

## Integrate Marketo:

# Integrate Marketo to Manage- Marketing Workflows

# SAPPER.

Marketo is a great platform for marketing workflow automation. It is often used by businesses focusing on lead generation, email marketing, consumer marketing. The best thing about this platform is that it works across multiple digital channels, including mobile devices, email, video and website. It is useful for both B2B and B2C marketers. But the potential of Marketo could be leveraged by integrating it with other applications. To make them all work in sync.

Sapper's intelligent automation helps you to seamlessly integrate the Marketo application to various applications like Slack, Salesforce, Shopify etc. With Sapper's pre-built automations, you can build workflows customized to your business needs.

The Sapper's intelligent automation enables enterprises to integrate thousands of applications and create and deploy API's from existing systems.

**With such an intuitive and integrated platform, you can:**

### Design Integrations:



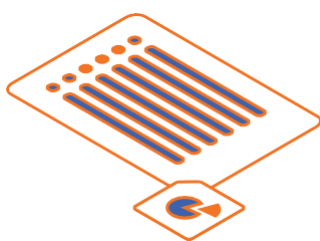
- Connect any data sources
- Build customized workflows
- Integrate any application with AI
- Automate manual business process
- Intelligently map data fields

### Deploy Easily:



- Create and Publish API's internally or externally
- Create secure local connections with inhouse applications
- Scale flexibly to meet the needs of real-time
- Run cloud, on-premise or hybrid

**The Sapper's API integration enables enterprises to integrate thousands of applications and create and deploy API's from existing systems.**



With such an intuitive and integrated platform, you can:

### Manage from Anywhere/Any Device



- Manage from harmony cloud
- Provide secure access with user permissions
- Get Real-time notifications'
- Integrate intelligently across applications
- Manage your API's and view enhanced analytics

### Benefits of Sapper Integration



- Gain real-time visibility in all aspects of business
- Automate and customize workflows
- Amplify the value of customer data within Salesforce by integrating it with other applications
- Save time and empower employees to focus on core jobs
- Record accurate data
- Leverage the power of automation and AI
- Enable customized sales and marketing offers
- Enable real-time customer service
- Realize a return on investment quickly

### Connect to 1000+ Applications



#### APPLICATIONS

- Salesforce
- Twilio
- SAP
- Workday
- Snowflake
- ServiceNow
- Slack
- PeopleSoft
- Oracle
- And more

### API's



- Web Services
- In-House Applications
- OData services
- And more

### DATABASES



- My SQL
- Sybase
- Oracle
- And more
- Firebase

### OTHER PROTOCOLS

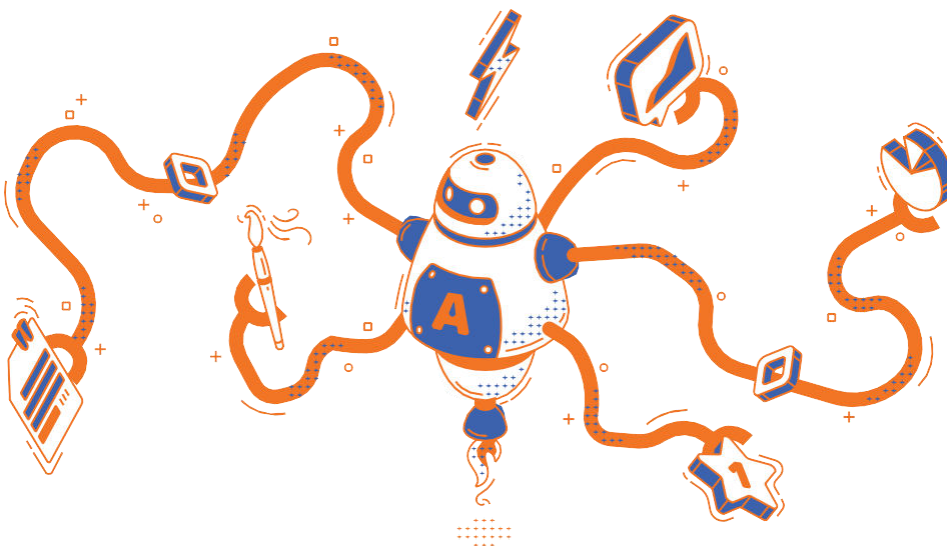


- JDBC/ODBC
- LDAP
- FTP
- SMTP/POP3
- File Shares
- and more

### DATA FORMATS



- JSON
- ZIP
- XML
- Flat/Hierarchical Text Structures
- PDF
- and more



**SAPPER.**

Contact Sapper for more information [info@sapper.ai](mailto:info@sapper.ai)