Epic MAP Battles!

Marketo vs. HubSpot Marketing Hub vs. Account Engagement

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Epic MAP Battles!

Your Speakers

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Marketo™
An Adobe Company

salesforce
marketing cloud
account engagement

HubSpot
Marketing Hub

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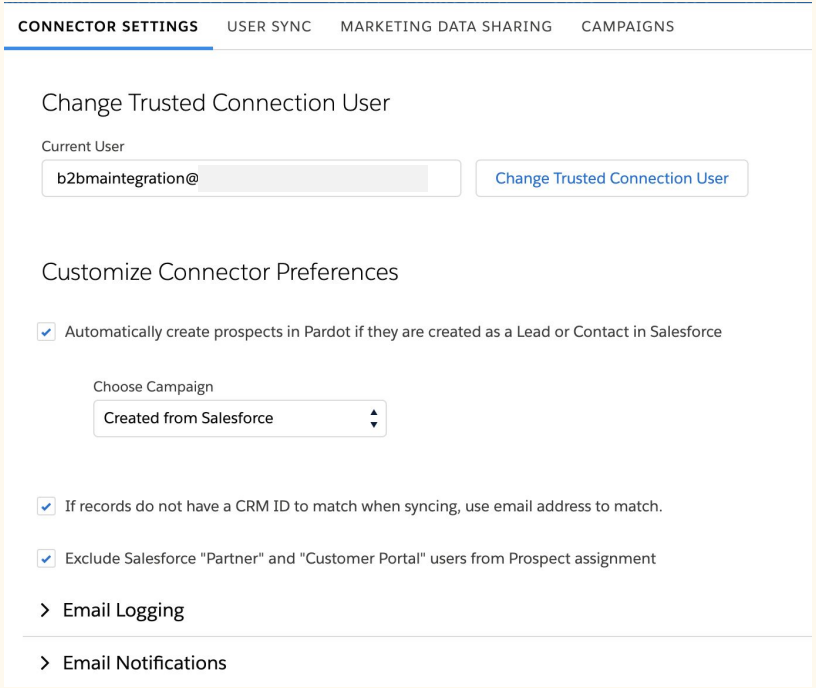
Can you walk us through the initial SFDC integration set-up?

Account Engagement Salesforce Connector Settings



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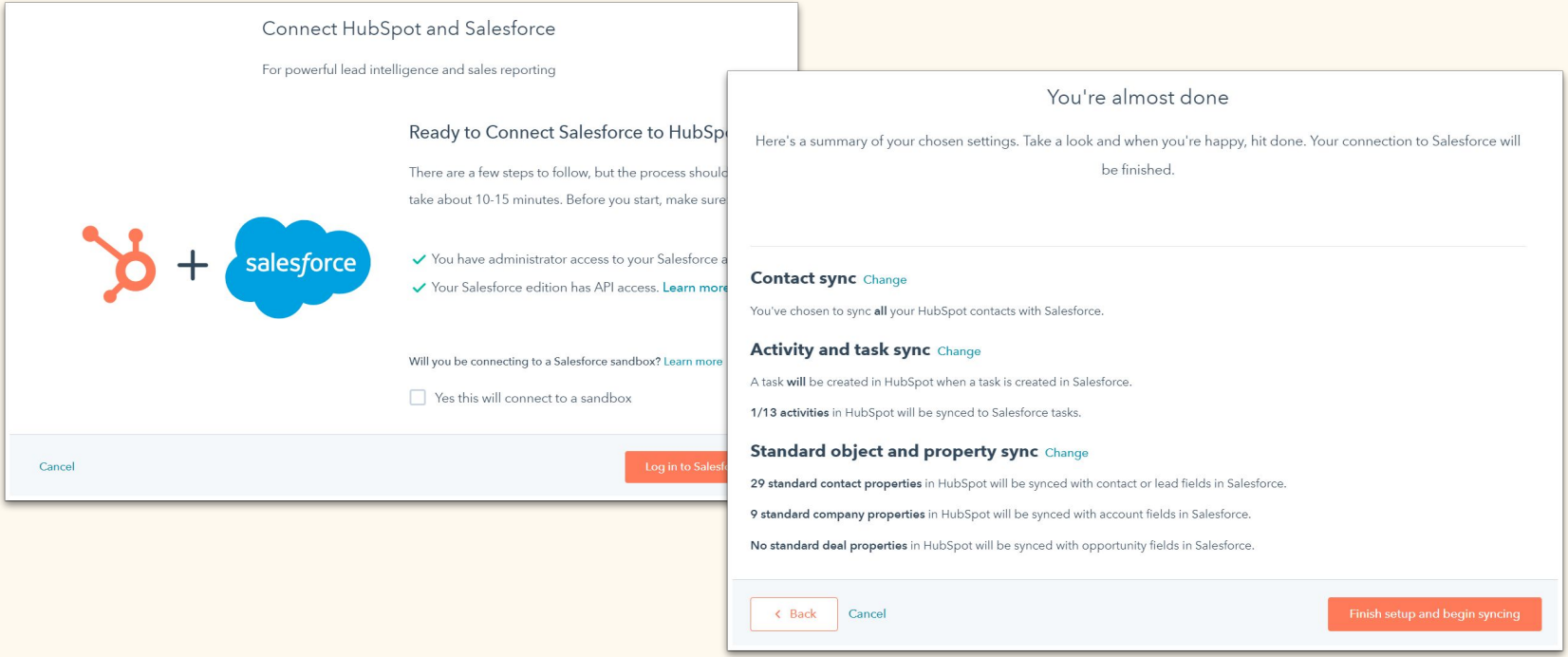
HubSpot-Salesforce: Integration



