



# How Relentlessly Simple Integration **Can Transform** **Your Marketing Automation**



## Digital marketing is dynamic.

Your customers' needs and expectations are constantly changing. In order to make genuine connections that convert leads and build revenue, **you need to create engagements along every step of the customer journey.**

Most enterprises turn to marketing automation tools to streamline their marketing efforts. But while the majority of marketing automation tools on the market are capable of taking time-consuming tasks off your teams' hands, they usually don't do much beyond that.

A typical automation tool focuses on just one or two capabilities. They're able to support your marketing team by making their job a bit easier, but they're rarely able to handle all the tasks your team needs to automate.

In the end, you're left with a complex ecosystem of marketing technology tools and very few insights into what you can do to improve your customer experience, make better decisions, or better align marketing and sales. Without integration throughout your martech stack, you're still left doing the heavy lifting.

Odyssey offers a truly transformational automation tool that seamlessly integrates your apps, tools, and systems to not only improve your team's productivity, but also empowers marketers to go beyond the expected and deliver real value to the enterprise.

## Let's take a look at how.



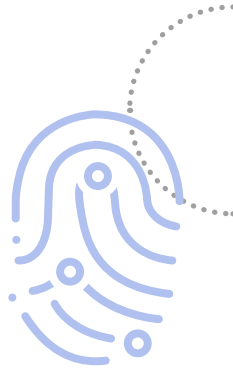
# 1. Free siloed data, creating customer information **you can act on.**

Customers have grown to expect personalized messaging and content that relates directly to their unique challenges or struggles. But when you're trying to build a scalable business, it's impossible to manually look at what each lead or customer needs individually.

Typical automation tools can help you deliver content faster, but it does very little to help you understand what stage your lead is in the buyer's journey. Because customers are engaging with your brand on social media, email, over the phone, and more, you can't depend on data from just one pathway to base your decisions.

Unfortunately, each tool you're using is creating a separate pile of data. When these tools are unable to communicate, your team may be stuck working with out-of-date, inaccurate customer data from duplicates or poor manual entry. Not only does this prohibit your team from working efficiently, but it can also create a frustrating experience for your leads and customers.

Odyssey solves these automation issues by fully integrating your martech tools, allowing data to freely travel from one app to another. By bridging the gaps between your social media management tool, CRM, call analytics app or more, your marketers are able to work with real-time information to ensure each lead and customer is getting the information they need to convert.



## 2. Increased **team productivity.**

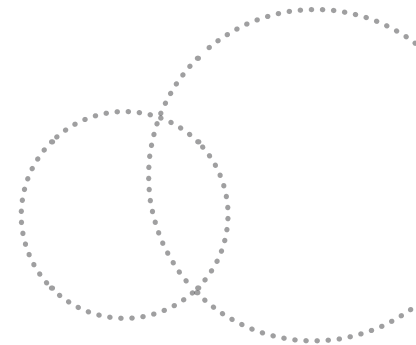
Keeping track of a customer's journey in a disconnected tech ecosystem is not only time consuming, but it's also unreliable. Marketers are required to piece together information from across different tools and apps, a process that can take hours each week.

What's worse—because of how quickly customer needs can change in the digital marketing world, by the time the data is properly entered and analyzed, it's probably outdated. This means marketers need to constantly double-check if the information they're working with is the most relevant.

While this process is much faster than trying to understand the digital customer journey manually, the lack of integration between apps and devices is holding marketing teams back from being as productive as possible.

Integration through the Odyssey Platform improves team productivity by removing the need for re-entering data manually. The seamless back-and-forth flow of data between apps and devices means marketers can automatically access updated information without cutting additional time from their workday.

Marketers can also have confidence that the data they're working with is correct. They no longer need to dig through spreadsheets or files to double-check data points, giving them more time to focus on tasks that will get results.



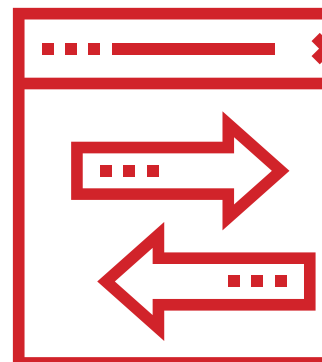
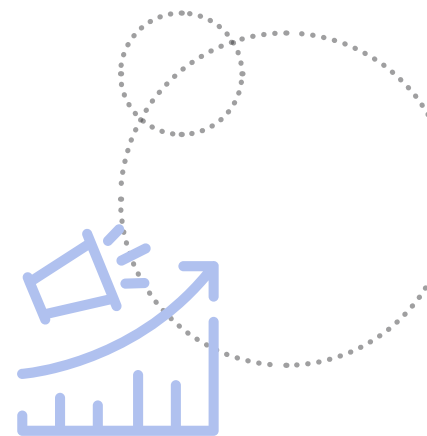
### 3. Better **alignment between sales and marketing** departments.

For most organizations, sales and marketing are two very different, yet very intertwined departments; we don't have to tell you that it isn't always a smooth relationship. Handing off a lead from marketing to sales at the right time is tricky, especially when data remains trapped in silos. Misleading duplicate, out-of-date, or incorrectly entered data can cause confusion between departments—and create a negative experience for your customer.

The disconnect between marketing and sales can also result in lost customers. As the marketing team nurtures and educates leads, they need to know the precise time to hand off that lead to a sales rep for a conversion. Unfortunately, when these processes are managed manually, the lead may get passed over too early or too late.

