

Infofiscus

Marketo Data Replication



Infometry

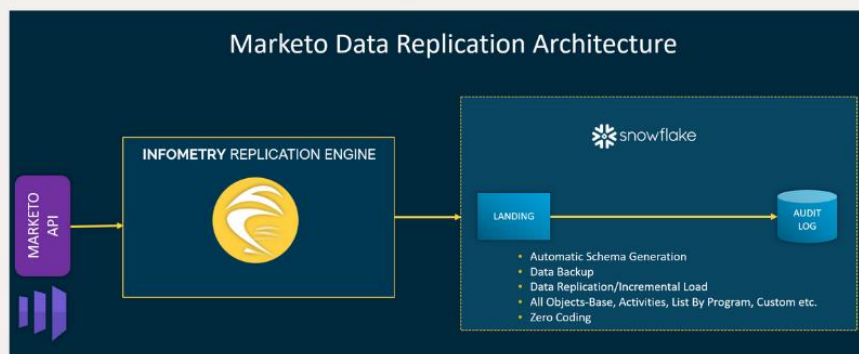
Marketo Data Replication solution leverage Marketo APIs and dynamically create target schema on Snowflake so that all the objects within Marketo are available in your Data Lake or Data Warehouse for further analysis.

Marketo Data Replication Challenges

- Lack of pre-built tools or robust connectors to extract all objects.
- Marketo APIs Limitations - Performance, 10 concurrent calls, 100 calls in 20 secs, complexity.
- 500 MB Daily Bulk Export API combined file size.
- 90-day Retention Period for Activities.



Marketo Data Replication Automation



Advantages of INFOFISCUS Marketo Data Replication

- One time setup of Data Replication Platform.
- Auto detection of new Objects (metadata) within Marketo Software.
- Auto generation of target schema in Data Lake/Warehouse.
- One-time historical data dump.
- Incremental data load ensuring data sync with Data Lake.