

THE STATE OF

MARKETING AUTOMATION

*The Emergence of the
Shared Revenue Funnel*



2011

INTRODUCTION

Technology's impact on marketing has been impossible to ignore over the past decade. The ability to measure response rates for campaigns has not only helped marketers justify their investments, it has provided insights into the hot buttons of their prospects and better aligned marketing with sales.

As we head into 2011 the marketing automation category is poised to further illuminate the shared responsibility for the pipeline. In this special report, DemandGen Report provides an in-depth look at the key trends influencing BtoB marketing in addition to an overview of the leading marketing automation suppliers.

One of the key new trends covered in the State of Marketing Automation is the emergence of Revenue Performance Management (RPM). With new revenue analytics recently introduced by market leaders Marketo and Eloqua, we expect RPM to be a hot topic throughout 2011, and one that ultimately could take automation to the next level in terms of adoption.

We encourage our readers to use this report as a year-round reference and also share it with team-members and peers. We'll continue to track these trends throughout the year in DemandGen Report and encourage you to contact our team with any questions or topic suggestions you may have.

Thanks for your continued support and participation.

Andrew Gaffney
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ON DECK FOR 2011: THE EMERGENCE OF REVENUE PERFORMANCE MANAGEMENT

Despite impressive growth in 2010, analysts point out that adoption rates for marketing automation are relatively low. **SiriusDecisions** sees the adoption of marketing automation platforms at about 18%, according to VP and Service Director Jonathan Block. The adoption rate, Block said, is “probably more than 50%,” when point solutions, such as email and landing page tools, are counted.

However, one of the triggers for more explosive growth in 2011 could be a shared focus on revenue generation between both sales and marketing departments. The introduction of new revenue analytics tools are expected to allow CMOs to follow a “work backwards” mantra to help analyze, quantify and predict sales and marketing results early in the funnel. The concept of **Revenue Performance Management** has the industry buzzing. “I expect the [revenue performance management] trend to grow, especially since many companies have downsized their marketing departments,” said Mike Gospe, Principal, KickStart Alliance. “Automating the lead gen process is critical to make up the gap of staff and expertise.”

However, Gospe acknowledged there is a disconnect often prohibiting marketers from understanding how to use these tools effectively. “Many companies are continuing to fail to develop thought-out marketing strategies first,” he said. There is a continuing trend to jump straight to automation, hoping that automating activity will produce the desired results.”

In October 2010, **Marketo** announced the general availability of its Revenue Cycle Explorer, the latest addition to Marketo’s Revenue Cycle Analytics, designed to provide a unique methodology to make it easy to measure, understand, optimize and predict the revenue cycle.

Supporting the need for the new revenue tracking applications, Marketo pointed to Forrester Research, which showed that while 20% of companies believe they excel at measuring performance of their marketing initiatives, 76% agree that the ability to track ROI fosters more respect. Nearly 100 Marketo customers have already built models using the Revenue Cycle Explorer, and the company anticipates selling the solution to an additional 100 customers by year’s end, according to VP of Marketing Jon Miller.

Also in October, as part of its version 10 release, **Eloqua** launched a Revenue Performance Management product designed to provide a single view of the entire sales pipeline — from unknown “suspects” right through closed business. Eloqua’s product includes a revenue analytics and reporting engine designed to help users predict how marketing and sales decisions will drive future revenue. Marketing organizations can analyze and quantify sales and marketing results through intuitive, interactive dashboards and reports.

“The discussion about revenue performance management is predicated on the increasing demand for accountability from marketing,” said Ardath Albee, CEO, Marketing Interactions. “Accountability requires more than showing activity. It requires that the activity demonstrably impact the production of revenues. Marketing must transform its perception within the company from that of a cost center to that of an active generator of convertible pipeline. That’s the only way marketers will gain respect from sales and secure a seat at the executive table.”

Albee added that this concept can help marketers prove their contribution to revenue with the tools that provide evidence on their impact on growth, loyalty and retention and market expansion. “Businesses run on verifiable facts and forecasts toward the production of a business objective that results in revenues,” she said.

However, Albee warned that in a new and evolving marketplace, semantics are often mistaken as new capabilities. “Improving the way marketing is perceived and putting the muscle behind them with the tools to validate that marketing programs have a quantifiable impact on revenue goals will lead more vendors to adopt the concept,” she said.

Other analysts agree the concept has great potential for marketing automation adoption, and applaud the concept. “Any additional focus on revenue is great,” said Jim Lenskold, President, The Lenskold Group. “It is one step closer to managing and delivering ROI (which of course is based on profits and not revenue). Plus, the technologies have improved revenue forecasting, which helps keep marketing very relevant. Marketing automation adoption is long overdue and certainly gaining momentum. Marketers must show they can use marketing automation to improve strategic decisions and drive bottom line results in order to maintain that momentum.”

