



[Marketo Offers Tools to Sell](#)

Software helps guide marketing

Date: Friday, April 1, 2011, 3:00am PDT

It's often a mystery how effective business-to-business marketing efforts are.

Marketo Inc. sells software over the web that claims to show companies not only which marketing efforts are working, but also which leads are most promising and worthy of immediate attention from sales people.

That message is resonating with marketers at big companies like D-Link and McKesson as well as startups, and San Mateo-based Marketo expects revenue this year to top \$30 million.

"You can be swayed by what's trendy," said **Phil Fernandez**, co-founder, president and CEO of 4-year-old Marketo. "At Marketo, we can tell you where to put your money, and we have the data to prove it."

Marketo, which has raised \$57 million, including \$25 million in November, is on a continuing hiring spree, with staff at 170, up from 35 a year earlier. Plans call for 250 by year's end.

In the past, Fernandez was president and COO of Epiphany Inc., which was bought in 2005 for \$329 million by [SSA Global](#).

Scott Schwarzhoff, vice president of marketing at Appcelerator, a 55-person Mountain View mobile application development platform company, said over the last 18 months his company has deeply integrated Marketo into its product and "freemium" business model.

Marketo enables Appcelerator to send well-timed reminders and offers to 130,000 developers around the world who have downloaded its free software, helping new developers and nurturing potential clients without spamming them, Schwarzhoff said. Appcelerator has 500 customers — including [NBC](#), [eBay](#), [Cisco](#) and [PayPal](#) — paying from \$2,500 to more than \$1 million.

[Forrester Research](#) analyst **Andre Pino** said Marketo is at the front of a pack of "15 or 20" companies tackling business-to-business marketing automation, including Eloqua,

Genius, HubSpot and LeadFormix. The market is “very early stages” and has huge potential, he said.

As an indicator of the momentum Marketo has achieved and the potential opportunity it faces, the company last month attracted **Paul Albright** to be chief revenue officer. Among other things, Albright, who is in charge of both sales and marketing, was an early adviser to performance management software company [SuccessFactors](#), where he led marketing and small and medium business sales until last December.



This week, Marketo also said it had hired **Fergus Gloster**, a founder of [Salesforce.com](#)'s operations in Europe in 2000 and that company's senior vice president of corporate sales in Europe through 2009. Gloster is currently recruiting staff for a new office set to open in April in Dublin, Ireland, from which he will lead Marketo's European expansion efforts.

Marketo actually integrates closely with Salesforce, and about 90 percent of Marketo's clients also use Salesforce's customer relations management software, Fernandez said.