

**Fastest-Growing Lead Management Firm Marketo Breaks New Records with 75 Customers in 6 Months**

*Easiest-to-Use Marketing Automation Product and Relentless Focus on Customer Success Fuel Company Momentum*

SAN MATEO, CA — September 17, 2008 — [B2B marketing](http://blog.marketo.com/) company Marketo today announced it topped its own July record with fifteen new customers in August. Companies on a mission to drive more revenue through a unified marketing and sales cycle are clamoring for Marketo, and their enthusiasm has made the company the fastest-growing [lead management](http://www.marketo.com/b2b-marketing-software/lead-management-software.php) vendor, signing 75 new customers in the first six months since its release.

Leading the industry with its product innovation and an unyielding commitment to customer success, Marketo is quickly emerging as the must-have application for businesses frustrated by a lack of marketing accountability and marketers who want to focus on getting marketing results, not on doing manual tasks. With the easiest-to-use [marketing automation](http://www.marketo.com/) software on the market – imagine an F-16 fighter jet with a Nintendo Wii controller – Marketo upsets the idea that ease-of-use and sophisticated capabilities are mutually exclusive.

Zuora Inc., the leader in online billing for subscription businesses, chose Marketo for a combination of powerful marketing functionality with great usability.  “As a fast-growing company, it's imperative that we maximize our marketing effectiveness, and Marketo helps us turn marketing spending into revenue," said Tien Tzuo, CEO of [Zuora](http://www.zuora.com), former CMO of salesforce.com and named CMO of the Year finalist by *BusinessWeek*. “Since my days heading up marketing for Salesforce, I know what works and what doesn't.  It's great to work with companies like Marketo that are knocking it out of the park with a solution that works and a passion for customer success.”

Leading marketing services provider Quaero also selected Marketo recently after a detailed evaluation of competing products. “Quaero helps its clients improve their marketing performance, so it’s absolutely critical that our clients and prospects see the best practices we recommend executed within our own marketing programs,” said Michelle Boockoff-Bajdek, vice president of marketing at Quaero.  “With Marketo, everything is easier. We’re able to run complex campaigns – both drip and trigger – and segment our database using behavioral criteria, so we’re marketing to our clients and prospects in a thoughtful and relevant manner.”

Zuora and Quaero are just two examples of innovative companies that chose Marketo. Other new customers include ISGN, a leading provider of end-to-end technology solutions and services to the U.S. mortgage industry; Alert Logic, an award-winning provider of on-demand IT compliance and security solutions; and Vendavo, the leading provider of business-to-business price management and optimization solutions. Other innovative new customers include 3tera Inc., the leading innovator of cloud computing technology and utility computing services; Plexus Systems, Inc., provider of Plexus Online on-demand software for the manufacturing enterprise; Orbis, a leading global provider of marketing management software; and ColumbiaSoft, a leading provider of enterprise-class document management solutions.

“The majority of our customers are veteran marketers. They’ve been around the block and they’ve used other marketing automation solutions. Yet one after another, at a pace unprecedented in the industry, they’re turning to Marketo to join in the Revenue Revolution and drive bottom-line impact with the most innovative and most intuitive marketing automation software available,” said Phil Fernandez, president and CEO of Marketo. “Our tremendous growth is a direct result of the success we are driving for each and every one of our customers, and we’re thrilled to watch our newest customers take their businesses to a new level.”

**About Marketo**Marketo (<http://www.marketo.com>) provides B2B [marketing automation](http://www.marketo.com/) software that translates marketing spending into revenue. Our award-winning [lead management software](http://www.marketo.com/b2b-marketing-software/lead-management-software.php) features email marketing, lead nurturing, lead scoring, and closed-loop reporting capabilities to help marketing and sales teams work together to generate and qualify sales leads, shorten sales cycles, and demonstrate marketing accountability. Driven by a relentless focus on customer success and touting the most innovative user experience in business software today, Marketo is emerging as the fastest-growing lead management vendor in the world. Marketo's on-demand marketing products are easy to buy because they don't require complex implementation or upfront fees, easy to own because they don't require IT support, and easy to use without specialized technical skills or significant training. Pricing starts as low as $1,500 a month, and qualified customers who commit to running a production campaign can get started with a free trial that includes set-up, training, and integration.

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