Marketo Hacks
Q1 2016 Release: Anonymous Leads

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Marketo Winter 2016 Release [Notes](#)

Is Anonymous No More

❖ The upgrade to Anonymous leads is a two-step process.

1. Part 1 (Winter Release) –
   o The "Is Anonymous" filter has been removed.
   o 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.
   o 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.

Where Is This Relevant?

❖ Smart Lists will no longer have the "Is Anonymous" filter as an available filter that can be added. This will include all Smart Lists, Smart Campaigns and Smart Lists inside Analytics Reports.

❖ Users were notified of all impacted Smart Lists via their Notifications tab.

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.
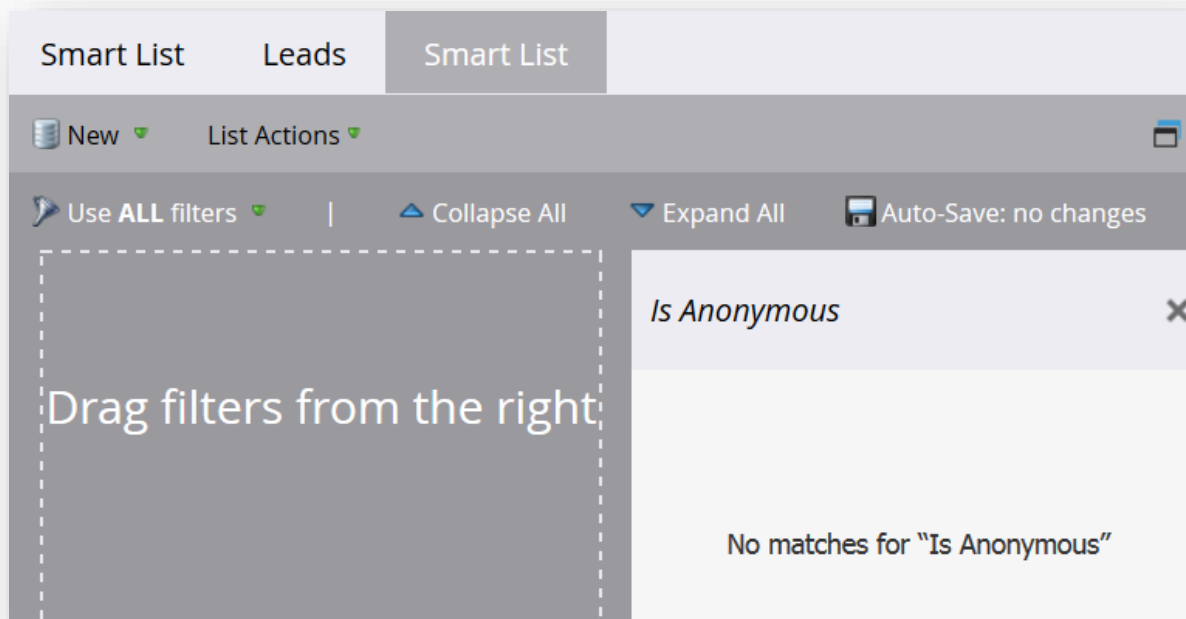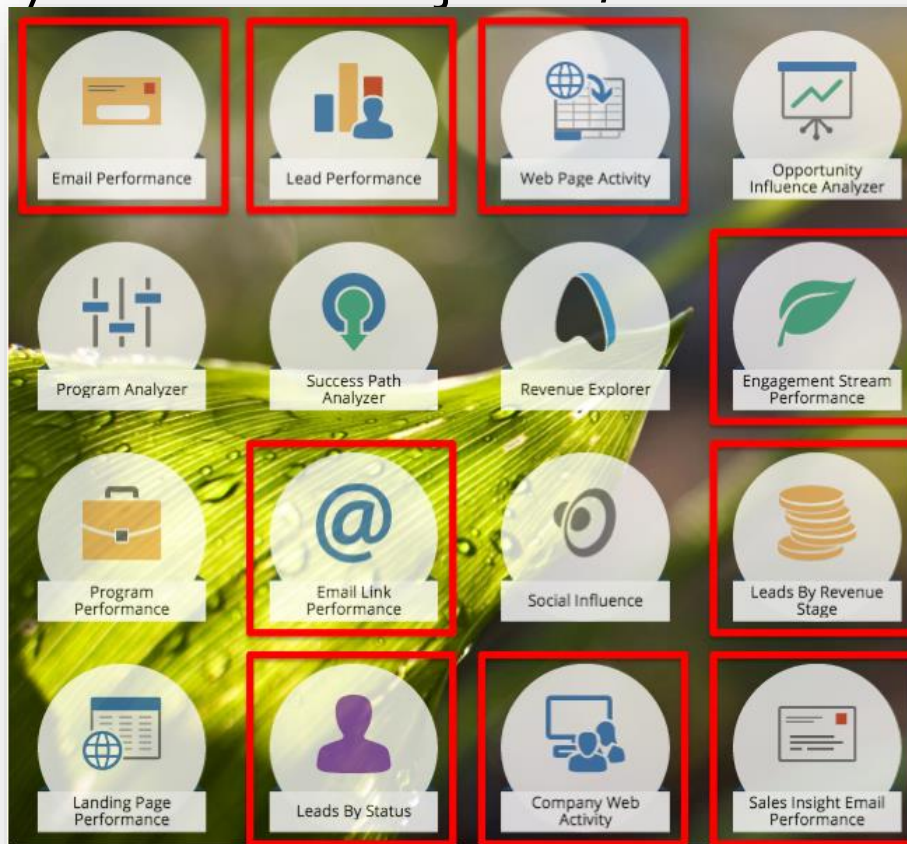
Smart List Hack

