento as their eCommerce platform and was inclined to choose Marketo as their marketing automation platform with which they could easily sync their existing customer data and new lead data. Since Marketo does not have an in-built functionality to integrate with a Magento store, they referred the customer to us as our Maginate is listed on LaunchPoint.

THE OBJECTIVES

The customer wanted assistance with integrating the customer data across their Magento store and Marketo instance in a way that the new lead data does not overlap with existing customer data. They also wanted help to strategize and execute their lead nurture programs effectively.

THE SOLUTION

- Grazitti's Maginate was proposed as a solution to the customer for which modifications were made in the connector for pushing extra data for orders and products.

- Since the connector uses Marketo's Custom Object for storing data for orders and products, the information in the Custom Object was utilized in sending out order emails to customers directly from Marketo.

- We created another Custom Object for 'Abandon Cart' which helped the customer to run nurtures and offer campaigns.

- We extended the connector to push other Magento forms data in Marketo.

Custom Grid

Abandoned cart

THE OUTCOME

With Maginate a Magento Marketo Integration Connector, the customer was able to seamlessly integrate the two platforms with no data loss. The customer was also able to streamline their workflows in a way that as soon as an order would be placed on the Magento store, all the details of the customer and the order would get perfectly synced with Marketo. The effortless data-sync helped the customer strategize and execute their lead nurture programs effectively, helping them boost their lead-to-sale conversion rate.