

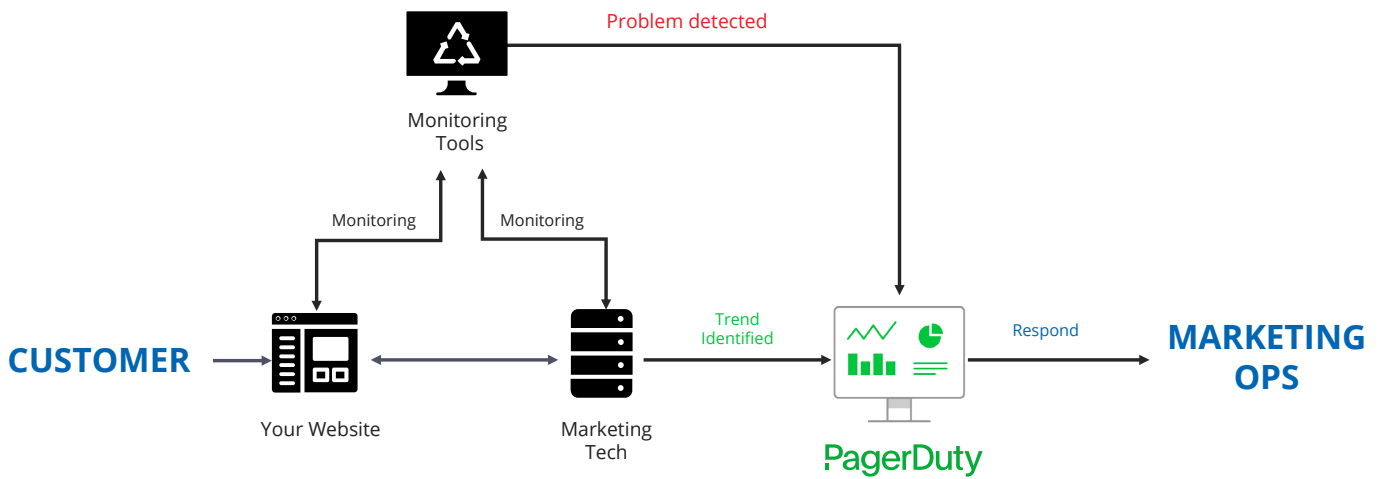


# Minimize Downtime. Maximize Marketing Opportunities.

Within every digital business, incidents happen and Marketing teams are called into action for broad customer communications. Though the day job of digital marketers focuses on customer acquisition, events can happen that also require immediate action. But with an increasingly complex technology stack to optimize ad spend, capture leads, and analyze campaign performance, it can be challenging to sort out signal from noise.

Downtime can result in lost leads or wasted ad spend, and a lack of visibility into failures and an inability to respond in real time only add to the chaos. But when available, the stream of digital signals from the Marketing tech stack can provide unique insights into prospect behavior, especially if they can be harnessed into immediate action.

With PagerDuty's platform for Digital Operations Management, you can capitalize on time-sensitive opportunities, be responsive to customer needs, and become a truly agile Marketer.



### Improve Prospect Experience

Improve lead conversion and optimize campaign spend.



### Optimize Marketing Team Productivity

Spend less time on repetitive tasks and inefficient processes.



### Turn Signals Into Marketing Opportunity

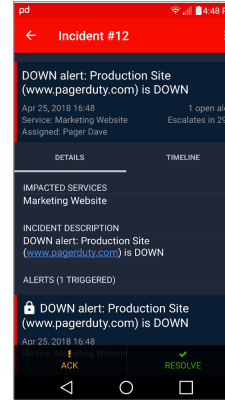
Improve ROI of marketing campaigns.



Using **PagerDuty for Marketing Ops**, teams can leverage the power of 200+ integrations to raise visibility and respond faster to prospect and customer needs. Additionally, teams can apply IT Operations best practices to more effectively operate their marketing technology.

### Improve Prospect Experience

By integrating your website and marketing technology stack with traditional IT monitoring tools, PagerDuty helps detect problems before they become widespread. With real-time visibility into issues, MarketingOps owners can raise awareness and drive rapid resolution to preserve the prospect experience.



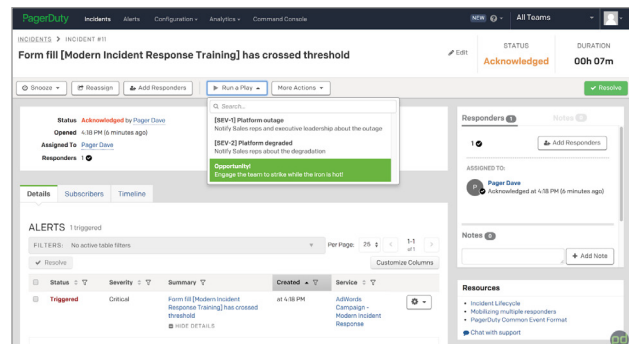
### Optimize Marketing Team Productivity

Through automation, PagerDuty provides a simple engine to improve marketing team processes. Team performance analytics and health scores are also tracked to ensure that issues are being resolved effectively across the MarketingOps team.

Service	Incidents	Last Incident	Integrations	Responder Notifications	Teams	Escalation Policy
[Tier-1] Markets	0 triggered 0 acknowledged		Pingdom Email	Notify until someone responds (escalates)	MarketingOps	MarketingOps on-call
AdWords Campaign - Modern Incident Response	0 triggered 1 acknowledged	Apr 25, 2018 4:18 PM	Marketo spike Social	Notify until someone responds (escalates)	Growth	Growth Marketing on-call
Lead Capture	0 triggered 0 acknowledged	Apr 17, 2018 1:45 PM	Marketo Form Fills Synthetics	Notify until someone responds (escalates)	MarketingOps	MarketingOps on-call
Marketing Website	0 triggered 0 acknowledged		Datadog Pingdom	Notify until someone responds (escalates)	MarketingOps	MarketingOps on-call
Self-service Opt-in Pipeline	0 triggered 1 acknowledged	Apr 17, 2018 1:59 PM	Usermind v2 - 24h SLA warning	Notify until someone responds (escalates)	MarketingOps	MarketingOps on-call

### Turn Signals Into Marketing Opportunity

PagerDuty integrates into the rich set of digital signals in your marketing technology stack, providing the unique ability to initiate a real-time response so you can capitalize on time-sensitive marketing opportunities.



Trusted by over 10,000 companies worldwide.

**SIGN UP FOR A FREE TRIAL TODAY**

www.pagerduty.com

