

# Acquia, #1 Software Company on Inc. 500, Powers Growth with Marketo

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Already Acknowledged for Fast Growth, Acquia Accelerates Global Scaling with Marketo's Marketing Software Solutions

LONDON, UK. – October 16, 2012 – Marketo, the leading provider of cloud-based marketing software, was recently selected by Acquia, Inc. to propel marketing efforts as the highly successful company continues to grow. Acquia, the open-source software company providing products, services and technical support for the Drupal content management and social publishing system, was the #1 software vendor on this year's Inc. 500 list, ranking #8 overall.

"While Inc. Magazine named Acquia the fastest-growing software company this year, we are only just getting started when it comes to scaling the digital marketing side of our business," said Bryan House, vice president of Marketing at Acquia.

"Increasing revenue and delivering amazing customer service is paramount to our business. Using Marketo integrated across all of our Drupal web properties is intuitive, fast to deploy, and gives our digital marketing team a competitive advantage with a suite of best of breed tools to communicate with prospects and customers. "

Acquia, headquartered in Burlington, Mass., saw immediate results from Marketo when it first kicked off in June. The Acquia marketing team was blown away by Marketo's reporting capabilities and its ability to make both the marketing and sales teams more efficient as it nurtures, qualifies and identifies sales-ready leads.

Also imperative to marketing's success has been the enormous time savings from Marketo's operational efficiencies. Acquia's previous marketing software throttled campaigns by limiting access and administrators; with Marketo, the company has all its marketing team members from across the globe plugged into the software to create, launch and analyse campaigns, reducing the bottleneck that previously siphoned marketing's strength.

"Prior to Marketo, we historically had a rudimentary, manual process for tracking email click-throughs and open rates," continued House. "Now, email performance reporting is automatic, enabling us to be a more agile digital marketing organisation. The combination of Drupal and Marketo forms the foundation of our web engagement strategy, enabling us to create compelling digital experiences that fuel our demand generation engine."

As with many B2B marketing engines, multi-touch campaigns are at the core of Acquia's efforts. By switching to Marketo, House and his team can determine what the important touch points are with a prospect through each step of the process, determine what assets are helping to push leads through the pipeline, and how to optimise and get that lead into the marketplace.

Best of all, the company has been able to integrate its own, Drupal-based forms into all Marketo campaigns, which is integral to Acquia's Drupal-centric business.

“Acquia’s growth - both with and without Marketo - shows that companies of every stage and size can derive measurable, game-changing benefit from our marketing solutions,” said Sanjay Dholakia, CMO of Marketo. “It was thrilling and humbling to be named to the Inc. 500 list with such a powerhouse customer, and we’ll be watching intently to see what new heights Acquia reaches as we continue our partnership.”

Interested in accelerating growth at your company? Request a Marketo free trial and learn how to turn your marketing efforts into revenue.

About Acquia™, the enterprise guide to Drupal

Acquia empowers enterprises with the open source social publishing system Drupal. Co-founded by Drupal’s creator in 2007, Acquia helps customers manage their growth and scale their online properties with confidence. Acquia’s products, cloud infrastructure, and support enable companies to realize the full power of Drupal while minimising risk, as it’s done for more than 2,400 enterprise customers including Twitter, Warner Music Group, Turner Sports, World Economic Forum, Stanford University, Mercedes-Benz and NPR. See who’s using Drupal at <http://www.drupalshowcase.com>, and for more information please visit [www.acquia.com](http://www.acquia.com)

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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PR Contact:

Kim Lynch

Devonshire Marketing.com

Email: [kim@devonshiremarketing.com](mailto:kim@devonshiremarketing.com)