

# Advanced Marketo integration for CRMs and apps not supported directly by Marketo



- ✓ Integrate non-supported CRM, SQL, and LOB apps with Marketo.
- ✓ Sync CRM contacts, leads, accounts, opportunities, email, and Marketo lead nurturing data.
- ✓ View Marketo Sales Insights in CRM, Outlook, and Office 365.
- ✓ Accelerate time-to-value with Riva's low-cost, out-of-the-box integrations for Marketo.
- ✓ Boost win rates and delight customers.

## Imagine being able to give your sales team a 360° view of your marketing efforts in CRM, Outlook, and Office 365.

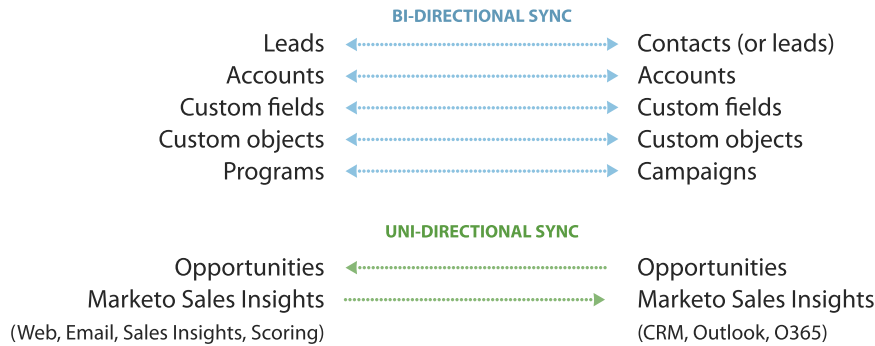
Riva delivers [actionable intelligence](#) that boosts win rates, increases sales productivity, and helps teams focus on customers who are more likely to buy.

With Riva, your users will love being able to view [Marketo Sales Insights](#) directly in CRM, Outlook, and Office 365 (with pending support for Gmail and G Suite).

Riva fills integration gaps for [CRMs, SQL databases, and proprietary line-of-business applications](#) that are not supported directly by Marketo. For example, Riva saved a Sage CRM customer tens of thousands of dollars from not having to build a custom connector to sync 100,000 Sage CRM contacts with Marketo.

# What Riva syncs between Marketo, CRM systems, and other apps

Sync CRM contacts, leads, accounts, opportunities, email, and custom fields. View Marketo Sales Insights, including lead nurturing and scoring data, directly in CRM, Outlook, and Office 365.



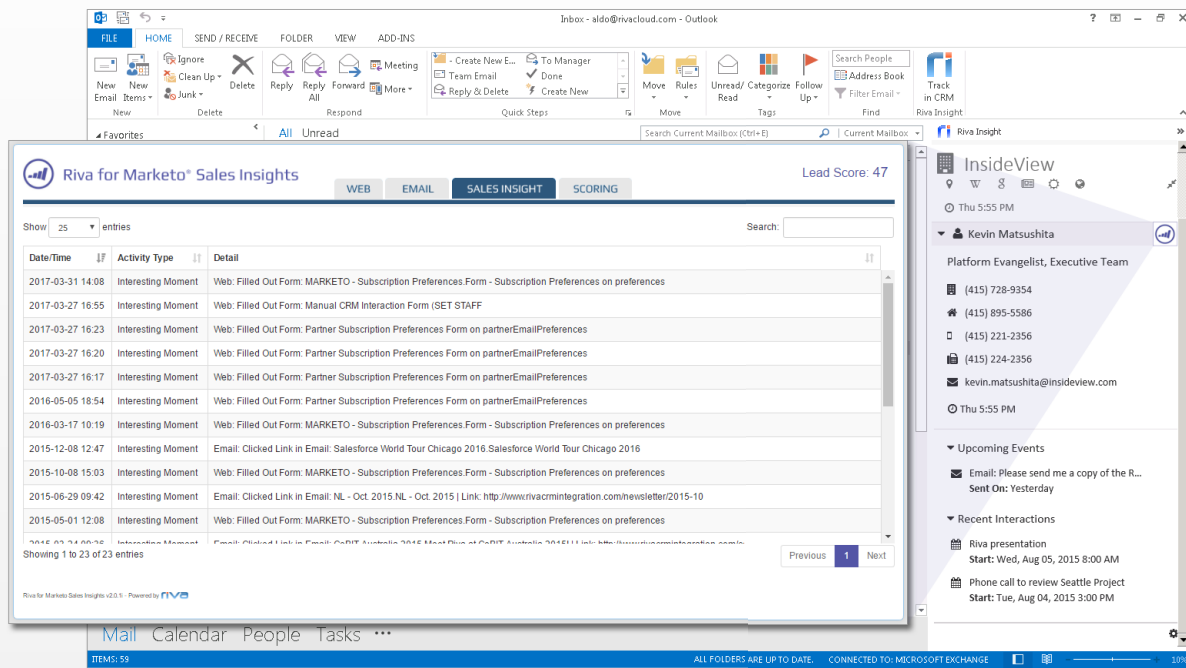
Experience **Marketo Sales Insights** directly in the following email clients:

- Office 365
- Outlook 2016, 2013, 2010
- Outlook 2016 for Mac
- Gmail and G Suite (pending)
- IBM Notes
- IBM Notes for Mac

Note: Custom fields require configuration. Supported features vary by target system.

## NEW Marketo Sales Insights for CRM and Outlook

We are pleased to announce our early adopter program for Marketo Sales Insights for Outlook. Yes, your users can now view Marketo Sales Insights directly in CRM, Outlook, and Office 365!



Riva CRM Integration is trusted by 1,200 companies globally, including 3 of the top 5 U.S. banks, 35+ Fortune 500 companies, and hundreds of fast-growing SMBs. Let's discuss your integration requirements.

Call 408.675.5015 ■ Visit [rivacrmintegration.com](http://rivacrmintegration.com)

