

# Marketo Hacks

## Q1 2016 Release: Anonymous Leads

Tiffany Brown-Gourdin

Marketo Winter 2016 Release [Notes](#)

# Is Anonymous No More

- ❖ The upgrade to Anonymous leads is a two-step process.
  1. Part 1 (Winter Release) –
    - The “Is Anonymous” filter has been removed.
    - Changes to the Marketo UI have been implemented. Anonymous leads are no longer visible, however they *do still exist* in a separate Marketo database ..until the Munchkin Part 2 release .
  2. Part 2 (TBD) - Marketo will introduce a new lead “promotion” behavior when Anonymous leads perform an action to become a Known Lead.
    - Until Part 2 of the upgrade, Smart Campaigns will include Anonymous leads - even though you (technically) won’t be able to access them.
- ❖ After the upgrade to Munchkin (and hence Anonymous lead tracking) is complete, Anonymous leads will no longer exist. All places where Anonymous leads are currently visible will be updated as part of the upgrade process.

- Notifications**

Notification Actions ▾ Delete Subscribe

Filter By ▾

Subject	Time (PDT)
Campaigns using "Is Anonymous" filter	Mar 1, 2016 3:57 PM
Exhausted Content: 20160301-HQ-Marketplace Non-I...	Mar 1, 2016 9:03 AM
Exhausted Content: 20160301-HQ-Marketplace Non-I...	Mar 1, 2016 5:00 AM
Exhausted Content: 20160301-HQ-Marketplace Non-I...	Mar 1, 2016 2:02 AM
Campaign Warning: 20160301-HQ-Marketplace Non-I...	Mar 1, 2016 12:54 AM
Exhausted Content: 20160301-HQ-Marketplace Non-I...	Mar 1, 2016 12:00 AM
Exhausted Content: 20160301-HQ-Marketplace Non-I...	Mar 1, 2016 12:00 AM
Exhausted Content: 20160301-HQ-Marketplace Non-I...	Mar 1, 2016 12:00 AM
Exhausted Content: 20160301-HQ-Marketplace Non-I...	Feb 29, 2016 3:15 PM
Exhausted Content: 20160301-HQ-Marketplace Non-I...	Feb 29, 2016 8:30 AM
Exhausted Content: 20160301-HQ-Marketplace Non-I...	Feb 29, 2016 8:20 AM
Exhausted Content: 20160301-HQ-Marketplace Non-I...	Feb 29, 2016 8:11 AM
Exhausted Content: 20160301-HQ-Marketplace Non-I...	Feb 29, 2016 8:00 AM

**Subject:** Campaigns using "Is Anonymous" filter

**Time:** Mar 1, 2016 3:57 PM PDT

### Campaigns with the Is Anonymous Filter

With our Q1 2016 release, we will be making some changes to how Marketo Campaigns treat Anonymous leads. [Learn more](#) about why we are making these changes and how this impacts your smart campaigns and smart lists.

Our Q1 2016 is slated for February 3rd for our European customers and February 5th for everyone else.

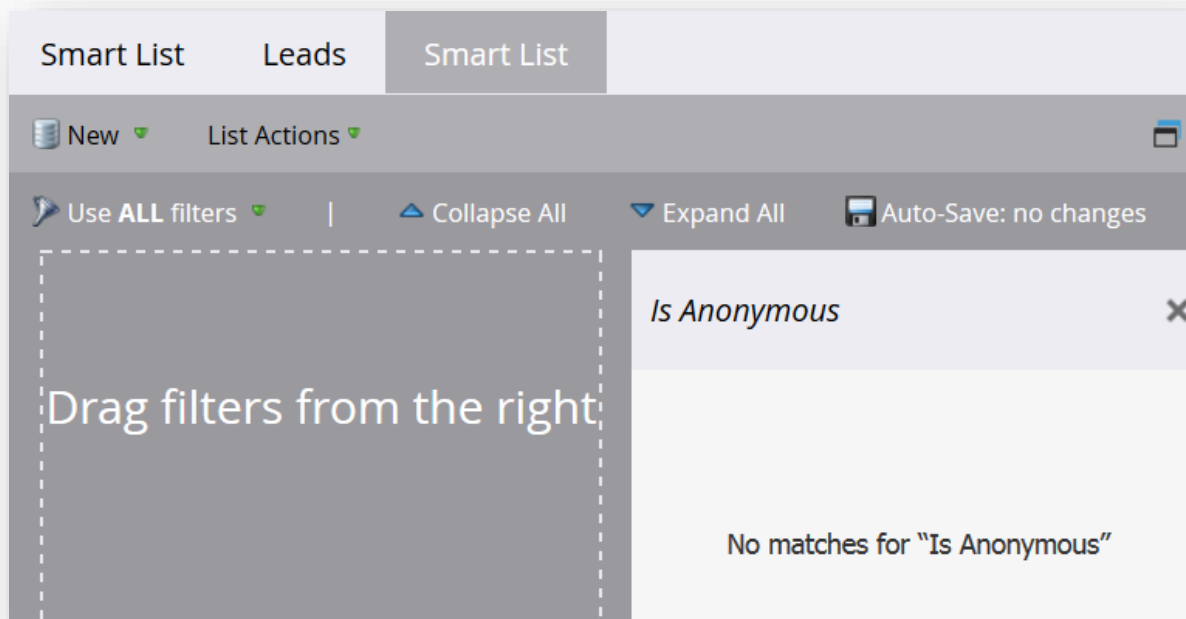
[These are the smart campaigns](#) in your subscription that will be affected with this change.

