



# GUIDE TO **MARKETING AUTOMATION** Solutions



SEPTEMBER 2011



# ■ TABLE OF CONTENTS

<b>AUTOMATION OVERVIEW</b>	3
<b>ACT-ON SOFTWARE</b>	4
<b>APRIMO</b>	5
<b>ELOQUA</b>	6
<b>ETRIGUE</b>	7
<b>GENIUS</b>	8
<b>HUBSPOT</b>	9
<b>LEADLIFE SOLUTIONS</b>	10
<b>MANTICORE</b>	11
<b>MARKETO</b>	12
<b>NEOLANE</b>	13
<b>PARDOT</b>	14
<b>SALESFUSION</b>	15
<b>SILVERPOP</b>	16
<b>TREEHOUSE INTERACTIVE</b>	17



# ■ AUTOMATION OVERVIEW

For BtoB marketers that are realizing the potential benefits of implementing a marketing automation system, rolling out and utilizing the technology can be an intimidating venture. Due to the complexity of automating marketing programs, there are various components to consider.

According to MarketingSherpa's 2011 *B2B Marketing Benchmark Report*, 54% of CMOs have either begun or completed their implementation of marketing automation software, and another 17% intend to begin implementation. The report also found that 79% of CMOs have established some kind of automation process.

While the features and functionalities of automation are helping marketers reach prospects and move them through the sales funnel more efficiently, experts emphasize the need for a clearly defined approach to get the most out of game-changing automation technology.

As new adopters begin a roadmap to success, DemandGen Report is catering to the growing community demand for marketing automation education. BtoB organizations in the early stages of implementation are challenged to build a plan for effectiveness from the ground up, which starts with "working out the kinks."

Rather than rush to make an automation purchase before taking the time to define internal requirements, new adopters should survey all relevant teams to determine necessities and expectations of marketing automation technology. By taking a cross-functional approach to extend the decision-making beyond Marketing, adopters that include Sales, Operations, Customer Service and Finance can more efficiently cater to the impact that automation technology can and will have on each team.

When selecting a vendor, it's important to consider immediate and forward-looking internal strategy and plans. DemandGen Report advises adopters to focus on:

- The features that can extend the life of demand generation programs;
- Efficiently deliver real-time information and key data;
- An overall system that integrates with currently implemented and deployed technology; and
- Vendors that focus on providing industry relevant thought leadership for market-generated success.

In the "Guide to Marketing Automation Solutions," DemandGen Report surveyed vendors directly to deliver key informative insights on each organization's business model, market approach and company data, including:

- Corporate headquarters location;
- Company inception;
- Number of customers;
- Growth rates and projections;
- Special vertical focus;
- Product overview and recently added features; and
- Market position and accolades.

*\*Vendors are listed alphabetically and were each afforded the opportunity to share any and all relevant information on the above points.*

**GROWTH RATE AND PROJECTION:**

Act-On Software grew its business more than 269% in 2011. In Q2 2011 the company added 137 new customers; and closed \$10 million in Series C funding with Trinity Ventures as well as follow-on participation with USVP & Voyager Capital. The company also acquired assets of Marketbright.

**PRODUCT OVERVIEW:**

The Act-On Marketing Service comes with an integrated set of inbound and outbound marketing tools that work together to enable marketers to generate demand by tapping tools including web forms and landing pages, track site visits, clicks and campaigns, drip marketing, behavioral scoring and segment leads.

**CRM INTEGRATION:**

salesforce.com, SugarCRM, Microsoft Dynamics

**FEATURED CUSTOMERS:**

Breaking Point, DataTrend, DrillingInfo, FirstInsight, HA Advantage, insidesales.com, Medquest, MedeAnalytics, Swiftknowledge

**INCEPTION:**

2009

**CORPORATE HEADQUARTERS:**

Beaverton, Oregon

**NUMBER OF CUSTOMERS:**

Act-On Software currently works with more than 400 BtoB customers.