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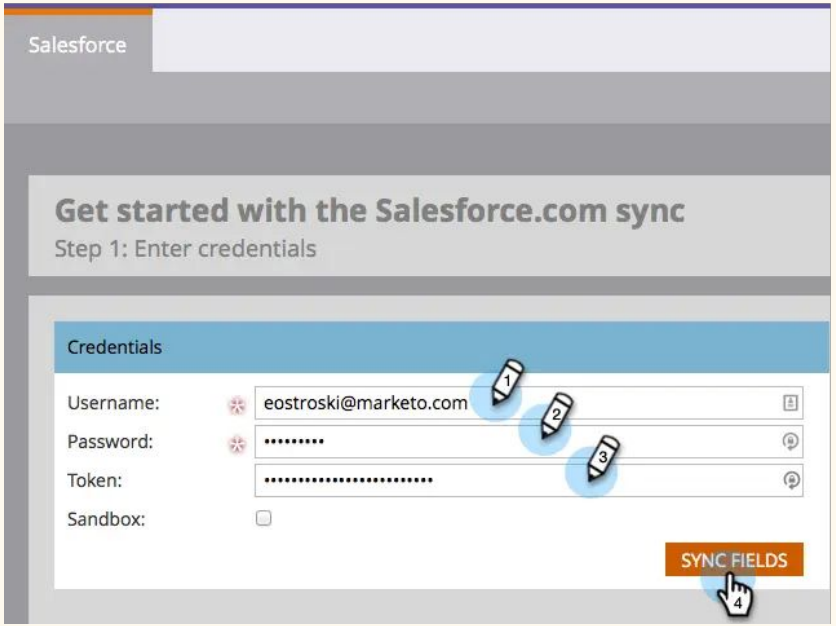
Marketo Salesforce Sync User



