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FOR IMMEDIATE RELEASE

Rybbon Joins Marketo® Innovate Partner Program to Provide Marketers with Digital Gifting Platform to Boost Conversions

Rapidly growing gifting and reward platform teams with industry-leading engagement platform to help marketers easily set up fully trackable gifting programs.

McLean, VA (July 10, 2018)—Rybbon, [a digital gifting platform for marketers](#), has joined the [Marketo Innovate](#) partner program. Rybbon will provide Marketo users with a fully-trackable gifting platform to send digital gifts like e-gift cards and charitable donations.

Rybbon now connects directly with the Marketo Engagement Platform™, empowering marketers to create gifting programs which boost online conversions and engagements. Users can send e-gift cards, virtual Visa and MasterCard rewards, and charitable donations to customers via email. Rybbon users have found success in many areas by rewarding customers. Those include customer surveys, referral marketing, promotions and webinar attendance.

Rybbon's unique integration with Marketo simplifies running a gifting program. Gifting campaigns can be set up and launched in under 20 minutes. Rybbon users do not need to work with complex APIs or webhooks. Gifts can be sent and tracked around the world. Rybbon eliminates the anxiety over ordering too few or too many gifts. Gifts can be ordered, returned and exchanged instantly as needed.

"Rybbon's integration into Marketo will allow marketers to create easy-to-manage gifting programs." said Rybbon's CEO Jignesh Shah said. "Marketo users will never have to lose time, money or sleep over managing gifting programs. Rybbon is easy to setup and run. Our catalog of top gift brands provides gifts that work around the world. And you get a full refund on any unclaimed gifts."

"We are excited to welcome Rybbon to the Marketo Innovate partner program," said Shai Alfandary, vice president, global head of ISVs and LaunchPoint® ecosystem, Marketo. "Providing Marketo users the ability to create digital gifting programs will give them a powerful tool to help boost conversions and create better engagement opportunities for campaigns."

About Rybbon

Rybbon puts the power of gifting to work for marketers and market researchers through its extensive catalog of e-gifts from top brands like Amazon.com and Panera. Rybbon also offers rewards suitable for international rewards programs such as virtual Visa and MasterCard rewards that work in over 150 countries. Rybbon integrates with top marketing platforms like HubSpot, Marketo, SurveyMonkey, and Qualtrics to make gifting easy and automatic.

Learn more about Rybbon at www.rybbon.net.