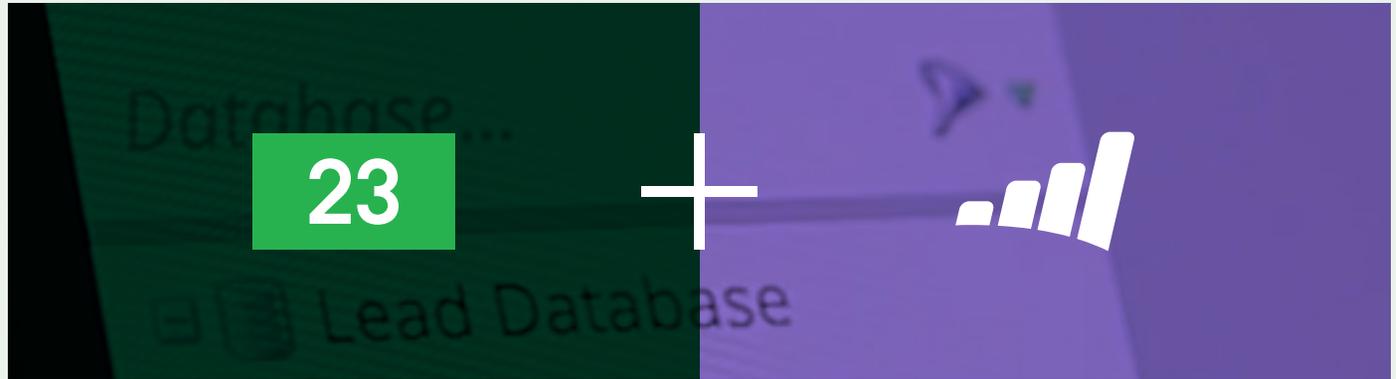


Improve Your Marketing Data by 50%



The TwentyThree—Marketo integration gives marketers more leads and better data through the most comprehensive connection on the market.

Historically, video and marketing automation have been two separate entities, but with the TwentyThree x Marketo integration, marketers can now convert video viewers into leads through native video players, lead score them based on video engagement, identify existing Marketo contacts who engage with video, and set up automated logic through an innovative Marketo integration.

“We’ve identified +4000 contacts inside our Marketo account that have engaged with videos through the TwentyThree integration. This allows us to have more powerful data for our smart campaigns, lead score based on video engagement, and our sales team to do more targeted outreach based on not only website behavior, but video activity too.”

— Mada Seghete, Co-founder branch



Two-Way Sync

A deep integration ensures that viewer activity is tracked within Marketo from the very first second. TwentyThree syncs data using the Marketo’s mncchunkin code, giving you the most accurate engagement data possible. Just like any Marketo form or landing page, TwentyThree videos won’t ask an already identified contact for their information on gated content, and track their video viewing activity across your entire website.



Engagement and Conversion Details

50% of all marketing data comes from video engagement, and with Marketo, marketers can now view all their users video behavior inside of Marketo contacts. This data can also be used to lead score and automate smart campaigns and programs.ed content, and track their video viewing activity across your entire website.



Video Email

Animated thumbnails increase click-through-rates by as much as 62%. With TwentyThree, marketers can directly embed trackable animated thumbnails or GIFs into their Marketo smart campaigns and workflows.

The TwentyThree + Marketo integration provides insights into video content engagement across timelines and contact cards, conversion events on both live and on-demand video, and email activity that involve video content (thumbnails, trackable embed codes).

	TwentyThree	Wistia	Vidyard	Brightcove
Custom activities				
Video playback tracking	✓		✓	✓
Contact engagement data	✓		✓	✓
Conversion details	✓		✓	
Call-to-action click details	✓			
Contacts				
Video engagement segmentation	✓			
Third party embed tracking	✓			
Forms and Gating				
Gating on-demand-video	✓	✓	✓	✓
Detect existing contact profile	✓			
Email				
Trackable video email embed codes	✓	✓	✓	
Build-in landing pages for mail	✓		✓	
Integration				
Two-Way Sync	✓			



Start generating leads and improve data by 50%.
Contact Nana today about our one-click setup
→ nana@twentythree.net