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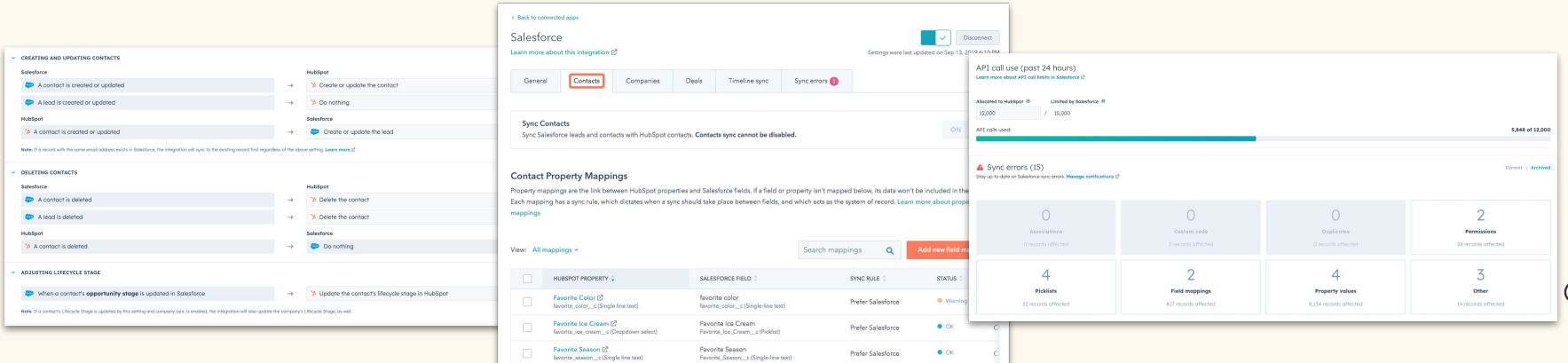
What considerations are there with data syncing to/from SFDC?

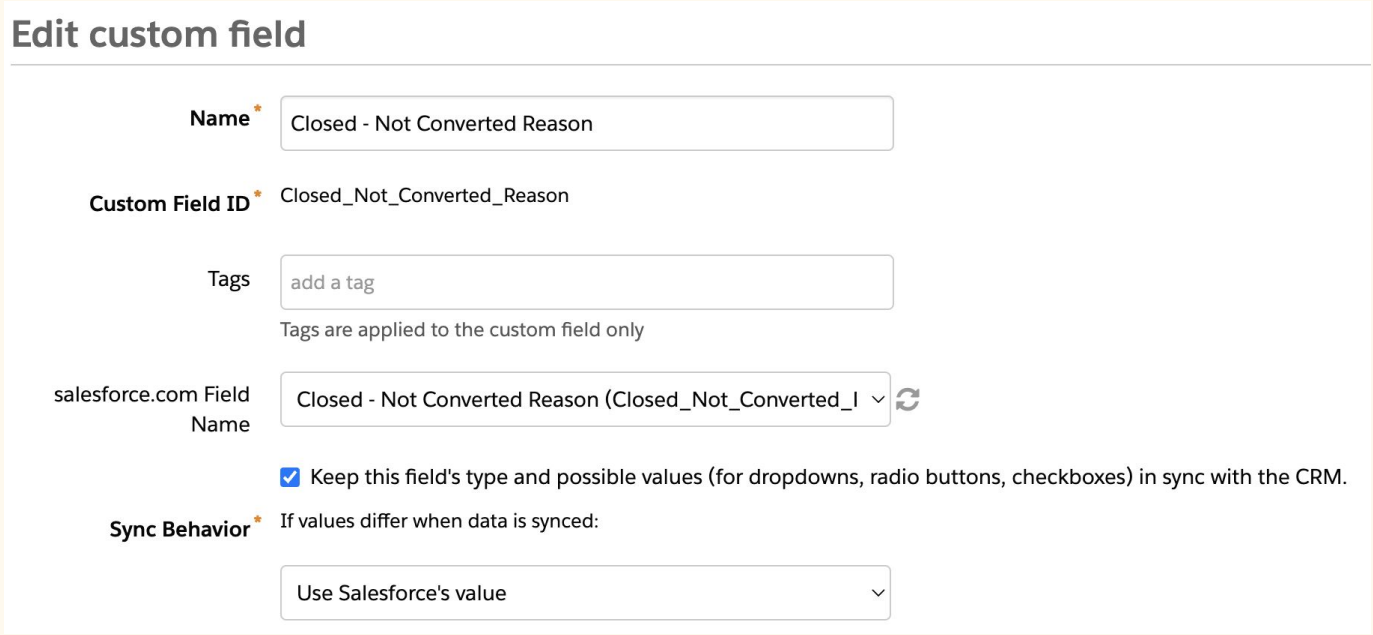

Marketo Engage Connector for Salesforce CRM
salesforce
Salesforce CRM
Contact
Lead
Account
Custom Object
Campaign
Opportunity
Person
Account
Custom Object
Program
Opportunity
Adobe Marketo Engage