**WHAT'S NEW?:**

Hot Prospects is a real-time lead barometer fully integrated with salesforce.com that is designed to enable salespeople to track prospect's behavior over different periods of time without having to leave their CRM system. Hot Prospects enables them to target prospects for follow-up as soon as they show signs of buying intention. Leveraging the real-time web site visitor tracking and lead scoring capabilities of the Act-On Integrated Marketing Platform, the solution provides a consistent view of most likely prospects over time.



## PRODUCT OVERVIEW:

Aprimo's integrated marketing software is designed to enable BtoB and BtoC marketers to effectively observe and react to constantly evolving marketing demands and, as a result, better shape campaigns to optimize budgets and streamline workflow across multiple channels. Aprimo provides tools to analyze marketing conditions, capitalize on social media, measure and analyze ROI and create more meaningful and timely dialogue with potential customers.

## FEATURED CUSTOMERS:

Aprimo serves a variety of verticals including financial services, pharmaceutical, technology, retail, entertainment and marketing services. Aprimo works with mapping software company Esri, a wholesale provider of technology products and supply chain services, Ingram Micro, and Kodak. New clients in 2011 include biopharmaceutical industry leader UCB, global recruiting consultant Michael Page International and Avenue 100 Media Solutions.

## ACCOLADES:

Aprimo was positioned as a leader in Gartner Research's Magic Quadrant for Multi-Channel Campaign Management as well as its Magic Quadrant for Marketing Resource Management. In addition, Gartner's MarketScope Report gave Aprimo a "Positive" rating for CRM Lead Management. One of Aprimo's marquee clients, International Speedway Corporation, also received top honors for its Integrated Marketing Management solution from Gartner and 1to1 Media. In the media, B2B Magazine recognized Aprimo's CEO, Bill Godfrey, in its 2011 Who's Who, Destination CRM named the company a leader in Marketing Solutions for its 2011 Market Leaders Award and Aprimo's longtime customer Kodak, received a 2011 DemandGen Report Sales & Marketing Alignment Award.

## INCEPTION:

1998

## CORPORATE HEADQUARTERS:

Indianapolis, Indiana

## NUMBER OF CUSTOMERS:

Aprimo works with more than 400 customers through its suite of integrated marketing management solutions used by more than 150,000 marketers worldwide.

## WHAT'S NEW?:

Aprimo is rapidly integrating data-driven functionality with its parent Teradata. Aprimo has already announced new enhancements to its flagship Integrated Marketing Management (IMM) solutions that combine the power of Teradata and Aprimo, including Aprimo Relationship Manager. Enhancements include an improved user interface, streamlined reporting and even better mobile access to Aprimo while on the go, designed to streamline execution and measurement of multiple campaigns with precision. Aprimo also announced a new offering within its IMM suite, Aprimo Real-Time Interaction Manager, an inbound marketing and offer management solution that analyzes all customer interactions to ensure the best offer for each individual customer is delivered in real-time.

# ELOQUA

## GROWTH RATE AND PROJECTIONS:

For the first half of 2011, [Eloqua](#) surpassed the 1,000-customer mark and recently expanded to Brussels. Europe now has roughly 200 customers and more than 5,000 users across the region. Major companies in EMEA using Eloqua include Sony and TalkTalk.

## PRODUCT OVERVIEW:

Eloqua provides on-demand Revenue Performance Management solutions designed to help businesses sharply increase revenue and more accurately predict future business growth. Eloqua offers a wide range of products and services for fast growing businesses to align sales and marketing, identify and nurture revenue opportunities and measure marketing and sales effectiveness. Companies turn to Eloqua for Revenue Performance Management applications and sales effectiveness tools.

## CRM INTEGRATION:

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

## 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. Clientele for the marketing automation provider includes a suite of international companies including National Instruments, Astute Solutions, SolarWinds Inc., Sony, Rosetta Stone, Tripwire, Inc., Golden State Warriors, Center for American Progress, Dow Jones, Ellie Mae and PerkinElmer.

## INCEPTION:

1999

## CORPORATE HEADQUARTERS:

Vienna, Virginia

## NUMBER OF CUSTOMERS:

Eloqua works with more than 80,000 global users; the company's customer base is 85% BtoB and 15% BtoC.

