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**Perkuto Releases Engagement Marketing Maturity Model Self-Assessment Tool**

Perkuto’s EM3 Aims to Help Marketers Increase Engagement Using Their Marketing Technology Stack

San Francisco – April 25, 2017 – Perkuto, a Marketo® Platinum LaunchPoint® Partner for integration and managed services, today announced the launch of the Perkuto Engagement Marketing Maturity Model, the first complete engagement marketing assessment tool. Also known as EM3, the guided self-evaluation helps marketers determine their level of usage and integration of their marketing operations and recommends methods to increase engagement.

The EM3 determines your level of engagement based on your answers across five different dimensions, including Marketing Automation, People & Processes, Customer Engagement, MarTech Adoption, and Measurements. Results are built around the concept of PACE (Passive, Active, Coordinated, and Engaging), with recommendations of how to increase your PACE of engagement.

“Assessments can be created around many different aspects of marketing,” said Alexandre Pelletier, CEO at Perkuto. “With the EM3, we wanted to give marketers a way to gauge their marketing processes across multiple dimensions. By determining the level of usage and integration of technology and process within each dimension, we can give an assessment and actionable recommendations to pick up the PACE.”

“Our LaunchPoint®ecosystem is made up of best-of-breed technologies that enhance the Marketo Engagement Platform and empower marketers to engage with customers more effectively,” said Shai Alfandary, vice president, LaunchPoint, Marketo. “Perkuto’s EM3 assessment tool is a great addition to the ecosystem, helping marketers understand their engagement marketing maturity and providing recommendations that empower them to create experiences that are relevant and meaningful to their buyers.”

The Perkuto EM3 is available now at [perkuto.com/em3](http://perkuto.com/em3). Visitors to this week’s Marketo Marketing Nation Summit can learn more about the marketing maturity model and assessment from Perkuto at booth 646.

**About Perkuto**

For marketing leaders wrestling with revenue growth and proving impact of marketing, Perkuto provides services that map revenue goals to marketing strategy and executes on initiatives that increase marketing and sales team productivity.  As a Marketo Platinum Partner, we excel at implementing and integrating MarTech systems into your processes with a high level of expertise and a deep bench of certified consultants. Based in Montreal, Perkuto’s experienced marketers and technology consultants serve customer around the world. To learn more, visit [perkuto.com](http://perkuto.com).

**Contact**:

Alexandre Pelletier

CEO and Co-Founder

Perkuto

514-913-3039

pr@perkuto.com