HubSpot: Data Syncing Overview

HubSpot Object	Salesforce Object	Managed By:
Contact	Lead, Contact	Contact Sync Rules + Property Mappings
Company	Account	Company Sync Rules + Property Mappings
Deal	Opportunity	Deal Sync Rules + Property Mappings
Activity	Task	Salesforce Task Sync Setting



Account Engagement Field Mapping & Sync Behavior



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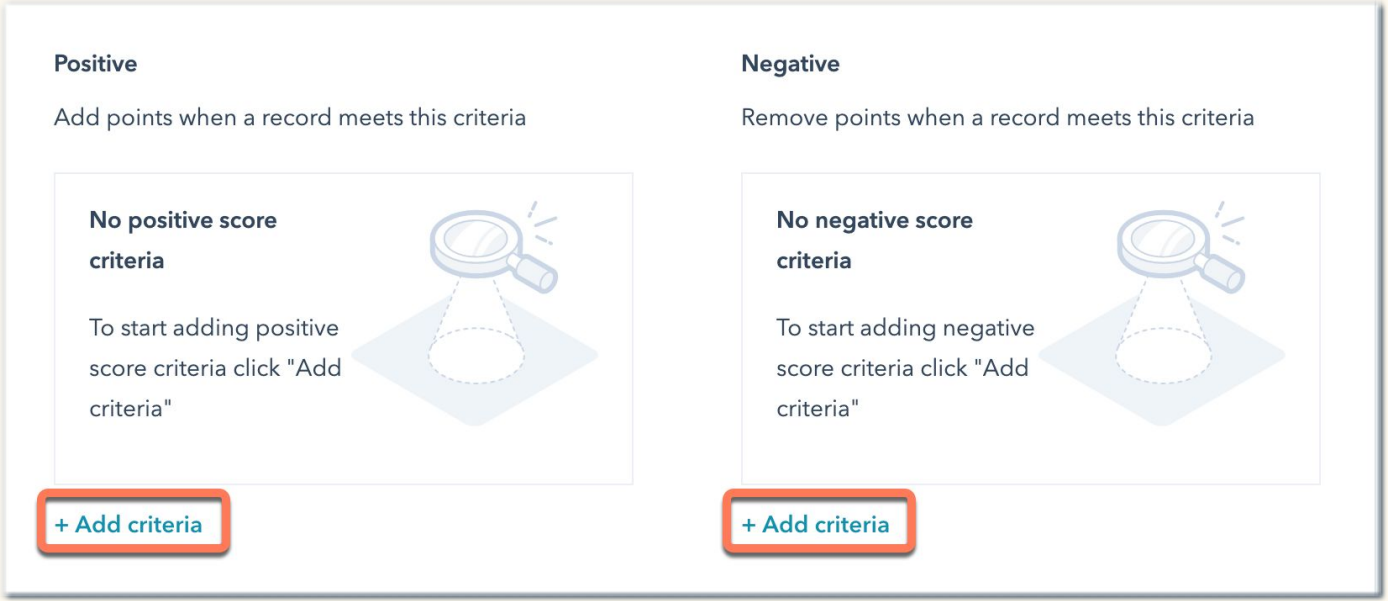
What are the considerations with setting up scoring?

