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THE ULTIMATE CHECKLIST
FOR CHOOSING A LANDING PAGE SOLUTION

Marketo is great for many things, but creating beautiful landing pages can be a challenge if you don't have the right template.

WHAT ARE YOUR OPTIONS?

Many marketers look to developers, agencies or third-party tools to help solve this problem. There are several third-party tools that integrate to Marketo in different ways, from using the REST API, to directly injecting templates into your Marketo instance.

</> DEVELOPERS

AGENCIES

THIRD-PARTY TOOLS

IT'S BEST IF YOUR TOOL:

✓ Uses native Marketo forms	☐ Passes inferred data from Marketo Munchkin	☐ Has emails & landing pages in one solution
☐ Stores landing pages in Marketo	☐ Leverages Marketo's native A/B testing	☐ Reports conversion rates in Marketo
☐ Uses Marketo's 'Fills Out Form' trigger	☐ Integrates securely into Marketo directly	☐ Allows for unlimited page views
☐ Pre-fills forms with Known Person data	☐ Adds web activity to Known Person records	☐ Does not require IT involvement

Read on to learn more about why some of these features are important.

4 RISKS

OF HOSTING LANDING PAGES OUTSIDE OF MARKETO

Before you select a new landing page partner, you should definitely ask: Will my landing pages live in Marketo? If the answer is no, here are some things you should be aware of:

1

NO MORE MARKETO FORMS

When your landing pages don't live in Marketo, it means you don't use native Marketo forms. And because forms are an entry point for new leads in your system, it means you lose out on functionality.

For one, the ability to auto-complete fields values for the people already cookied by Marketo. See: big drop in conversion rates. And your inferred data like country, state and company no longer get passed through, either.

Oh, and now you need to establish another integration and new sub-domain. Depending on the setup, this can mean that a Person's past web activity is not associated with their newly created Known record.

Lastly, triggers are also impacted – which means new custom fields and Smart Campaign workarounds need to be created.

2

CAN'T USE MARKETO TOKENS

Marketo tokens are a huge timesaver, and many marketers like to build out scalable programs with them. When your landing pages don't live in Marketo, you simply can't use this powerful functionality.

3

PROGRAM DATA IS FRAGMENTED

When your landing pages don't live in Marketo, it means when you review program performance, critical metrics such as page views and conversion rates are not there. This means you don't get a full view of your program performance in one spot.

4

SAY BYE-BYE TO DYNAMIC CONTENT

Dynamic content is a feature that many marketers are excited about, and for good reason. It allows you to show content tailored to individuals based on segments. When your landing pages don't live in Marketo, you can't take advantage of its rich dynamic content capabilities.