❖ 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.
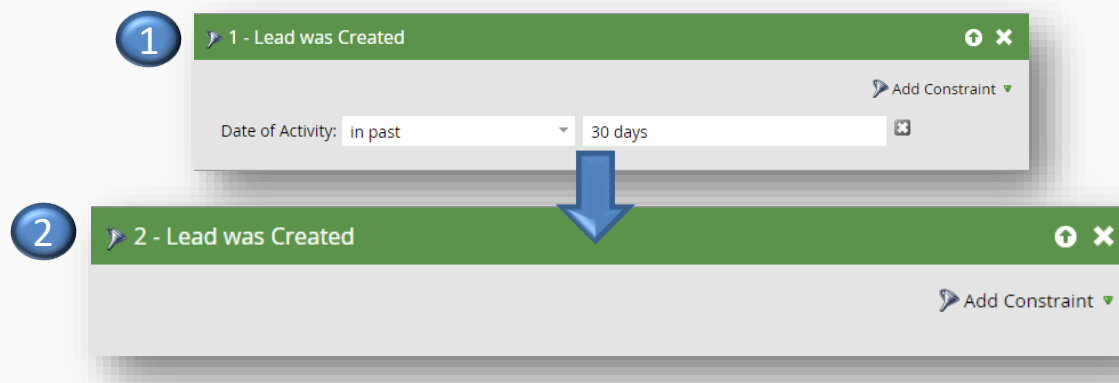
❖ With the filter added in this manner, all leads that qualify will be known leads, and all Anonymous leads that still exist will be ruled out.

❖ You will need to edit this when Phase 2 is rolled out and the promotion behavior of Anonymous Leads to Known Leads changes.
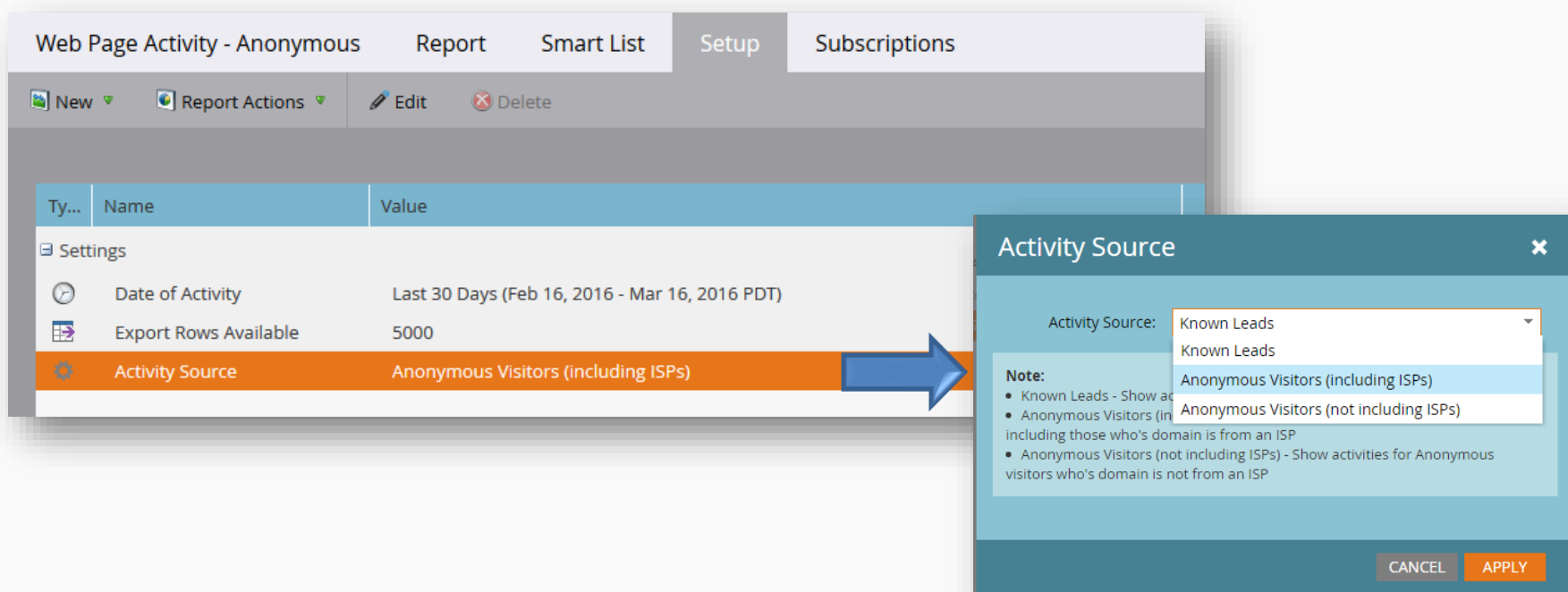
Reports

❖ 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.

Body of Report