TECH TRENDS IN 2011: 3 TACTICS TO OPTIMIZE YOUR AUTOMATION PROGRAM

By Chris Parisi, VP of Technology, Bulldog Solutions

The challenges and hot-button topics surrounding marketing automation adoption and optimization for 2011 will look much like they did in 2010. There was a big underestimation of what it would take to overcome those challenges: robust data management, accurate reporting, finding the right people (once everyone really figured out who they are), building the right processes and understanding the intricacies of the technology. As the market evolves, whether you're trying to get smarter about the technology and the way you use it, or you're considering a new platform, the following are a few important considerations that should be at the top of your list:



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- 1. Data management reaches a critical point.** Even the best technologies available will fail to provide the needed insight if the data isn't in order to support it. There's just no escaping the importance of clean, normalized, reliable data to drive success in online marketing. Data management is a necessity, and it shakes out in many ways. It's critical not only for all of the revenue-driving activities marketers want and need to do, such as lead scoring, segmentation, lead nurturing — but also to reporting and business intelligence tools. We know that most marketers will not hold back from exploring new channels, so the challenge to marketing automation companies is to keep up and allow for easy integration with any applications, including: Webinar platforms, social media applications, third-party media programs, data cleansing and appending services. The good news is that some of the top platforms are aware of the challenge and making huge strides in opening up their platforms to support fairly simple integration configuration and data management for third-party sources. Eloqua's Cloud Connectors is an example, and the Bulldog Solutions team has created a proprietary solution that addresses the data standardization and distribution challenge.
- 2. Finding the right people is not optional.** While there are certainly marketers that are qualified to utilize automation effectively, there are some traditional marketers that are lacking some of newly defined skills. It's out in the open now that it takes a combination of marketing savvy, a solid understanding of data and a bit of technical know-how to produce a really effective "power user." These people aren't a dime a dozen. The most successful are those with the combination of a marketing background, have some technical experience (they won't freak out when the WYSIWYG editor doesn't work perfectly) and are eager to embrace the platform, or those that have significant technical background and a penchant for an understanding of marketing.
- 3. Platform shoppers should tread carefully.** 2011 will be a furious year for both old and new players in the space. New technologies are coming online fast and the landscape is changing rapidly for existing technologies. While some of the newer players will have the luxury of learning from the veteran's previous mistakes and may jump right in with easy-to-use interfaces, they will likely still have some work to do when it comes to scale and availability. The stable players will continue to focus mainly on new advanced feature sets while the new players will have to multi-task between building a competitive feature set, aggressive brand building and managing scale. If marketing automation is new to you or you're looking for an upgraded solution, be very thoughtful in your RFP process and keep this in mind. You're going to want a vendor that will be there for the long haul and will be available when you need them from both a system and support level. Finally, don't be tempted to base too much of the purchase decision on price. Price is certainly important, but as with just about everything else — you get what you pay for. Make sure you put ease of use, data management, reporting and analysis, automation, integration, stability and security ahead of (or right there with) price point.

THE NEW SALES & MARKETING ALIGNMENT PARADIGM

By Carlos Hidalgo, CEO, The Annuitas Group

In performing a Google search of “Sales and Marketing Alignment,” I received approximately 82,00 search results. While I didn’t look at the most of the results, it did tell me one thing . . . much has been written and produced on the problem gap between marketing and sales.

The results that I did review provided everything from quick tips on how to improve alignment, to papers documenting just how bad the misalignment is, and even a PowerPoint that discussed the issue and provided sure-fire ways to fix it.

With all of this information that is so readily available it seems amazing to me that more BtoB organizations have not yet solved this problem. Could the reason be that the misalignment between marketing and sales is not really the core problem, but a symptom of a greater issue that’s plaguing organizations?

Have companies been trying to treat the wrong thing all this time? Whether you agree with it or not, this question about the new marketing and sales alignment paradigm is at least worth exploring. And it starts with the suggestion that the larger issue contributing to lack of alignment is a lack of common focus.

There is no doubt that there is a change in today’s BtoB buyer, and it is making a major impact in today’s BtoB marketing and sales organizations. These changes are occurring as an operational response to the buyer’s power and have put marketing and sales in a position of needing each other more than ever before in order to be successful. And that success can only be measured by one thing: **REVENUE**.

What has been known in sales for ages is now becoming the mantra of BtoB marketing groups – “It’s all about the revenue.” This is the new paradigm shift that we see before us and it’s causing marketing to now, like their sales counterparts, be “coin-operated.”

As organizations shift their marketing focus to demand generation, customer acquisition and retention, marketing is becoming increasingly relevant and a strategic part of the business in terms of revenue creation. This includes:

- The generation of higher quality leads to sales;
- The development of nurture programs that help accelerate deals through the pipeline;
- Customer-focused campaigns focused on retention, cross-sell and up-sell.

This shift is also serving as the catalyst to bring marketing and sales together.

This is uncharted waters for many marketers. As a result, we are seeing marketing leaders turn to sales to solicit their input, ask for collaboration in developing closed-loop lead management processes, obtain input and feedback on campaigns, and receive feedback on the quality of leads. At the same time, sales teams are asking marketing for assistance with content creation, pipeline management and sales enablement.

The focus on revenue creation for marketing and sales is changing the game in BtoB companies. In reality, this has always been an issue that needed to be addressed. But for too long marketing was permitted to focus on clicks, opens and responses. Now, those days are gone. The change in the BtoB buyer has had a ripple effect and has caused a paradigm shift making revenue the joint goal for marketing and sales.

Marketers are now taking the steps to develop the right processes, train the right people and implement the right enablement technology solutions in order to achieve success. As this shift continues, we will see the attainment of the goal and the alignment symptom go away.



Carlos Hidalgo is President of The Annuitas Group, a leader in marketing and sales process development, implementation and automation. With over 25 years experience, The Annuitas Group has developed marketing and sales processes and lead management programs for companies of all sizes helping their clients vastly improve the return on their marketing and sales investment.

TECHNOLOGY-DRIVEN: NEW TOOLS CHANGING THE DEMAND GENERATION APPROACH

By Jeff Pedowitz, President and CEO, The Pedowitz Group

For salespeople and marketers in today's selling environment, everything has changed.

Executives expect more from marketing than just longer lists of qualified leads — they want a measurable return on their marketing investment. They want proof that marketing activities are making a real impact on revenue.