HubSpot Scoring Rule Set-up



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Account Engagement Scoring Rules

Scoring Rules

Custom Redirect Click	3 points
Email Open	0 points
File Access	3 points
Form Error	-5 points
Form Handler Error	-5 points
Form Handler Submission	50 points
Form Submission	50 points
Landing Page Error	-5 points
Landing Page Success	50 points
Olark Chat	10 points
Opportunity Created	50 points
Opportunity Lost	-100 points
Opportunity Won	0 points
Page View	1 point
Site Search Query	3 points
Social Message Link Click	0 points
Third Party Click	3 points
Tracker Link Click	3 points
Visitor Session	3 points
Webinar Attended	0 points
Webinar Invited	0 points
Webinar Registered	0 points

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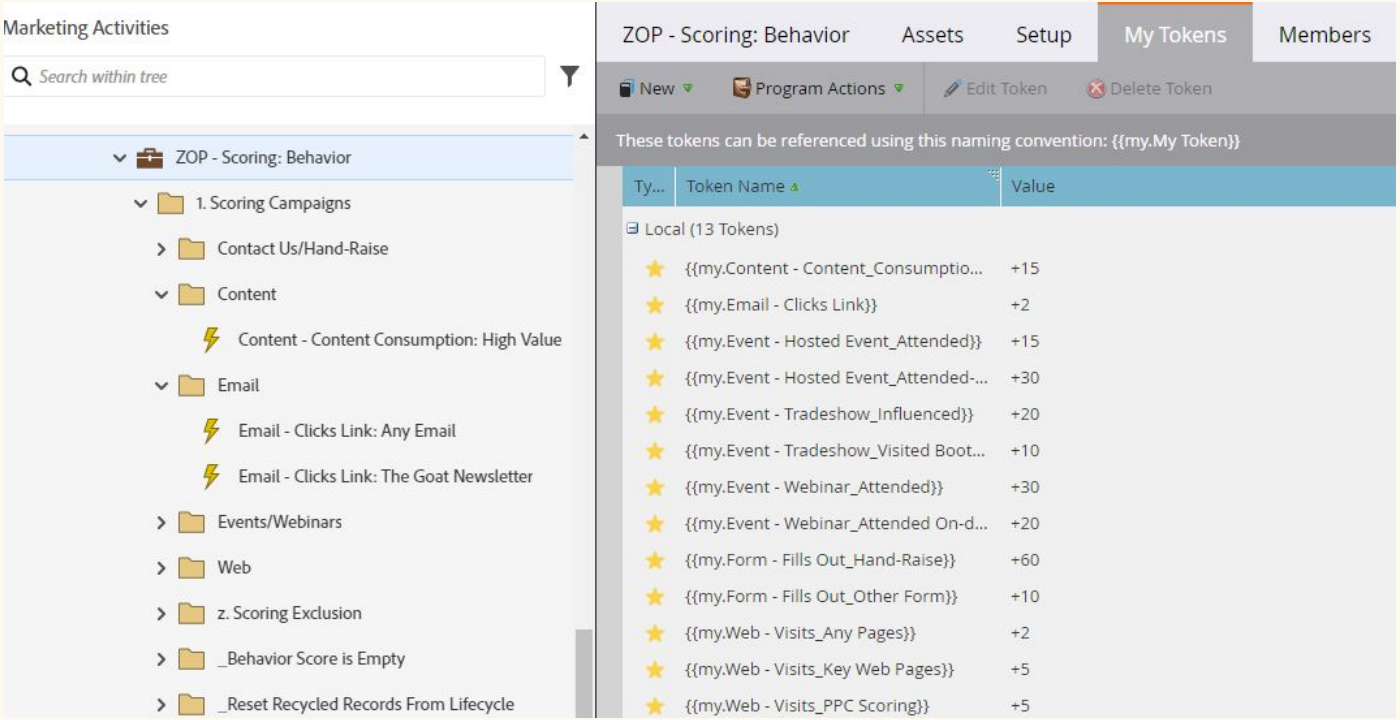
Marketo Scoring Rules



Marketo Scoring Configuration

1. Tokens with scores
2. Campaigns where you set criteria and populate score field with token

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How can you leverage AI or predictive modeling in the platform?

How is lead to revenue processing tracked in the tool?

