



Lead Management Vendor Marketo Announces Partnership with The Pedowitz Group

Partnership combines demand generation services with leading marketing automation solution

SAN MATEO, CA, February 23, 2009 – [Marketing automation](#) leader Marketo today announced its partnership with The Pedowitz Group, notable for Web 2.0 Demand Generation services for business to business (B2B) marketers. The partnership expands the comprehensive demand generation options provided by The Pedowitz Group with a sophisticated marketing automation solution that helps marketing and sales work together to drive more revenue and improve marketing accountability.

“We are very excited to have The Pedowitz Group as one of our partners,” said Phil Fernandez, president and CEO of Marketo. “Their industry knowledge is unsurpassed and our customers will benefit greatly from proven best practices that leverage technology to drive revenue. At Marketo, we are leading the Revenue Revolution and The Pedowitz Group is a great partner to help us accomplish that mission.”

The Pedowitz Group’s experience in combining strategy and Web 2.0 technologies helps customers execute lead generation programs quickly to drive sustainable revenue growth. With Marketo’s on demand model, The Pedowitz Group offers comprehensive lead generation services that produce real and measurable results and fast ROI.

“Marketo is a great strategic partner for us,” said Jeff Pedowitz, President and CEO of [The Pedowitz Group](#). “Their platform allows us to extend our best practices and demand execution services to a wider customer base. Marketing automation is not a nice-to-have – it’s a must have for every marketer that wants to drive revenue. Marketo makes this process easy.”

In support of the partnership, The Pedowitz Group has developed three specific packages – the [Marketo Health Check](#), [Marketo Lead Scoring](#), and [Marketo Lead Nurturing](#). The Health Check analyzes a company’s current demand generation plan and develops an actionable road map for achieving results. The Lead Scoring program leverages the Marketo platform and best practices to help companies build powerful qualification programs that speed up pipeline conversion. The Lead Nurturing program also leverages the Marketo platform and best practices to help companies continuously market to prospects not ready to buy. The Lead Nurturing program lowers long-term cost of lead acquisition and increases the overall lead-to-customer conversion rate and revenue.

Marketo provides a sophisticated [demand generation](#) 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 The Pedowitz Group

B2B marketers call The Pedowitz Group when the ability to provide a measurable contribution from marketing is an imperative. The two principals, Jeff Pedowitz and Debbie Qaqish, are visionaries, thought leaders and early adopters in the demand generation field. Through their combined experience, The Pedowitz Group enables companies to create and execute simple to sophisticated demand generation strategies and tactics that get results. Our strategies are based on the concepts of the customer buy cycle and how you can create digital relationships through multiple touches and multiple channels. The Pedowitz Group offers a range of services, from marketing automation selection to best practices in Lead Science. These include everything from lead scoring and nurturing programs to large projects, including full outsourcing of all demand generation needs. Call us today for a discussion on how we can help you make a significant and measurable contribution to your company's growth.

www.pedowitzgroup.com/MarketoConsulting.htm

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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