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**Marketing Automation Company Marketo Welcomes Ten New Customers in May**

*Lead management software provider gains traction internationally, signs new channel partners*

**San Mateo, CA (PRWEB) – 24 June, 2008** – B2B marketing firm Marketo today announced ten of their newest [lead management](http://www.marketo.com/b2b-marketing-software/lead-management-software.php) software customers for the month of May, increasing traction internationally and with new channel partners.

“We’re not only expanding the depth of our customer base, but also expanding the breadth of our reach,” said Marketo CEO Phil Fernandez. “This growth is a testament to the real need among [B2B marketing](http://blog.marketo.com/) professionals for an innovative [marketing automation](http://www.marketo.com/) solution, and it demonstrates the widespread appeal of our product, regardless of geographic location, company size, and industry.”

Marketo’s May customers give the [lead management](http://www.marketo.com/b2b-marketing-software/lead-management-software.php) firm a growing international presence with XBC Group, a South African provider of data, voice, wireless and video solutions; and Denmark-based Zmags, the leader in digital publishing software. Also notable for the month are two new channel partners.

Additional companies that chose Marketo in May include Symplified, an on-demand identity management software company; Sitebrand, a leader in online marketing solutions for retailers; VersionOne, the #1 Agile project managements software provider; and Xsigo Systems, the technology leader in I/O virtualization.

“Marketo is built from the customer’s needs up,” said Fred Love, marketing director at Xsigo. “They’re the first vendor that has identified and automated exactly what marketers need – across the board. The platform has everything you need and nothing that you don’t.”

Demonstrating its commitment to ongoing customer success and support, Marketo also recently released its latest on-demand webinar, highlighting and sharing details of the success made possible via their revolutionary new solution so that marketers can learn from each other. The webinar, “[How Vindicia Went From Zero To Lead Management Hero in Less Than One Day](http://pages2.marketo.com/vindicia-webinar-archive.html?comment=Vindicia%20webinar&source=PR),” discusses the experience of on-demand billing and fraud management solution provider Vindicia, a Marketo customer since December.

“We’ve been using Marketo five months now, but we received immediate value,” says Vindicia Director of Marketing Communications Jen Erale in the webinar, “Marketo saves time, increased my conversion rates within the first month, improves the quality of my campaigns, improves the quality of leads I’ve sent to sales, and I’m able to spend my time being more creative and more strategic.”

Marketo also announced today its compliance with Mozilla’s Firefox 3, which was released last week, in a move that exemplifies Marketo’s focus on delivering to its customers not only the richest user experience available, but also support for the latest technology innovations. Marketo is the first and only marketing automation vendor to offer such compatibility, ensuring that customers can use Marketo with their browser of choice.

**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](http://www.marketo.com/b2b-marketing-software/lead-management-software.php) 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 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.

**Media Contact**

Susan Wise

Greenough Communications

650-646-3268 x11

swise@greenoughcom.com

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