Grazitti Interactive®
Marketing for Digital Natives

M-Clean

REAL TIME PREVENTION OF DUPLICATES IN MARKETO

M-Clean detects, merges, and prevents duplicates in your Marketo lead database. With a duplicate-free database, you can improve performance of your marketing programs, enhance sales productivity, and get accurate marketing reports.
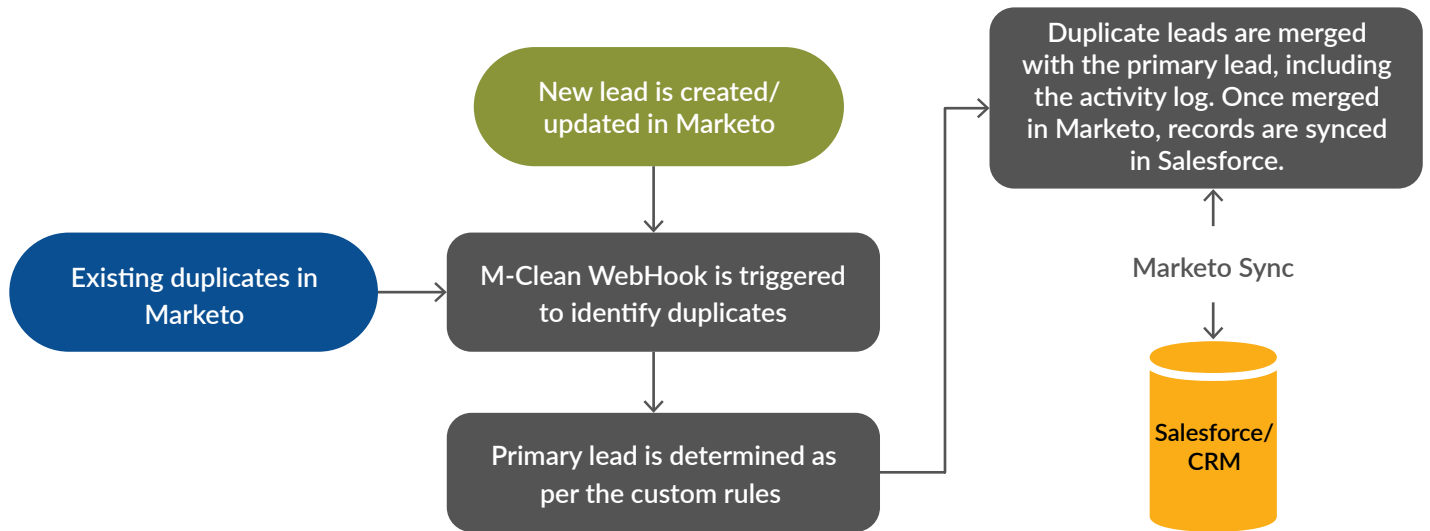
Key Features of M-Clean

Real-time Duplicate Check: Scan for duplicate leads when a new record is created or updated, and merge with existing records.

Custom Dedupe Rules: Set up custom rules to identify the winning record when new duplicate records are created in Marketo.

Configurable Field Settings: Configure data append settings for Marketo fields when merging duplicate records.

Quick Setup: Install M-Clean in Marketo and start merging duplicates within 10 minutes..

Easy Merge in Salesforce / MS Dynamics: Merge your duplicate records only in Marketo or both Marketo and your CRM.

Live Dedupe Report: View historical data for the number of records scanned for duplicates, duplicates found and merged.

Companies Using M-Clean

xignite The Market Data Cloud   CoreOS   hostanalytics   ems®   alteryx

How It Works

New lead is created/ updated in Marketo

Existing duplicates in Marketo

M-Clean WebHook is triggered to identify duplicates

Primary lead is determined as per the custom rules

Duplicate leads are merged with the primary lead, including the activity log. Once merged in Marketo, records are synced in Salesforce.

Marketo Sync

Salesforce/ CRM

Technical Specifications

CLOUD BASED
ARCHITECTURE

WEBHOOK AND TOKENS
TECHNOLOGY

MARKETO API BASED
SOLUTION

API

AUTOMATED SYNC WITH YOUR
CRM SYSTEM

CRM

About Us

Grazitti Interactive is a digital innovation leader, powering businesses of all sizes with its marketing automation, Drupal development, 3rd party integrations, customization, since 2008. Our Drupal Magento Integration Connector is a solution created for aligning your Marketing and Sales operations. To know more about our solutions/digital services, write to us at info@grazitti.com.