[These are the smart lists](#) in your subscription that will be affected with this change.

[These are the reports](#) in your subscription that will be affected with this change.

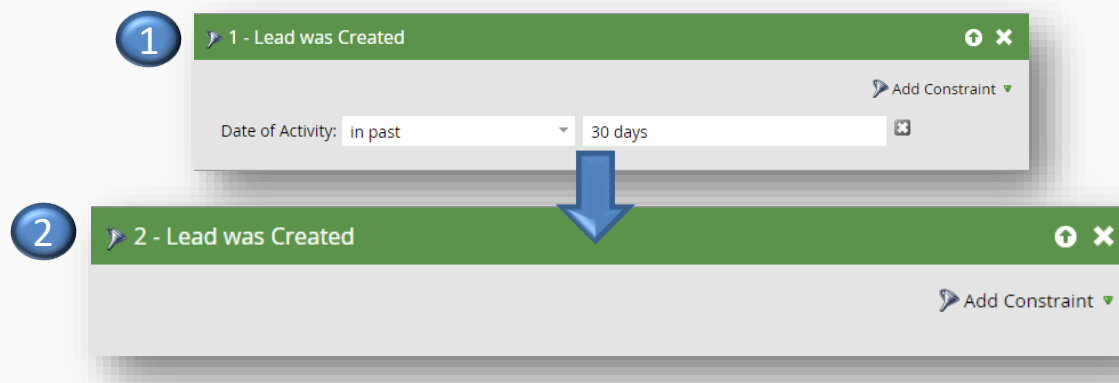
# Smart Campaigns

- ❖ Existing Smart Lists using certain types of “Is Anonymous” filters will need to be addressed.
  - “Is Anonymous” = True : Will break. Smart Lists will return zero results, Smart Campaigns will fail and won’t run.
  - “Is Anonymous” = False : Will have no impact. The filter is ignored because all leads will be known.



