

Boost Email Campaigns with Deeper Insight

Integrating CAKE with Marketo shows you a more complete view of the customer journey and how valuable that relationship is over its lifetime

The right combination of technology can give marketers tasked with analyzing the paths customers take to conversion the insight to optimize digital spend to emphasize the channels that are leading to more conversions.

Get a better view of conversion paths

CAKE and Marketo work in sync to flush out the larger context of digital spend across multiple channels including mobile, video, affiliate, email, display, shopping, search and social. Imagine having such a granular view that you know which ad creative is performing best on a particular source within a specific channel.

How it Works:

1. Generate tracking pixels in CAKE
2. Place those unique pixels on ad creative, landing pages and other marketing assets across multiple channels
3. When users take pre-determined actions toward conversions, CAKE tracks these steps
4. Run concise reports to see how your marketing tools are performing



CAKE & Marketo, A Natural Fit

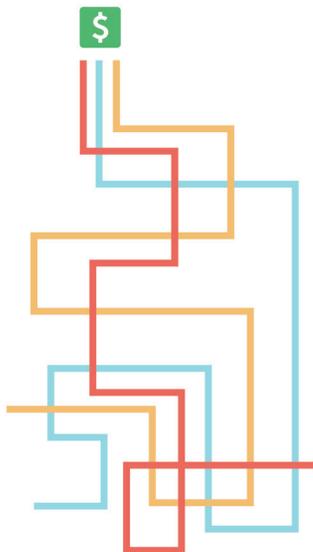
After integrating CAKE with Marketo, users can:

- Track multiple marketing channels
- Set affiliate payout price formats
- Boost lead nurturing
- Build more targeted campaigns
- Gain pre-funnel visibility

See clearly, spend better.

Further enhance email marketing

Developing and maintaining customer relationships through email marketing is vital. While Marketo is a substantial component of email marketing efforts, CAKE enhances those efforts by providing Marketo users with additional marketing intelligence, including intra-channel and cross-channel insight. Coupling this newfound insight from CAKE with email stats from Marketo provides a clear picture of the customer journey and identifies which channels, including email, are the most valuable to utilize in the marketing mix at particular stages along the path to conversion.



How it Works:

1. Create a Marketo source in CAKE
2. Map your Marketo email referrer to that source
3. Send your marketing email through Marketo's automation
4. The email recipient clicks out of the email and arrives at a landing page with CAKE tracking
5. CAKE attributes the click to the Marketo source

Take lead generation to the next level

CAKE builds upon Marketo's expertise at capturing leads by providing end-to-end performance insight into the entire lead generation journey, marrying clicks and leads from both platforms into a single view. Not only does CAKE easily share this information with Marketo, but users who already have lead generation programs outside of Marketo can push data directly into Marketo from CAKE.

How it Works:

1. Users submit a Marketo lead form and are redirected to a thank you page
2. The Cake-Marketo Event Pixel fires and JavaScript grabs the Marketo Cookie ID which is dynamically dropped into the Event Pixel
3. The Event Pixel sends the Marketo Cookie ID to the CAKE server
4. The CAKE server makes an API call to Marketo, sending the Marketo Cookie ID and requesting the Lead ID and Lead Fields
5. The Marketo Event is stored in CAKE. Closed-loop attribution is achieved and marketers can now optimize their acquisition efforts based on closed/won opportunities.

"We are thrilled to be using the CAKE platform for our lead generation business. We are able to efficiently manage multiple clients and execute multi-faceted campaigns that allow us to achieve our ROI targets. The CAKE professional services team provides outstanding support, both from a strategic and tactical perspective."

*David Towers,
SVP, Revenue &
Operations, RealtyTrac*