



## Marketo Honors the Best of the Marketing Nation® With 2017 Revvie Awards

SAN MATEO, Calif., April 18, 2017 /PRNewswire/ -- Marketo, Inc., the leading provider of engagement marketing software and solutions, is announcing the 2017 winners of its annual **Revvie Awards**. The awards highlight the most effective Marketo customers, partners, and individual marketers who found innovative ways to engage their key audiences and drive strong, measurable success for their organizations.

Recipients will be honored next week during the [Marketing Nation Summit 2017](#) at Moscone West in San Francisco. With thousands of marketers registered, this year's Summit focuses on "Leading in the Engagement Economy" and features thought leadership, educational sessions, workshops, and trainings that empower marketers of every level to succeed in today's interconnected world.

"Today's customers seek meaningful experiences from brands, not one-off transactions, which means that marketers must truly engage to drive real business impact," said **Chandar Pattabhiram, chief marketing officer, Marketo**. "The Revvie Award recipients show us what talented marketers can achieve with the right technologies, skills, engagement techniques, and innovative attitudes, providing an inspiration to the entire Marketing Nation. Congratulations to the winners and all the finalists."

The 2017 Revvie Award winners include:

### **Marketing Team of the Year, Enterprise: Microsoft**

The One Global Demand Center (1GDC) Platform and Dashboard is a cross-organizational initiative covering the three largest Microsoft Business units, creating a single, unified sales and marketing hub with Marketo at its core. Integrated with enterprise data services, the 1GDC Platform is driving a 360-degree view of Microsoft's prospects and customers, delivering a significant number of high-quality leads each year into the company's Modern Sales system.

### **Marketing Team of the Year, Commercial: Taulia Inc.**

With six different marketing systems spread across four functional groups, Taulia wanted to simplify in order to grow. After consolidating their systems into the Marketo Engagement Platform, the team discovered new insights and data that they used to inform a fresh campaign strategy. Taulia's marketers delivered revenue growth of 630 percent - versus 28 percent the year prior - and significantly reduced their customer acquisition costs.

### **Marketing Executive of the Year: Stephen Yeo, Panasonic**

In his role driving European marketing for Panasonic System Communications, Yeo has pushed the limits of the Marketo Engagement Platform and transformed how the company engages with customers. With the same team and a reduced budget, Yeo increased the number of Panasonic marketing campaigns and even tied revenue dollars back to brand awareness, an unprecedented achievement. By deepening relationships with existing customers and reaching new ones, Yeo led his team to generate more than \$300 million in revenue pipeline and set the standard for marketing across Panasonic globally.

### **Marketer of the Year: Shingo Ishino, Sansan, Inc.**

Shingo Ishino, evangelist and digital marketing strategist at Sansan, restructured the company's sales and marketing processes with a renewed attention to data integration, significantly improved metrics, and an increased focus on managing the customer lifecycle. Since Ishino and his team implemented the Marketo Engagement Platform, they have doubled both their number of marketing initiatives and the number of orders for Sansan's contact-management solution.

### **The Engager: Aetna**

With a dramatic increase in the number of regions served and partners engaged, Aetna needed a new approach to marketing to drive its business growth. Building on the Marketo Engagement Platform, Aetna's marketers created tailored programs to support 28 different health systems and increased overall engagement with business owners via email and web. The team's campaigns, which also leverage the power of Marketo Ad Bridge, have delivered a 2.89x increase in revenue and a 15x boost in marketing return on investment.

### **The Globe Trotter: Xero**

In a drive towards one million subscribers and beyond, Xero moved from two marketing automation tools to a consolidated Marketo center of excellence for all five of its geographies worldwide. In one year, the Xero marketing team rapidly scaled

and pushed the limits of the Marketo Engagement Platform, influencing revenue by engaging with one third of all new customers, driving a record number of mobile app downloads, and deploying tens of millions of marketing communications without sacrificing engagement rates.

#### **The Lifecyclist: Kindred Healthcare**

By creating campaigns that focus on how Kindred's unique types of care help providers tackle today's healthcare challenges, Kindred is positioning itself as a trusted advisor to a growing number of hospitals and health systems. With Marketo, Kindred expanded its reach and frequency of message, providing valuable education that led to a return on marketing investment of 90 to 1, more than 600 new referral sources that supply incredible customer lifetime value. Most importantly, the program also helps more patients and families get the care they need.