# Smart List Hack

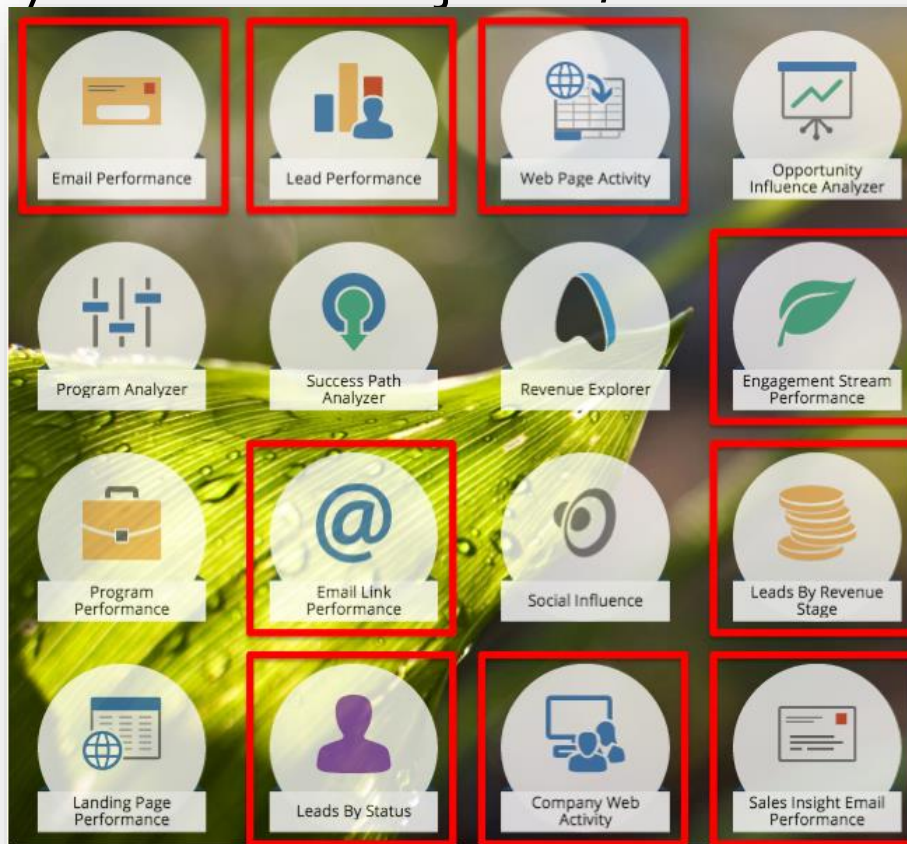
- ❖ For those of you who need to ensure the “previously known as Anonymous” leads are removed from Campaigns (..or need to isolate them as an inverse action) ...There is a temporary fix, that should be used with **caution**.
- ❖ Anonymous leads do not have a Create Date. Therefore, you can use the below filter without the default constraint – **UNTIL PHASE 2 ROLLS OUT**.



- ❖ With the filter added in this manner, all leads that qualify will be known leads, and all Anonymous leads that still exist will be ruled out.
- ❖ You will need to **edit** this when **Phase 2** is rolled out and the promotion behavior of Anonymous Leads to Known Leads changes.

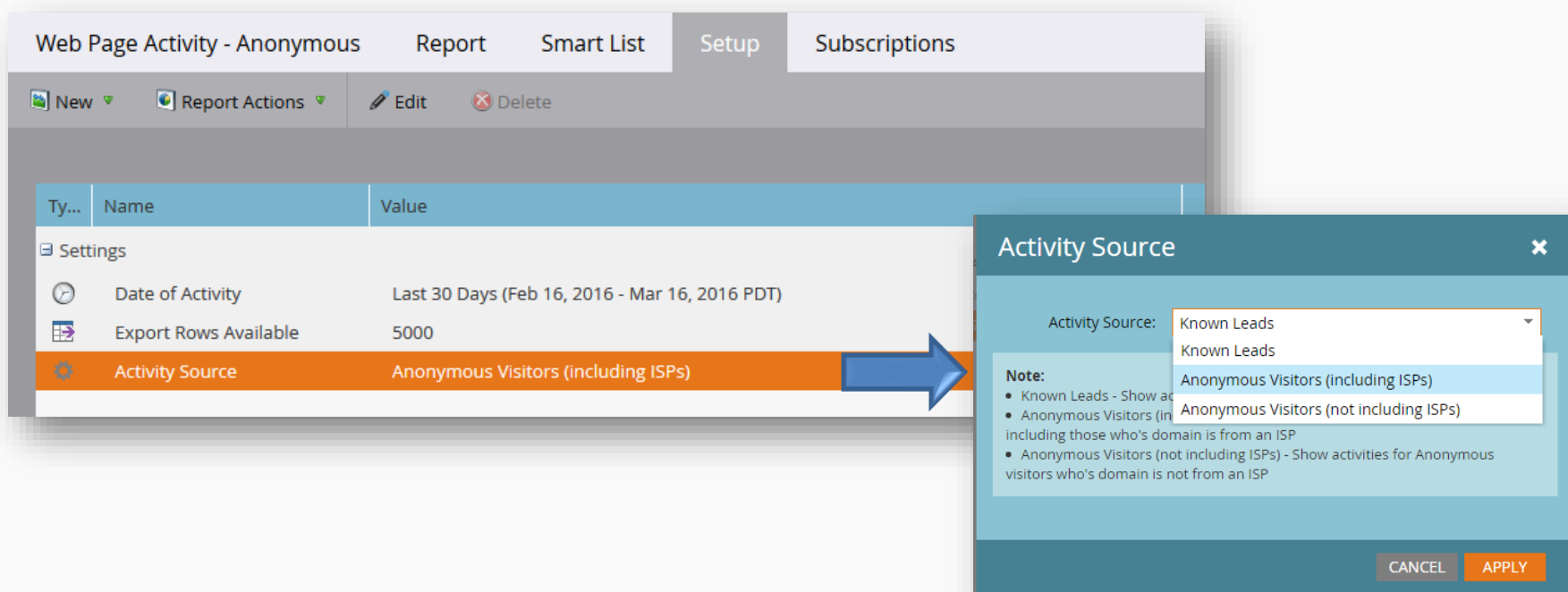
# Reports

- ❖ Only the Analytics reports with Smart Lists will be affected by this upgrade. The reports below will be the ones affected, and will have the "Is Anonymous" filter adjusted/removed if being used.



