



See clearly, spend better.

Track, attribute and optimize digital marketing spend in real-time based on actual sales data instead of just lead submissions.

Business Challenge

Marketers are faced with the challenge of implementing and valuating digital campaigns with fragmented tools and ambiguous data. While aware they need a clearer picture of the customer journey from acquisition to conversion, 82.2% of performance marketers do not have the ability to measure cross-channel performance or return on investment. CAKE's intuitive SaaS-based platform provides tracking, attribution, and reporting clarity, allowing digital marketers to optimize the performance of their digital spend.

Solution

Everything about the CAKE experience – from software to setup, service and support – is designed to be powerful yet simple. Our solutions track the customer journey across multiple touchpoints, including mobile, video, affiliate, email, display, shopping, search and social so you can analyze the channels influencing your customers' purchase paths.

While other products also offer multi-channel capabilities, CAKE lets you:

- Manage an entire affiliate network program with one tool
- Collect and report on lead generation in real-time
- Attribute leads to their source and understand their true value
- Run sharable reports using a robust, customizable structure
- Monitor digital spend and analyze metrics in a single dashboard
- Integrate with proprietary and 3rd-party systems, including affiliate payout providers
- Ramp up quickly with a customized onboarding process



CAKE & Marketo, A Natural Fit

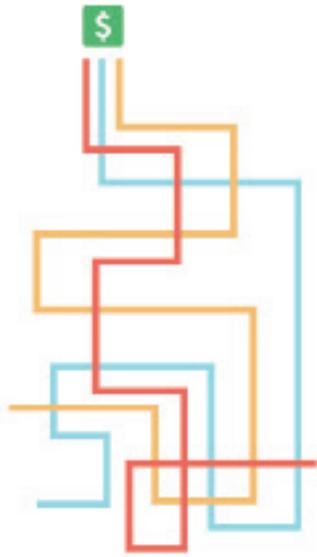
After integrating CAKE with Marketo, users can:

- Track multiple marketing channels
- Set affiliate payout price formats
- Boost lead nurturing
- Build more targeted campaigns

CAKE's Marketo integration shows marketers the steps that were needed to acquire a customer, the order in which those steps were taken and how valuable that customer relationship is over its lifetime.

Get better insight into conversion paths

With CAKE, Marketo users can analyze the paths customers take and optimize digital spend to emphasize the channels that are leading to more conversions. With better insight into the absolute highest number of conversions, you can confidently adjust your digital marketing spend accordingly. CAKE works in sync with Marketo to help you flush out the larger context of your digital spend across multiple channels including mobile, video, affiliate, email, display, shopping, search and social. Imagine having such granular insight that you know which ad creative is performing best on a particular source within a specific channel.

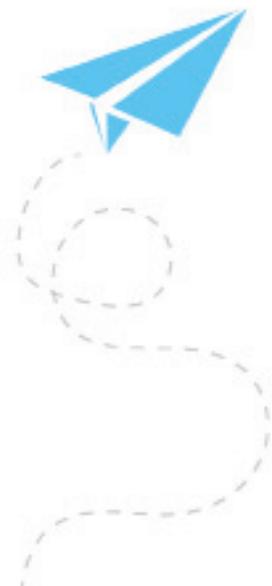


How it Works:

1. Generate tracking pixels in CAKE
2. Place those unique pixels on ad creative, landing pages and other marketing assets across multiple channels
3. When users take pre-determined actions toward conversions, CAKE tracks these steps
4. Run concise reports to see how your marketing tools are performing

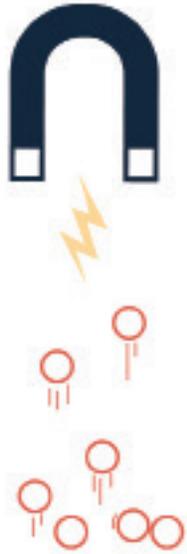
Further enhance email marketing

Developing and maintaining customer relationships through email marketing is vital. While Marketo is a substantial component of email marketing efforts, CAKE enhances those efforts by providing Marketo users with additional marketing intelligence, including intra-channel and cross-channel insight. Couple this newfound insight from CAKE with your email stats from Marketo and you get a clear picture of the customer journey and which channels, including email, are the most valuable to utilize in your marketing mix at particular stages along the path to conversion.



How it Works:

5. Create a Marketo source in CAKE
6. Map your Marketo email referrer to that source
7. Send your marketing email through Marketo's automation
8. The email recipient clicks out of the email and arrives at a landing page with CAKE tracking
9. CAKE attributes the click to the Marketo source



Take lead generation to the next level

CAKE builds upon Marketo's expertise at capturing leads by providing end-to-end performance insight into the entire lead generation journey, marrying clicks and leads from both platforms into a single view. Not only does CAKE easily share this information with Marketo, but users who already have lead generation programs outside of Marketo can push data directly into Marketo from CAKE.

How it Works:

1. Users submit a Marketo lead form and are redirected to a thank you page
2. The Cake-Marketto Event Pixel fires and JavaScript grabs the Marketo Cookie ID which is dynamically dropped into the Event Pixel
3. The Event Pixel sends the Marketo Cookie ID to the CAKE server
4. The CAKE server makes an API call to Marketo, sending the Marketo Cookie ID and requesting the Lead ID and Lead Fields
5. The Marketo Event is stored in CAKE. Closed-loop attribution is achieved and marketers can now optimize their acquisition efforts based on closed/won opportunities.

About CAKE

CAKE provides SaaS-based solutions to track, attribute and optimize the performance of digital marketing spend in real-time. Bringing clarity to multi-channel marketing campaigns, we empower advertisers, publishers and networks with the actionable insight to make intelligent marketing decisions.

Our mission is to make CAKE relevant in all digital marketing conversations. We believe marketing technology should be simple, innovative and benefit the entire organization. CAKE's products bring a lot of disparate information into one location so you can spend time doing what matters to move your business forward.

Over 500 companies, including some of the world's most successful marketers, agencies and networks, use CAKE's products to build their digital marketing strategy. These enterprises process over 5 billion consumer actions through CAKE each month.

As a Marketo partner, CAKE is poised to assist Marketo users get the most from their digital marketing spend.

"We are thrilled to be using the CAKE platform for our lead generation business. We are able to efficiently manage multiple clients and execute multi-faceted campaigns that allow us to achieve our ROI targets. The CAKE professional services team provides outstanding support, both from a strategic and tactical perspective."

David Towers, SVP, Revenue & Operations, RealtyTrac



Questions/Keywords

Marketo Internal Use Only

If you have customers in these verticals:

- Auto
- Dating
- eCommerce
- Education
- Entertainment
- Financial
- Gaming
- Health & Beauty
- Retail
- Telco
- Travel

Or who are:

- Advertisers
- Advertising Agencies
- Affiliate networks
- Publishers

That are asking about:

- Affiliate marketing
- Affiliate network management
- Affiliate program tracking
- Digital spend optimization
- Direct publisher management
- Ecommerce solutions
- End-to-end lead generation and distribution
- Multi-channel tracking
- Multi-touch conversion attribution
- Network Management
- Real-time analytics and metrics
- Targeted campaign control

Please refer them to **CAKE!**

If you have further questions regarding whether CAKE is the right solution for your customer, please call -----.