At the same time, buyers have changed the way they buy. More often than not, prospects have researched your solution online before ever interacting with a salesperson. By the time they are ready to buy, they already know what they want and how much they are willing to pay for it.

In response to these radical shifts in buying behavior and executive expectation, new breakthrough technologies have entered the sales landscape that provide companies with a new approach to demand creation that better aligns the sales process to the prospects' buying process.

This new class of software, which includes marketing automation, lead management and automated sales enablement tools, arms salespeople with the insight and power they need to take part in a prospect's evaluation process earlier by observing digital body language and taking automatic or real-time action based on this behavior.

The results are both **quantifiable** and **revolutionary**.

By reading prospective buyers' online behavior, salespeople can quickly gauge the strength of opportunities and determine who is ready to buy. At the critical point in the buyer's evaluation — before they engage with a competitor — an alert is sent to the salesperson indicating that it is time to engage.

The way salespeople work opportunities has also been impacted by these technologies. Salespeople can now include multiple contacts within a prospect's organization in the process by adding them to various nurturing campaigns to educate them about their solutions. This creates access to key stakeholders and decision makers and builds brand awareness and credibility.

These new capabilities are causing a seismic shift in the traditional sales cycle, ultimately changing how leads are managed and opportunities are converted into sales.

Today, salespeople have more choices. Leads can be qualified and converted to closed business, disqualified, or added to a nurturing campaign — defined by specific criteria such as persona, timing, vertical, territory, etc. — that engages them until they are ready to buy. The result is dramatic. Salespeople only call on those prospects that have a true interest in talking to them.

As companies everywhere continue to look for new ways to create revenue, the pressure on marketing to make a measurable impact on revenue will continue to intensify.

Companies have a different view of marketing in this new sales landscape. The new breed of marketer — the **Revenue Marketer** — creates demand with marketing automation tools that focus on following leads throughout the entire lifecycle. Leads are tracked every step of the way, from first inquiry to closed business, and marketing manages a predictable, reliable funnel with a plan that ultimately produces higher-value leads and maximizes revenue.

Automated sales enablement tools impact every aspect of the sales process from quota to deal size, length of sales cycle and conversion rate. These tools give marketing the ability to produce more high-quality leads while giving sales visibility into what marketing is doing on their behalf.

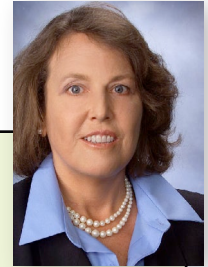
The result is nothing short of transformational. Marketing has become a demand generation department, earning a seat at the proverbial revenue table. Expectations are high. Clearly, the role of marketing has evolved — as have the tools at their disposal.



Jeff Pedowitz is an industry veteran with more than 20 years of experience leading successful BtoC and BtoB organizations. He writes and speaks on a variety of topics related to demand generation, Web 2.0 and marketing. The Pedowitz Group is the world's largest full-service demand generation agency, focusing on delivering marketing and sales automation solutions to drive sustainable revenue and return on investment for global clients including such industry leaders as Comcast, Deutsche Bank, Intel and Palace Sports and Entertainment.

CONTENT IS KING: HOW CUSTOM CONTENT CAN DRIVE SALES

By Ardath Albee, Author of “eMarketing Strategies for the Complex Sale,” CEO, Marketing Interactions



Ardath Albee is a BtoB Marketing Strategist and CEO of Marketing Interactions. She helps companies with complex sales develop eMarketing strategies and contagious content that turns prospects into buyers. Her clients include Cisco, Avid Technologies, Tyco Electronics and BMC Software.

BtoB marketing content can be interpreted in many different ways. Essentially, custom marketing content is any editorial information that a company creates with the intention of engaging a target audience to educate, share expertise, prove value and sometimes, entertain in the pursuit of a business transaction. Content can be textual, visual or audio, deployed online or off as well as used to frame related conversations.

The distinction between custom marketing content and other content is critical for companies that expect it to drive sales. According to the Custom Content Council, “[Custom content is] so intrinsically valuable that it moves the recipient’s behavior in a desired direction.”

Other marketing content is created by third party experts such as analysts or industry experts external to your company. It also may be publically accessible content that a company curates with the intention of providing useful information to their audiences. Expecting other content to drive sales for your company is a bit short-sighted.

Here are a couple of reasons why:

- With third party content, it’s unknown whether the prospect accessed it because they value your company or the author who created the content. Unless you know otherwise, assume the latter.
- Other marketing content is not developed specifically for your buyer personas, nor is it designed to motivate further engagement with your company.

Custom content is designed with intent. The purpose is to position your company as a trusted partner that provides recognizable value in addition to your product or service offering that your prospects can’t get if they purchased from an alternative choice. The development of custom content is an opportunity to show prospects and customers that you know about and understand their needs, comprehend their challenges and possess the expertise to mitigate their exposure to risk. The litmus test for custom content is whether or not your prospects respond by taking next steps.

In order for your content to move prospects in a desirable direction, your content must offer both a **takeaway** and a progressive **call to action**. Without both, your prospects will have to expend a lot of effort to determine what to do next. With today’s short attention spans, leaving this to chance is a risk you’re wise to avoid.

Each content asset should contain an essential idea that the prospect takes away from the piece. This is the meaty idea that helps them visualize the information as applied to their specific situation and enables them to insert the ideas into conversations about solving the problem your offerings address with peers, influencers and other stakeholders.

