Grazitti Interactive®
Marketing for Digital Natives

Implementing an Asset Back-up Solution in Marketo for an Interaction Management Platform

HIGHLIGHTS

Successful implementation of M-Hive

Simplified asset management

Easy back-up and restore of assets

Improved overall efficiency

THE CUSTOMER

The customer is a leading technology company that offers solutions to modernize the way local businesses interact with their leads, customers, and teams to improve their online reputations. Their multi-product platform provides convenient ways to interact with leads, teams, and customers along every touchpoint.

THE CONTEXT

The customer uses Marketo for its marketing operations. They were struggling to manage their Marketo assets as their database grew. A lot of time and effort of their team was spent on frequent updates of previous versions of assets which was restricting their overall efficiency.

THE OBJECTIVE

The customer wanted a holistic overview of their Marketo assets and a robust solution to safeguard Marketo assets including email, email templates, landing pages, and landing page templates in a way that their team could easily restore them as and when they would need to. They wanted to partner with an organization with extensive knowledge and expertise in Marketo that could provide them with a scalable solution that allows quick back-up and restore process.

THE SOLUTION

- After understanding the customer's requirement, we offered our in-house back-up solution for Marketo, M-Hive, to the customer which would resolve all their Marketo assets challenges.

- We used the customer's Marketo REST API details to connect Marketo and M-Hive, so we could back up all their Marketo assets, i.e, emails, email templates, landing pages, and landing pages templates.

- After we created a back-up of all the assets in M-Hive, the customer could restore any edited assets to their previous versions in M-Hive if they wanted to undo changes.

- We helped their marketing team set up and schedule auto-backup as per their business needs.

- We helped their marketing team with accurate reporting by tracking the real-time status of their asset back-up history.

- We ensured data security with pushing email notifications to the customer in case of any changes made in the customer's M-Hive account like password reset, new user addition, etc.

THE OUTCOME

With Grazitti's in-house app, M-Hive, the customer now had a comprehensive overview of their Marketo assets which helped resolve their asset management challenges. Now, their team could easily back-up Marketo assets, handle reporting easily as they could track the real-time status of their backed-up assets. The overall efficiency of the team improved as back-up and restore processes were simplified thus, helping them execute flawless email campaigns without worrying about losing their Marketo assets.

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