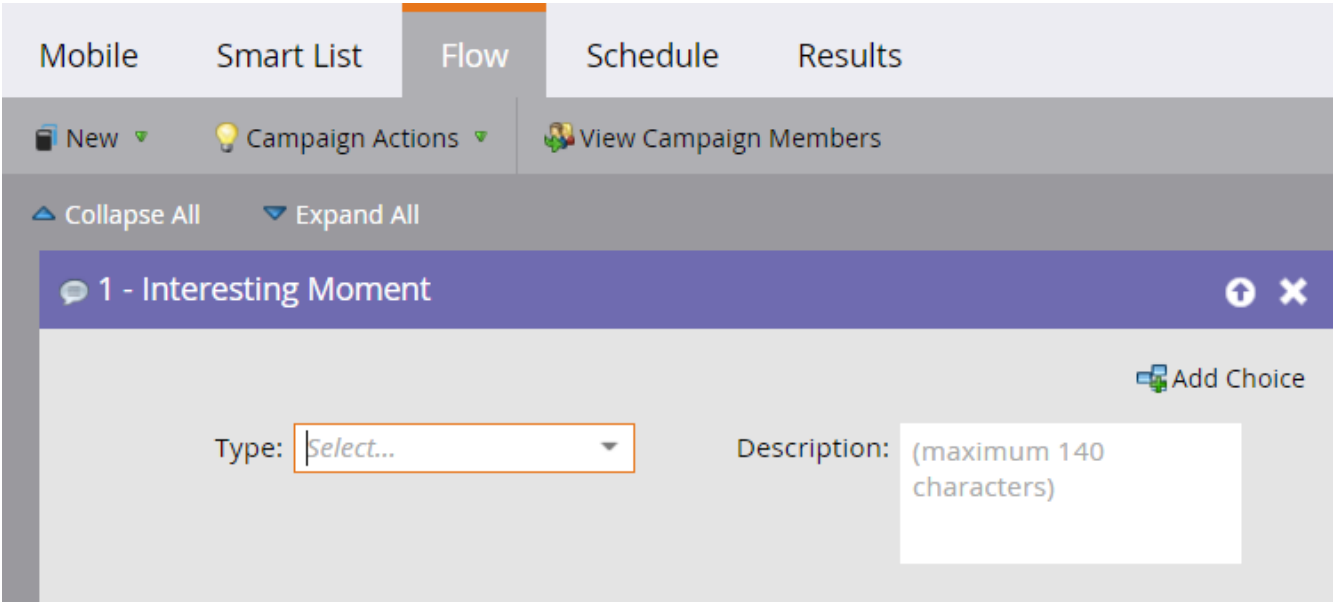


Interesting Moment

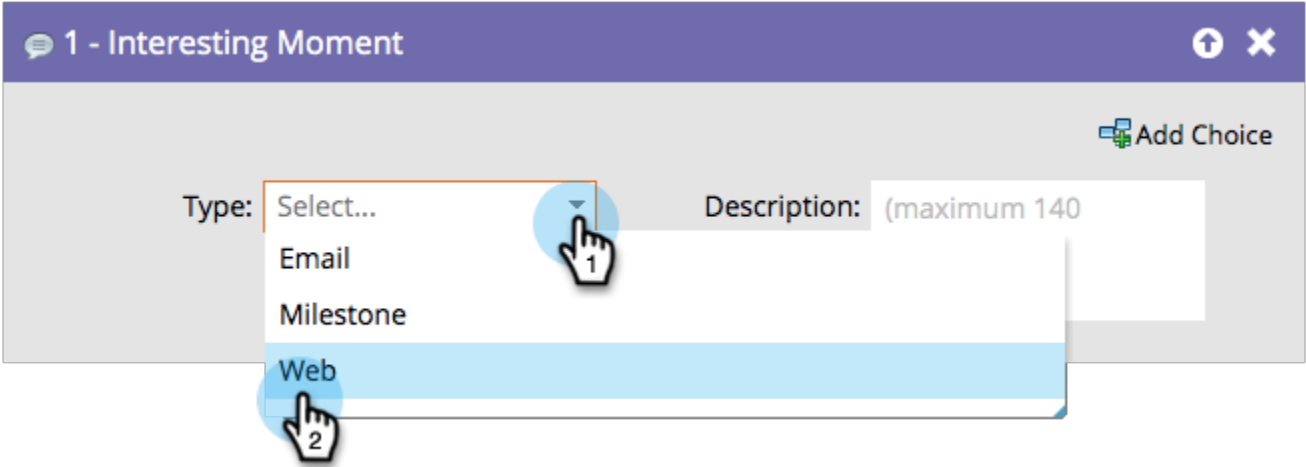
Overview

If you have [Marketo Sales Insight](#), you can use the **Interesting Moment** flow step to give your sales team visibility into the cool things your people are doing.



Usage

1. Select the interesting moment **type** you want to use.



2. Create a **description** that explains the interesting moment to your sales team.

1 - Interesting Moment ↑ ×

Type: ▼ Description: ✎

[Add Choice](#)

Tip

Less is more. Work with your sales team to make sure interesting moments are actually interesting.

You can also use [tokens in interesting moments](#) to make really useful dynamic descriptions.

Related Articles

- [Using Interesting Moments](#)
- [Tokens for Interesting Moments](#)