A progressive call to action is not a request for a sales rep to call them. It’s an offer of extended information that the prospect will find valuable given the content they’ve just viewed. Think of it as a “see also.” [If you found this valuable, you’ll find even more value in this next piece...]

Custom content helps drive sales by assisting your prospects in gaining the knowledge they need to be confident that they’re making the best possible choice. Doing so with your custom content ties the ideas with your brand and makes your company the obvious choice.

The secret to custom content is that it must anchor your company’s ideas with prospects and get them to take next steps toward purchase. When you assign each content asset with a takeaway and a progressive call to action, you have the ability to use marketing automation to monitor the results from each piece and refine as needed to create the momentum necessary to turn prospects into buyers.

APRIMO

Inception: 1998

Headquarters: Indianapolis, Indiana

Number of Customers: Although ratios of BtoB, BtoC and BtoBtoC customers vary based on the product, Aprimo has an overall BtoB and BtoC ratio of 60% and 40%, respectively. Overall, the company has 212 customers that utilize their Marketing Studio SaaS solution, 35,000 full access users, and 120,000 other users across the globe.

Product Overview:

Aprimo's integrated, SaaS marketing software is designed to enable BtoB and BtoC marketers to effectively observe the ever-developing role of marketing and as a result, shape campaigns, take control of budgets and create a streamlined workflow through multiple channels. The service provides unique tools to analyze marketing conditions, adopt tools such as social media, measure and analyze ROI and push traditional marketing dialogues with potential customers to become more meaningful and timely for effective campaigns.

CRM Integration:

Aprimo currently has Salesforce.com, Oracle CRM On Demand, Oracle Siebel CRM, Microsoft Dynamics CRM On Premise and On Line available for customization and integrations.

What's New?:

The Aprimo Marketing Studio On Demand acts as a SaaS and contains new updates including a mobile program, designed to give marketing departments the ability to approve campaigns, manage workflow and access all assets via smart phone. The program also includes email preview and listing, and lead scoring applications. The company's on-premise version of the package features a web analytics platform to optimize all incoming data, advance email deliverability monitoring, and annotation tools to markup audio, video, web sites and Aprimo microsites and outbound messages. Marketers can also have access to an automated system that moves configuration data from the development and testing stage to full production.

Featured Customers:

With a specialization in vertical markets including the pharmaceutical, manufacturing, insurance, retail and entertainment marketing industries, some of Aprimo's top clients include MedImmune, Lending Tree, Merrill Lynch, Bank of America and Warner Bros.

Accolades:

Since their inception more than a decade ago, Aprimo has been credited for their services by a number of publications and award panels. In Gartner's 2010 Magic Quadrants, the company was positioned as the leader in the Marketing Resource Management Magic Quadrant, a leading visionary in the Enterprise Marketing Management Magic Quadrant, and a challenger in Gartner's Multi-Channel Campaign Management Magic Quadrant. They have also gained recognition as B2B Magazine's Who's Who in Demand Generation, mentions in Inc. Magazine's 5,000 List for fastest growing private company, the AlwaysOn Global 250 and Top Emerging Companies in the "Global Silicon Valley." Aprimo was also a finalist in 2010's TechPoint Mira Awards and was voted Product of the Year in 2008 by SearchCRM.com.



Integrated Marketing Software

There are several trends Aprimo expects to develop within the next year, starting with companies seeing the benefits of integrated solutions and adopting lead nurturing and scoring technologies. The company also predicts that more companies will begin to utilize digital content management and overall data management and cleansing throughout the lead management process. Finally, more BtoB marketers will begin to see the value of social media as a lead-nurturing tool and begin to utilize it as a core part of the funnel. As more companies hop on the social media bandwagon for marketing purposes, it will essentially become more valuable in a BtoB atmosphere.

ELOQUA

Inception: 1999

Headquarters: Vienna, Virginia

Number of Customers: Eloqua currently works with 800-900 customers worldwide, with **over 50,000 users**. The company's customer base is 85% BtoB and 15% BtoC.

Growth Rate and Projections:

Eloqua saw a 40% customer base growth from January to the end of Q3 2010 and holds 120 logos in EMEA thus far. Eloqua is expecting to gain a profit of \$12 million, from \$41 million in 2009 to \$53 million. With a new office in Frankfurt, Germany, the company added 300 customers from January through the end of Q3 2010. The company expects **another 30% to 40%** customer increase in 2011.

Product Overview:

Eloqua provides revenue growth solutions for clients through Revenue Performance Management. With insight on marketing and sales decisions that will accelerate profit, Eloqua executes, automates and measures all company programs through the sales funnel. In addition, Eloqua manages campaign execution and testing, prospect profiling and lead nurturing.

CRM Integration:

Eloqua integrates with Salesforce.com, Oracle CRM on Demand, Microsoft Dynamics, NetSuite, Saleslogix and a host of homegrown CRM solutions for their solutions.

What's New?:

This year Eloqua launched Eloqua10, a Revenue Performance Management solution. The Eloqua10 platform features an overhaul of the user interface and a powerful revenue analytics and reporting engine. This engine is built in to the platform and designed to help users predict exactly how marketing and sales decisions will drive future revenue. The company also released the Eloqua Discover platform for Salesforce.com. This application is designed to help sales teams identify, track and convert the most active and interested prospects and accounts to prioritize all potential buyers.

Featured Customers:

Around 50% of Eloqua's customers are in the high-tech sector. However, the company has also dipped into financial services, software and technology, media and entertainment, manufacturing, sports, hospitality, real estate, and healthcare markets as a solution provider. Clientele for the marketing automation provider includes a suite of international companies such as National Instruments, Astute Solutions, SolarWinds Inc., ArcSight, Inc., Vovici, Tripwire, Inc., Golden State Warriors, Center for American Progress, Dow Jones, Ellie Mae, PerkinElmer.