Odyssey helps realign the connection between the sales and marketing departments by creating solid collaboration pathways for the two teams to share data. Breaking down the data silos between departments, especially those that work so closely together, can allow team members on both sides to get access to the information they need quickly and easily so they can do their job efficiently.

The Odyssey Platform can also automate the transfer of a lead or customer from marketing to sales. By establishing a lead scoring system, you are able to set unique triggers that will notify specific users when certain thresholds are met. Odyssey can keep track of customer behaviors, such as when they click a link in an email or sign up for a webinar, and send you an alert when they've performed a predetermined number of actions.



## 4. Greater **flexibility and control** of campaigns.

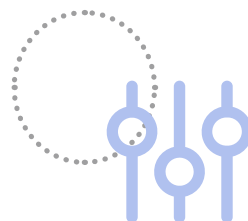
One of the biggest draws of most marketing automation tools on the market is that they're easy to use. Because most tools only focus on one or two tasks, team members without coding skill can add projects without much difficulty.

However, to maintain ease-of-use, most of these tools are limited in what they're able to do. Marketers are faced with a choice: Pull back on the campaign expectations, or outsource campaign automation to the IT department.

Reigning in a marketing campaign for the sake of an app or tool can prevent you from getting the insights you truly need, but giving up control of the campaign can cause delays and eliminate certain competitive advantages. Having the IT control your marketing campaign can also make it difficult for your team to make quick pivots or changes according to audience response. In short, neither option is ideal.

Integrating your martech ecosystem through the Odyssey Platform means you can streamline campaign execution through all the apps you need without needing to relinquish management. Because Odyssey uses Task Agents, a beyond-API technology, marketers can automate whole campaigns without needing coding skill.

Odyssey also improves analytics and makes campaign results more visible to team members. Since you're integrating all your apps, tools, and devices through the Odyssey Platform, you can gain quick insights into how your campaign is performing, allowing you to make real-time decisions to keep your marketing efforts on the desired path.



# Integrating Your Marketing Technology Landscape with Odyssey

The Odyssey Platform is more than just your standard marketing automation tool. By creating connections between your various devices, systems and apps, your team is able to easily share data, collaborate, and get more from the tools you're already using.

Integrating your technology ecosystem into one central hub ensures your marketing team can appropriately connect, engage and convert leads into customers. Employees can work more productively, all while ensuring they're meeting the ever-changing needs of leads and customers.

**It's time to fulfill the promise of marketing automation.**



## Use Case: Overcoming Martech Overload

If you've ever seen the Martech Supergraphic, you know there's been an explosion of marketing technology offerings over the last decade; the 2019 edition maps more than 7,000 technology solutions for marketers. Even if you haven't seen the graphic, your marketing team is very likely trying to coordinate between a dozen or more different applications.

### **Odyssey can help.**

With Odyssey, marketing team members can extract data from various applications, tie multiple projects together through cohesive workflows and validate and analyze new information in order to optimize the workflow—all without having to type a line of code.

Odyssey has integration points for more than

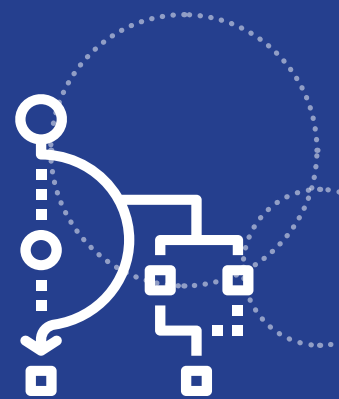
**4,000 applications**

In one case, Odyssey helped a Fortune 500 company pull data from SharePoint, SAP, desktop spreadsheets and other applications to create a comprehensive, secure data flow and easy-to-understand reporting and workbench. **Using Odyssey's data store task agent, content can be viewed in their native apps, downloaded and modified if needed or desired, and then sent to the original data store or a data lake so that it can be accessed in one central location.**

With these data silos now overcome, Odyssey enabled the company to run a prediction and retrieve the results with minimal human intervention. Once the process is set in motion, the AI agents can interface without needing to know who is making the call; this means Odyssey can be the engine directing the process behind the scenes. There's no coding—the users simply need to enter the necessary input fields to run the tasks.

Workflows were streamlined as well. The team member simply selects the app from which they want to pull data, selects the app they want the workflow to run through and submits a request to start the process. Approvals can be required throughout the workflow, if desired, or set up to run end to end with no human intervention. Data can be collected from key points along the workflow so that analytics can run across the entirety of the workflow.

Odyssey has integration points for more than 4,000 applications, and the built-in ability to scale quickly to new integrations. It's a way for marketing teams to optimize the day-in, day-out efficiency of their martech stacks so that they can achieve results at an increased pace.



#### **Washington, DC**

1801 Robert Fulton Dr., Suite 160  
Reston, VA 20191  
Phone: 1-703-391-5633  
Fax: 1-703-832-0329



#### **Global Locations**

**USA** Reston, VA; Houston, TX • **Brazil** Curitiba, PA •  
**Hungary** Budapest • **Malaysia** Selangor • **Thailand** Bangkok •  
**Singapore** • **Belgium** Brussels • **Canada** Surrey, BC • **India** Chennai

LEARN MORE AT [WWW.ODYSSEYAUTOMATION.COM](http://WWW.ODYSSEYAUTOMATION.COM)