



# Marketo Sidekick for Zendesk Sell

## BI-DIRECTIONAL SIDEKICK

### WHAT IS A DATA SIDEKICK™?

Sidekick by BrainSell is a data application framework built specifically for your business! Powered by Interloop, Sidekick enables you to quickly correlate data within your workspace with ease to boost productivity, empower your workforce, and fuel business growth.

#### PROBLEM

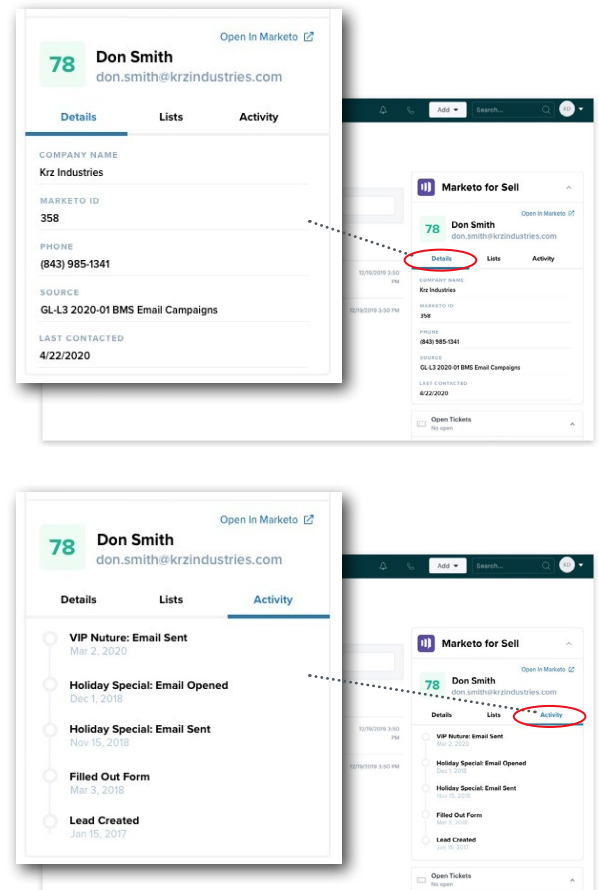
A professional services company wanted access to Marketo lead and account records while in their Zendesk Sell environment.

#### SOLUTION

BrainSell built a Sidekick designed to help sales reps see exactly how marketing has engaged prospects and customers in a simple, embeddable app in their Zendesk Sell instance.

#### RESULT

More context into prospects' and customers' ongoing relationship and engagement with the brand. More seamless communication for a consistent customer experience.



**Not sure whether you need a Sidekick?  
Check out our website to learn more!**

### READY TO MEET YOUR SIDEKICK?

Connect with us and see how you can grow with the right Sidekick!

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