Accolades:

Eloqua has been recognized for its practices with several awards throughout the year, including a mention on Software Magazine's Software 500, Deloitte Technology Fast 500, and Inc. Magazine's nationwide list of the 5,000 fastest growing private companies. CEO Joe Payne was included in BtoB Magazine's "Who's Who" for Demand Generation and CTO Steve Woods was awarded the 2010 Thought Leadership Award from New Year Publishing. The company has also won the Society for New Communications Research Excellence award, the MarCom Creative award, and the WOMMY award.

ELOQUA

Eloqua predicts that 2011 will bring the emergence of revenue engine performance and early forecasting into the mainstream. The adoption of these practices created by early innovators will allow companies to reach a broader client base for revenue performance management. This will allow marketing departments and organizations to make decisions on resource allocation all the way through the funnel, from early stage efforts such as search and social media, all the way to lead management and the sales process. As a result, technological advancements will bring a breadth of data, driven by search and social media advancements, webinars and community activity. This, along with the availability of more in-depth analytics, will create a higher ROI.

eTRIGUE



Inception: 2005

Headquarters: San Jose, California

Number of Customers: As of Q3 2010, eTrigue has 154 active customers utilizing its solutions.

Growth Rate and Projections:

eTrigue saw a **51% growth rate** in 2009, grew another 52% within the first three quarters of 2010, and expects to **grow another 115%** in 2011.

eTrigue anticipates prospects in 2011 to demand more sophisticated multi-threaded campaigns and an enhanced integration with social media. The company said anonymous tracking to support social media activities will be an emerging tactic in the coming year.

Product Overview:

eTrigue SalesPro is a Sales Acceleration tool designed to give sales reps the real-time sales intelligence they need to sell more effectively. Features include: unlimited trackable email, web site activity tracking, email alerts and live tracking from within Salesforce CRM. eTrigue Professional is designed to enable marketers to launch and automatically measure individual message and cross-campaign effectiveness to take immediate action to adjust marketing efforts. eTrigue Unlimited integrates both eTrigue SalesPro sales acceleration and eTrigue Professional marketing automation together with custom integration, enhanced delivery solutions and premium marketing and technical support.

CRM Integration:

eTrigue integrates with over 30 CRM systems, including Oracle E-Business Suite, PeopleSoft, NetSuite, Microsoft Dynamics CRM, Sugar CRM and Salesforce.com.

What's New?:

In the past year, eTrigue added unlimited anonymous tracking to its sales acceleration tool.

Featured Customers:

eTrigue offers its suite of solutions to a variety of companies including Cisco, PIM, CompuCom and Rogers Wireless. The company primarily serves the high tech and channel programs sectors.

Accolades:

eTrigue's client Cisco Systems won a 2009 DemandGen Report Sales & Marketing Alignment Award for utilizing lead scoring and activity tracking to prioritize which prospects to target. Cisco increased its appointments with SMB prospects by 25%. Clients Silverpeak Systems and Codice Software were also acknowledged in the 2009 DemandGen 10 Awards for utilizing eTrigue's software to improve response and conversion rates.

GENIUS.COM

Inception: 2004

Headquarters: San Mateo, California

Number of Customers: Currently, over 400 customers utilize Genius.com for marketing automation and demand generation solutions.

Growth Rate and Projections:

Genius.com saw a 60% growth within the past year and expects to expand another 60% in 2011. The company consistently maintains a 98% customer retention rate and increased 90% in revenue since their inception.

Product Overview:

Genius.com is a provider for social marketing automation, sales lead management and demand generation solutions designed to enable both marketing and sales users to efficiently and quickly connect with their best prospects, without IT. With a suite of SaaS-based solutions available, BtoB marketers can increase revenue by delivering most qualified leads to the frontline of their sales department for immediate follow-up of quality opportunities. Genius also offers a number of customizable campaign service packages designed to optimize the sales process.

CRM Integration:

The company integrates directly with Salesforce.com, along with Various via API and a number of Pro Services including SugarCRM, Oracle OnDemand, Sage and NetSuite.

What's New?:

In the past year, Genius.com has developed new additions to their lead tracking and nurturing services to improve company ROI. Their Track-able URLs service, also known as gURLs, is designed to allow users access to create custom, deep-trackable URLs that can be utilized to track any media placement from click to close. The company has also developed Genius Demand Generation, a free, fully-functional solution that offers an array of programs, including personalized email marketing, detailed reporting for email responses, behavioral lead tracking and real-time behavioral alerts to sales teams.

Featured Customers:

Genius.com offers its suite of SaaS solutions to a variety of companies including Intuit, IntownSuites, Lumension Security, Newscall and Cisco Webex. The company has extensive knowledge in the technology and telecom services, along with business services and manufacturing to kick start sales rates and enhance marketing effectiveness.

Accolades:

Genius.com was rated number one on a list compiled by Salesforce for their AppExchange for Marketing Automation and Demand Generation. The company was also named one of Inc.'s 500 fastest growing companies.



Genius.com emphasizes the necessity for lead nurturing in BtoB selling, and advises marketers to plan for the substantial investment that is marketing automation. The company cautions: "Start small and grow your implementation along with your needs."

MANTICORE TECHNOLOGY

Inception: 2001

Headquarters: Austin, Texas

Number of Customers: Manticore Technology currently has 200 customers and 4,100 users internationally, all within the BtoB category.

