

Using Interesting Moments

Interesting moments are the key to communicating with your sales team through the Marketo Sales Insight app.



Availability

These are available to Marketo Sales Insight customers only.

What's in this article?

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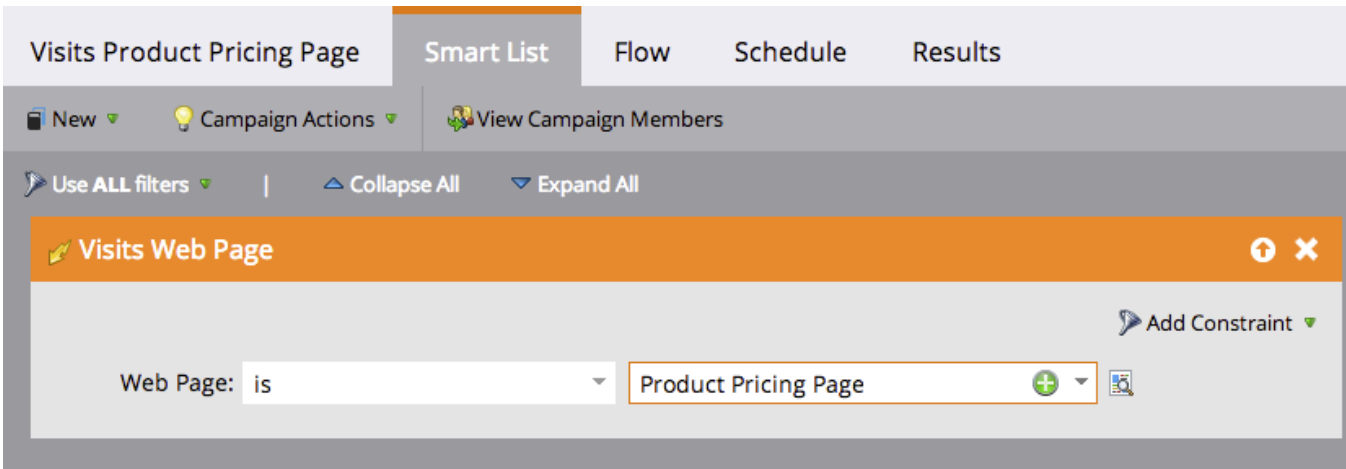
What's an interesting moment?

That's up to you! You decide what information is relevant to your sales team. Your sales team might want to know when a lead:

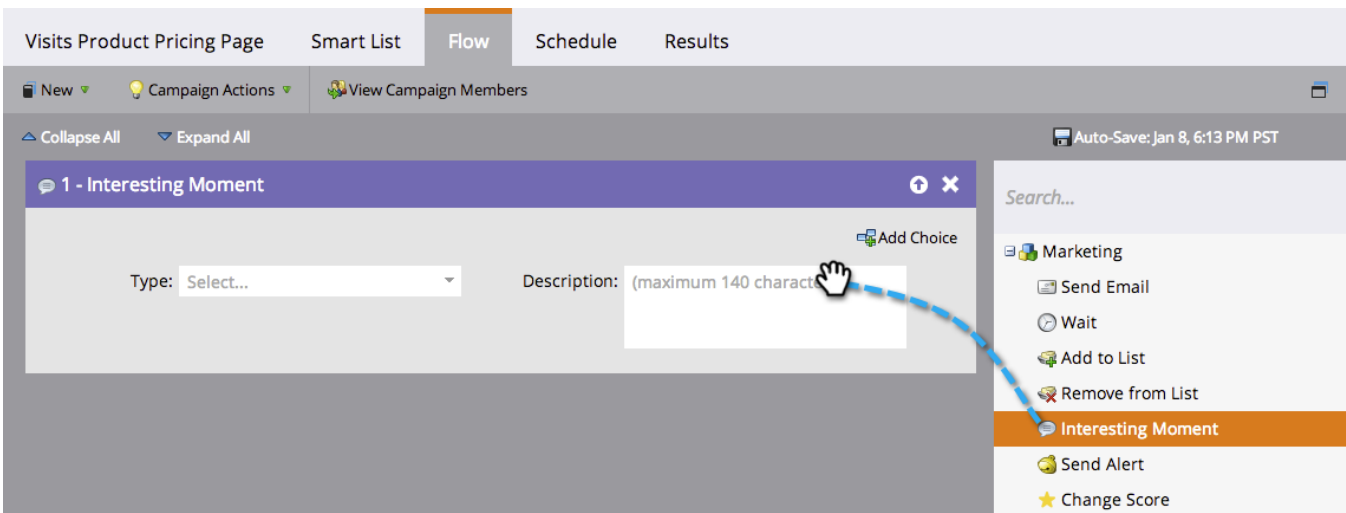
- Visits the pricing page on your website
- Clicks a link in a new product announcement email
- Requests a product demo

How do I create an interesting moment?