# Report Hack

- ❖ Although we cannot access/isolate/view Anonymous leads via Smart Lists anymore, Anonymous web activity will still be visible.
- ❖ The Web Page Activity Report and the Company Web Activity Report will continue to show Anonymous web activity – if you adjust the setup of the report.



Web Page Activity - Anonymous    Report    Smart List    **Setup**    Subscriptions

New ▼    Report Actions ▼    Edit    Delete

Ty...	Name	Value
Settings		
🕒	Date of Activity	Last 30 Days (Feb 16, 2016 - Mar 16, 2016 PDT)
📄	Export Rows Available	5000
⚙️	Activity Source	Anonymous Visitors (including ISPs)

**Activity Source** [X]






Activity Source: Known Leads  
Known Leads  
Anonymous Visitors (including ISPs)  
Anonymous Visitors (not including ISPs)

**Note:**

- Known Leads - Show activities for Known Leads
- Anonymous Visitors (including those who's domain is from an ISP)
- Anonymous Visitors (not including ISPs) - Show activities for Anonymous visitors who's domain is not from an ISP

CANCEL    APPLY

# Body of Report

Web Page Activity - Anonymous						Report	Smart List	Setup	Subscriptions
 New  Report Actions 									
 <b>Date of Activity:</b> Last 30 Days (Feb 16, 2016 - Mar 16, 2016 PDT)									
Lead	First Visit (PDT)	P...	HTT	Entr...	Last Visit (PDT) 				
<a href="#">Anonymous Lead</a> <b>Global Village Telecom</b> Brazil	Mar 16, 2016 11:59 AM	1	<a href="#">http</a>	/cor...	Mar 16, 2016 11:59 AM				
<a href="#">Anonymous Lead</a> Vencore Services and Solutions United States	Mar 16, 2016 11:58 AM	2		/cor...	Mar 16, 2016 11:59 AM				
<a href="#">Anonymous Lead</a> <b>Oi Fixo</b> Brazil	Mar 16, 2016 11:59 AM	1	<a href="#">http</a>	/doc...	Mar 16, 2016 11:59 AM				
<a href="#">Anonymous Lead</a> <b>Business-Systems</b> Russian Federation	Mar 16, 2016 11:58 AM	1	<a href="#">http</a>	/ru/s...	Mar 16, 2016 11:58 AM				
<a href="#">Anonymous Lead</a> <b>Mundivox do Brasil Ltda</b> Brazil	Mar 16, 2016 11:47 AM	2	<a href="#">http</a>	/doc...	Mar 16, 2016 11:58 AM				
<a href="#">Anonymous Lead</a> <b>Rostelecom</b> Russian Federation	Mar 16, 2016 11:58 AM	1	<a href="#">http</a>	/ru/s...	Mar 16, 2016 11:58 AM				
<a href="#">Anonymous Lead</a> <b>Global Village Telecom</b> Brazil	Mar 16, 2016 7:07 AM	12	<a href="#">http</a>	/	Mar 16, 2016 11:58 AM				
<a href="#">Anonymous Lead</a> <b>Werner Enterprises</b> United States	Mar 16, 2016 11:56 AM	2	<a href="#">http</a>	/doc...	Mar 16, 2016 11:57 AM				
<a href="#">Anonymous Lead</a> <b>USG Corporation</b> United States	Mar 16, 2016 11:57 AM	2		/cor...	Mar 16, 2016 11:57 AM				
<a href="#">Anonymous Lead</a> <b>Helios IT Infrasolutions Pvt</b> India	Mar 16, 2016 11:17 AM	6	<a href="#">http</a>	/in/s...	Mar 16, 2016 11:56 AM				
<a href="#">Anonymous Lead</a>	Mar 16, 2016 11:56 AM	2	<a href="#">http</a>	/cor...	Mar 16, 2016 11:56 AM				