OneMark

THE ULTIMATE PRE-FILL SOLUTION FOR MARKETO FORMS

Marketo's decision to discontinue the use of munchkin tracking cookies has had a direct impact on how marketers collect and use data.

At Grazitti, we understand the value that data and user experience hold in today's marketing landscape. That's when our Marketo experts created a smart, SaaS-based, web application- OneMark. It is a one-of-a-kind solution that allows you to pre-fill your Marketo forms on Marketo landing pages and website pages with the information of your returning leads.
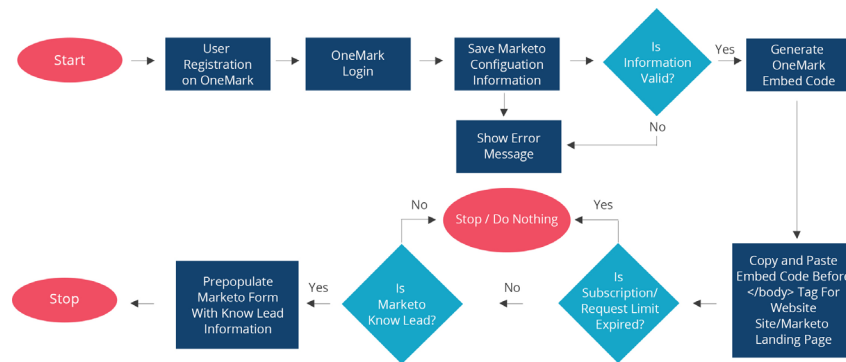
Key Features of OneMark

- **All-in-One Solution:** It works independent of the technology your website is built on, which makes it compatible with any website or format.

- **Easy Set-up:** UOneMark is easy to set up. All you need to do is register and fill in your Marketo configuration details, and you'll receive an embed code.

- **Easy to Configure:** Configure OneMark in a few easy clicks by placing the embed code into your Marketo landing page or website page.

- **Secure:** OneMark ensures that you are compliant with regulations like GDPR and CCPA as it doesn't store any lead information in cookie form.

- **Additional Features:** OneMark provides support for progressive profiling and visibility rules of Marketo.

Benefits of OneMark

- **Better User Experience:** With OneMark, you can provide a seamless user experience to your returning website visitors by ensuring an effortless way to fill forms.

- **Increase Conversions:** The fewer details your returning users have to fill in your forms, the more encouraged they'd be to fill it. This leads to an increased lead-to-sale conversion rate.

- **Target Better:** When you have pre-fill and progessive profiling enabled on your forms, you can also ask your users for additional information with each new form. With this, you can target your prospects better.

How to Configure OneMark

To configure OneMark on your website, you won't require any assistance from your developers. Simply place the embed code into the footer of your Marketo landing page or website page and you'll be all set.

Why Choose Us

Technical Expertise

Creative Experience

Agile & Global Delivery

Commitment to Quality

Strategic Depth

About Grazitti Interactive

Grazitti Interactive is a leader in digital innovation with extensive experience in enriching customer interactions and empowering businesses since 2008. We offer custom services and innovative solutions for marketing automation, Salesforce customization, online community development, web design, analytics, and development. We have served over 500 global customers including many Fortune 500 across Technology, Banking and Financial Services, Healthcare, Travel, and more.