

# Marketo Ranks #1 Marketing Software Vendor on Inc. 500

Submitted by: Devonshire Marketing Consultants Limited

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Marketo Congratulates Customers on Powerful Showing in Rankings and Tremendous Growth

LONDON, UK. – August 22, 2012 – Marketo, the leading provider of cloud-based marketing software, announced that Inc. magazine has listed the company 78th on its 31st annual Inc. 500|5000, an exclusive ranking of the nation's fastest-growing private companies. Marketo is the only social marketing and marketing automation software company cracking the list's top 100, and is in the top-ten of the forty overall software companies recognized.

Marketo also congratulates its customer companies making the Inc. 500|5000, which include Acquia, Axcient, Bizo, Demandforce, Inc., Metalogix Software, Rise Interactive, Rocket Lawyer, Slingshot SEO, Webmarketing123 and both customer and partner The Pedowitz Group, (TPG).

"We are proud to make this distinguished ranking as one of Inc.'s fastest-growing private companies," said Ronald C. Pruett, Jr., CMO of Acquia. "Content, social collaboration, and commerce are increasingly converging for our clients and prospects. Marketo's marketing software has helped drive our revenue growth and has been instrumental in our providing of superior services to these customers."

Marketo is dedicated to helping companies grow like never before by providing easy, powerful and complete marketing software. It's designed by marketers for marketers to put companies of all sizes on the fastest path to marketing success, more revenue and overall business growth. Want your company to make the list next year? Join our webinar -- "10 Tips to get on the Inc. 500" on September 13, 2012.

"This is another great year of growth for Marketo and our customers, and we're honored to be recognized on the Inc. 500|5000 as a top software company," said Marketo President and CEO Phil Fernandez. "We've experienced wild growth by unlocking the power of social marketing and by using our software to align sales and marketing under one, revenue-driving engine. We want to share our marketing vision and strategy with other companies so that they, too, can realize this kind of growth and success."

About Marketo: Easy, Powerful, Complete.

Marketo uniquely provides easy-to-use, powerful and complete marketing software that propels fast-growing small companies and global enterprises alike. Marketo's marketing automation and sales effectiveness software – including the world's first integrated solution for social marketing automation – streamlines marketing processes, delivers more campaigns, generates more win-ready leads, and dramatically improves sales performance. With proven technology, comprehensive services and expert guidance, Marketo helps thousands of companies around the world turn marketing from a cost center into a revenue driver.

Known for providing breakthrough innovation and fueling explosive growth, Marketo was recently named one of "America's Most Promising Companies" by Forbes Magazine, the #1 fastest-growing private company of 2011 by the Silicon Valley Business Journal, and the "2012 and 2011 CRM Market Leaders Awards Winner

for Marketing Solutions” by CRM Magazine. Salesforce.com customers also honored the company with two AppExchange Best of ’11 Awards, for Best Marketing Automation Solution and Best Chatter Exchange.

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## Methodology

The 2012 Inc. 500|5000 is ranked according to percentage revenue growth when comparing 2008 to 2011. To qualify, companies must have been founded and generating revenue by March 31, 2008. They had to be U.S.-based, privately held, for profit, and independent—not subsidiaries or divisions of other companies—as of December 31, 2011. (Since then, a number of companies on the list have gone public or been acquired.) The minimum revenue required for 2008 is \$100,000; the minimum for 2011 is \$2 million. As always, Inc. reserves the right to decline applicants for subjective reasons. Companies on the Inc. 500 are featured in Inc.’s September issue. They represent the top tier of the Inc. 5000, which can be found at [www.inc.com/500](http://www.inc.com/500).

## About Inc.

Founded in 1979 and acquired in 2005 by Mansueto Ventures, Inc. is the only major brand dedicated exclusively to owners and managers of growing private companies, with the aim to deliver real solutions for today’s innovative company builders. Total monthly audience reach for the brand has grown significantly from 2,000,000 in 2010 to over 6,000,000 today. For more information, visit [www.inc.com](http://www.inc.com).

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