

# Marketo Celebrates its Rockstar Customers at Dreamforce

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Revvie Award Finalists AppDynamics, CNW Group and Xactly combine the Power of Salesforce and Marketo to Increase Productivity and Sales

LONDON, UK – Sept. 19, 2012 – Marketo, the leading provider of cloud-based marketing software, this morning announced customers AppDynamics, CNW Group and Xactly as finalists in its first Dreamforce Edition Revvie Awards. Marketo is pleased to recognize its customer rockstars for demonstrating incredible growth, marketing productivity and sales effectiveness. The announcement was made today at salesforce.com's Dreamforce 2012 in San Francisco, where Marketo, a Titanium Sponsor, will be in booth 801 in the Dreamforce Expo.

## AppDynamics: Tremendous Sales Growth with Marketo and Salesforce

AppDynamics is an innovative application performance management solution in a crowded market. Like many companies they needed to figure out a way to grow and stand out by generating exponential growth in their overall pipeline this year. Their freemium approach and savvy Marketo-powered campaigns contributed to an increase in closed business and sales.

"Our Marketo-Salesforce integration is our not-so-secret weapon. By connecting Marketo and Salesforce we were able to let our sales team know who was a hot lead, enabling them to be well-armed and to win more," said Steve Roop, VP of marketing at AppDynamics.

## CNW Group: PPC ROI Increase with Marketo and Salesforce

CNW Group, Canada's leading newswire service reduced its PPC (pay per click) spend and increased PPC return on investment for the first-time by using Marketo's easy, powerful and complete marketing software within Salesforce.

"Marketo Analytics helped us realize where our PPC efforts needed major improvement, and then helped us achieve the highest ROI for a marketing campaign in our company's history," said Mark Ramsay, SVP and chief revenue officer at CNW. "What's more, of the leads driven by such powerful PPC results, a quarter of them convert to a real opportunity and more than half of those opportunities are now won."

## Xactly: Increase in Revenue and Bookings with Marketo and Salesforce

Xactly, an incentive and compensation management leader, achieved an increase in revenue and bookings, and an increase in engagement in the first half of this year. By using the powerful combination of Marketo and Salesforce, they also improved their sales-closure efficiency by reducing the time from qualified opportunity to closed deal.

"In one word, our combination of Salesforce and Marketo gives us MORE – we reach more prospects, we cultivate more engagement with prospects and customers, and we close more deals faster," said Chris Newton, VP of marketing at Xactly.

"We were honored by the level of submissions for this special Dreamforce Revvie Awards, and are truly thrilled by the kind of growth and results that our customers are achieving," said Sanjay Dholakia,

chief marketing officer at Marketo. “We remain committed to helping our customers get on the fastest, easiest and most powerful path to marketing success and when that happens, we want to celebrate their success.”

Interested in becoming a Marketo Revvie winner? Request a free trial and learn how to turn your marketing efforts into revenue.

Dreamforce 2012 is the industry’s largest cloud computing and enterprise technology event, welcoming more than 70,000 registered attendees to experience the power of the social revolution. With more than 750 sessions and 350 cloud companies in the expo, attendees can participate in interactive sessions, hands-on training with cutting-edge technology, thousands of live demos and unparalleled networking. In addition, Dreamforce welcomes special guests Sir Richard Branson, Founder of Virgin Group; Jeff Immelt, CEO of General Electric; Gen. Colin Powell, former Secretary of State; Tony Robbins, Entrepreneur, Author & Peak Performance Strategist; and The Red Hot Chili Peppers. Dreamforce 2012 offers attendees everything they need to connect with customers, partners and employees in entirely new ways, under one roof.

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, the #1 Marketing Software Vendor on the INC 500, and #1 fastest-growing private company of 2011 by the Silicon Valley Business Journal. In both 2011 and 2012 the company received the 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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