



# Get the Most Out of Your Adobe Marketo Engage Investment

Dedicated platform management to create true marketing impact











## What We Do

Creating personalized marketing campaigns by unlocking Adobe Marketo Engage's wide range of customization capabilities is easier with:

- Marketo-certified talent
- A wealth of real-world experience navigating complex buyer journeys
- Agency capacity to continuously monitor and optimize campaigns
- A sustainable economic model that enables you to do better with less

With 2X's MaaS model, get a dedicated Marketo team for a fraction of the cost of equivalent in-house hires.

 Database Hygiene & Accuracy	Maintain database quality and integrity with regular data cleaning and deduping
 Database List Management	Improve target list accuracy with Smart List setup and management
 Building Marketing Programs in Marketo	Create deeper, personalized connections with tailored marketing programs
 Building of Templates & Creative Assets in Marketo Design Studio	Produce engaging creative assets incorporating design best practices
 Campaign Execution	Execute effective campaigns with continuous data validation, analysis, and optimization
 Custom Analysis of Marketo Data API with other sources	Promote data visibility across functions by syncing data with relevant platforms
 3rd-Party Martech Integration	Gain a complete view of customers' lifecycle with unified data across your MarTech stack
 Marketing Automation Management	Quickly engage with customers at multiple touchpoints by managing Triggers in Smart Campaigns

# Impact of 2X Marketo Service Desk



## Q1 2023 vs Q4 2022

- 90% reduction in sync errors between Marketo and SFDC
- 11% increase in open rate (while total emails sent dropped by 80%)
- 38% decrease in bounce rate with targeted email sends
- 34% decrease in unsubscribe rate



20% increase in conversion rate from lead to MQL



\$4.45m in value across 22 opportunities in Q1 2023



44% labor cost savings  
(-\$413,400 total during engagement)

## MarTech Partnerships to Support the Extended Marketo Ecosystem



salesforce



“ Firms should never buy software without a service provider at the table ... [Adobe's software] can be a cheetah or a house cat depending on how well you put it together and operate its machinery. ”

Ted Schadler

VP and Principal Analyst  
at Forrester Research

## Unlock the Full Potential of Adobe Marketo Engage

Interested to know more about our services, pricing, and Marketo tips and tricks?

Visit Our Resource Portal

