



September 13, 2016

Marketo Account-Based Marketing Unveiled

The industry's only ABM solution that combines all essential components in one platform; focuses companies on the accounts that matter most to the business

SAN FRANCISCO, Sept. 13, 2016 /PRNewswire/ -- [Marketo, Inc.](#), the leading provider of engagement marketing software and solutions, today announced the availability of Marketo Account-Based Marketing (ABM) that brings together sales and marketing teams to target, engage, and measure key accounts in a highly coordinated fashion. Marketo ABM is the only solution that offers all the essentials for ABM success natively within a single, proven marketing automation platform.



"While marketing and sales teams have long been doing account targeting, the technology hasn't been available to reach and engage accounts - and the decision makers within them - in a coordinated, scalable way from one place," **said Chandar Pattabhiram, CMO, Marketo.** "Built natively within the Marketo platform, Marketo ABM provides account teams with all of the necessary tools to discover, manage, engage, and analyze the accounts with the most revenue potential, thus driving revenue from their most valuable accounts and delivering higher return on their sales and marketing investments."

Marketo ABM empowers marketing and sales teams with the right tools to collaborate and target accounts in more relevant and personalized ways. More specifically, it allows account teams to:

- 1 **Target the accounts that matter** the most in personalized ways; leverage account and lead-level scoring to easily target the right accounts and the right people within those accounts with personalized campaigns.
- 1 **Deeply engage accounts and key decision-makers across channels**, including email, web, ads, events, social, and mobile; use rich customer behaviors captured in Marketo's [Audience Hub](#) to deliver highly personalized messages at exactly the right time.
- 1 **Utilize powerful account-based analytics** that help account teams measure the impact of - and further optimize the results of - their ABM efforts across key dimensions, including cross-channel engagement, pipeline, and revenue.
- 1 **Take advantage of complementary solutions** offered by Marketo's LaunchPoint[®] ecosystem partners such as predictive scoring and account enrichment to expand the capabilities of Marketo ABM.

"As companies adopt account-based marketing and sales strategies, it is essential that their marketing platforms can support all of the activities required to engage multiple people within their target accounts," **said Sydney Sloan, CMO, Alfresco.** "With this in mind, Marketo is innovating with its customers, finding new ways that we can use marketing technology to coordinate and drive the results that matter most."

"NICE is truly excited by the prospect of combining Marketo's marketing automation capabilities that we already rely on with a native ABM solution to drive even stronger sales and marketing results," **said Einat Weiss, vice president of global marketing, NICE.** "The integration of ABM into our marketing efforts will enable our organization to serve content via a more personalized experience for customers and prospects alike and ultimately provide more relevant material that serves their individual business needs."

"At Skyword, we're always looking for the latest innovations that will strengthen our business and ultimately help us to provide the best content solutions for our customers," **said Adam Vavrek, director of marketing operations, Skyword.** "Marketo is our trusted partner for marketing automation, and their latest offering around account-based marketing is yet another indicator of their commitment to helping us achieve and exceed our goals."

To learn more about Marketo Account-Based Marketing, click [here](#).

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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