Marketo

Reduce Risk with Consent Auditability

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

Simplify & Streamline Administration

Synchronize Channel and Purpose-based Consents between Marketo and Salesforce

Remove Customer Friction

Self-service privacy portal for customers to manage personal preferences anytime

Align Company Stakeholders

Streamline internal data processes and communicate customer consent management policies

Improve Retention

Increase customer engagement by automating consent renewal notifications before they expire

1

CREATE CONSENTS

Capture consents using Marketo's lead generation form

2

CONSENTS ACCESS

Enable access for sales or service users

3

PREFERENCE MANANGEMENT

Self-service portal for consent & communication preferences

4

AUTOMATE SMART LISTS

Add or remove membership based on consent dates

5

EXPIRE / RE- CONSENTS

Proactively notify for updated consents before they expire