#### **The Overachiever: The Dynamic Catholic Institute**

With a growing subscriber base, The Dynamic Catholic Institute sought a way to engage with customers on a personal level. The team employed a dedicated customer service team to assist and solve subscriber issues while also using Marketo to test the capabilities of its messages, maximizing the potential of its content. The team successfully maintained a 98 percent deliverability rate of all its sends and ensured they were the most relevant for its recipients, resulting in high open and click-through rates.

#### **The Performer: Trade Me**

Trade Me, the largest online marketplace and classifieds business in New Zealand, has seen increased competition and spend from international websites. With Marketo, Trade Me has taken on this challenge and built a world-class, scalable marketing solution that easily manages and makes sense of tens of millions of web events per day. In turn, the team uses this information to engage with its customers in a timely, relevant, and truly data-driven manner.

#### **The Rebel: GGP**

As a retail real estate company that doesn't sell directly to consumers, GGP has to think outside the box to connect with shoppers. Through creative use of segmentation and multi-channel engagement, GGP has grown its shopper database by 200 percent, improved email click-through rates by 60 percent, and increased overall customer engagement by 300 percent.

#### **The Stack Master: Laureate Education, Inc.**

Laureate Online, a business unit of Laureate Education, Inc., has differentiated itself by creating a customer experience platform with Marketo as the foundation and building blocks from key Marketo LaunchPoint® partners. As a result, Laureate shifted from a "one note" email sender to a fully enabled, relevancy-driven, channel-aware communications team that increased application completions and student retention rates through its innovative platform.

#### **The Transformer: FIS**

As the world's largest global provider dedicated to financial technology solutions and with clients in over 130 countries, FIS needed one platform to support its marketers around the world. The year 2016 saw FIS' marketing team source more than 35 percent of the company's overall sales pipeline and deliver opportunities that accounted for more than 16 percent of all closed-won business.

#### **The Trendsetter: Revel Systems**

Tasked with aggressive growth targets, Revel built a marketing technology stack that leveraged the power of the Marketo Ad Bridge integrations with Google and Facebook's digital advertising platforms. Additionally, marketing excelled in growth and delivered significant gains in lead volume, customer acquisition, and revenue, reporting incredible year-over-year revenue growth of more than 160 percent.

#### **LaunchPoint Technology Partner of the Year: AdRoll**

AdRoll is a multi-faceted partner, supporting hundreds of joint customers across a wide variety of industries and use cases. Through Marketo Ad Bridge, AdRoll connects contact-level intent data directly into the Marketo Engagement Platform, greatly increasing the efficacy of customers' marketing campaigns. Additionally, AdRoll was one of the initial partners for the launch of Marketo Account-Based Marketing, enabling marketers to combine the power of both platforms to reach customers with dynamically personalized ads with hyper-relevant messages to drive unprecedented results.

#### **Digital Services Partner of the Year: Elixiter**

Focused exclusively on supporting Marketo customers, Elixiter had a huge year in 2016 as it won, retained, and expanded engagements with a diverse array of organizations from industries such as technology, hospitality, healthcare, and many more. These results - apart from being a major testament to Elixiter's team of Marketo experts - earned the company a spot in the top 1,000 of Inc.'s "Fastest Growing Private Companies" list for 2016.

To learn more about this year's winners, click [here](#).

**About Marketo**

Marketo, Inc., offers the leading Engagement Platform that empowers marketers to create lasting relationships and grow revenue. Consistently recognized as the industry's innovation pioneer, Marketo is the trusted platform for thousands of CMOs thanks to its scalability, reliability, and openness. Marketo is headquartered in San Mateo, CA, with offices around the world, and serves as a strategic partner to large enterprise and fast-growing organizations across a wide variety of industries. To learn more about the Marketo Engagement Platform, LaunchPoint® partner ecosystem, and the vast community that is the Marketing Nation®, visit [www.marketo.com](http://www.marketo.com).



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