HubSpot Lifecycle Stages

Date range: All time

LIFECYCLE STAGE	COUNT OF CONTACTS	LATEST TIME IN "SUBSCRIBER (LIFECYCLE STAGE PIPELINE)"	LATEST TIME IN "LEAD (LIFECYCLE STAGE PIPELINE)"	LATEST TIME IN "MARKETING QUALIFIED LEAD (LIFECYCLE STAGE PIPELINE)"	LATEST TIME IN "SALES QUALIFIED LEAD (LIFECYCLE STAGE PIPELINE)"	LATEST TIME IN "OPPORTUNITY (LIFECYCLE STAGE PIPELINE)"	LATEST TIME IN "CUSTOMER (LIFECYCLE STAGE PIPELINE)"	LATEST TIME IN "EVANGELIST (LIFECYCLE STAGE PIPELINE)"
Subscriber	3	44 seconds	816.9 days	0	82.8 days	0	0	0
Lead	3	98.1 days	346.1 days	82.8 days	0	0	0	0
Marketing Qualified Lead	2	0	697.7 days	27 seconds	0	0	0	0
Opportunity	1	3 minutes	4.3 hours	0	98 days	16 seconds	0	0
Customer	2	0	25.1 days	0	0	571.5 days	9.7 days	82.8 days
Evangelist	2	2.8 minutes	14.2 days	0	47.6 hours	82.8 days	348 days	28 seconds
Report Total	13	98.1 days	1,900.2 days	82.8 days	182.8 days	654.3 days	357.7 days	82.8 days

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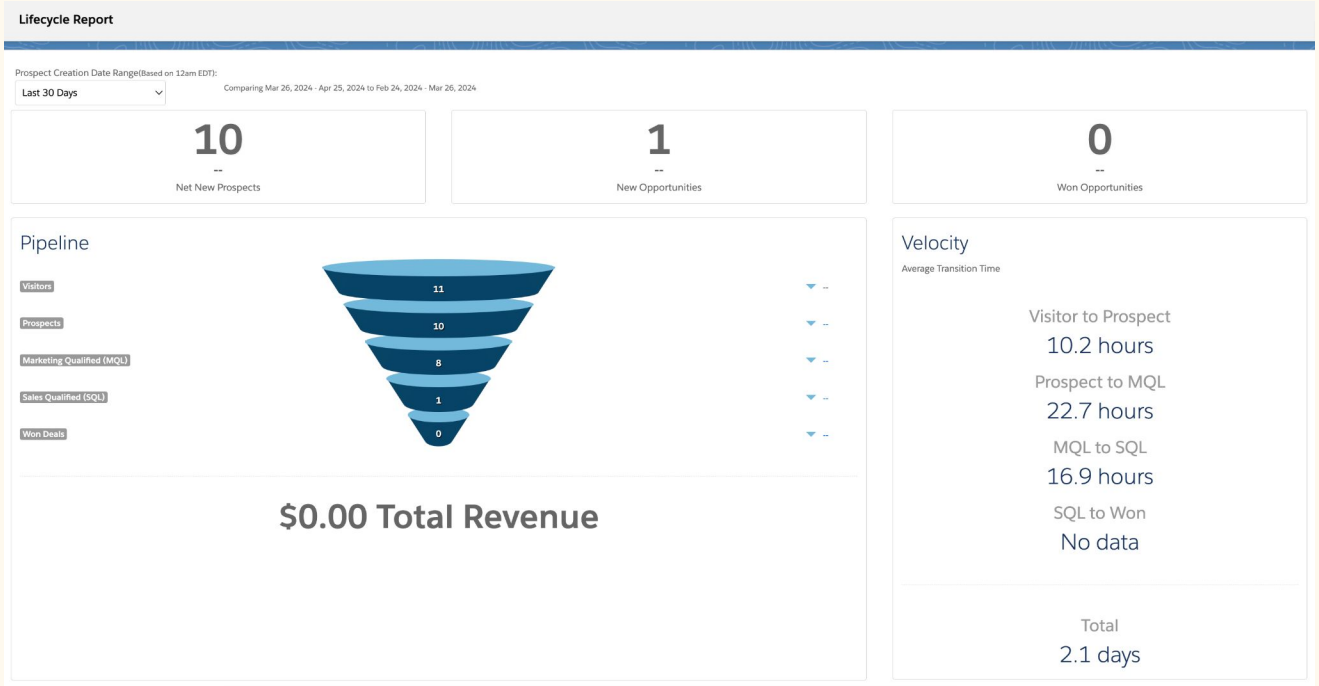
Account Engagement Lifecycle Report



