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**Marketing Automation Leader Marketo Caps Stellar 2008
with Record December**

*Company Signs 130 Lead Management Customers after First 10 Months in Market*

**SAN MATEO, CA –** January 22, 2009 – [Marketing automation](http://www.marketo.com/) leader Marketo recorded its
most successful month ever in December, firmly establishing the company as the fastest-growing [lead management](http://www.marketo.com/b2b-marketing-software/lead-management-software.php) vendor in 2008. Since launching in March 2008, Marketo has signed more than 130 customers in eight countries and continues to set new standards for the marketing automation industry. Customers consistently rave about their time to value and ROI using Marketo Lead Management, a sophisticated demand generation solution that helps marketing and sales work together to drive more revenue and improve marketing accountability.

“In just 10 months Marketo went from having a brand new product and zero customers to becoming the fastest growing marketing automation vendor, with first year revenue comparable to some of the highest flyers that have come before us in the SaaS space,” said Phil Fernandez, president and CEO at Marketo. “Before we came along, marketing automation was a relatively sleepy industry. Marketo redefined the requirements for performance, usability, time to value, and ROI. Our 2008 results prove the company is setting the pace for the entire industry, and we will raise the bar again in 2009 with constant innovation and a continuing focus on customer success.”

A key driver of Marketo’s rapid growth is the rising wave of customers rethinking how their marketing and sales teams collaborate to drive revenue at every stage of what Marketo calls the [Revenue Cycle](http://blog.marketo.com/blog/2008/07/the-revenue-cyc.html). One of the most important new business concepts of 2008, the Revenue Cycle defines a radical shift away from linear handoffs between marketing and sales and towards appropriate collaboration at every stage, from the moment the prospect first becomes aware of the company to the day they become a customer, and beyond. When marketing and sales achieve this collaboration, they unlock dramatic improvements in lead generation, sales productivity, and most importantly top-line growth. At the same time Marketo automates revenue cycle processes, reducing the resources and time required to build and run campaigns, and making entire marketing departments far more agile during this time of tightening budget constraints.

“Marketo will help us unlock the value residing in our existing leads since the solution nurtures prospect relationships until they are ready for sales,” said Tom Schaefer, executive vice president of marketing at Digital Fuel Technologies, the leader in IT service management (ITSM) solutions. “We were up and running in just a few days after signing with Marketo. The software, combined with the best practices provided by the company, is already delivering results.”

December caps a year of significant customer growth and market leadership for Marketo. Other notable successes since the company’s launch in March 2008 include:

* Won 2008 CRM WizKids Award (March)
* Honored at Software 2008's exclusive "Innovation Showcase" (April)
* Chosen as finalist for "Best New Product or Service” from American Business Awards (May)
* Declared Revenue Revolution (July)
* Won *CRM Magazine* Rising Star Award (August)
* Delivered enhanced email marketing solutions (October)
* Presented at VentureWire Technology Showcase and SIIA OnDemand (November)
* Selected as finalist Demand Generation Program of the Year (January)

**About Marketo**

Marketo provides B2B marketing automation software that translates marketing spending into revenue. Our award-winning lead management software 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. www.marketo.com

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