How to Reduce
Bad Data in Marketo Engage

Forward

The Marketo Engage marketing automation platform's objective is to automate almost every aspect of digital marketing, primarily communication throughout every customer's lifecycle and stage. Marketo, however, needs to be utilized in the right way, to improve marketing and sales. Due to its complicated operational procedures and technology, it can get challenging for marketers to make the most of Marketo. Maintaining your Marketo instance's health includes feature enhancements, personnel and process governance, and constant data maintenance. Marketo audits can become very difficult with the complications in the technology.

One of the biggest challenges that Marketo admins often face when trying to automate communications with customers is to reduce the massive amount of unusable data collected in its database. This includes duplicates, nonstandardized fields, incomplete, and inaccurate data. If not routinely managed, bad data can cause disruptions to your marketing campaigns.

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Common mistakes marketers make that cause bad data

Suppose you have already integrated Marketo automation software into your marketing system. Likely, you are already overwhelmed by data overflow. With all the variation and the amount of data flowing through marketing, it can get very challenging to use it correctly. This is why segmentation is crucial. Since digital marketing campaigns run off of customer data, it is essential to maintain that data to achieve your marketing goals.

Not maintaining data health

Since the Marketo subscription/cost model is structured around the number of records in the system, it is essential to identify and remove duplicate/junk records. This not only reduces the Marketo subscription cost but can also increase the engagement rate of your marketing campaigns by only targeting real leads.

Not nurturing new leads

Most organizations make the mistake of not nurturing new leads as they come in. As soon as a lead enters your database, check their behavior and measure how they are processed and handed over to the sales team. Before a Marketo audit, filter your potential leads from junk data, competitors, partners, and existing users.

Not reviewing your campaign management and marketing database

Set aside some time to evaluate your lead nurturing, lead scoring, lead routing, and sales enablement programs. This will give you a better view of how you can boost your marketing and identify gaps.

Not monitoring Marketo engage and CRM

A standard Marketo installation, deployment, synchronization, and configuration helps understand how Marketo is integrated with your CRM and its benefit to your business. Not monitoring the synchronization between Marketo Engage and your CRM can often lead to increased bad data and many other complications that can affect the entire marketing and sales organization.

How to reduce bad data in Marketo engage

To help you avoid the problems caused by bad data in your system, here are a few steps that you can follow:

Analyze data before implementing Marketo engage

Before you implement Marketo, you need to understand your business customers, leads, and overall marketing goals. For a successful Marketo implementation, review your database to be sure you are not importing unusable data.

Purge records with no email addresses

To clean your Marketo data, you need to create a smart list by identifying records with no email addresses; these have no value in Marketo. When Marketo sends an email that bounces due to an invalid email address, it sets the Email Invalid field value to 'true.' You need to eliminate these records so they are not added in your CRM. It would be best to use Marketo tech support to create a sync filter that prevents records without an email address from syncing. You can also use Salesforce and other systems to sync data into Marketo with no email.

Separate all the hard bounce emails

When you send an email to an invalid address, the bounced email will negatively affect your sender's reputation, which can cause significant issues with your email marketing campaigns in the future. Marketo Engage has an email Invalid field to identify lead records that have hard bounced to help remove them from future deployments.

Moreover, if the email is hard-bounced, it receives a five-digit bounce code signaling why the email is no longer valid. You can create a smart list by identifying such records that have hard bounced using the Marketo Email Invalid field (true/false). This will automatically set all the hard bounce emails to true. Further, if you want to prevent these records from being synced back into Marketo, you can submit a support ticket to Marketo tech support to create a more sophisticated sync filter.

Identify spam traps with an email validation service

On noticing any spam traps created from any email address, the ISP reports it as a hard-bounce. If an email address is a spam trap, your future communications will be flagged as spam before reaching the target inbox. This negatively affects your email deliverability and ability to email anyone with the ISPs that have identified you as a potential spammer. To avoid this, you can use an email validation provider to identify spam traps and invalid emails. Create a smart campaign that sets the Email Invalid field to true when such a situation arises.

It also helps predict if an email will be opened by active addresses or not. If an active email address has not engaged with a single message over a long time, you can build a scoring process that will send you an alert. This will help you filter email addresses that could become inactive and have a possibility of being recycled into future spam traps.

Implement UTM parameters

To reduce bad data in Marketo and provide better help to your marketing team, you can implement UTM parameters. This will provide them with better insights into your customer data and make your campaigns more effective by tracking how leads enter your website. UTM parameters can also help you improve the targeting and effectiveness of your marketing campaigns.