Growth Rate and Projections:

The company saw a consistent customer base growth of 30% in both 2009 and 2010, and is expecting a further growth of 40% in 2011. Manticore Technology was also credited as the 17th fastest growing-company in Austin, Texas.

Product Overview:

Manticore Technology provides a suite of marketing automation platforms designed to allow BtoB marketers of any stature to effectively manage their marketing funnel. Product offerings through Manticore include lead nurturing programs, lead generation and organization capabilities, and arming sales teams with engagement points to truly appeal to leads through deep CRM integration. At the end of the funnel, the impact of marketing programs is also measured on the company pipeline.

CRM Integration:

Manticore integrates Salesforce, Oracle on-demand, Microsoft Dynamics and Sugar CRM within their software suites.

What's New?:

Drag-and-drop email and landing page editors, customer object Salesforce.com integration, customizable UI, Microsoft integration

Featured Customers:

Key customers for Manticore include Acquia, CSC, and Russell Investments. Overall, the company specializes in the vertical markets of financial and business services, technology and the medical/pharmaceutical market.



Buyers are beginning to understand the importance of marketing processes in effectively using marketing automation. The automation space closely mirrors Manticore's message of simply powerful marketing automation, and using solutions that can provide power and usability.

MARKETO



Inception: 2006

Headquarters: San Mateo, California

Number of Customers: With a specialty in mid-sized and enterprise divisional companies, as of September of this year, Marketo has acquired **over 700 customers.**

Growth Rate and Projections:

In the last year, Marketo has acquired 500 customers and expects the company clientele to boost **another 240% during 2011.** It was reported that at the end of Q3 2010, the company reached a record of 700 global customers that have implemented their lead management and marketing automation solutions.

Product Overview:

The Marketo Lead Management program offers a suite of tools and software programs designed to automate demand generation campaigns and to deliver high quality leads more efficiently. With their Sales Insight program, company sales teams can prioritize and interact with the hottest leads and focus on stronger, more responsive contacts. Marketo Revenue Cycle Analytics is designed as an outlet to enable marketers to measure, optimize and forecast all revenue cycles and compare performance and profit results. With these three tiers of Marketo marketing automation, the SaaS solutions are designed to help shorten revenue cycles, ignite lead generation and receive full marketing ROI.

CRM Integration:

Although Marketo only has native integration with Salesforce.com, their systems are designed to interconnect with most CRM systems. To get full benefits of the marketing automation system, companies need a third party integration application to connect to all available marketing and sales solutions.

What's New?:

The company's Revenue Cycle Analytics suite, which was released in September, is the newest addition to Marketo's roster of software solutions. The RCA process is a combination of methodology, and products and services designed to make it easy for companies to measure, understand, optimize, and as a result, predict the impact of marketing campaigns on overall revenue performance. As a result, campaigns can develop or transform based on all revenue recorded to make marketing a main base for income.

Featured Customers:

The company's solutions serve a variety of vertical markets. Some stand-outs include the manufacturing and hardware industry, health and life sciences, business services, finance and insurance, media and marketing, and revenue optimization. Marketo acts as a top resource for market companies including Allegis Group, Aricent, Avocent, EMI Music Publishing, Knology, MSC Software, Reed Business, and Sharp.

Accolades:

Marketo has been acknowledged with a number of awards and nominations from top industry organizations. The company was a finalist at the 2010 UP Cloud Computing Conference for the category of "Fastest Growing Cloud Computing Company." They were also in the running for "Best Sales Lead Management Program" at the Sales & Marketing 2.0 Awards. Their winnings include positions on Top 100 lists for OnDemand and onMedia, and mentions on the AlwaysOn Global 250 and Salesforce.com's AppExchange App of the Week for the Revenue Cycle Analytics software package. They have also received a slot on the CRM Power 100, won the "Best Sales and Marketing 2.0 Solution Award" for the Sales & Marketing 2.0 Awards, the 2010 B2 Excellence Award, a 2010 CODie Award, and was recognized as a BtoB Annual "Who's Who."

Marketo predicts that 2011 will allow marketing departments to shift from merely an "arts and crafts" team, to the core center of a company's revenue. With the adoption and steady use of marketing automation tools, companies can gain the chance to drive greater revenue by making stronger marketing investments. This can occur because marketing teams can analyze results from a campaign and determine how marketing investments today will drive company pipeline and revenue tomorrow. In the end, this will make marketing a prominent company investment.

NEOLANE



Inception: 2001

Headquarters: Paris, France

Number of Customers: The company's customer base across North America and Europe includes more than 250 customers and more than 5,000 users in both BtoB and BtoC sectors.

Growth Rate and Projections:

In 2009, Neolane saw a 30% year-over-year increase in global revenues. This year, Neolane's international customer base is expected to grow by at least 20% and is expecting a consistent, if not higher, growth projection in 2011.

Product Overview:

Neolane has been recognized for providing Conversational Marketing Technology, which is designed to empower organizations by building and sustaining lifetime one-to-one dialogues with contacts, dramatically increasing revenue and marketing efficiency. With efficient email and inbound-outbound channel fusion capabilities architected into a single code-based platform, the solution is designed to give marketers quicker results. In this digitalized time, customers are capable of adapting to new communication challenges and quickly assess business opportunities.

CRM Integration:

In their platform, Neolane integrates with Salesforce.com, Microsoft CRM Dynamics, Oracle/Siebel and Pivotal for CRM tactics.

