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Cozad Asset Management, Inc., Joins the Marketo Marketing Nation®

Investment advisory firm to grow market awareness with Marketo's engagement marketing platform

SAN MATEO, Calif., July 19, 2016 /PRNewswire/ -- Marketo, Inc. (NASDAQ: MKTO), the leading provider of engagement marketing software and solutions, today announced that Cozad Asset Management, Inc., has selected Marketo to expand its reach among prospective clients.



Cozad sought a way to market its Small Cap Value investment product to advisors across the United States. By choosing Marketo, the firm's lean and efficient team will utilize email campaigns to reach thousands of potential customers, uncovering meaningful pockets of investor interest that would otherwise go unidentified. In this manner, Cozad will maximize the geographies it's able to cover while increasing the efficacy of marketing activities such as webinars.

"For Cozad's Small Cap Value team, marketing, sales, and distribution are efforts coordinated among just a few people," **said Courtney Simmons, Director of Institutional Sales** at Cozad. "As part of our strategy, we look for ways to effectively reach and interact with large numbers of potential investors and are using Marketo to help us in this vein. In our email campaigns, we are seeking not just to identify interested investors, but to grow market awareness in regions and markets that may have otherwise been overlooked."

To find out more about how financial industry leaders are turning to Marketo to build successful, sustainable marketing programs, visit <https://www.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.

About Cozad

Founded in 1972, Cozad Asset Management, Inc. provides the highest quality professional and personalized financial services and advice to individuals, families and institutional investors throughout the country. Its client-focused approach allows Cozad professionals to fully understand each client's personal financial situation, including investments, tax and insurance and to satisfy individual financial objectives and achieve long-term goals. Many clients find Cozad's specialized composites to be excellent additions to their portfolios.

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