

Modern B2B Marketing Leader Marketo Announces Record Number
 of New Customers

Fastest Growing Lead Management Vendor Adds 22 New Customers in March

SAN MATEO, CA – April 15, 2009 – [www.marketo.com](http://www.marketo.com) – Marketo, the leading provider of [modern B2B marketing](http://blog.marketo.com/) software and best practices, today announced a record number of new customers in the month of March. In addition to 22 new customers, Marketo reported an emerging trend of repeat business from revenue leaders who changed their employer but not their [lead management](http://www.marketo.com/b2b-marketing-software/lead-management-software.php) solution. The movement includes Sales leaders who are vocal in their need to collaborate with their Marketing peers across the entire revenue cycle.

 “This is my second time around with Marketo and salesforce.com,” said Roque Versace, Vice President of Sales at [Mashery](http://mashery.com/), a leading provider of API management services enabling companies to easily leverage web services as a distribution channel. Versace previously used Marketo Lead Management at EchoSign. “With Marketo, I can trust marketing to nurture and recycle leads that are not ready for my sales team to pursue.  I also like Marketo’s tight integration to Salesforce.com and have grown to depend on the insights Marketo delivers with qualified leads. Marketo helps drive more meaningful conversations, shorter sales cycles, and higher win rates.”

“I was sold on the value of Marketo before I joined Ketera,” said Sam Rapp, Vice President of Sales at [Ketera](http://www.ketera.com/), a leading provider of on demand enterprise spend management. Rapp was first introduced to Marketo Lead Management when he was head of sales at DreamFactory. “The Marketo team ‘gets it’ when it comes to campaign management across today’s eclectic social media channels. Marketo captures the nuance of every interaction and does a brilliant job of nurturing leads until they are ready for sales engagement. With Marketo, the virtual barrier between Marketing and Sales disappears – the focus is on revenue, and results are a team effort.”

In addition to Mashery and Ketera, notable customer wins in March include SHARP Electronics Corporation, a world-leading provider of crystalline solar PV for residential, commercial, industrial, off-grid and satellite applications; TeleNav, a global leader in location-based applications delivered via a mobile device; Qualifacts, a leading provider of enterprise Software as a Service for human service and behavioral health providers; HubCast, a worldwide digital print delivery network; Coveo, a leading provider of Information Access and Enterprise Search solutions; Insight Direct, the provider of ServiceCEO, a leading business management software solution for the field service industry; and Tideway, a pioneer in data center search software.

“We enter our second year with tremendous velocity,” said Phil Fernandez, President and CEO at Marketo. “While I am pleased with the record number of customers we signed up in March, I am equally flattered by this new trend of Marketo champions who change companies but not their use of Marketo. Marketo has quickly become both a resume builder for our power users and a business imperative for companies of all sizes.”

On average, companies who use Marketo report a full return on investment in only three months. Savvy users like Acteva, an online event service provider for event organizers, continue to find innovative ways to provide value to their clients.

“Our entire marketing department is hooked on Marketo," said Ed Lemire, Executive Vice President at [Acteva](http://www.acteva.com/). "We can build campaigns 4-5 times faster than before, and we’ve saved at least $400,000 a year by reducing our creative cycle times. Marketo’s power, usability and agility helped us to quickly launch the Acteva Referral Program. Overall, Marketo has helped deliver $2 million in incremental gross revenue and partner satisfaction that is priceless.”

**About Marketo**

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

**Company Contact:**
Laura Mishima
Marketo
+1-650-227-4662
laura@marketo.com

Agency Contact:
Kevin Wolf
Marketo
+1–650–327–1641
kevin@toolguypr.com