



# Marketo Revenue Performance Management

Marketo is all about reshaping how businesses generate and accelerate revenue. We help over 1200\* companies around the world expand lead flow, optimize marketing investments and align the sale and marketing teams, so they can close the right deals faster. Built for the modern, social web, Marketo's powerful, easy-to-use Revenue Performance Management solutions increase revenue by as much as 40% – and deliver the insights needed to drive predictable growth.

The forces of digitalization and globalization have created more options for buyers to research products like yours! Buyers want to engage with a sales representative at the appropriate point in the buying cycle. To succeed, organizations must adapt to a new engagement model that provides the right information to the buyer at the right pace, at the right time and through the right channel.

## Marketo Delivers on the Biggest Business Issues

Marketo Revenue Performance Management transforms how marketing and sales teams work – and work together – to accelerate customer engagement and drive higher revenues. Simply put, Marketo helps you achieve three objectives:

- **Increase leads and opportunities**, by educating the potential buyer with relevant information about your company and product through a variety of channels, including email, social networks, events and Webinars.
- **Optimize investments across marketing and sales** by viewing spend across your entire portfolio.
- **Improve sales productivity** by increasing the time sales spends focusing on closing deals, while reducing low-yield efforts like cold-calling, data compilation and data cleansing.

Marketo surveyed over 250 of our clients and found that, on average, Marketo customers are increasing their sales-qualified opportunities by over 40%, while realizing a 12% increase in deal size and a 17% increase in win rate.

## Marketo Revenue Performance Management Suite

Marketo's cloud-based Revenue Performance Management Solutions transform how marketing and sales teams of all sizes work together to close the right deals faster and increase revenue growth.

### Lead Management

Lead Management provides all the rich functionality marketers need to automate and measure demand generation campaigns that create more high-quality sales opportunities. Key capabilities include:

- Robust email marketing
- Landing page optimization
- Website content management
- Event marketing – online, offline and hybrid
- Social media marketing and social publishing
- Multi-step program and campaign management
- Data integrity – Intelligent de-duplication and lead data refresh powered by Jigsaw
- Demographic and behavioral lead scoring
- Multi-touch lead nurturing
- Revenue Spend management



Multi-step Program Management

### Quick facts

- Over 1200 customers
- 3 flagship products: Lead Management, Sales Insight and Revenue Cycle Analytics
- Proven customer impact: 45% increase in opportunities, 17% increase in win rate and 15% reduction in costs
- Ranked in 2011 OnDemand Top 100 and 2011 AlwaysOn Global 250; Winner of AppExchange Best of '10

### Some of Our Customers



### Customer Impact

"With Marketo, we now have 100% visibility into what is happening across marketing and our website. We've also seen over a 10% decrease in our cost of sales, and a 30% decrease in our sales cycle."

— Paul Dunay, CMO, Networked Insights

"This year is a monster year for Equilar. We're talking 40% year-over-year revenue growth (\$10M to \$14M) during the worst recession of our lives. The biggest change? Marketo."

— David Liu, Equilar, Salesforce Administrator

## 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>



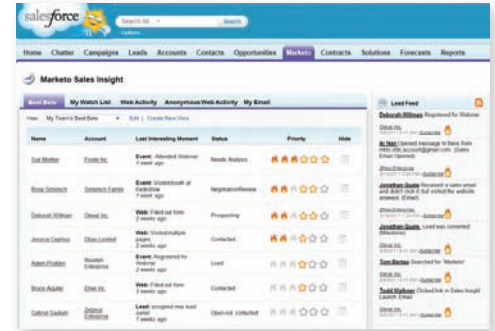
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## Sales Insights

Sales Insights is a social web sales application that enables smart selling and faster deal closes by helping sales teams understand, prioritize, and interact with the hottest leads and opportunities. As a result, sales reps are better prepared at every stage of the revenue cycle to deliver the right response at the right time to ensure the right revenue results. Marketo Sales Insight works natively inside Salesforce CRM, meaning there's nothing new to learn, no new tools to install, and no need for additional IT services. Key capabilities include:

- **Best Bets and Watch List** - Focus instantly on the hottest leads and opportunities
- **Interesting Moments** - Monitor the key moments that really matter to sales
- **Insight to Action** - Sell smarter using Marketo email and Smart Campaigns
- **Custom Views** - Roll-up or create custom views of best bets and interesting moments



Marketo Sales Insight

## Revenue Cycle Analytics

Revenue Cycle Analytics combines sophisticated analytics with Marketo's famous ease-of-use giving CMOs and their staff the ability to harness powerful ROI proof points and accurate forecasts without spending hours assembling data and tweaking reports. Key capabilities include:

- **Analyzers** - A new class of intuitive, interactive data visualizations built by marketers for marketers. These include the Opportunity Analyzer that helps build credibility by proving how marketing programs drive conversion and accelerate leads and the Program Analyzer that monitors program effectiveness and identifies which programs and events are yielding the highest return on investment.
- **Revenue Cycle Modeler** - Visually define and map all the stages of your revenue funnel and establish clear set of rules governing how leads transition from one stage to the next.
- **Revenue Cycle Explorer** - Create ad hoc reports, dashboards and metrics with an intuitive drag-and-drop UI built for marketers – not for reporting specialists or IT.
- **Open Analytics Engine** - Cloud-based data mart which is fully integrated with Marketo Lead management's operational database which captures all historical data enabling accurate answers to revenue performance questions that don't change over time.



Program Effectiveness Analyzer

## The Marketo Difference

**Furious pace of innovation** - In a world where our customers need to respond quickly to changing buyer behavior and disruption in marketing channels, it's imperative to arm them with the most advanced solution quickly. Over the past three years, Marketo has released three major products and pioneered many of the capabilities in marketing automation and RPM across more than 35 product enhancements.

**Powerful, scalable yet easy-to-use solution** - Marketo's sophisticated and flexible solution provides ease-of-use for small marketing departments along with the scalability and security needed by complex global enterprises with hundreds of users around the world. Marketo provides all the deep functionality sophisticated marketers need, but wrapped in an easy-to-use interface that provides a new level of agility and based on an on-demand model that gets customers live and successful in as little as one week.

**Thought Leadership & Expert Consulting** - We're fanatical about customer success and provide unparalleled thought leadership and expert consulting services to ensure you get the most out of your investment to drive significant business value. Marketo leads the market in providing the best practices marketers and sales professionals need to improve the revenue generated by their teams. Marketo enablement programs include one-on-one instruction, a complete library of educational papers and videos, and a vibrant community of peers for sharing and networking. Full 24x7 professional support and packaged custom expert services round out Marketo's suite of offerings to support your success.

\*As of July, 2011