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Marketo Congratulates James Hardie and Spirent for Recognition in 2016 Bluewolf Innovation Awards

Two members of the Marketo Marketing Nation® receive honors for digital business transformation

SAN MATEO, Calif., July 27, 2016 /PRNewswire/ -- Marketo, Inc. (NASDAQ: MKTO), the leading provider of engagement marketing software and solutions, is pleased to announce that two of its customers have been recognized by global consulting agency [Bluewolf](#), an IBM Company, in the 2016 Bluewolf Innovation Awards. **James Hardie Building Products Inc.**, a world-leading building materials manufacturer, was recognized for Next Generation Digital Engagement. **Spirent**, a multi-national telecommunications testing company, was recognized for Cutting-Edge Sales Transformation.



"We are thrilled to see James Hardie and Spirent honored for driving digital transformation across their organizations," said **Robin Ritenour, senior vice president of Business Development, Marketo.** "Their success demonstrates how companies are leveraging the combined power of the Marketo-Bluewolf partnership to innovate, grow, and deliver impactful results."

The Bluewolf Innovation Awards recognize leading companies worldwide that have showcased excellence in deploying a large digital initiative, cloud technology, or business process that has enabled them to get closer to their customers.

James Hardie and Spirent integrated Marketo with their CRM systems for better alignment between sales and marketing, reinvigorating how they interact with customers. Driving real business impact at-scale through marketing earned both companies recognition as digital innovators.

Bluewolf is a Marketo Gold Premier Partner and a member of Marketo LaunchPoint®, the largest and most complete ecosystem of best-of-breed marketing solutions. To learn more about how Marketo and Bluewolf work together to help marketers use data and insights to support the entire customer lifecycle, visit <http://launchpoint.marketo.com/>.

About Marketo

Marketo provides the leading engagement marketing software and solutions designed to help marketers develop long-term relationships with their customers - from acquisition to advocacy. Marketo is built for marketers, by marketers and is setting the innovation agenda for marketing technology. Marketo puts Marketing First. Headquartered in San Mateo, CA, with offices around the world, Marketo serves as a strategic partner to large enterprise and fast-growing small companies across a wide variety of industries. To learn more about Marketo's Engagement Marketing Platform, LaunchPoint® partner ecosystem, and the vast community that is the Marketo Marketing Nation®, visit www.marketo.com.

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