

Leveraging Automation for Accelerating Website Conversions through Wordpress Marketo Connector:

Grazitti's WordPress Marketo Integration Connector provides an out-of-the-box solution so that you can empower your marketing. The connector leverages Marketo's lead data in the landing pages built in WordPress. This, in turn, promotes ABM strategy through real-time personalization of highly targeted content to all the prospects/leads, driving user engagement, and boosting conversion rates.

Let's find out how exactly our connector helps:

- **Automate Newsletters:** The connector automates the process of notifying your subscribers about new blogs, articles, and newsletters at scheduled intervals
- **Schedule Multiple Posts:** The connector enables you to select multiple posts from Wordpress categories and send this digest automatically to subscribers.
- **Real-Time Personalization:** The connector uses Wordpress shortcodes to personalize the content based on leads' interests. The connector also helps in localizing website content as per leads' geography, language, etc.
- **Maximize Sign-Ups:** The connector helps in integrating Marketo's pop-up sign-up boxes that are customized as per the visitor's status.
- **Gain Lead Intelligence:** The connector embeds Marketo's smart forms into your WordPress website. These forms can help you gain lead intelligence gradually through progressive profiling.
- **Implement Prefill Feature:** The connector helps in pre-populating form data. This improves user experience as the customer isn't asked to fill the same information that they had already shared.
- **Restricted Prefill Feature:** The connector also allows the admin to lock down some fields in the Marketo forms, so that a user will have to fill this information every time they visit.

How it's works

