

A group of four people (three men and one woman) are seated around a wooden table in a bright, modern office setting with large windows in the background. They appear to be in a collaborative meeting. A large, semi-transparent purple rectangle is overlaid on the lower half of the image, containing the title text in white. The bottom half of the image has a solid blue background.

Solution Guide for **Marketing Automation Integration**

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The Technology that Supports Digital Marketing

The list of technologies that enable great customer experiences is long, but two that lie at the core of your digital experience foundation are web content management and marketing automation. You know you need both, but trying to decide if you should go best of breed or with an all-in-one suite is a common question for many.

An all-in-one digital experience suite offers a combination of technologies including content management, marketing automation or email marketing, analytics, social media management and others. In many cases, the content management and marketing automation capabilities are not

full featured but simply provide the most common capabilities.

More often, however, you want to adopt a strategy that includes best of breed technologies for your most important digital experience capabilities: web content management, marketing automation, and analytics. Best of breed solutions provide rich capabilities that can be customized and extended to meet your requirements. The right best of breed technology also offers built-in integration points to other key technologies as well as an integration toolkit for additional capabilities you may need.

Ingeniux Takes the Best of Breed Approach

Ingeniux provides a best of breed web content management platform that enables you to create, manage and publish content to a wide array of channels and devices. It comes with built-in integrations with key marketing automation solutions such as Marketo, Eloqua, Salesforce Pardot, and others.

Where does the line between the Ingeniux CMS and your marketing automation system begin and end?

The Ingeniux CMS focuses on enabling you to create and manage intelligent, reusable content for true mobile and multi-channel delivery. This includes your website and all the landing pages you develop to attract leads. Our CMS ensures that your content, including digital assets like your

whitepapers, images, and videos, are managed according to your governance policies.

Your marketing automation system focuses on capturing and tracking prospects and leads. It manages the various campaigns you set up and provides an environment where you can monitor and move leads through the qualification process. Marketing automation can create landing pages, but they are typically one off web pages, not leveraging consistent sharable content and not managed through a proper workflow.

Essentially, marketing automation is the lead and campaign management backend, and the CMS is the experience delivery tier. Together, the two ensure your customer experience is consistent and engaging.

The Ingeniux Approach to Marketing Automation Integration

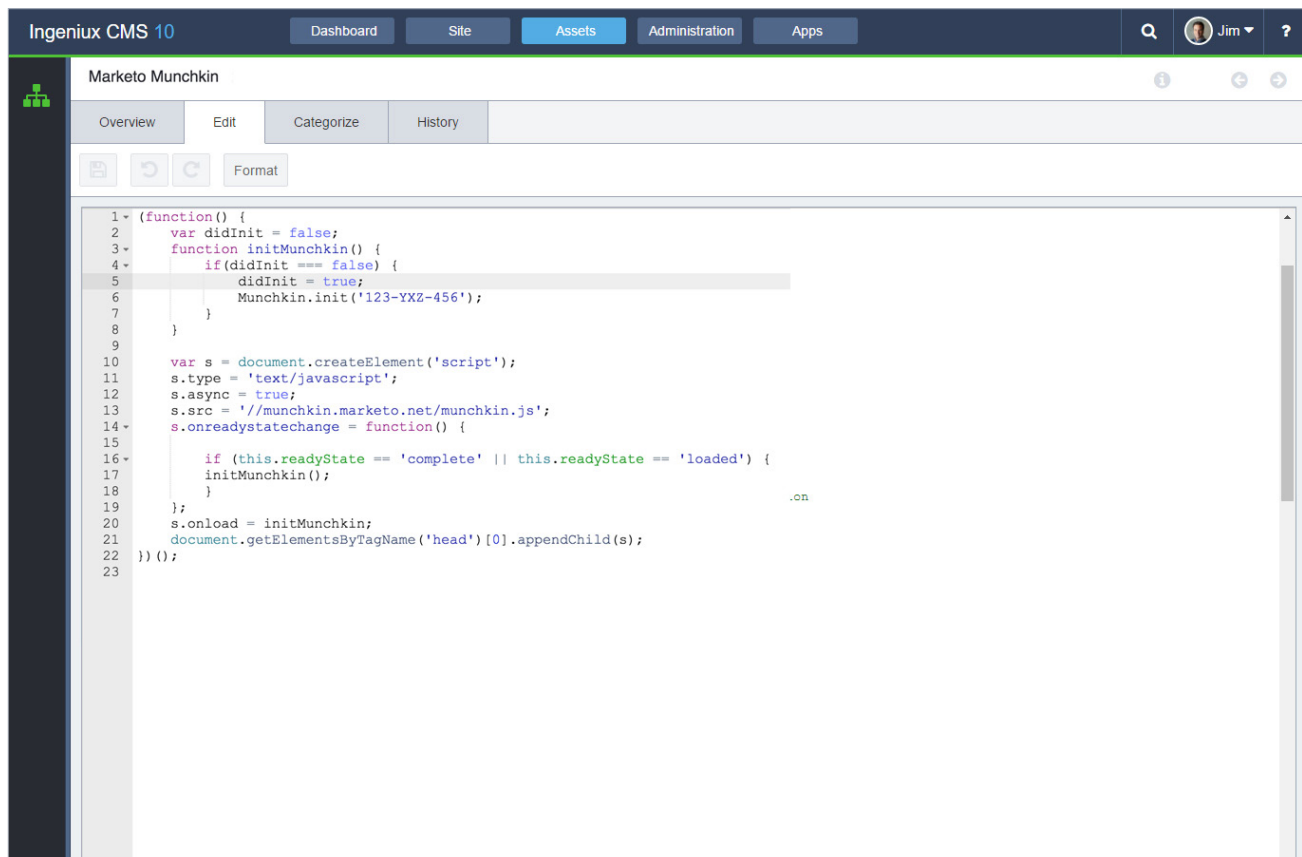
Integration between the Ingeniux CMS and a marketing automation system happens in four ways:

