

Marketo Extends Marketing Platform with Powerful Webhooks

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Push Technology Triggers and Automates Revenue Processes Creating New Possibilities for Marketers

LONDON, UK. – November 1, 2012 – Marketo, the leading provider of cloud-based marketing software, today announced the launch of Webhooks. This new push technology dramatically expands the ability of marketers to trigger and automate revenue generating processes. Webhooks is an automated framework linking Marketo's powerful marketing software to other leading customer facing and sales applications. Now marketers can trigger real-time processes - such as a free-trial activation-code service for a customer, or an SMS notification to a sales rep, or a display ad to deliver a personalized message to a prospect – all based on buyer behavior to drive results faster. Marketo Webhooks can automatically trigger hundreds of customer engagement and sales processes in real time.

Webhooks launches on the heels of Marketo's recently announced Marketing Nation, the convergence of people, ideas and technology that empowers marketers across the world to succeed like never before with marketing automation technology. The Marketing Nation taps into the rich knowledge and institutional experience of more than 2,000 of Marketo's customers and its 21,000-strong user community and includes the new Marketo Program Exchange. Marketo Program Exchange provides instant access to the most useful pre-built, verified marketing programs and allows customers to easily share and learn from one another.

"Marketo is opening up new marketing automation possibilities with Webhooks," said Eric Hollebhone, director of marketing at Algonquin College. "We can extend the Marketo platform to countless other applications to drive sales enablement and deep customer engagement with a simple flow action."

As part of the Marketing Nation, Marketo offers the most complete ecosystem of solutions for marketers covering categories such as content marketing, events and webinars, lead data enrichment, sales tools, social media, top of the funnel conversion and lifecycle marketing. This ecosystem of partners will now be able to make their applications more intelligent and respond in real-time to buyer behaviors.

"With Webhooks marketers can now use Marketo as the central nervous system for all their customer facing applications," said Robin Bordoli, VP partner ecosystem at Marketo. "When buyers interact with the Marketo campaigns, all other transaction or engagement systems will be able to know about this interaction and react accordingly with the right message or offer at the right time to the right buyer. We're excited to work with our growing ecosystem of application partners to bring this automation and intelligence capability to our customers."

To learn more about Marketo Webhooks and to take your marketing "From Good to Great," register for Marketo's upcoming Virtual Event Wednesday, November 14, 2012 from 8am – 2pm PST, powered by the Marketing Nation.

About Marketo: Marketing Software – 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™ 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 to The Wall Street Journal's 3rd annual "Next Big Thing List," one of "America's Most Promising Companies" by Forbes, and the #1 Marketing Software Vendor on the INC 500. In 2011 Marketo ranked as the #1 fastest-growing private company by the Silicon Valley Business Journal, and 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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