**Grazitti Interactive®**
Marketing for Digital Natives

# M-Hive

## YOUR GO-TO ASSET BACK-UP SOLUTION FOR MARKETO

Data is the backbone of any business and as it becomes more important, the risk of data loss rises. That's where businesses use data back-up solutions to prevent data loss.

If you use Marketo as your marketing automation tool, chances are you are well aware of the difficulties that might arise when teams need to back up and restore their assets in Marketo. There are various factors that can cause assets in cloud-based apps to disappear.

So, how can you safeguard your Marketo assets and prevent data loss? Enter - M-Hive, an asset back-up solution for Marketo.

M-Hive is a ready-to-use, cloud-based solution that streamlines asset management for your entire team within Marketo. M-Hive is a safe application that enables you to back up, recover, and secure your Marketo assets. Even if your Marketo subscription is canceled, you will have your Marketo data secured on this cloud-based application.

Hence, your Marketo assets are never lost, changes to these assets are recorded, and you can review your assets.

## What Makes M-Hive Different?

- **Never Lose Your Marketo Assets -** Restore your Marketo assets or templates as needed from a cloud repository.

- **Monitor Changes to Your Marketo Assets -** Examine earlier versions of each asset to see the alterations done.

- **Streamline Your Asset Review -** Using bulk asset previews and PDF generation, you can speed up the content review process.

## Key Features

- **Easy to Configure:** M-Hive has a user-friendly interface that enables customers to quickly configure their Marketo asset backup. To back up your Marketo assets, you only need to enter the necessary credentials into the configuration link in the toggling sidebar.

- **Asset Repository:** M-Hive has a single database of Marketo assets, giving you a complete picture of all your assets.

- **Easy Asset Back-Up:** With M-Hive, you can quickly back up all of your Marketo assets, including emails, email templates, landing pages, and landing page templates.

- **Easy Restoration of Assets:** M-Hive provides you with a thorough overview of all the backed-up data and allows you to recover any changed Marketo asset.

- **Scheduled Data Back-up:** M-Hive allows you to back up your data whenever you need to. You can use M-Hive to arrange a daily, weekly, or on-demand back-up of your data.

- **Secure Backup:** Users will be notified through email if any changes are made to their accounts, such as the adding of new users or the changing of passwords.

- **Real-Time Back-up Status:** With M- Hive's comprehensive dashboard, users can see the date and time of the most recent back-up as well as the status of each asset separately.

- **Split View, Design View, and Code View:** Users can access the following features to examine Marketo assets.
  - **Design view –** For a visual representation of the code
  - **Code view -** To view the HTML version
  - **Split view -** For a multi-panel look at the visual design and HTML code side-by-side

## Benefits

- **List All Marketo Assets in One Place**

You can get a comprehensive list of all the assets belonging to a specific domain using M-Hive's 'Refresh List' functionality. All asset names, folder names, and associated Template names are now given on the asset page.

- **Escape the Hassle of Manual Back-ups**

M-Hive will automatically execute back-ups once you choose the frequency and intensity of the backups. You won't miss an important back-up again by enabling 'auto back-up'.

- **Restore Backed-up Assets**

You can back up any asset from M-Hive to Marketo using the restore functionality, even if it has been fully removed from Marketo. This enables you to save your vital data in the event that it is lost due to an accident, hack attack, unintentional deletion of a crucial asset, etc. Recover your assets in the same condition they were before, saving you the time and effort of having to rebuild everything.

## Use Cases for M-Hive

- **Review & Proofreading:**

Businesses regularly use segmentation to create emails and landing pages for multiple personas or in a variety of languages. They find it challenging to manually preview each version. However, with M-Hive, you can create previews and PDFs for several emails, emails with various segments, and landing page content. You can view both the HTML and text versions of the emails within the app quickly.

- **Asset Repository and Back-Up Scheduler:**

Setting up email and landing page templates and assets within Marketo requires a significant amount of work. Even while marketers frequently authorize adjustments to the standard assets, the impact of deleting an item is worse. You can schedule regular asset back-ups using M-Hive and then restore those backups into Marketo as needed.