Grazitti Interactive®
Marketing for Digital Natives

Amplify Your Marketing Operations Leveraging Velocity Scripting in Marketo

Velocity Scripting allows usage of relevant content stored in opportunities and custom objects dynamically inside emails for lead nurturing. Velocity shows dynamic content in emails on the basis of user preferences.

At Grazitti, we've taken advantage of all the benefits that Velocity Scripting in Marketo has to offer so as to help our customers see an elevated engagement in their email marketing campaigns.

Key Applications of Velocity Scripting:

1. **Email Personalization:** To create HTML emails with placeholders (default values) for dynamic values.

2. **Promo-Code Generator:** To create promotional codes using random number generator functions.

3. **Transactional Emails:** To create transactional emails like order details using custom objects in Marketo (Products and Orders).

Email Personalization   Promo-code Generator   Transactional Emails

Team Grazitti's Velocity Scripting Solutions:

- **Dynamic Announcements:** We leverage Velocity in Marketo to send users relevant announcements via newsletters that they sign up for

- **Transactional Emails:** We use Velocity in Marketo to map Order IDs with Product IDs to fetch all details like price, promo-code, shipping details, etc

- **Personalized Subject Lines:** We use Velocity in Marketo to make personalized subject lines using customer information like Name, Job Titles, Gender, and other data objects

About Us

Grazitti Interactive is a digital innovation leader with extensive experience in enriching customer interactions, designing engaging communities, enabling digital marketing, and driving data-driven decision support. We are proud to have served digital innovation needs of over 1000 global customers including many of the Fortune 500 across Technology, Banking and Financial Services, Healthcare, Travel, and more.