



Marketo Unveils New Social Sales Application

Marketo Sales Insight, a 100% Native Force.com Application, Helps Ignite Revenue Growth

SAN MATEO, CA – June 9, 2009 – www.marketo.com – Marketo, the fastest growing provider of [marketing automation](#) and revenue-building best practices, today announced the release of [Marketo Sales Insight](#), a 100% native Force.com social sales application that helps Sales understand, prioritize, and interact with the hottest leads and opportunities to close more business faster.

“With this release, Marketo continues our quest to fundamentally change the way marketing and sales work together to drive revenue,” said Phil Fernandez, Marketo’s president and CEO. “Unlike marketing systems that only focus on the earlier stages of the revenue cycle, Marketo provides an uncompromising revenue-building suite for both marketing automation *and* [sales effectiveness](#). Regardless of what position you play on the Revenue team, the combination of Marketo Lead Management and Marketo Sales Insight gives you a ‘sixth-sense’ advantage at every stage of a revenue cycle, from the earliest stages of demand generation and [lead management](#) to the pursuit of closed business and customer loyalty.”

Marketo Sales Insight: Enabling Social Sales

Most sales reps are social by nature, but as research and buying have moved online, the process of selling has grown more mechanical, which puts the social sales rep at a huge disadvantage. With the prospective buyer now in control of the process, a sales rep’s gut instinct about when to pursue a deal or whether to back off is inhibited, leaving the rep in the dark about which leads and opportunities are ready for, and likely to appreciate, a follow-up call.

Marketo Sales Insight enables social selling by letting sales reps define the “social network” of leads and contacts they are interested in following. It then presents the rep with Facebook-style “status updates” from the leads and contacts they follow, highlighting the key interesting moments that indicate buying interest.

But unlike Twitter or Facebook, where the user has to post status updates, Marketo Sales Insight uses the collective intelligence of marketing and sales to identify key interesting

moments from an otherwise overwhelming amount of activity data derived from web analytics, email tracking, and other measures of buying behavior. Marketo analyzes and distills this data, so reps can focus on selling and not trying to interpret web activity behavior.

Marketo Sales Insight helps the entire team focus their sales efforts on the right people at the right time with the right response. Key capabilities include:

- **Best Bets and Watch List:** Identify the hottest leads and opportunities
- **Interesting Moments and Activity Tracking:** Understand the interests and activity of each account, opportunity and prospective buyer
- **Lead Feed and Instant Notifications:** Get updates from your leads contacts, anytime and any place via email, text message or web browser
- **Insight to Action:** Interact using smart email and Marketo smart campaigns
- **Identify Anonymous Lead Traffic:** See which companies in your territory are visiting the website and get instant access to more information about contacts and companies from business networks such as [Demandbase](#), [Jigsaw](#) and LinkedIn.

100% Native Force.com For Immediate Adoption

Marketo Sales Insight is a 100% Native Force.com app, meaning no integration and nothing new to learn. Instead of creating a social sales application that would compete or require integration with Salesforce CRM applications, Marketo leveraged the powerful Force.com platform and real-time infrastructure from salesforce.com and added B2B marketing value to extend the benefits of Salesforce.com CRM.

“Marketo is great example of how a company can quickly build and easily distribute a sophisticated business application using the Force.com platform,” said Steve Lucas, senior vice president of Force.com and Alliances at salesforce.com. “Now, Salesforce CRM customers can use the Force.com AppExchange to quickly add Marketo Sales Insight to their repertoire of business tools for a more insightful, more competitive approach to selling.”

An Unfair Sales Advantage

“Marketo Sales Insight gives my Sales team an unfair advantage by providing the essential data to focus on the hottest leads with the highest revenue impact,” said Dave Orrico, Senior Vice President of Sales at Appirio, a leading provider of products and services that help enterprises accelerate their adoption of on-demand solutions.

“Marketo Sales Insight is the most exciting thing about Marketo,” said Katie Efstratis, Sales Manager at ServiceSource, the founder and leader in Service Performance Management. “It helps us closely monitor our clients, send trackable emails and receive instant notifications, so we can better respond to client’s needs and earn their renewal business.”

Marketo Sales Insight is sold on a per-seat subscription basis in conjunction with Marketo Lead Management and Salesforce CRM. For pricing and more information about Marketo Sales Insight, please visit: <http://www.marketo.com>

About Marketo

Marketo is the fastest growing provider of marketing automation and revenue-building best practices. Marketo’s uncompromising on-demand solutions enable marketing and sales teams to collaborate throughout the revenue cycle, from the earliest stages of demand generation and lead management to the pursuit of revenue and customer loyalty.

Marketo Lead Management gives Marketers the power and flexibility to automate demand generation campaigns and deliver high quality sales leads with less effort, while Marketo Sales Insight helps Sales understand, prioritize and interact with the hottest leads and opportunities to close business faster. Known for providing the most innovative user experience and the fastest time to value, Marketo was voted ‘Best Marketing Automation Application’ by Salesforce customers on the Force.com AppExchange. As of June 2009, more than 200 mid-market and enterprise companies in nine countries have selected Marketo.