

# 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.

Order #	Purchased On	Bill to Name	Ship to Name	G.T. (Base)	G.T. (Purchased)	Status	Marketo Sync Status	Action
100000038	Mar 13, 2019 6:06:24 PM			\$3,015.00	\$3,015.00	Processing	Synced With Marketo	<a href="#">View</a>
100000037	Feb 27, 2019 5:56:21 PM			\$1,005.00	\$1,005.00	Pending	Sync With Marketo	<a href="#">View</a>
100000036	Feb 27, 2019 3:21:51 PM			\$1,005.00	\$1,005.00	Pending	Synced With Marketo	<a href="#">View</a>
100000035	Feb 27, 2019 2:57:35 PM			\$1,005.00	\$1,005.00	Pending	Synced With Marketo	<a href="#">View</a>
100000034	Feb 27, 2019 1:39:07 PM			\$1,005.00	\$1,005.00	Pending	Synced With Marketo	<a href="#">View</a>
100000026	Feb 27, 2019 1:00:12 PM			\$2,010.00	\$2,010.00	Pending	Synced With Marketo	<a href="#">View</a>
100000025	Feb 27, 2019 12:26:07 PM			\$1,005.00	\$1,005.00	Pending	Synced With Marketo	<a href="#">View</a>
100000024	Feb 27, 2019 12:07:19 PM			\$2,010.00	\$2,010.00	Pending	Synced With Marketo	<a href="#">View</a>
100000023	Feb 27, 2019 11:29:34 AM			\$1,005.00	\$1,005.00	Pending	Synced With Marketo	<a href="#">View</a>
100000022	Feb 26, 2019 11:27:01 PM			\$1,005.00	\$1,005.00	Pending	Synced With Marketo	<a href="#">View</a>
100000021	Feb 22, 2019 6:25:01 PM			\$1,005.00	\$1,005.00	Pending	Synced With Marketo	<a href="#">View</a>

Custom Grid

Abandoned cart

**Abandon Cart Settings**

**Cron Settings**

- Minute: 3 [STORE VIEW]
- Hours: \* [STORE VIEW]
- Days (Month): \* [STORE VIEW]
- Month: \* [STORE VIEW]
- Day(week): \* [STORE VIEW]

**Abandon Cart Configurations**

- Enable Abandon Cart Integration: Yes [GLOBAL]
- Send Abandon Cart information from Magento to Marketo: [STORE VIEW]
- Abandoned Cart custom object API name: [STORE VIEW]

# 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.