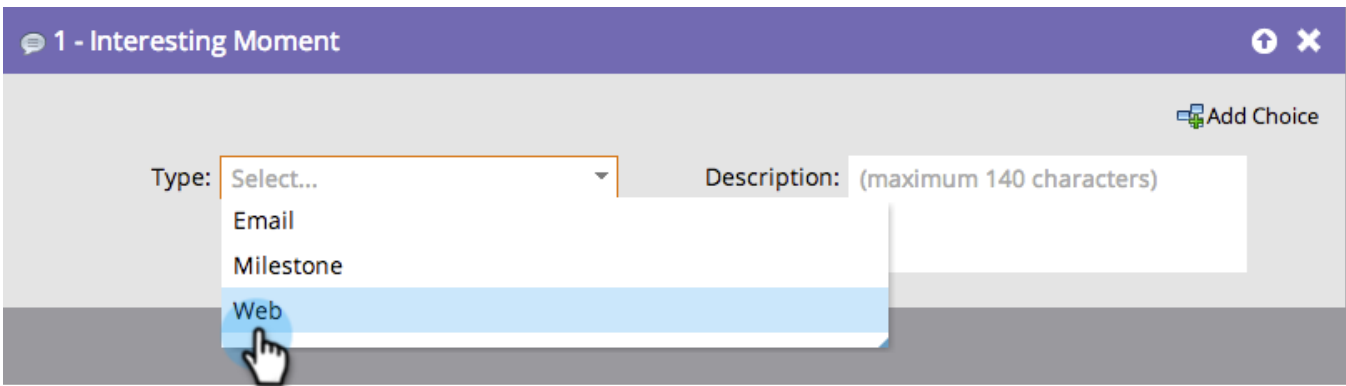
1. Choose a [smart campaign](#), preferably one your sales team would find interesting if triggered.



2. Drag over the **Interesting Moments** flow step.




3. Select a **type** (Email, Milestone, or Web).




4. Write a message to your sales team in the **Description** field that explains why this action matters.

1 - Interesting Moment ↑ ×

Type: Add Choice


Description: 

Note 

Marketo will also add the date it occurred and how the interesting moment was added (i.e lead action > flow step, SOAP API).

How can this get even more interesting?

Tokens! Add them in the description field to provide your sales team with more specific information like the subject line of the email the lead opened, or who was it sent by. Check out which tokens are available for use in the [Tokens for Interesting Moments](#) glossary.

Tip 

Start with five interesting moments, then work with your sales team to determine what information they are interested in seeing.

What does an interesting moment look like in Marketo?

Interesting moments will be displayed in a [lead's activity log](#).

Filter: None			
ID	Date/Time (PST)	Activity Type	Detail
Date: Jan 8, 2015 (3 Items)			
22775	Jan 8, 2015 6:38 PM	Email Delivered	Big Launch Webinar - 1.Confirmation Email
22774	Jan 8, 2015 6:38 PM	Interesting Moment	Email: hello!
22773	Jan 8, 2015 6:38 PM	Send Email	Big Launch Webinar - 1.Confirmation Email

What does an interesting moment look like in Salesforce?

Once you've [installed the Marketo Sales Insight App](#), interesting moments will display on the lead, contact, account, or opportunity pages. They also appear in the Sales Insight dashboard in the Lead Feed, Best Bets, and Watch List.

Marketeto Sales Insight Help ?

Priority: 🔥🔥🔥 ☆☆☆ 👁️ Watched Actions: Add to Marketo Campaign ▾ Go!

Interesting Moments Web Activity Score Email

Interesting Moment	Date
Web: Viewed our pricing page	5/8/2009 5:24 PM
Web: Viewed our pricing page	5/7/2009 4:51 PM
Web: Viewed our pricing page	5/7/2009 4:01 PM
Sales: Added to strategic accounts	5/7/2009 3:59 PM
Web: Viewed our pricing page	5/7/2009 3:58 PM
Web: Visited my page...they better fill out my form	5/4/2009 9:49 PM
Form: Filled out conference attendance form	4/23/2009 12:13 PM
Web: Visited my page...they better fill out my form	4/23/2009 12:08 PM
Web: Visited my page...they better fill out my form	4/9/2009 11:53 AM
Web: Visited my page...they better fill out my form	4/9/2009 11:53 AM

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What does an interesting moment look like in Salesforce1?

After you've installed or updated Marketo Sales Insight for Salesforce1, interesting moments will display under the lead's related links.



Glen Lipka

— • Marketo • —

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DETAILS

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Marketto Sales Insight



Opportunities



Cases



Open Activities



Marketto Sales Insight

Joe Smith



Interesting Moments

Web: Searched for "Marketto Pricing" 3/20/2015 3:02 PM

Milestone: Visited the pricing page 3/20/2015 3:01 PM

Web: Watched youtube video 3/20/2015 3:01 PM

Web: Requested a free sample 3/20/2015 3:01 PM