



Marketo Revenue Cycle Analytics™

Marketo Revenue Cycle Analytics™ is a powerful combination of methodology, products and services that make it easy to measure, understand, optimize, and predict marketing's impact on revenue performance over time. The result? Marketing transforms itself from a cost center with narrow influence to a credible driver of revenue.

Marketers know that measuring the impact they have on revenue is an essential part of transforming marketing from a cost center into a revenue generator, yet only 20% of companies say they excel at measuring the business performance of marketing initiatives. Until now, no marketing automation solution has addressed the fundamental measurement problem created by the time delay between when a marketing investment is made and when it delivers returns.

The Role of Time — Reporting vs. Analytics

Prospects created today may not turn into revenue for months or years down the road — but no marketer can wait that long to measure their impact, and CEOs need accurate forecasts today. Most marketing automation solutions fail to provide a complete picture by limiting their view to that of the current operational period, e.g. what's happening now?

Based on the same easy-to-use principles that Marketo was founded on, Marketo Revenue Cycle Analytics gives CMOs and marketing organizations powerful analytics that uncover revenue performance trends across their entire revenue cycle. Now marketers can see how their revenue cycle is performing and take immediate and early action to improve results. Armed with results that are tracked over time, marketers can harness powerful return-on-investment (ROI) proof points and predictive forecasts that evolve their organizations from a cost center with a narrow influence to a trusted and credible driver of revenue.

The Marketo Difference

Unlike other marketing automation solutions that provide only point-in-time, snapshot information, Marketo Revenue Cycle Analytics combines a powerful analytics data engine with a unique methodology and data visualization to help marketers to measure how prospects move through the revenue cycle over time to become customers; understand which marketing programs drive conversion and velocity; optimize their entire marketing mix and focus investment on activities that have the greatest impact on revenue; and accurately predict the revenue generated as a result of marketing.

Only Marketo provides a deep understanding of how time impacts revenue performance measurement during long revenue cycles characterized by multiple marketing touches. Marketo Revenue Cycle Analytics includes unique methodology, services and a family of products:

Marketo Revenue Cycle Explorer provides insight into the performance of the revenue cycle over time with powerful yet easy-to-use dashboards and interactive reports.

- Understand the key revenue performance metrics with customized, easy-to-read dashboards
- Focus on the metrics that matter to marketing and sales executives, including conversions, velocity, balances, and lead generation performance

- Get immediate access to trends and comparisons by each stage of the revenue cycle across time periods
- Answer critical questions via ad hoc, drag and drop data analysis

Marketo Revenue Cycle Modeler creates the foundation for accurate marketing analytics and forecasting over time.

- Leverage Marketo's unique methodology and templates to model your revenue cycle
- Inform nurturing, scoring and triggers with a granular view of how leads move between stages
- Assign Service Level Agreements to send alerts when leads "get stuck"
- Map your stages to industry benchmarks such as Marketing Qualified Leads (MQL), Sales Accepted Lead (SAL), and Sales Qualified Lead (SQL)

Marketo Planning and Forecasting uses predictive analytics to help companies forecast future pipeline and revenue generated from marketing.

- Create analytic models that predict conversions between funnel stages over time
- Forecast deals and bookings before they enter the sales cycle
- Provide an accurate revenue forecast to the CEO
- Forecast how a program today will translate into revenue tomorrow

Benefits Snapshot

- Measure the revenue cycle via a disciplined methodology
- Understand the metrics that drive revenue performance
- Monitor and optimize marketing mix and spend
- Forecast marketing's impact on revenue in future periods
- Evolve marketing from a cost center to a revenue driver

Marketo Executive Insights turns revenue cycle analytics into boardroom-ready dashboards and presentations with a single click.

- Turn your revenue cycle analytics into professionally designed presentations
- Generate easy-to-read PDFs of your slides and dashboards for distribution
- Share presentations online easily and securely
- Maintain a library of reusable presentation materials

Marketo Analytics Engine is a comprehensive and highly scalable analytics platform that enables sophisticated revenue cycle analytics over time.

- Get accurate answers to revenue performance questions that don't change over time
- Capture and analyze the data to identify trends and forecast for the future
- Integrate with the Marketo Lead Management operational database for no performance impact
- Use other 3rd party reporting tools your business may be running

Key Benefits

Marketo Revenue Cycle Analytics answers the tough revenue performance management questions to deliver hard marketing ROI benefits as well as softer benefits for marketing leaders.

Justify your marketing budget

Marketing analytics quantifies the precise revenue impact of marketing investment, giving the marketing team the tools to defend or increase the marketing budget.

- How much should we spend on marketing per lead? Per customer?
- How many leads do I have in each stage of the revenue cycle, and how are they trending?
- How are leads converting by stage and how are they trending?
- How many new leads will enter the pipeline due to my programs?

Optimize marketing mix and spend

Plan your demand generation and lead-nurturing programs to leverage what's working, and quickly eliminate waste.

- What is the actual and estimate revenue attributed to each program?
- Which lead nurturing programs are moving leads faster down the funnel?
- What is the ROI for each marketing program?

Create predictable revenue forecasts

Marketing forecasts invariably look further out than sales forecasts and provide a more accurate long-term view of revenue.

- How much pipeline and revenue will marketing deliver next month? Next quarter?
- What revenue can marketing commit to?
- What is the revenue impact of changes to marketing programs and investment levels?

Earn a seat at the revenue table

By talking about marketing in terms of outputs (revenue) as a result of inputs (budgets and programs), marketing becomes a credible driver of revenue that is worthy of investment instead of a cost center to be trimmed. And, when CMOs take on more responsibility – and risk – for revenue, their compensation can increase accordingly.

- How exactly has marketing investment impacted pipeline and revenue?
- What revenue will marketing deliver?
- Does marketing deliver against its commitments?

About Marketo

Marketo is the revenue cycle management company revolutionizing how marketing and sales teams of all sizes work — and work together — to accelerate predictable revenue. Marketo's solutions are both powerful and easy to use, providing explosive revenue growth throughout the revenue cycle from the earliest stages of demand generation and lead management to deal close and continued customer loyalty.

Marketo Lead Management helps marketers acquire, nurture and qualify more high quality sales leads with less effort; Marketo Sales Insight helps sales understand, prioritize and interact with the hottest leads and opportunities to close business faster; and Marketo Revenue Cycle Analytics enables marketers to measure, understand, optimize, and predict their revenue cycle. Marketo won the 2010 CODiE award for 'Best Marketing Solution' and was voted 'Best Marketing Automation Application' and 'Best Mass Emails Solution' by Salesforce customers on the Force.com AppExchange. As of August 2010, more than 650 enterprise and mid-market clients globally have selected Marketo. For more information, visit Marketo online at:

<http://www.marketo.com>



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Only 20% of companies believe they excel at measuring the performance of marketing initiatives
- **Marketing Performance Advantage report by CMG Partners and Chadwick Martin Bailey**

76% of B2B marketers agree that their 'ability to track marketing ROI gives marketing more respect'
- **Forrester Research**