

**Marketo Lead Management Delivers Massive ROI**

***Customers Project More Than $50M Annual Revenue Increase***

**SAN MATEO, CA –** Dec. 18, 2008 – [Lead management](http://www.marketo.com/b2b-marketing-software/lead-management-software.php) customers are bucking the economy and growing revenue rapidly by more closely aligning marketing with sales, according to research released today by Marketo, the fastest-growing [marketing automation](http://www.marketo.com/b2b-marketing-resources/marketing-automation.php) vendor. Thanks to constant collaboration between marketing and sales at every stage of the revenue cycle, Marketo customers queried this month are achieving staggering gains in revenue and productivity.

In total, Marketo customers are projecting more than a $50M annual revenue increase as a result of their use of Marketo’s award-winning lead management solutions. Marketo began selling its powerful lead management tools in March, and currently counts more than 110 companies in eight countries as customers.

At the core of this success is the [Revenue Cycle](http://blog.marketo.com/blog/2008/07/the-revenue-cyc.html), a provocative new concept that defines a radical shift in the way marketing and sales work together to deliver revenue. Whereas businesses once analyzed the sales cycle, which took a narrow view of the complete revenue process, progressive marketing and sales executives now recognize that the search for revenue begins the day prospects are met for the first time, and continues through the sale and beyond to the customer relationship. When marketing and sales agree on this model and collaborate accordingly, the results include easier and better-quality sales processes, with more customer wins and ultimately more revenue.

Marketo’s solutions enable this ‘revenue revolution’ with tools designed to help companies acquire, nurture and prioritize prospects, automate key marketing and sales processes, and prove marketing performance. Per research conducted this quarter, Marketo customers found they are:

* Acquiring at least 200% more qualified, more engaged prospects
* Nurturing leads better to unlock 40% more pipeline from existing relationships
* Prioritizing sales time on the best leads, increasing productivity and revenue by 40%
* Automating lead management to drive more results for less cost, saving on average the equivalent of one FTE

“[Prospect conversion rates have increased significantly](http://www.marketo.com/library/shipserv-case-study.pdf) since we began using Marketo,” said John Watton, VP of Marketing at ShipServ. “We’ve become better at improving the percentage of prospects that are moving successfully through the pipeline, and we need fewer contacts to satisfy our sales targets. The result is a 225% increase in the volume of prospects that convert to sales opportunities, a massive improvement and clear validation of the effectiveness of greater collaboration between marketing and sales.”

“Let’s be honest: marketing and sales waste too much time and money on poorly coordinated programs,” said Phil Fernandez, president and CEO at Marketo. “To thrive—or, in some cases, to survive—in today’s economy, executives must find ways to unlock the value hidden in their revenue cycle. Only Marketo provides a solution that truly synchronizes marketing with sales at every stage of the money-making process, while also providing lightning-fast results and the headroom to grow to the most sophisticated requirements.”

**About Marketo**

Marketo (<http://www.marketo.com>) provides B2B marketing automation software that translates marketing spending into revenue. Our award-winning lead management software features email marketing, [lead nurturing](http://www.marketo.com/b2b-marketing-software/lead-nurturing-software.php), 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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