## ACCOLADES:

In 2011, Eloqua was recognized with the following awards:

“Beagle Short Tale Award” for its “Future of Revenue” video campaign;

CEO Joe Payne was an Ernst & Young Entrepreneur Of The Year® 2011 Greater Washington Award finalist;

Eloqua's It's All About Revenue blog won a Stevie Award for Best Blog in the Computer Software category in The 2011 American Business Awards; and

The Eloqua10 platform was recognized with a Golden Bridge award in the Cloud Computing/SaaS category.

## WHAT'S NEW?:

Eloqua announced the “strict mode” feature, designed to help marketers comply with the European Union's privacy tracking regulations. In June 2011, Eloqua announced Eloqua AppCloud — the first online marketplace for third-party BtoB marketing applications in the cloud. The marketplace provides Eloqua users with free connections to more than 20 leading social, data and conferencing applications. Marketers can easily connect to applications such as Jigsaw, ON24, ReadyTalk, and Lithium.

Eloqua also announced the release of Revenue Suite, a set of applications and services that help fast growing businesses increase revenue and more accurately predict future business growth.



### **GROWTH RATE AND PROJECTIONS:**

eTrigue's growth rate is expected to be in excess of 80% for FY 2012. eTrigue saw a 68% growth rate in 2010, and is currently experiencing a 65% year-over-year revenue boost.

### **PRODUCT OVERVIEW:**

eTrigue DemandCenter is a marketing automation platform designed to enable marketers to streamline the launch and management of campaigns to generate, nurture and qualify more leads. eTrigue provides the ability to monitor, react to and report on individual online behaviors and automatically follow-up to prospects with relevant and timely information. eTrigue DemandCenter functionality is designed to help marketers quickly launch email marketing programs, identify, qualify, score and track all prospect activities, and report on and optimize campaign effectiveness.

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.

### **CRM INTEGRATION:**

eTrigue DemandCenter can be used independently or integrated with Customer Relationship Management (CRM) systems, including Salesforce CRM, Microsoft Dynamics and NetSuite.

### **FEATURED CUSTOMERS:**

eTrigue solutions are successfully deployed at a variety of companies including Cisco, Silver Peak, Fujitsu, Skype, CompuCom and Rogers Wireless. The company primarily serves the BtoB high tech and channel programs sectors.

### **INCEPTION:**

2005

### **CORPORATE HEADQUARTERS:**

San Jose, California

### **NUMBER OF CUSTOMERS:**

eTrigue works with more than 220 customers.

### **ACCOLADES:**

eTrigue client Skype earned a 2011 DemandGen Report Sales & Marketing Alignment Award for innovation and success using eTrigue DemandCenter marketing automation to achieve a 650% increase in qualified leads.

Clients Silver Peak Systems and Cisco also have been acknowledged in prior DemandGen Report awards for utilizing the eTrigue DemandCenter SaaS offering to significantly improve response and conversion rates.

### **WHAT'S NEW?:**

In the past year, the company launched eTrigue DemandCenter, a marketing automation platform designed to enable organizations of all sizes and expertise levels to quickly develop and execute demand generation programs. Advanced, multi-step campaigns can be put in place quickly and effectively with limited resources.

**GROWTH RATE AND PROJECTIONS:**

Genius is expecting a 20% quarterly growth driven by continued success from its freemium model. The company expects to close out the quarter with an additional 1,000 free accounts, which accounts for nearly 30% of new bookings for the quarter.

**PRODUCT OVERVIEW:**

Genius provides marketing automation, demand generation and email marketing solutions designed to enable marketing and sales teams to quickly identify and connect with their best prospects.

**CRM INTEGRATION:**

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

**FEATURED CUSTOMERS:**

Genius offers its suite of SaaS solutions to a variety of companies including Intuit, IntownSuites, Lumension Security, Newscale and Cisco Webex. The company works with the technology and telecom services sectors, as well as business services and manufacturing to kick start sales rates and enhance marketing effectiveness.

**ACCOLADES:**

Genius was rated number one on a list compiled by salesforce.com for its AppExchange for Marketing Automation and Demand Generation, and was named one of Inc.'s 500 fastest growing companies.