Tracking User Activity

Tracking user activity on the website is the lowest integration you can set up. To track user activity on the website, Ingeniux adds JavaScript to the Ingeniux DSS (Dynamic Site Server) site.

The JavaScript tracks what a visitor does on the website and stores the information in the marketing automation system. This is similar to how you integrate with your analytics software.

Tracking user activity is base level integration you must have in place to implement the next level of integration.



The screenshot shows the Ingeniux CMS 10 interface. The top navigation bar includes 'Dashboard', 'Site', 'Assets', 'Administration', and 'Apps'. The 'Assets' tab is selected, and the 'Marketeto Munchkin' asset is being viewed. The interface shows tabs for 'Overview', 'Edit', 'Categorize', and 'History'. The 'Edit' tab is active, displaying a code editor with the following JavaScript code:

```
1- (function() {  
2-     var didInit = false;  
3-     function initMunchkin() {  
4-         if(didInit === false) {  
5-             didInit = true;  
6-             Munchkin.init('123-XYZ-456');  
7-         }  
8-     }  
9-  
10-    var s = document.createElement('script');  
11-    s.type = 'text/javascript';  
12-    s.async = true;  
13-    s.src = '//munchkin.marketo.net/munchkin.js';  
14-    s.onreadystatechange = function() {  
15-  
16-        if (this.readyState === 'complete' || this.readyState === 'loaded') {  
17-            initMunchkin();  
18-        }  
19-    };  
20-    s.onload = initMunchkin;  
21-    document.getElementsByTagName('head')[0].appendChild(s);  
22-})();  
23-
```

Landing Page Integration

Landing pages are created to capture visitor information in exchange for viewing or downloading a content asset.

Through landing page integration you can integrate form data between the marketing automation system and Ingeniux CMS. You can do this in one of three ways:

1. Create the form in the marketing automation system and inject the form into the CMS using an [insert] element. When the form is filled out and submitted the form data is automatically sent to the marketing automation system.
2. Create the landing page and associated form within the marketing automation system and co-brand and link to the landing page from the CMS. In this case, the marketing automation system must keep in line with branding and other design changes in the CMS to ensure a consistent experience.
3. Create your landing page directly in the Ingeniux CMS and submit your form data to your marketing automation platform using their API.

The screenshot displays the Ingeniux CMS landing page. At the top, there is a navigation bar with links for SUPPORT, BLOG, LANGUAGE, and a prominent orange button for REQUEST A DEMO. Below this is a secondary navigation bar with links for PRODUCTS, SOLUTIONS, X-GALLERY, PARTNERS, DEVELOPERS, RESOURCES, and COMPANY. The main content area features a large background image of a city skyline at dusk. Overlaid on this image is a white text box with the heading "View an Ingeniux CMS Online Demo". Below the heading, there is a paragraph of text: "Looking for a modern CMS that makes the web easy to manage? Need to deliver engaging desktop and mobile web experiences? Take a closer look at Ingeniux CMS." This is followed by another paragraph: "A product demonstration is the best way to learn more about Ingeniux CMS. Whether you are in marketing, IT, or development, an Ingeniux demo will provide all the answers you need to understand the Ingeniux solution." A third paragraph states: "To get started, simply fill out the request form on the right and we will contact you to arrange an online demonstration. We will not share your information. Read our [privacy policy](#)." To the right of this text is a form with input fields for First Name, Last Name, Email Address, Phone Number, and Company, followed by a larger text area for Comments or Questions. Below the form is an orange button labeled "VIEW PRODUCT DEMO". At the bottom of the page, there is a blue footer section. On the left, it features the Ingeniux logo and a paragraph of text about the company. On the right, there is a secondary navigation bar with links for SUPPORT, BLOG, LANGUAGE, REQUEST A DEMO, and a search icon. Below this are social media icons for Facebook, Twitter, LinkedIn, Google+, YouTube, RSS, and a share icon.

