# Marketo-Logo-Small

# Contact:

Susan Wise

Greenough Communications

650-646-3268 x 11

**B2B MARKETING AUTOMATION COMPANY MARKETO NAMED AS FINALIST IN 2008 AMERICAN BUSINESS AWARDSSM**

## 6th annual Stevie® Awards will be presented on June 12 in New York City

SAN MATEO, CA (PRWEB) – May 16, 2008 – <http://www.marketo.com> - B2B marketing automation company Marketo was named a Finalist today in the “Best New Product or Service” category for the 2008 American Business Awards. The company’s on-demand marketing automation product, Marketo Lead Management, provides a sophisticated, yet easy-to-use solution that helps drive revenue and increase marketing accountability.

“We’re pleased to be honored as a finalist for one of the most prestigious business awards around,” said Marketo founder/CEO Phil Fernandez. “Marketo [Lead Management](http://www.marketo.com/b2b-marketing-software/lead-management-software.php) has helped breathe new life into the marketing world with its on-demand lead generation and lead nurturing capabilities and it is great to be recognized for our innovation.”

Hailed as “the business world’s own Oscars” (*New York Post* , April 27, 2005), The American Business Awards are the only national, all-encompassing awards program honoring great performances in business. More than 2,600 entries from companies of all sizes and in virtually every industry were submitted for consideration in more than 40 categories

Stevie Award winners will be announced during the annual gala on Thursday, June 12 at the Marriott Marquis Hotel in New York City. More than 600 executives from across the U.S.A. are expected to attend. The ceremonies will be broadcast on radio nationwide by the Business TalkRadio Network and hosted by Liz Claman of FOX Business Network.

Marketo delivers intuitive and comprehensive lead generation, lead nurturing and lead scoring functionality to help [B2B marketing](http://blog.marketo.com/) professionals drive revenue. Introduced in 2007, Marketo [Lead Management](http://www.marketo.com/b2b-marketing-software/lead-management-software.php) is a revolutionary solution that brings measurement to B2B marketing through easy-to-use, on-demand software. Current customers include Trimble Navigation, Thomson CompuMark and Antarctica Digital.

Members of the Awards' Board of Distinguished Judges & Advisors and their staffs will select Stevie Award winners from among Finalists in final judging during the week of May 19. Finalists were chosen by business professionals nationwide during preliminary judging in April through early May.

“ABA entries grew more than 30% this year, so being named a Finalist is more of an accomplishment than ever before,” said Michael Gallagher, founder and president of The Stevie Awards. “It means that independent business executives have agreed that the nominee is worthy of national recognition. We congratulate all of the Finalists on their achievement and wish them well in the competition.”

Details about The American Business Awards and the list of Finalists in all categories are available at [www.stevieawards.com/aba](http://www.stevieawards.com/aba).

**About Marketo**

Marketo (<http://www.marketo.com>) is the leading provider of sophisticated yet easy [on-demand marketing software](http://www.marketo.com/) that helps enterprise and mid-market B2B marketing professionals drive revenue and improve marketing accountability. Marketo’s demand generation solutions automate and measure lead management activities — including email marketing, lead nurturing, lead scoring and landing page optimization — to help marketers generate and qualify sales leads, shorten sales cycles and demonstrate results. Unlike traditional marketing automation solutions, Marketo is powerful yet easy to use without training and offers an on-demand model to get customers up and running quickly, with no charges for set-up or integration. Founded by former Epiphany executives, Marketo is a trusted provider for industry leaders such as Trimble Navigation, McKesson and Thomson CompuMark. Marketo’s Modern B2B Marketing blog (<http://blog.marketo.com>) and [marketing best practices community](http://success.marketo.com/) are recognized as industry destinations for marketers to share ideas and help each other drive results. For more information on Marketo, visit http://www.marketo.com or call 650-655-4830.

**About The Stevie Awards**Hailed as “the business world’s own Oscars,” Stevie Awards are conferred in four programs: The American Business Awards, The International Business Awards, The Stevie Awards for Women in Business, and the Stevie Awards for Sales & Customer Service.  Honoring companies of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide.  Learn more about The Stevie Awards at [www.stevieawards.com](http://www.stevieawards.com).

Global Sponsor of the 2008 Stevie Awards is Dow Jones. Supporting sponsors of The 2008 American Business Awards include FIS Softpro, High Performance Technologies Inc., John Hancock, RCN Corporation, Richardson, and Ultimate Software.  Media sponsors include the Business TalkRadio Network, CRM Advocate, and Human Resource Executive.

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