**INCEPTION:**

2004

**CORPORATE HEADQUARTERS:**

San Mateo, California

**NUMBER OF CUSTOMERS:**

Genius works with more than 650 customers to manage marketing automation and demand generation efforts.

**WHAT'S NEW?:**

In July 2011, Genius announced the launch of its e-Commerce store, in addition to an enhanced self-help center, to help marketers in smaller companies ease the addition of automation tools and functions. The new online store is designed to enable users to upgrade their Genius accounts to meet growing email marketing and demand generation needs. Similar to a BtoC e-Commerce transaction, users can select their product needs and add them to a shopping cart, submit credit card information and complete the transaction. The account changes are added within 12 hours.





### **GROWTH RATE AND PROJECTIONS:**

HubSpot added approximately 1,700 new customers, nearly doubling its customer base in 2010. The company anticipates continuing this aggressive growth throughout 2011 and 2012.

### **PRODUCT OVERVIEW:**

HubSpot is an all-in-one marketing software platform for companies of all sizes. HubSpot's software is designed to help organizations get found online by more qualified visitors, and help marketers convert more visitors into leads via enhanced tools and analytics for smarter marketing investments.

### **CRM INTEGRATION:**

HubSpot enables custom integration with any CRM system, in addition to its proven integrations with salesforce.com, SugarCRM, Netsuite, Microsoft Dynamics and Goldmine.

### **FEATURED CUSTOMERS:**

Clients include NueSoft, SRS Crisafulli and Moonworks. HubSpot serves customers in all industries with notable successes in the software and technology, manufacturing and professional services sectors.

### **ACCOLADES:**

HubSpot was named number 33 on the Inc. 500 for fastest growing companies in 2011. HubSpot was selected as a 2010 Sales & Marketing 2.0 Awards recipient for Best Alignment of Sales & Marketing. HubSpot Founder & CEO Brian Halligan was named one of BtoB Magazine's "Who's Who in B-to-B 2010" in the demand generation category. HubSpot also was named a 2010 AlwaysOn OnDemand Top 100 Private Companies winner in the On-Demand Software in the CRM category. Recently, HubSpot closed an additional investment in a Series D round of funding led by Sequoia Capital with participation from Google Ventures and salesforce.com

### **INCEPTION:**

2006

### **CORPORATE HEADQUARTERS:**

Cambridge, Massachusetts

### **NUMBER OF CUSTOMERS:**

HubSpot works with more than 5,000 customers.

### **WHAT'S NEW?:**

HubSpot recently acquired social media company onefortysystems and marketing automation vendor Performable, and has incorporated major new features, including: behavior-based communications, advanced landing pages with A/B testing and more sophisticated closed loop analytics to provide insights beyond first touch attribution.



**GROWTH RATE AND PROJECTIONS:**

LeadLife grew its revenue more than 200% in 2010.

**PRODUCT OVERVIEW:**

LeadLife Solutions emphasizes the application of technology to processes. The company made enhancements to its Drip Marketing Campaign functionality, designed to offer marketers an intuitive user interface that supports complex nurturing sequences. By combining people and technology, LeadLife provides a complete lead management solution for its clients. LeadLife combines experienced lead management specialists with first-class technology in order to help clients maximize sales opportunities.

**CRM INTEGRATION:**

LeadLife's technology can be integrated with salesforce.com and SugarCRM to provide sales reps with visibility into lead behavior so they can re-nurture leads and track ROI to marketing campaigns.

**FEATURED CUSTOMERS:**

Deloitte, Aderant, ClearChoice, Exel, Project Management Institute.

**ACCOLADES:**

LeadLife President Lisa Cramer was recognized in the Top 10 of SLMA's Top 50 Most Influential People in Sales Lead Management in 2009 and 2010.

**INCEPTION:**

2008

**CORPORATE HEADQUARTERS:**

Atlanta, Georgia

**NUMBER OF CUSTOMERS:**

Not disclosed

**WHAT'S NEW?:**

LeadLife will be releasing a new, fully updated version of its technology and user interface in Q3 2011. This new release is an accumulation of knowledge gained over years of marketing automation implementations on top of the latest HTML 5 technology to give users a visual and intuitive interface. The highlight of the release includes a new visual campaign builder with drag and drop features. No longer do users need to whiteboard their campaigns before implementing them. As well a robust rule builder, including data cleansing, is a cornerstone of the system. New reports include not only activity, but also planned actions, giving marketers insights into planned prospect touches into the future. And of course, there's CRM integration, flexible scoring and much more.