Eliminate leads that no longer engage with your client company

If you are a B2B marketer, your database could be full of email addresses of employees working with your client company. Often such email addresses expire and become invalid as employees discontinue their role with your client company. Using email addresses for leads that are no longer at a company can cause several problems in your campaign reporting and conversion rates. Automated responses can identify and help you prevent bounced emails from entering your marketable segment.t On the Sales side, you can create a checkbox field in your CRM for sales reps to select when they find that someone is no longer at the company. Then, it's a matter of filtering and removing those sales-identified records. Also, create a smart list that selects records that have not been engaged in a long time where you can send a "wake up" email and remove any records that do not respond.

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Remove unsubscribed account

If someone has unsubscribed from your emails, that generally means they are not interested in your brand anymore. If marketers ignore unsubscribe requests, it can push recipients to mark your emails as spam, which can put your entire marketing and deliverability at risk. You can use the Marketo system smart list for unsubscribed people. Unsubscribed leads can either remove from Marketo or can be monitored for page visits to and other digital activity. Simultaneously, you may even want to create a smart campaign that will change their unsubscribed field value to 'false' when submitting another form.

Create spam bounced count score field in Marketo engage

You should make spam bounced count score. If your emails bounce due to a triggered spam filter, Marketo will indicate that as the cause of the bounce. You must remove these bounced emails so that they don't harm your sender score and affect your brand reputation. You need to create a smart list that creates records of every spam bounce.

On noticing a spam bounce more than a couple of times in a row, you need to remove them from your Marketo list. This will help you save a lot of time and resources.

Track behavioral scores

The behavioral score is a critical metric in Marketo for knowing the buyer readiness of a prospect. You can calculate the behavioral score by combining several factors like intent, engagement, and interactions. Remember not to include records with negative scores in your campaigns as this indicates a lack of interest. Find out if the behavioral scores of your records are negative or zero. Also, some records may have engaged with your brand many years ago, but their scores have reduced over the years. You can keep that data separate or use it for re-engagement.

Create a smart list that records page visits in the past 90 days

Any Marketo database needs to remain free of records that have not engaged with you over an extended period. But going through your database to purge outdated records can be too time-consuming to do manually. Smart campaigns are an ideal solution to this bad data problem. Create a smart campaign that records page visits in the past 90 days at the start of each quarter. Remember, Marketo does not track website visits after 90 days but can create Interesting Moments to include in your inactivity smart list.

Provide opt-in and opt-out options

It is never a good idea to flood your customer's inbox with unwanted messages. Complying with new and upcoming data privacy regulations involves giving recipients preference and unsubscribe options in all email communications. You must ensure every recipient on your email list has opted-in so that you are only targeting leads that have an interest in your brand and communications.

Remove duplicate Marketo Engage data

Marketers often find themselves in a challenging situation to keep the size of the Marketo database in compliance with the plan they subscribed to. You might need a more extensive database, but bad or duplicate data can take up considerable space. RingLead states that "Using an automated solution to de-duplicate personal records in Marketo can reduce databases by 30 percent or more." . Duplicate data can create issues in the system's speed, lead to inaccurate communication, sales conflicts, and increase storage costs due to an overlap in the records.

Use Marketo Engage Fields

Sorting and segregating your old data is equally important as new data to maintain a strong relationship with your old and loyal customers. In Marketo, you can use a set of custom fields to capture certain kinds of marketing-related information.

These custom fields in Marketo will offer you a list of field types to choose from. From your CRM integration, Marketo fields get created automatically and are attached to the lead, company, and other opportunity objects for better marketing. The fields are visible via API or UI and can be either read-only or writable. If your customers have a user-ID with the profile of a System Administrator as the sync user, you will need to uncheck "Read Only" for the System Administrator profile. Moreover, depending on the field type, you can also add a filter or trigger operator.

How does Webhook help in reducing bad data in Marketo engagement?

To help prevent duplicate records, marketers can create a Web-to-Lead Webhook with the Webhook request type set as' POST.' You also need to create a 'RESPONSE' Webhook and mapping. Manually trying to prevent duplicate data and merging details can be time-consuming and inaccurate. Once increased, users need to sign out and sign in with Marketo to verify if the RESPONSE is acceptable. Once connected with third-party web services via an API, Marketo Webhook supports 'Get' and 'POST' of data from a variety of locations with a specific URL. It also helps add data from any open-source data points.

Webhooks can share data within cross-functional departments of an organization to deliver the right message at the right time to segmented audiences. It also enables users to send data to any other third-party platforms and receive data from other platforms via an API.

Conclusion

Following these ten steps will help you remove bad data from Marketo and reduce storage. This will not only reduce your storage cost but will also speed up your Marketo instance. Moreover, this will increase the Marketo platform's efficiency and help you keep a good record of every campaign. Once you are done cleaning your Marketo data, you can analyze it to identify ideal customer profiles and rebuild clean datasets that match your account and contact ICP. Marketo can be a significant asset for your business if you can successfully remove unwanted data.

Get in touch!

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