



## THE VERTICURL CLOUD APP

It's finally possible – you can now combine Marketo's marketing automation muscle with WhatsApp's immediacy and reach to super-charge your programs. The world's first integration between Marketo and WhatsApp, built by Verticurl unlocks possibilities that enable brands to be truly multi-channel in their approach.

Verticurl's Cloud App goes beyond just adding a new channel to Marketo's toolkit – it also captures inbound responses, allows setting up auto responses, imports response data into Marketo for further programmatic actions, has capabilities for managing a coupon-based promo program and has subscription management built-in.

## FEATURES

### What's Possible Today



Use WhatsApp as a native channel within Marketo, in the same way emails are used. A WhatsApp message can be triggered from a flow step in a Smartlist, in response to any condition set in the filter criteria of the Smartlist.



This service helps send messages to followers, which can be text, image, audio, video or rich media content. It is possible to customize text messages, allowing user personalization with metadata from the WhatsApp app.



Inbound responses also get stored in Marketo automatically, in custom objects, allowing for a conversational workflow to be configured easily. With the immediacy allowed by the nature of WhatsApp conversations, it is possible to even build a simple chatbot.



Assign and deliver unique coupon codes to customers based on inbound texts. For example, a billboard that invites people to text a code to receive a unique 25% discount voucher they can use on the website, simultaneously improving the customer experience and driving acquisition.



Close integration with Marketo means the Cloud App works with your own preference center to ensure opt-in compliance. Additionally, it also allows recipients to opt-out by using a single keyword, such as 'STOP.'



Use a single log in for all your applications in the Verticurl Cloud App, making it a one stop shop for multi-channel capability. The same login works for integrating WeChat, Line and SMS.



Trigger actions in platforms other than Marketo based on words used in inbound responses, such as email notifications being sent to relevant personnel and tasks created for follow-up and assigned to salespersons in SFCD.

### Coming soon



Integrate and pull content directly from your Digital Asset Management platform to optimize the process of campaign creation on this channel, and to ensure the most up-to-date versions of assets are always used.

## GET IN TOUCH



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