



# 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 generate more high-quality sales leads, including email marketing, lead nurturing and lead scoring. And it gives marketers the freedom to execute campaigns with less manual effort, allowing more time to focus on the strategic and creative activities that improve 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 revenue growth. Marketo provides all the rich functionality marketers need to create, automate, and measure demand generation campaigns, including email marketing, landing page optimization, and A/B testing. And once they generate leads, 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

Unlike other marketing automation software, Marketo provides an insanely easy-to-use, drag-and-drop interface, giving marketers the freedom to execute campaigns with less manual effort and allowing them more time to focus on the strategic and creative activities that drive revenue and improve marketing ROI. Because Marketo is an on-demand solution, customers are up and running in just one day, with absolutely no charges for set-up, integration, or training.

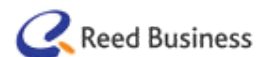
- **Addictively easy drag-and-drop interface** - With Marketo's drag-and-drop interface, you can develop professional-looking, automated marketing programs without training or consultants, and react more quickly to new opportunities.
- **Complete solution** - Marketo includes everything marketing and sales teams need to work together to generate and qualify sales leads, shorten sales cycles, and demonstrate marketing accountability — including lead scoring, email, landing pages, activity tracking, de-duplication, CRM integration, and more.
- **Get up and running—fast** - Marketo's Quick Start program gets customers up and running in just one day, including integrating and synchronizing to your CRM 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.
- **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.
- **Commitment to customer success** – Success should not come with a price. That's why integration, training, and support are included in the subscription price. Only Marketo provides an integrated Customer Success team, online community, and a network of partners to ensure all customers get a quick start and ongoing value from their Marketo investment.

## 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 code
- Demonstrate marketing ROI and the impact of each campaign

## Some of Our Customers



## Key Features

### Lead Management

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

- **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.

- **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.

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

### Reporting and Analytics

Measure and optimize results with marketing reporting and analytics.

- **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 revenue-focused marketing automation company, revolutionizing how marketing and sales teams of all sizes sell and succeed at every stage of the revenue cycle. Delivered in the Marketing Cloud, Marketo's powerful and easy solutions provide the fastest time to value and ignite explosive revenue growth from the earliest phases of demand generation and lead management to the pursuit of revenue and customer loyalty.

Marketo Lead Management gives marketing the power and flexibility to automate demand generation campaigns and deliver more high-quality leads with less effort, and Marketo Sales Insight helps sales understand, prioritize and interact with the hottest leads and opportunities to close more business faster. Known for providing the most innovative customer experience, Marketo was voted 'Best Marketing Automation Application' by Salesforce customers on the Force.com AppExchange. As of December 2009, more than 350 mid-market and enterprise companies in 14 countries have selected Marketo. For more information, visit Marketo online at <http://www.marketo.com>.



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### Real-World Customer Success

"In our second year of using Marketo, we now drive significantly more sales opportunities with the same budget and have increased sales-ready leads by 400%."

- John Watton, VP Marketing - ShipServ

"Marketo provides Sharp Solar Energy Systems Group with a flexible and cost effective way to route leads to our global sales channel. Its easy integration with our web site and salesforce.com helped us launch both solutions in 60 days."

- Don Lavalley, Director, Strategic Business Operations - Sharp Microelectronics of the Americas

"We use Marketo to translate positive industry buzz into tangible business results, including a significant boost in sales pipeline revenue and a 460% increase in average contract."

- Tricia Reilly, Director of Marketing - Zuora



## GET STARTED TODAY WITH A FREE TRIAL

If you're serious about getting started with marketing automation and lead management, then we're serious about getting you up and running fast with no upfront costs.

Call us at +1.877.260.MKTO, email [sales@marketo.com](mailto:sales@marketo.com), or visit [www.marketo.com](http://www.marketo.com) today.