Recommended Approach

Injecting the form into a landing page created directly within the CMS is the preferred method for integrating landing pages for two reasons:

- a. The Landing page is created and managed directly within the CMS and is easily modified and updated in line with other content and brand changes on the website. It can also leverage content already developed to ensure a consistent experience across the entire website.
- b. If your landing pages are multilingual, the translations are managed directly by the CMS using its approach to content translation. Many marketing automation systems don't have translation management.

Ingeniux CMS 10

Dashboard Site Assets Administration Apps

Gated Landing Page

Edit Preview Categorize History XML Analytics

Rename Assign Add to Workflow Publish Show Path

Form View

Title ?

Independent Film eBook

Copy ?

Edit Insert View Format Table Tools

Formats **B** *I*

Download our special e-book on independent film. Premium content only found here.

Form ?

<http://cxm.ingeniux.com/acton/form/1910/00d7:d-0001/0/-/-/-/-index.htm>

Image ?

apocalypsenow_01.jpg
1280 x 720

[Go To](#) [Select](#)

ViewName ?

LandingPage

Prefilling Forms/ Progressive Profiling

One way to improve the user's web experience for landing pages is to prefill all or parts of a landing page form for a visitor who has already submitted the current form or another form for a different content asset.

In this instance, the prefilled data is pulled from the marketing automation system using either server side or client side script. With the data pulled from the marketing automation system, you can hide fields that have already been filled out, pre-populate fields or show additional fields to capture more information (known as progressive profiling).

This integration approach leverages cookies and uses either a JavaScript or server side API from the marketing automation system.

Campaign Integration

Marketing campaigns, such as email or social media campaigns, often involve driving prospects to specific website pages and content. To track when a prospect visits a page linked in a campaign, Ingeniux tags content with Campaign IDs from the marketing automation system and then sends tracking data for that visitor back to the campaign in the marketing automation system.

For example, you set up an email campaign to promote your latest ebook. The email contains a link to a landing page on your website where the ebook can be downloaded. When a user clicks the link in the email and goes to the landing page, the landing page records the click as a link from your email campaign. Later on, you can go into your marketing automation solution and find out how many of your leads came to your ebook's download page from email and how many actually downloaded the ebook.

This integration approach uses either a JavaScript or server side API from the marketing automation system.

Personalizing the Web Experience

Some marketing campaigns start with tracking visitors on the website. If a visitor views certain web content they are added to a campaign in the marketing automation system and potentially a visitor segment. As the visitor uses the website the CMS shows specific content targeted by the marketing automation campaign.

For example, you set up a campaign in your marketing automation system to promote

your new set of computer products. The Product web pages are tagged with the campaign ID and visitor clickstreams are tracked. When a visitor views two different products, the CMS adds them to the campaign and the campaign sets rules to show certain product ads or recommended products.

If the user is known, through a cookie or a shopping cart log in, you can pull visitor profile data from the MA system and customize the experience using parameters set up in the campaign.

Summary

Digital marketing often requires integration between a content management system that manages the website experience and the marketing automation system that manages campaigns and prospects or leads. The level and type of integration depend on the marketing strategy and the integration capabilities of the CMS and MA. While you could use a suite that provides most of the basic capabilities of a CMS and an MA, in most cases, your requirements will point you to adopting a best of breed approach.

Ingeniux is a best of breed content management platform that is easily customized to support a range of integration approaches with the leading marketing automation and CRM platforms. Ingeniux is designed to focus on creating and managing intelligent, structured content, including digital assets, that you can use across all your campaigns consistently and ensure that experience is delivered consistently across channels and devices.

About Ingeniux

Ingeniux is the leading provider of web content management and digital experience software. We enable organizations to orchestrate the entire customer experience from acquisition through to sales to support and service, across any device, application, or website.

We build content management software with an unparalleled focus on the content itself. The Ingeniux CMS is designed to manage and deliver modern websites, customer support portals, online communities, and other customer touchpoints.

We believe in intelligent “structured” content. We design our software to enable content reuse, enable true mobile and multi-channel content delivery, and insightful content discovery. Our unique content-as-a-service capabilities deliver content into web and mobile applications, and other key channels.

Ingeniux software is available as a fully managed software service or an on premise application. Ingeniux delivers unparalleled service and support to customers worldwide.

To learn more, visit us at <http://www.ingeniux.com>.

INGENIUX

PO Box 21466
Seattle, WA 98111

info@ingeniux.com
877 445 8228