

MARKETO + SALESFORCE CONSENTS PREFERENCE CENTER

Now comply with GDPR / CCPA requirements on Marketo with
Salesforce Consents with Cloud Compliance



PROTECT FROM FINES/RISKS WITH AUDITABLE CONSENT

Maintain a full history of Opt-In/Opt-Out
changes across Marketo+Salesforce

BUILD CUSTOMER TRUST WITH INTEGRATED OPT-IN/OPT-OUT

Apply Channel and Purpose based Consent
across Marketo+Salesforce.

REDUCE COST WITH A SELF SERVICE PRIVACY PORTAL

Offer 'Manage Preference' Link in Marketo
Email and Salesforce SMS/Other Channels

IMPROVE SALES/MARKETING FOR PEOPLE+PROCESS+TECH

Ensure Salesforce/Marketo users and Data
Process are aware of and respect preferences.

DON'T LOSE SUBSCRIBERS, AUTOMATE CONSENT RENEWAL

Ask early with Automated Marketo +
Salesforce Flow and never let consent expire.

Learn how to manage consent for Salesforce + Marketo?

GET A FREE PLAN - [HTTPS://CALENDLY.COM/PLUMCLOUDLABS](https://calendly.com/plumcloudlabs)

CONSENT LIFECYCLE WITH CLOUD COMPLIANCE

5 STEPS TO COMPLETE CONSENT MANAGEMENT

1

CREATE CONSENTS

Capture initial consents via Marketo lead generation form.

2

CONSENTS ACCESS

Enable Consent access to Sales, Service and other users.

3

UPDATE CONSENTS

Self-Service for Consent & Communication preferences. Internal user can update these manually.

4

ADD/REMOVE TO SMART LIST

Automate smart list membership of Person based on consent dates

5

EXPIRE / RE- CONSENTS

Automate renew for Consent, pro-actively before it expires

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