What's New?:

Since their inception, Neolane continues to add enhancements to its product suite to improve client revenue. Based around concepts including social media, viral-forward campaigns and conversational marketing, the company offers management to nurture campaigns and enhance lead scoring. The platform's MRM functionality is designed to provide key insight into marketing planning, budgeting and scheduling, which are all equally vital to marketing operations.

Featured Customers:

Within the BtoB sector, high tech continues to drive growth for Neolane. However, they also have customers within the realms of financial services, insurance and biopharmaceuticals. The company also continues to sign many new customers in the BtoC space across multiple vertical markets, including retail, travel/hospitality and media/entertainment. Some top-name customers within each sector include Accor Hotels, Alcatel-Lucent, Cramer, DigitalGlobe, Dior, EF Educational Tours, FanOne Digital Marketing/New Era Tickets, Grupo Posadas, Hager, Motorola, Orange, Sears Canada and Sony Music.

Accolades:

Neolane was recognized for their services with the Marketing Automation Product of the Year award by SearchCRM (2009), and was deemed a "Strong Performer" in the Forrester Cross-Channel Campaign Management Wave, published in December of last year. Specifically, it was recognized for its unified platform, digital capabilities, hybrid implementation model and flexible user interface. In May of this year the company was also published as a "Niche Player" in the Gartner Magic Quadrant for CRM Multichannel Campaign Management.

Based on observations made during user conferences and industry events taking place within the last year, Neolane found that marketing departments are struggling to evolve beyond traditional, brick and mortar communication tactics, and into the more casual and personalized methods that coincide with today's social networking platforms. As they search for effective approaches to getting this 360-degree marketing view of customers and prospects, marketers need to establish and practice one-to-one, personalized dialogue to effectively reach them and sustain relationships. Although adoption of marketing automation technologies is still low, the company believes that marketers are starting to realize that by automating conversations and incorporating the fusion of inbound and outbound marketing channels with the conversational marketing approach, they can effectively compete for business.

PARDOT

Inception: 2007

Headquarters: Atlanta, Georgia

Number of Customers: Pardot currently has **over 350 companies** and 6,000 users employing their solution.

Growth Rate and Projections:

Within the past year, Pardot has added 225 clients with over 50 clients signing on each quarter, and expects another **projection of at least 300** new clients throughout 2011.

Product Overview:

Pardot is a marketing automation software provider that focuses on providing companies with greater revenue and the opportunity to maximize efficiency with multi-touch sales cycles. Their top management software features solutions for key issues, including CRM and email integration, lead scoring and ROI reporting, which is designed to foster a strong relationship between sales and marketing departments. Pardot's solutions are designed to help marketers generate more quality sales leads, shorten overall sales cycles and impact of marketing campaigns. The platform also provides packages that allow access to company records via iPhone, real-time alerts on visitors and prospects and an anonymous site visitor identification program.

CRM Integration:

Salesforce, SugarCRM, Netsuite, and Microsoft Dynamics all have possible integration. Open API is also available via Pardot for custom integrations.

What's New?:

Pardot has added over 50 new features to its core Marketing Automation Suite, including social sharing capabilities, more flexible scoring and automation workflows, advanced e-mail rendering and spam testing features, custom redirect tracking for third-party links, and real-time segmentation.

Featured Customers:

With an expertise in the software, hardware, and professional service industries, Pardot's key clients include Radian6, GoGrid, an extension of ServePath, Scala, and NanoLumens.

Accolades:

The Atlanta Business Chronicle named Pardot as the "Fastest Growing Technology Company in Atlanta."



According to Pardot, buyers should focus primarily on adding social media tie-ins to their campaigns in 2011. Companies should also focus on selecting vendors that offer complimentary on-boarding and support, and be aware of vendors that charge by database size to prevent increased costs. As a result, marketers can keep an eye on the main prize for marketing automation software adoption — bringing in more leads and growing contact databases.

SALESFUSION, INC.

Inception: 2007

Headquarters: East Cobb, Georgia.

The company began as **FirstReef, LLC** in **2003**, but became **SalesFUSION, Inc.** in **2007**, following the acquisition of AxiomFire.

Number of Customers: SalesFUSION primarily serves the BtoB realm, with **140 to 160 customers**. However, they are sustaining a share of adoption in BtoC, with 25 to 50 customers adopting their system.

SalesFUSION™

SalesFUSION predicts that 2011 will bring a steady movement from basic email marketing to demand generation. According to the company, companies are beginning to migrate to full-featured demand generation solutions from lead-lander and constant contact techniques. The attributes of value, process and lead management integrated into the CRM mix are the most driving factors with this trend.

Growth Rate and Projections:

SalesFUSION's customer base **grew 300% over 2010**, acquiring another 36 customers at the end of Q3. The company expects to meet the 300 customer-mark in 2011.

Product Overview:

SalesFUSION is a SaaS company focused on providing comprehensive eMarketing applications to improve the quality and quantity of leads and conversions in the fast-paced web 2.0 world. The suite includes social media tracking, a CRM accelerator, and programs designed to integrate campaigns on multiple channels.

CRM Integration:

SalesFUSION currently utilizes Salesforce.com, Microsoft Dynamics 4.0 Premise and Online, the 2011 version of Dynamics, and SalesLogix. In the first quarter of 2011, the company will be integrating Sugar CRM.

What's New?:

In September 2010, the company released the newest addition to their platform, the reboot of SocialFUSION, a social media publishing and tracking solution. The first version released last spring featured widgets and tracking capabilities in their email tool. However, the reboot brings a different approach to social media marketing, offering an IttyBitty URL shortener for easier publishing on social media outlets, and the ability to share and track any content posted.

