



# RollWorks Marketo Integration



## Your universe of UNKNOWN buyers is vast.

Engage known and unknown buyers at home and in the office by connecting your Marketo account to the RollWorks Account-Based Platform.

By integrating Marketo and RollWorks, customers close deals faster by identifying more high-value accounts, engaging the buying committees within those accounts throughout the buyer's journey, and measuring the impact on pipeline and revenue growth.

No matter if they're at home or in the office, you can reach your key buyers thanks to cookie- and IP-based targeting. This allows joint customers to scale their account-based strategies using the combination of RollWorks' machine learning-powered custom models and proprietary B2B database of over 20 million accounts and 330 million contacts.

By engaging anonymous, unknown buyers within priority accounts, you can complement the strategies you're already executing for known buyers in Marketo. And thanks to over 12 years of experience, our ad bidding and budgeting technology maximizes results — no matter your budget.

[See why](#) RollWorks is an indispensable platform for marketers and sellers who believe that an account-based approach is just good business.

# The Power of RollWorks + Marketo

- ☆ **Engage KNOWN and UNKNOWN decision makers.** Reach known Marketo audiences with display and social ads, even if they never open an email. Also, influence members of the buying committee you don't have email addresses for, thanks to the proprietary data and machine learning power of NextRoll (formerly AdRoll Group).
- ☆ **Coordinate sales and marketing plays.** Provide air cover and ensure the same messaging across channels so that target accounts see a consistent story regardless of how they engage.
- ☆ **Shorten your sales cycle.** Nurture accounts through the funnel faster with hyper-personalized ad campaigns tailored to role, sales stage, company, and more.
- ☆ **Show off your impact directly in Marketo.** Align teams in real time around which accounts are most engaged and which campaigns are driving the most pipeline and revenue.

## Customers

**RollWorks and Marketo share 100+ customers** that have integrated their accounts to generate new business value, including Blackbaud, Coupa, Paycor, and Workiva.