

**Marketing Automation Leader Marketo Launches New Social**

**Customer Success Community**

*Success Portal Enables Collaborative Communication between Marketo, Customers, Partners*

**SAN MATEO, CA –** January 28, 2009 – [Marketing automation](http://www.marketo.com/) leader Marketo today announced the launch of its new online social customer service and success community. This comprehensive customer engagement platform gives Marketo users instant access to valuable content on a range of topics including product documentation and quick start guides, best practices, product FAQs and feature request boards, and allows customers and partners to interact with each other to share tips and ideas. Customers can access the site at <http://success.marketo.com/>.

“Our new social customer success community is yet another example of our innovation in all aspects of the customer experience,” said Phil Fernandez, president and CEO at Marketo. “The community portal not only provides 24x7 support and best practices information, but also provides a forum for ongoing communication between Marketo, our growing user base, and our partners. Today’s customers are no longer satisfied with static support solutions, and our new community-based portal is a great way for customers to get and share all the information they need to be successful.”

Some of the capabilities of the new social success community include:

* Searchable knowledge base and documentation for Marketo [Lead Management](http://www.marketo.com/b2b-marketing-software/lead-management-software.php) and Marketo [Lead Insight for Sales](http://www.marketo.com/b2b-marketing-software/sales-lead-insight.php)
* Forums to ask questions and share tips and ideas with other customers and partners
* Feature Ideas board to submit product ideas, vote for enhancements, and interact with Marketo product managers

The customer success community also provides [lead management](http://www.marketo.com/b2b-marketing-resources/lead-management.php) best practices with content from customers, partners, and Marketo thought leaders, as well as the ability for customers to submit and check the status of support cases.

Marketo’s community-based success portal is powered by Helpstream, the world’s first truly social customer service and relationship management system.  “Marketo is one of the most remarkably customer-focused companies we’ve seen.  We are delighted to be partnering with them, and we also use their lead management solution ourselves in our daily operations,” said Anthony Nemelka, chief executive officer of Helpstream.  “Today’s SaaS companies recognize the strategic value of incorporating advanced social Web technologies such as community-based self service, Web-enabled service portals and collaborative online help desks.  Helpstream provides industry leaders like Marketo access to a fully-integrated customer communication channel to help them build long-term, mutually-beneficial relationships.”

Marketo provides a sophisticated [demand generation](http://www.marketo.com/b2b-marketing-resources/demand-generation.php) solution that helps marketing and sales teams collaborate to drive more revenue and improve marketing accountability. Marketo’s Lead Management and Lead Insight for Sales solutions include email marketing, lead nurturing, lead scoring and closed-loop reporting capabilities to generate and qualify sales leads, shorten sales cycles, demonstrate marketing ROI, and drive revenue growth.

Unlike other 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.

**About Helpstream**
Helpstream is the world’s first truly social customer service and relationship management system. It provides companies an effective way to support their customers and build outstanding customer relationships. Helpstream integrates social Web technologies with modern customer service and collaboration processes to drive effective customer and partner engagement across all business functions. Helpstream’s SaaS design makes it fast to deploy, easy to use and affordable. It can be deployed as a complete customer service system or as an integrated self-service and community case resolution complement to existing Customer Relationship Management (CRM) systems. Helpstream has over 100 customers in various industries including high tech, government, healthcare, financial- and professional-services. Helpstream is a private, venture capital-backed company headquartered in Mountain View, California. For more information, please visit [www.helpstream.com](http://www.helpstream.com).

**About Marketo**

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