**Logz.io Marketo**
has
**1**
workspaces. Stats below are a sum of assets found across all workspaces.

**Stats**

* They have **1**9**05** campaigns
  + They have **307** active campaigns
* They have **976** triggered campaigns
  + They have **251** Active triggered campaigns
* They have **12** re-occurring batch campaigns
* They have **384** batch campaigns
* **5** landing pages
* **52** forms
* **346** emails
* **12**
  Snippets
* **11**8**4** uploaded files
* **27**8**061**
  Leads
* 8**0**3 programs

**Programs**

**Logz.io Marketo**,
has created campaigns and content in Marketo. There are two types of smart campaigns: Batch and Trigger. A batch campaign launches at a specific time and affects a specific set of leads all at once. A triggered smart campaign affects one lead at a time, based on a triggered event. To learn more about Smart campaigns in Marketo. visit :https://docs.marketo.com/display/public/DOCS/Smart+Campaigns



**Models**

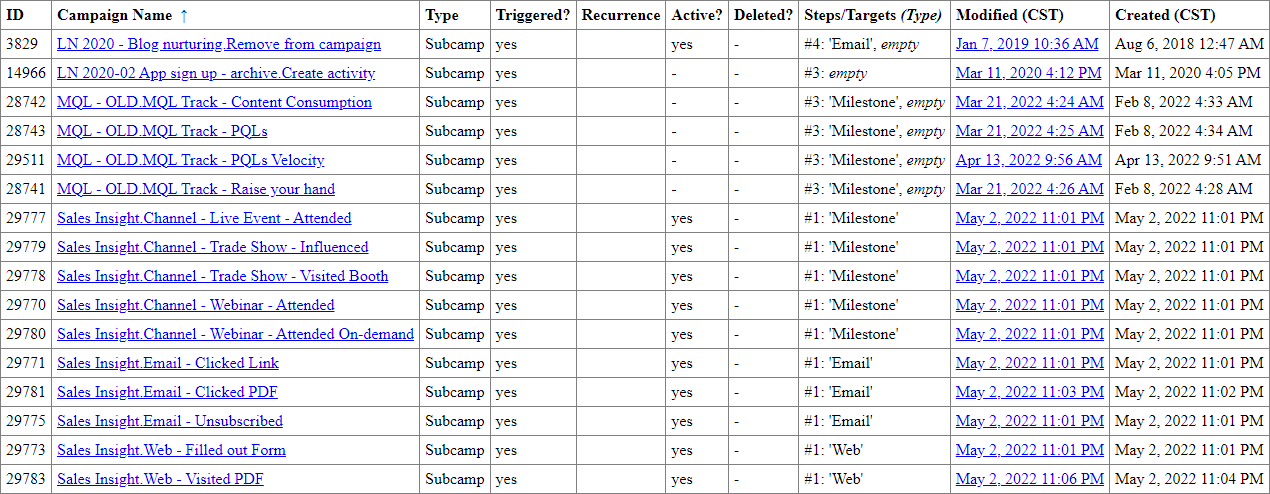
**Logz.io Marketo**
Client has not built out any Revenue Cycle Models in their instance yet. Models are generally for customers who are comfortable with smart campaigns and programs and want to take their analytics to the next level. If they would like to learn more about Revenue Cycle Models you can share the following Revenue Model resources:Marketo Docs: Create a New Revenue Model -https://experienceleague.adobe.com/docs/marketo/using/product-docs/reporting/revenue-cycle-analytics/revenue-cycle-models/create-a-new-revenue-model.htmlMarketo Docs: Understanding Revenue Models-https://experienceleague.adobe.com/docs/marketo/using/product-docs/reporting/revenue-cycle-analytics/revenue-cycle-models/understanding-revenue-models.html Marketo Docs: Understanding Revenue Models-https://nation.marketo.com/t**5**/product-blogs/marketo-revenue-attribution-explained/ba-p/**2440**33Marketo-Fu - Episode **15**: Attribution Basics -https://youtu.be/Oy\_Zqdu3SeI

