

Magic Logix Releases New Marketo Plugin for Joomla

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DALLAS, TX, USA, May 26, 2015 /EINPresswire.com/ -- When it comes to forms and tracking, [Magic Logix](#) is helping marketers engage customers who use both [Joomla](#), an open source content management system, and Marketo, Inc., the leading provider of engagement marketing software and solutions. Magic Logix just released [MSync](#), a new plugin that allows forms to be created directly in Joomla and then connected with Marketo. Developed entirely in-house, the plugin meets the superior standard of quality upheld by Magic Logix, a Marketo LaunchPoint® partner.

The plugin also makes strides in lead tracking, as data can now easily be modified, tracked and maintained. These forms are pure PHP instead of JavaScript and are secure and provide the user with an optimal user experience.

Businesses that utilize Joomla as a content management system can now take advanced actions on their lead data. Thanks to this plugin, the following is now possible:

- Modify lead data before sending to Marketo;
- Track leads by embedding munchkin.js;
- Change, drag/drop and add custom fields;
- Push leads to Marketo;
- Embed forms into articles and components.

About Marketo

Marketo provides the leading marketing software and solutions designed to help marketers master the art and science of digital marketing. Through a unique combination of innovation and expertise, Marketo is focused solely on helping marketers keep pace in an ever-changing digital world. Spanning today's digital, social, mobile and offline channels, Marketo's Engagement Marketing Platform powers a set of breakthrough applications to help marketers tackle all aspects of digital marketing from the planning and orchestration of marketing activities to the delivery of personalized interactions that can be optimized in real-time. Marketo's applications are known for their ease-of-use, and are complemented by the Marketing Nation®, a thriving network of more than 400 third-party solutions through our LaunchPoint® ecosystem and over 50,000 marketers who share and learn from each other to grow their collective marketing expertise. .

About Magic Logix

Magic Logix is a full interactive agency that fully utilizes every medium necessary to transform human behavior into consumer action.



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