

Magic Logix Releases New Marketo Plugin for WordPress

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When it comes to forms and tracking, Magic Logix is helping marketers to engage customers through WordPress and Marketo, Inc. (NASDAQ: MKTO). Magic Logix just released [MSync](#), a new plugin that allows forms to be created directly in WordPress 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. The end result is a streamlined process with a visceral user experience. These forms are pure PHP instead of JavaScript and are secure.

Businesses that utilize WordPress 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 posts, on pages and WordPress widget.

We are excited that the latest Magic Logix plugin will give our joint customers greater connectivity with their marketing efforts,” said **Lou Pelosi, senior director of LaunchPoint™ at Marketo**. “As the role of the marketer continues to evolve, Marketo is committed to cultivating an open platform that empowers customers with the flexibility to select the best marketing technology solutions for their business needs.”

About Marketo

Marketo (NASDAQ: [MKTO](#)) 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. The result for modern marketers is unprecedented agility and superior results. Headquartered in San Mateo, CA with offices in Europe, Australia and Japan, Marketo serves as a strategic marketing partner to more than 3,750 large enterprises and fast-growing small companies across a wide variety of industries. For more information, visit www.marketo.com.

About Magic Logix

Magic Logix is a Dallas, Texas based integrated marketing agency that provides a full spectrum of customized digital solutions for clients in all industries, worldwide. Magic Logix relies on agile development that allows us to adapt for new technology and priorities throughout your project. Magic

Logix creates and develops cross-functional solutions that are most logical for each client's unique environment, giving them a customer base that expands right before their very eyes.

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