Featured Customers:

The company specializes within the technology, media, business services and healthcare industries. Key clients within these vertical markets include Canvas Systems, LexJet, Corus360, and SmartBrief.

SILVERPOP

Inception: 1999

Headquarters: Atlanta, Georgia

Number of Customers: In 2009, Silverpop had a customer base of about 900 customers internationally. Currently, they serve more than 1,200 companies.

Growth Rate and Projections:

The company expects its BtoB customer projection to steadily increase throughout 2011.

Product Overview:

Silverpop's marketing automation suite focuses on target and engaging prospective customers through extensive lead and contact analysis through scoring and nurturing. The suite also includes direct email marketing campaign solutions for effective one-to-one contact, personalized landing page and web form builders, and a marketing and analytics tool designed to overlay mailing metrics with customer attributes in analytics reports to determine high and low performing customer segments across campaigns.

CRM Integration:

Current CRM integrations with the company include Microsoft Dynamics, NetSuite and Salesforce.com.

What's New?:

In April 2010, Silverpop launched Engage 8, combining sophisticated email marketing tools with robust marketing automation and lead management capabilities. Built upon scalable email marketing infrastructure, Engage is designed to fundamentally change the digital marketing landscape, allowing marketers to manage every aspect of a comprehensive digital relationship marketing program within one easy and economic system. The system helps companies engage customers and enhance customer value and brand loyalty.

This past October also brought Silverpop's Engage App to Salesforce.com's Chatter Exchange. With the program including Chatter functionality, Silverpop customers are allowed to automatically trigger events to Chatter, designed to provide instant updates vital to the sales process.

Featured Customers:

A significant portion of Silverpop's customers contain complex buying cycles familiar to BtoB marketers. Specifically, companies within the technology, financial and healthcare services utilize Silverpop. Top customers include Bullhorn, EDGAR Online, Ingres, Stepstone, TechSmith, Meridian Systems and Muzak.



Silverpop's key trend to look out for in 2011 is the recent increased focus on BtoB deliverability and the inclusion of marketing automation. Marketers are beginning to take a closer look at related tips and techniques to ensure their messages are actually landing in inboxes. However, marketers will see as inboxes get inundated with clutter, they will continually struggle to find out when exactly to send messages so they will be seen. Another issue that will be explored is social media incorporation by BtoB marketers. Due to the evident success of consumer counterparts, businesses will soon be getting on board. Silverpop says although BtoB and BtoC target audiences and buying cycles are different, they have the same objective of maximizing revenue and brand loyalty. As a result, BtoB marketers are looking for marketing automation solutions that are more buyer-centric and promote heavy one-to-one dialogue, which will be key throughout online marketing programs.

TREEHOUSE INTERACTIVE

Inception: 1997

Headquarters: Salt Lake City, Utah

Number of Customers: TreeHouse Interactive currently has over 100 customers on their roster.

Growth Rate and Projections:

In the past year, Treehouse Interactive saw a 30% growth rate and expects another increase of 40% to 50% in their customer base throughout 2011, based on their consistent profit increase each quarter.



Treehouse advises marketers to target prospects earlier in the buying cycle, promote a deeper social media integration and utilize a broader systems integration.

Product Overview:

Since the company's inception, its SaaS solutions have focused on providing marketers and sales teams with partner relationship management services, channel sales force automation, and multi-channel automation solutions. The company provides BtoB and BtoC solutions designed to maximize revenue and decrease costs by providing CRM software that automates prominent business processes and can give businesses a focal view of key business metrics. With their Sales View option, a company sales team can efficiently track important metrics including number of calls, leads, time spent on each, and the percentage of sales making it through the funnel. Along with these usual themes of marketing and lead management, TreeHouse's Talk it Up application features social media tools including a drop-down option to insert sharing links of new campaigns. When potential customers click on social media links, they can automatically share or email the landing page to friends and followers on social media outlets including Facebook, Twitter, Myspace and LinkedIn. The program is also designed to instantaneously shorten links based on available outlet space.

CRM Integration:

TreeHouse Interactive currently utilizes Salesforce CRM, Oracle CRM On Demand and TreeHouse Sales View and others via Web Services integration for their program.

What's New?:

TreeHouse Interactive recently released the new Marketing View Reveal Web Analytics functionality. In addition to observing individual user behavior on web sites, Web Analytics is designed to enable separate tracking of known and unknown company visits to sites and assigns suitable nurturing based on prospect targeting. In addition, the solution now enables companies to share or create forms to post via Facebook. This new capability in Marketing View is designed to automatically generate a compatible code so marketing departments can easily fit forms onto social media outlets. The third newest feature, HTTP Send, allows data to be integrated without using an API or web services. For example, webinar event data can be transferred to the marketing automation system and the webinar system at the same time so marketers can nurture prospects from the event immediately.

Featured Customers:

Showing prominence in the high-tech, retail and sports entertainment markets, TreeHouse Interactive's featured customers include SGI, NetApp, Quantum, Real Salt Lake, Peer1Hosting, Foodland and Motion Computing.

Accolades:

Stoel Rives LLP and the Utah Technology Council recently honored TreeHouse Interactive for their Marketing View demand generation and marketing automation solution as one of the top Utah innovations for 2010. It had honorable mention at the annual ceremony for the Talk it Up program, which integrates social media, and their Remote Forms capability.

ABOUT US

DemandGen Report is a targeted e-media publication spotlighting the strategies and solutions that help companies better align their sales and marketing organizations, and ultimately, drive growth. A key component of the publication's editorial focuses on the sales and marketing automation tools that enable companies to better measure and manage their multi-channel demand generation efforts.

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