**Lead Scoring**

* **Logz.io Marketo**
  has a total of
  **89**
  lead scoring campaigns.
* If client is not making use of MyTokens, we suggest taking advantage of MyTokens in lead scoring campaigns. Using MyTokens can simplify the customer’s efforts in Marketo. They can use My Tokens (custom tokens) in flow steps, webhooks, emails, and landing pages. Here is a document that shows how to create, edit, and delete MyTokens:

https://docs.marketo.com/display/public/DOCS/Managing+My+Tokens
Marketo’s lead scoring capabilities are far more robust than any other vendor offerings. Lead scoring allows you to identify which prospects are most interested and engaged with your brand. Marketo also allows the usage of My Tokens in lead scoring campaigns. This allows the marketer to have the ability to control at a high level all of the lead scoring attributes assigned to their campaigns. Additionally, Marketo allows the marketer to add detailed constraints to their lead scoring campaigns, which add another layer of complexity. For example – leads active during a specific date/time AND who visit the web page numerous times within a certain time window.

**Interesting Moment**

Client has **21**
Interesting Moments.
The following screenshot shows some Interesting Moments that have been defined by the client.
When a lead exhibits any of the below behavior, it will be documented and tracked.

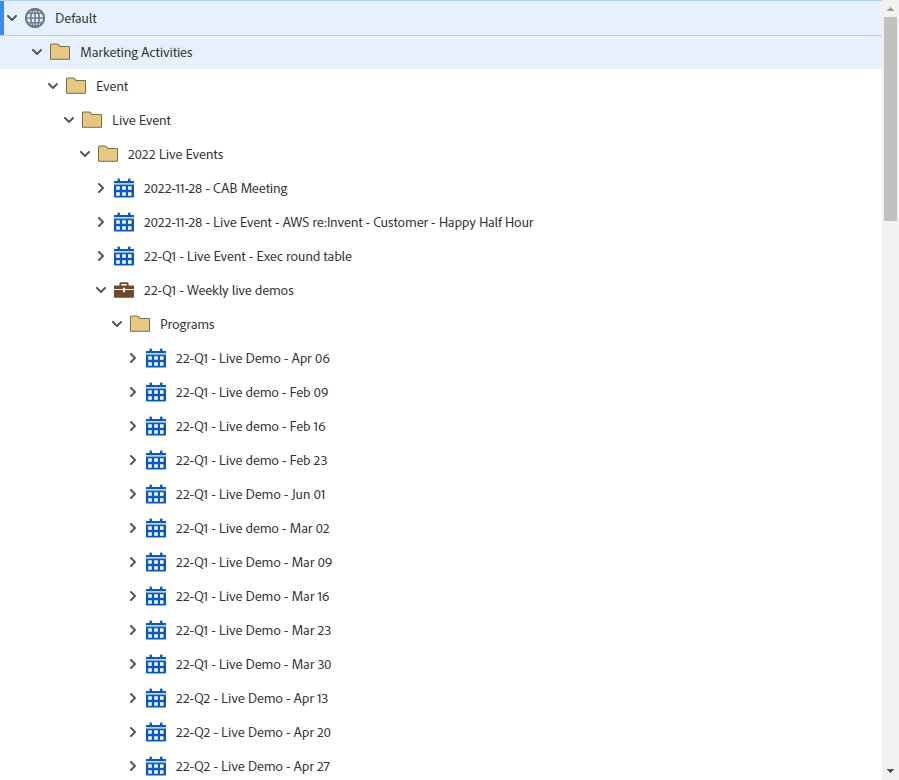
If you have Marketo Sales Insight, you can use the interesting moment flow step to give your sales team visibility into the cool things your leads are doing in a Smart Campaign. Interesting Moments allow the marketer to define what information is relevant to their sales team. When a lead takes a specific action, that action is logged and recorded for the team to see.

**Data Management**

**Logz.io Marketo**
has Data Management actions setup within Marketo. To determine this metric our team looks at the ‘Change Data Value’ flow step in the client’s campaigns. Each ‘Change Data Value’ flow step counts as a data management action.
Marketo’s data management tools allow a marketer to configure actions to automatically manage leads. For example, Data Management actions can be set up to de-duplicate data, clean up bad data, and modify data based on predetermined actions and values.

