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**Marketo Hits 100-Customer Milestone in Under Eight Months**

*Customers report improved lead management, higher conversion, and better marketing and sales alignment*

SAN MATEO, CA — October 30, 2008 — Marketing automation leader Marketo today announced its 100th Lead Management customer, achieving this accomplishment fewer than eight months since the product became available. Marketo’s sophisticated yet easy-to-use [marketing automation](http://www.marketo.com/b2b-marketing-resources/marketing-automation.php) software helps marketing and sales teams collaborate on a single revenue cycle to increase productivity and unlock revenue, and the company’s own success is proof that this approach is a catalyst for rapid revenue growth.

ReadyTalk, an audio conferencing and web meeting services provider, is Marketo’s 100th customer. “Multiple third-party sources recommended Marketo during my vendor search, and when I saw the demo I couldn’t believe how easy it was to use,” said Suzy Myers-Gibson, director of marketing at ReadyTalk. “Before committing, we even test-drove a number of other vendors, but in the end the team found that Marketo is the easiest and best solution available.”

Other recent new customers include technology consulting company Aragon Consulting; AppAssure Software, a provider of disaster recovery messaging infrastructure; Bersin & Associates, a research and advisory firm focused on enterprise learning and talent management; Customer Direct, a call center outsourcing leader; ECI, a provider of industry-specific business management and e-commerce systems; Intersect Software, a provider of management software for product development organizations; and PivotLink, a provider of on-demand business intelligence solutions.

“The fact that we’ve hit the 100-customer milestone so quickly is proof that our [lead management](http://www.marketo.com/b2b-marketing-resources/lead-management.php) solution addresses a burning need at global businesses today, and that our unique ability to deliver rapid value is really resonating with customers,” said Phil Fernandez, president and CEO of Marketo. “We founded Marketo with the mission to help companies drive growth by building an integrated [revenue cycle](http://blog.marketo.com/blog/2008/07/the-revenue-cyc.html) spanning marketing and sales, and every day more companies are recognizing the opportunity this presents. I know that much of our own success is fueled by application of these principles in our business, powered by Marketo Lead Management at every step of the way.”

**Fast ROI on Marketing Automation Investment**

In just the first months since getting started, [Marketo Lead Management customers](http://www.marketo.com/customers/) are already reporting dramatic returns and fast ROI on their marketing automation investment, demonstrating that effective lead management can fuel growth even in uncertain economic times. Some of the business results achieved by Marketo customers:

* 150% increase in contact-to-lead conversion rate and a 50% improvement in lead-to-opportunity conversion rate – ShipServ
* More than doubled conversion rate – IDology
* 300% increase in marketing programs volume – Acteva
* 65% reduction in cost per lead – Vindicia

Marketo customers also report improved marketing-sales alignment:

* “My sales guys are in heaven…It’s an amazing, powerful tool.” – Darryl Praill, VP sales and marketing, Sitebrand
* “Finally we have a tool that allows sales and marketing to seamlessly work together to revive old leads and move new leads through the funnel faster. We'll be a Marketo customer for a long time.” – David Politis, executive vice president and general manager, Vocalocity
* “I have found both [Marketo’s] product and support exceptional. It really is the first solution I have found that bridges the gap between marketing and sales and makes it easy for someone with little marketing experience to become an accomplished marketer.” – David Glen, managing director of XBC

Marketo customers are passionate about the software’s ease-of-use, and industry analysts are taking note. “As I talk to users of demand generation systems, it's increasingly clear that ease-of-use is a top priority," said David Raab, author of the recently published Raab Guide to Demand Generation Systems. "Marketo has built its business on this foundation, and it shows. Quite simply, marketers can do more for themselves more quickly. One executive whose company had switched from another system told me his director of marketing had been 'grinning from ear to ear' ever since."

**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 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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