### **GROWTH RATE AND PROJECTIONS:**

Manticore saw a consistent customer base growth of over 30% in both 2009 and 2010, and is expecting to accelerate growth to near 50% in 2011.

### **PRODUCT OVERVIEW:**

Manticore Technology's marketing automation platform is designed to offer BtoB marketers the ability to manage marketing funnels from lead generation to closed business. With key features including real-time list segmentation; multi-touch sales and marketing nurture programs; lead response tracking and behavior profiling; multi-model lead scoring; real-time alerts and notifications and deep CRM integration, Manticore is focused on enabling Sales and Marketing teams to effectively prioritize efforts with the most qualified, purchase-ready leads.

### **CRM INTEGRATION:**

Manticore's custom connectors to salesforce.com, Oracle CRM On Demand, and Microsoft Dynamics CRM.

### **FEATURED CUSTOMERS:**

Acquia, Planview, CSC, UPS, and ShareBuilder 401K. Overall, the company specializes in the vertical markets of financial services, business services, medical/pharmaceutical products and technology.

### **ACCOLADES:**

Manticore Technology has been a member of the Austin Business Journal's "Fast 50" – recognized as one of the fastest growing companies in Austin, TX – for the past four years.

### **INCEPTION:**

2001

### **CORPORATE HEADQUARTERS:**

Austin, Texas

### **NUMBER OF CUSTOMERS:**

Manticore Technology works with 200 customers for marketing automation management. Over 90% of those customers are BtoB marketers.

### **WHAT'S NEW?:**

In late 2010, Manticore focused on deepening integration capabilities through the release of a custom connector to Microsoft Dynamics CRM (Versions 4.0 and 2011), and an expansion of API capabilities to facilitate custom integrations with other systems. Other features include new drag-and-drop email and landing page editors and the Beta release of a comprehensive new Customer Support Community Portal with integrated knowledge base, support ticket tracking, forums and user groups. Through monthly release cycles, Manticore has released over 40 enhancements across all platform components.



### **GROWTH RATE AND PROJECTIONS:**

Marketo grew its 2010 year-over-year revenue by 315%. At the end of Q2 2011, Marketo reported more than 1,200 global customers, doubling its customer count over the previous year. In addition, the company has more than doubled its employee base — expanding the number of customer-facing support and service employees by 150% and increasing engineering capacity by more than 50%.

### **PRODUCT OVERVIEW:**

Marketo is a global provider of Revenue Performance Management solutions. The Marketo Lead Management solution is designed to automate demand generation campaigns and deliver high quality leads. With Marketo Sales Insight, sales teams can prioritize and interact with the hottest leads and focus on stronger, more responsive contacts so they can close the right deals faster. Marketo Revenue Cycle Analytics is designed to enable marketers to measure, optimize and forecast all revenue cycles and compare performance and profit results.

### **CRM INTEGRATION:**

Marketo has a native integration with salesforce.com and interconnects with most CRM systems including NetSuite, Microsoft Dynamics, SugarCRM, Oracle, SalesLogix and SAP. In addition, for several customers, Marketo has integrated with custom in-house CRM systems.

### **FEATURED CUSTOMERS:**

The company's solutions serve a variety of vertical markets, including media, communications, technology, healthcare and life sciences, financial services, non-profit and education, business services, manufacturing and energy. Marketo works with a wide range of companies worldwide, including McKesson, Dell Retail, Elsevier, Intel, Tech Data Corporation, DaVita, EMC Corporation and Kelly Services.

### **INCEPTION:**

2006

### **CORPORATE HEADQUARTERS:**

San Mateo, California

### **NUMBER OF CUSTOMERS:**

Marketo works with more than 1,200 customers, primarily mid-sized and enterprise divisional.