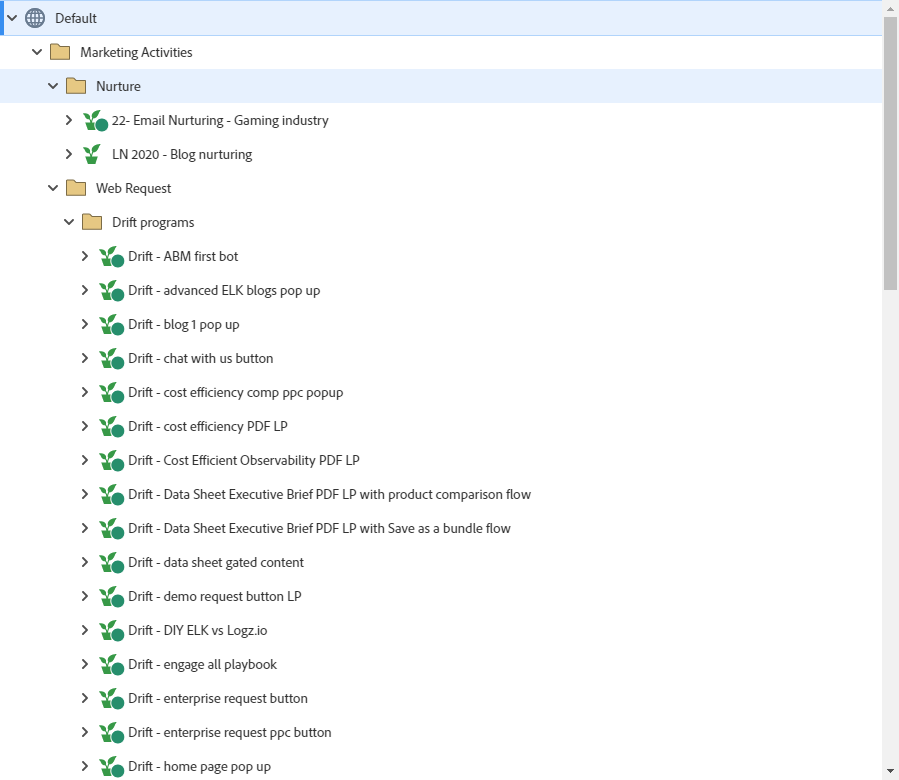
**Events**

**Logz.io Marketo**
has
**66**
Event campaigns in Marketo.
One of the greatest features of Marketo is the ability to clone an entire program—which copies all underlying assets and campaigns that are part of that program. Events allow you to automate online and offline events! Capture the status of your leads as they progress through different stages and get accurate measures of the ROI for your marketing initiatives.

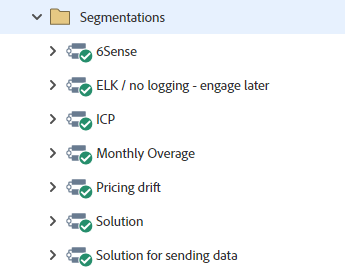


**NurtureLogz.io Marketo**
has
**56**
Nurture campaigns using the Marketo Nurture Stream engine. There are two types of Content you can add to engagement program streams — emails and programs. Emails will be sentto leads at cast time. Marketo's smart streams also offer:

* Intelligently and automatically deliver content to a target audience.
* Easily build dialogue with prospects and customers while preventing customers who have already received content from receiving the same content again.
* Add new content and entire programs to nurture streams.
* Edit the availability of content.
* Understand content performance based on engagement with each piece of content.