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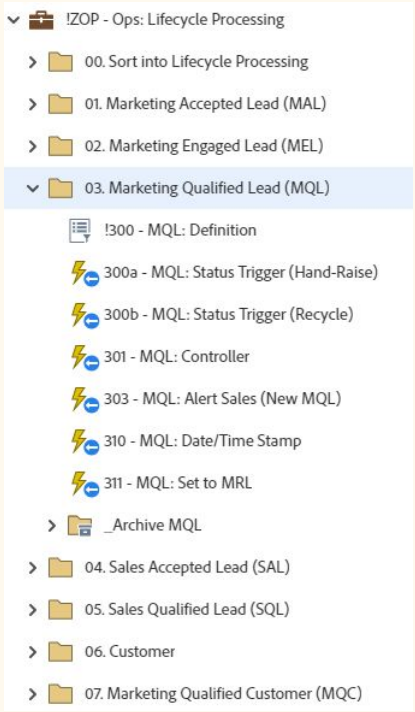
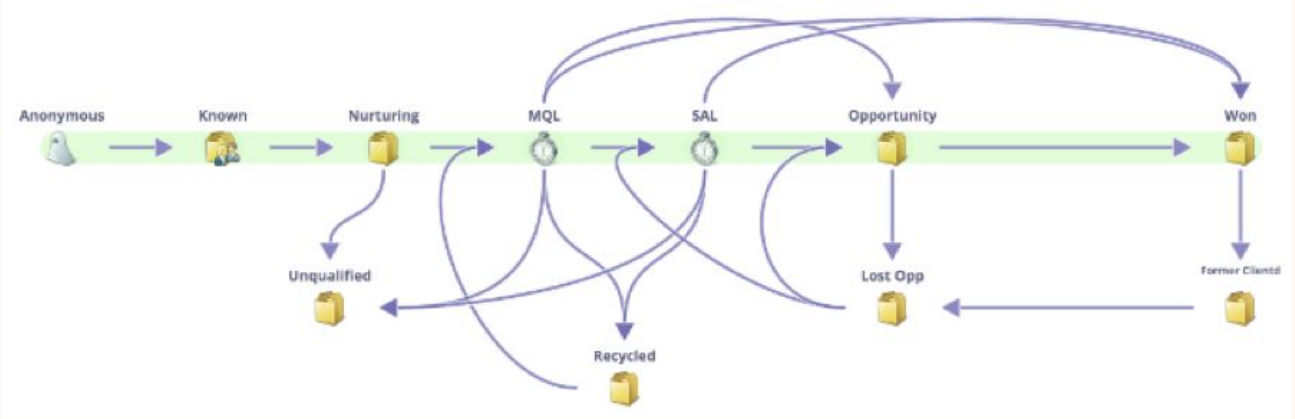
Marketo Lead Lifecycle





Marketo Revenue Cycle Model

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Questions?

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Resources

Account Engagement

- The Top 3 Account Engagement Integrated Services for B2B Companies
- Eliminating Data Quality Issues in Account Engagement with Automation
- Using Prospect Grading & Scoring in Account Engagement to Maximize Conversion

HubSpot

- How to integrate HubSpot with Salesforce
- 8 Tips to Optimize your HubSpot Lifecycle Stages
- Lead Scoring Basics: Calculating Lead Scores in HubSpot
- GUIDE: Implementing HubSpot Marketing Hub Software

Marketo

- How to Integrate Marketo with Salesforce
- Why Lead Lifecycle Is the Backbone of Every Marketing Automation Platform
- Lead Scoring Basics: Calculating Person Scores in Adobe Marketo Engage

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Join Our Next Webinar!

Elevate Your Email Game with Marketo Email Personalization

When: Tuesday June 4, 2024 at 1:00pm ET
Register: https://tinyurl.com/etumos-june-webinar

Personalization is the name of the game in marketing but getting your Marketo Engage instance prepared to successfully and creatively personalize your campaigns is its own battle.