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## Kabbage Revitalizes Marketing Efficiency and Speed with Marketo

### Financial technology disruptor joins Marketo Marketing Nation®

SAN MATEO, Calif., July 26, 2016 /PRNewswire/ -- Marketo, Inc. (NASDAQ: MKTO), the leading provider of engagement marketing software and solutions, today announced that [Kabbage Inc.](#), a disruptive financial technology platform that provides businesses with access to working capital, is leveraging the Marketo platform to improve email open rates and cut down on campaign production time.



Up until October 2015, Kabbage, relied on a different marketing automation provider and a number of other tools to manually engineer communications with potential customers. As the company grew, the team needed to consolidate and integrate these tools with its existing CRM for better alignment between marketing and sales. The Kabbage team hoped to strike the right cadence of communication with its customers, serving them with a premiere customer experience, at any time and from virtually any device.

Kabbage chose Marketo for its ability to track the return-on-investment of email campaigns and also for its proven track record of security in highly regulated industries such as financial services and healthcare. Since implementing Marketo, Kabbage has seen **email open rates and click-to-open rates jump more than 10 percent** compared to campaigns deployed via the company's previous marketing automation system. The marketing team attributes this success to the speed and ease-of-use of the Marketo platform, **saving on average 2-3 hours in day-to-day production time.**

"When I joined Kabbage, it was clear that we needed a marketing automation platform that would help us to operate efficiently and effectively," **said Jami Schwartz, marketing manager** at Kabbage. "Marketo provides our team with the ability to prove real ROI around marketing programs, while giving us the peace of mind of a secure and reliable platform that protects Kabbage and our customers."

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

To learn more about Kabbage, visit <https://www.kabbageplatform.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](http://www.marketo.com).

#### About Kabbage

Kabbage Inc., headquartered in Atlanta, GA, has pioneered a financial services data and technology platform to provide automated funding to small businesses in minutes. Kabbage leverages data generated through business activity such as accounting data, online sales, shipping and dozens of other sources to understand performance and deliver fast, flexible funding in real time. Kabbage is funded and backed by leading investors including Reverence Capital Partners, SoftBank Capital, Thomvest Ventures, Mohr Davidow Ventures, BlueRun Ventures, the UPS Strategic Enterprise Fund, ING, Santander InnoVentures, Scotiabank, and TCW/Craton. All Kabbage U.S.-based loans are issued by Celtic Bank, a Utah-Chartered Industrial Bank, Member FDIC. For more information, please visit <http://www.kabbage.com>.

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