



Marketo Lead Management

Marketo Lead Management is unlike any other marketing automation solution. It provides all the rich functionality marketers need to automate and measure demand generation campaigns that create more high-quality leads. And it gives marketers the freedom to execute campaigns — including email marketing, online and live event marketing, lead nurturing and scoring — with less manual effort, allowing more time to focus on strategic and creative activities that drive higher marketing ROI.

Today's demand generation programs are accountable not just for the leads they generate, but more importantly, for the qualified opportunities they create to fill the sales pipeline. Combine these demands with increasing pressure to "do more with less," and today's marketing and sales teams have more than enough to manage — that all had to get done yesterday.

Complete Marketing Automation Solution

Imagine a single platform that brings together all of the tools marketing and sales teams need to generate more high-quality sales leads and drive faster revenue growth. Marketo Lead Management provides all the rich functionality marketers need to generate leads through basic email campaigns as well as modern multi-step marketing programs. Once leads are generated, Marketo enables marketers to send only qualified leads to sales using lead scoring and keep in touch with the rest using lead nurturing. Simply put, Marketo is a "one-stop shop" for developing and executing sophisticated demand generation campaigns, and for effectively managing, prioritizing, and communicating with leads from acquisition to sales opportunity to closed deal.

The Marketo Difference

Marketo's sophisticated and flexible solution provides ease-of-use for small marketing departments as well as the scalability and security needed by complex global enterprises with hundreds of users around the world.

Marketo's solution includes the following advantages:

- **Addictively easy drag-and-drop interface** - Develop professional-looking, automated marketing programs without training or consultants, and react more quickly to new opportunities.
- **Complete solution** - Marketo includes everything marketing and sales teams need to work together to generate and qualify sales leads, shorten sales cycles, and demonstrate marketing accountability — including lead scoring, email, event marketing, landing pages, activity tracking, de-duplication, CRM integration, and more.
- **Powerful, scalable platform** - Don't be fooled by Marketo's simple interface — this is serious software that's ready for even the most detailed, multi-step marketing program at the largest enterprises. At Marketo's core is a scalable platform ensuring that as your business grows, Marketo grows with you.
- **Get up and running — fast** - Marketo's Quick Start program gets customers up and running in just one day, including integrating and synchronizing to Salesforce and working with you to design, build, and launch your first campaign.
- **Rich segmentation, list management, and targeting** - Increase response rates by targeting prospects based on demographics, activity history, and real-time behavioral triggers.
- **Advanced CRM Integration** - Marketo uses the latest technology to automate the integrations that other vendors need to do manually. This means cost savings and a faster time-to-production for you.
- **Commitment to customer success** - Marketo is fanatical about customer success and provides different levels of support and training including an integrated Customer Success team, online community, network of partners and expert consulting.

Customer Impact

"Marketo has helped Aconex transform its sales and marketing process from no campaign-based demand generation to running 35 campaigns in 16 different countries that have resulted in a 20% increase in sales qualified opportunities in just a few months."

— *Aconex, Frank Carron, VP of Marketing*

"In the first half of 2011, we saw 616 new Marketing-influenced sales opportunities in Salesforce.com (worth 2.4 times more than we had with a different automation system a year earlier.) Our pipeline has dramatically improved in part due to Marketo's revenue performance management solution."

— *Kelly Waffle, Director of eMarketing, Sourcefire, Inc.*

Benefits Snapshot

- Improve lead generation performance by 200%
- Pass only qualified leads to sales
- Automate lead management to ensure timely action before leads go cold
- Create sophisticated campaigns in under an hour, without IT or software programming
- Demonstrate marketing ROI and the impact of each campaign

Some of Our Customers



Key Capabilities

Lead Management

Generate more qualified sales leads in less time, and with fewer resources, with:

- **Lead nurturing** - Automate multi-step marketing programs to build relationships with prospects over time using targeted, consistent communications.
- **Lead scoring** - Score leads automatically using demographics, BANT (budget, authority, need, timeline), and behavior.
- **Lead Insight** - Identify and interact with the best sales leads by seeing who responds to emails, visits the website, and shows key buying signs.

Marketing Campaign Essentials

Build lists, create e-mail campaigns, and develop landing pages quickly, without code or IT support, using:

- **Email marketing** - Create WYSIWYG emails; automate triggered and multi-step email campaigns; send and track emails on behalf of sales reps.
- **Landing page optimization** - Build landing pages and forms with a PowerPoint-like interface; optimize conversions with A/B testing; use your own branding and subdomain.
- **Website monitoring** - Track and measure all prospect and company activity, even before visitors register; identify which companies visit your website; automatically alert sales reps of activity.

Marketing Lead Database

Track all the information you need to manage leads, forecast results, and demonstrate marketing's impact on the bottom line through:

- **Single view of prospects** - Build a rich, single view of all marketing interactions between each prospect and your company.
- **CRM synchronization** - Maintain bi-directional synchronization for leads and contacts that are in your CRM system.
- **Data cleansing** - Keep data clean with real-time, automated lead de-duplication, merging and augmentation via services like Jigsaw.

Multi-step Program Management

Efficiently run modern multi-step campaigns or programs to maximize the impact of your marketing activities with:

- **Multi-step programs** - Efficiently manage complex programs across multiple channels, including on-line ads, video campaigns, mobile, virtual events, and social media.
- **Event Marketing** - Attract more attendees with personalized invitations and timely reminders, and convert attendees to buyers with intelligent nurturing. Events integrate with Webex, ON24, Adobe Connect and other Webinar providers.
- **Program effectiveness** - Understand the ROI of all your programs by capturing spend data and comparing to pipeline dollar data available in your CRM.

Social Media Marketing

Find your buyers by making social media a part of your marketing DNA, allowing you to:

- **Segment leads** and trigger follow-up campaigns based on social media interactions.
- **Adjust lead scoring** to reflect social conversations.
- **Notify sales reps** when prospects and customers make interesting comments.

Reporting and Analytics

Measure and optimize results with marketing reporting and analytics that include:

- **Detailed marketing reports** - Publish detailed marketing reports without Excel, including sales data such as pipeline and revenue.
- **Detail lead reports** - Understand each marketing interaction with every lead and opportunity to demonstrate marketing's impact on revenue.
- **Automatic notifications** - Get reports via email to keep up-to-date on campaign metrics.

About Marketo

Marketo is the global leader in Revenue Performance Management. Marketo's powerful yet easy-to-use marketing automation and sales effectiveness solutions transform how marketing and sales teams of all sizes work — and work together — to drive dramatically increased revenue performance and fuel business growth. The company's proven technology, comprehensive services and expert guidance are helping corporations around the world to turn marketing from a cost center to a business-building revenue driver.

Marketo has been recognized by CRM Magazine as the "2011 CRM Market Leaders Awards Winner for Marketing Solutions," the 2010 CODiE award for "Best Marketing Solution," the "Best Sales and Marketing 2.0 Solution" from SellingPower and the "Best Marketing Automation Application" by Salesforce customers on the AppExchange. As of August 2011, more than 1,200 enterprise and mid-market clients globally have adopted Marketo solutions. For more information, visit <http://www.marketo.com>, or subscribe to Marketo's award-winning blogs at <http://blog.marketo.com>



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Marketo Lead Management Overview