**Segmentation**

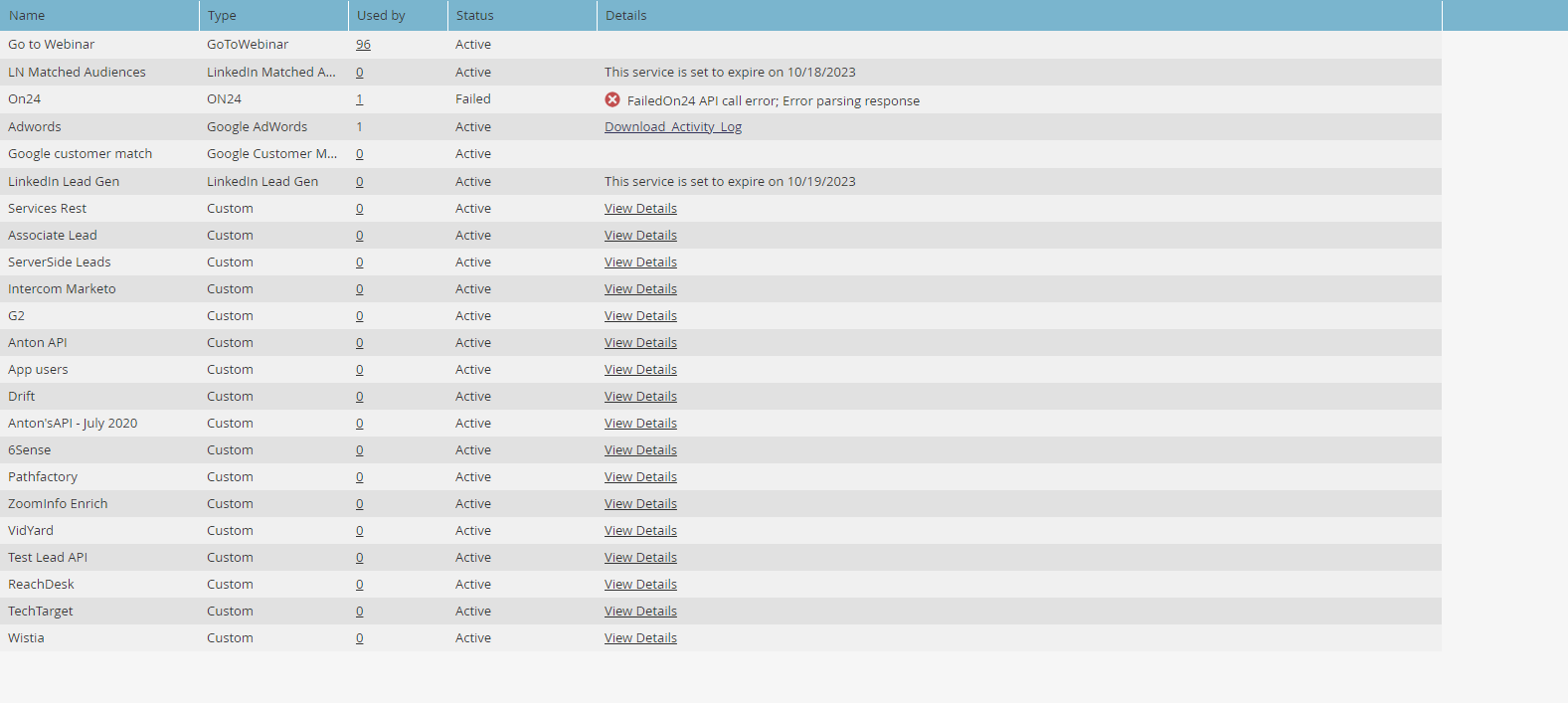
**Logz.io Marketo**
has the following segments defined. Segments allow the marketer to target leads based on the segment that they fall into.  


**Program Library**

It appears that
**Logz.io Marketo**
has imported templates from the Marketo Program Library.
Marketo is committed to our customers' success and has seeded a ton of pre-built programs for almost any use case into the Marketo Program Library that our customers are free to import when they are needed as their marketing strategies evolve and call for different types of programs and campaigns.

**Integrations**

The following integrations have been installed:



**Website Personalization**

The client does not have Predictive Content. If they are interested in learning more about this add-on you can provide them with the following document:  
  
https://docs.marketo.com/display/public/DOCS/Web+Personalization+Overview

**Target Account Management**

The client does not have Target Account Management. If they are interested in learning more about this add-on you can provide them with the following document: https://experienceleague.adobe.com/docs/marketo/using/product-docs/target-account-management/setup/target-account-management-overview.html?lang=en

**Predictive Content**

The client does not have Predictive Content. If they are interested in learning more about this add-on you can provide them with the following document:  
https://experienceleague.adobe.com/docs/marketo/using/product-docs/predictive-content/working-with-predictive-content/understanding-predictive-content.html?lang=en

**Email Insights**

