



# Marketo Sales Insight

Marketo Sales Insight is a social sales application that helps sales teams understand, prioritize, and interact with the hottest leads and opportunities to enable smart selling and close more business faster. Sales reps are better prepared at every stage of the revenue cycle to deliver the right response at the right time to ensure the right revenue results. Marketo Sales Insight works natively inside Salesforce CRM, meaning there's nothing new to learn, no new tools to install, and no need for additional IT.

Today's B2B buying process has changed. Prospects are more informed than ever, gathering information on products and services through the Web, social media, and third parties, and will only interact with you when they are ready. As a result, sales teams require the deepest insight possible to understand B2B buyer intent—from demographic attributes to online behaviors—and must be able to use this information to react quickly to the hottest leads and opportunities in a highly targeted and relevant way.

## A "Sixth-Sense" Awareness for Sales

Designed expressly for the needs of sales users, Marketo Sales Insight offers sales reps unprecedented insight into their best leads and opportunities, and highlights the most relevant information to help close more business faster. By offering sales intelligence in a way that is easy to prioritize and digest, Marketo Sales Insight gives reps a "sixth sense" so they are able to contact the right leads with the right message at the right time. Sales can also send smart email campaigns and get instant updates when leads and opportunities open email, visit the Web site, or show other relevant buying signs. Finally, Marketo Sales Insight is a 100% native Force.com application, meaning there's nothing new to learn, no new tools to install, and no need for additional IT.

## The Marketo Difference

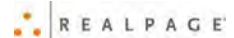
Marketo Sales Insight is the only solution that prepares Sales at every stage of the revenue cycle to deliver the right response at the right time and ensure the right revenue results.

- **Unmatched sales intelligence** – By gaining sales intelligence that is easier to understand and digest, sales teams can react more quickly to their hottest leads, gain deeper insight into buyer behavior, and have more relevant conversations that close deals.
- **Prioritization for faster sales reaction** – Sales reps often don't have time to sift through all prospect activity details. With Marketo Sales Insight, they get a continuously updated dashboard of their best leads and opportunities, prioritized by quality and urgency.
- **On-the-go sales insight** – Sales teams are mobile—their sales insights should be as well. Marketo Sales Insight delivers information directly inside Salesforce, on mobile phones, and via email or SMS alerts.
- **Behavioral tracking for known and anonymous prospects** – Marketo tracks all Web activity, including the visitors you don't know yet. By using IP-lookup technology, Marketo tells reps the names of the companies in their territory that are visiting the Web site and turns that anonymous traffic into business contacts using Jigsaw, Demandbase, and LinkedIn.
- **Email and campaign capabilities to empower Sales** – Marketo provides true sales and marketing alignment, giving sales reps the ability to not only send personalized emails, but also add prospects to campaigns. With Marketo, reps can determine which leads to recycle back to marketing for nurturing, which ensures that no lead gets lost in the funnel.

## Benefits Snapshot

- Delivers sales intelligence that matters with detailed activity data organized into "Best Bet" priorities and relevant "Interesting Moments"
- Enables Sales to send trackable emails, launch automated campaigns, and find new prospects by monitoring anonymous Web traffic
- Gives information where you want it, when you want it with "Lead Feed" updates to any device

## Some of Our Customers



## Key Features

### Best Bets and Watch List

Focus instantly on the hottest leads and opportunities.

- See a dashboard of your best prospects
- Prioritize your time based on quality (Stars)
- Find the hottest opportunities using Urgency (Flames)
- Follow the leads and contacts you care about

### Interesting Moments

Monitor the key moments that really matter to sales.

- Get Facebook-style "status updates" from the leads and contacts you follow
- Highlight key activities that indicate buying interest
- Use the collective intelligence of marketing and sales to synthesize detail activity data

### Lead Feed and Instant Notifications

Get updates from your contacts, anytime and anyplace.

- See continuous updates from your leads & contacts
- Subscribe to your feed over RSS
- Get instant notifications over email or a mobile device
- Review updates on an iPhone or other mobile phone

### Lead Detail and Activity Tracking

Understand the interests and activity of each account.

- Drill into leads, contacts, accounts, or opportunities
- Identify when accounts are engaged with you, and what they are interested in discussing
- See which messages your contacts respond to, and what keywords they use
- Warm up cold calls by seeing which leads open emails and visit the Web site

## Insight to Action

Sell smarter using Marketo email and Smart Campaigns

- Work directly inside Outlook or Salesforce CRM
- Send individual emails or entire campaigns to multiple recipients
- Use best practice templates or start from scratch
- Add prospects to lead nurturing flows and other campaigns

## Anonymous Web Traffic

Turn anonymous Web visitors into leads.

- Define the territory you want to monitor
- See names of companies visiting the website
- Use LinkedIn to find connections at visiting companies
- Research companies and buy business contacts using Jigsaw and Demandbase

## Native Force.com Application

Work natively inside Salesforce CRM.

- Works the way Salesforce works
- Nothing new to learn
- Fast adoption with no training
- Easy to install by any Salesforce administrator

## About Marketo

Marketo is the revenue cycle management company, transforming 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, optimize, and forecast the revenue cycle. Marketo won the 2010 CODiE award for 'Best Marketing Solution' and was voted 'Best Marketing Automation' and 'Best Mass Emails Solution' by Salesforce customers on the Force.com AppExchange. As of April 2010, more than 500 enterprise and mid-market clients in 14 countries have selected Marketo. For more information, visit Marketo online at <http://www.marketo.com>.



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## Customer Adoption

"Since we began using Marketo Sales Insight, we've seen a lift in our qualified lead conversion rate and our ability to better manage our pipeline and prioritize our strongest leads."

— **Sally Lowery, Director of Lead Acquisition and Online Marketing - Bronto Software**

"By empowering them to easily identify and focus on sales-ready prospects and customers, Marketo Sales Insight has had an immediate and positive impact on our pipeline."

— **Kirk Crenshaw, Director of Online Marketing - Appirio**

Name	Account	Last Interacting Element	Date	Status	Priority
Heather Smith	Myopia Systems	EMAIL: Confirmed New Customer's Follow-Up	5/19/2010 12:38 PM	Lead	High
Christine Jacobs	Myopia Systems	Web: Visited the Content Television's page	5/19/2010 9:05 PM	Lead	High
Felix Canada	Unleash Enterprise	Web: Visited my pricing page	5/20/2010 9:00 AM	Lead	High
Colleen Jones	Myopia Systems	Web: Refreshed my visit of my page	5/20/2010 10:05 AM	Contact	High
John Nasser	Myopia Systems			Contact	High
Ernest Saha	Myopia Systems	Email: Clicked Link in Sales Email	5/15/2010 1:00 PM	Contact	High
Christa Hahn	Myopia Systems			Prospect	High
Barbara Lawson	Myopia Systems	Email: Clicked Link in Myopia Email	5/17/2010 10:07 AM	Contact or Open Email	High
Ed Adams	Myopia Systems			Contact	High

## ENABLE YOUR SALES REPS

Learn more at  
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