### **ACCOLADES:**

Marketo has been recognized by CRM Magazine as the "2011 CRM Market Leaders Awards" Winner for Marketing Solutions, "Best Marketing Automation Application" by salesforce.com customers on the AppExchange, "Best Sales and Marketing 2.0 Solution Award" at the Sales & Marketing 2.0 Awards and also received the "Audience Choice Award of Fastest Growing Cloud Provider" at the UP 2010 Cloud Computing Conference. Marketo also has been recognized with a 2010 CODiE award for "Best Marketing Solution," as well as receiving "Best Sales and Marketing 2.0 Solution" from SellingPower.

### **WHAT'S NEW?:**

In May 2011, the company announced Marketo NEXT, designed to accelerate customers' revenue growth, reportedly by 40%. The release helps companies deliver marketing programs that are more agile, more social, more intelligent and more connected than ever before. Marketo recently opened its European headquarters in Dublin, Ireland, to support its swiftly growing international customer base. Marketo also announced a strategic partnership with ExactTarget, a leading provider of on-demand email marketing solutions, to integrate Marketo's Revenue Performance Management solution with ExactTarget's Interactive Marketing Hub.



### **GROWTH RATE AND PROJECTIONS:**

In 2010, [Neolane](#) recorded \$30 million (USD) in global revenue, a more than 40% year-over-year increase. Driven by market expansion, customer success and expanded use, and superior company execution, Neolane grew revenues 70% during the first half of 2011 compared to the same period a year prior. The company expects to continue this aggressive pace through the end of the year.

### **PRODUCT OVERVIEW:**

Neolane's conversational marketing technology is designed to enable organizations to unify inbound and outbound communications strategies by providing a centralized system to track and manage all marketing activity data to generate targeted messaging and the best, most relevant offers based on customer behavior and established preferences. Neolane Leads, an application within the conversational marketing platform, is designed to enable marketers to intelligently capture, nurture, score and dispatch leads, sustain a conversation, and measure results. Designed to help marketers communicate with customers across multiple touches and longer buying cycles, Neolane Leads incorporates features for automated lead nurturing. It also includes reporting tailored to BtoB marketers' needs, such as the ability to measure conversion rates in a multi-step sales cycle.

### **CRM INTEGRATION:**

Neolane integrates to multiple CRM systems including salesforce.com, Microsoft Dynamics CRM and Oracle/Siebel CRM On Demand.

### **FEATURED CUSTOMERS:**

Within the BtoB sector, high-tech continues to drive growth for Neolane. For example, F5 Networks has worked with Neolane to improve sales and marketing alignment and overall lead quality. Neolane supports F5's global demand generation programs, and provides the company with the ability to score, process and track demand at a granular level.

### **INCEPTION:**

2001

### **CORPORATE HEADQUARTERS:**

Paris, France

### **NORTH AMERICAN HEADQUARTERS:**

Newton, Massachusetts

### **NUMBER OF CUSTOMERS:**

The company's customer base across North America and Europe includes more than 300 customers in both BtoB and BtoC sectors.

Additionally, in the first half of 2011, Neolane added several marquee clients to its growing global roster including barnesandnoble.com, Clarins Group, Club Med and Macmillan Publishing Group.

### **ACCOLADES:**

Neolane placed in Gartner's 2011 "Magic Quadrant for CRM Multichannel Campaign Management," and was rated as a "strong leader" in the Raab Associates VEST report. Neolane customer F5 Networks was recognized by DemandGen Report with a Sales & Marketing Alignment Award, as well as by SiriusDecisions with a Return on Integration Award, both based largely on its work with Neolane.

### **WHAT'S NEW?:**

Neolane Social Marketing, an application within version 6 of Neolane's conversational marketing platform, enables marketers to engage in one-to-one customer dialogues with fans and followers within social media including Facebook and Twitter. Neolane Social Marketing transforms vast audiences of anonymous fans and followers into sustainable, loyal and ultimately profitable relationships. From opting fans into relationship programs, to gaining insight into their needs and wants, and converting those relationships into sales, Neolane Social Marketing turns social media efforts into tangible, measurable revenue.



### **GROWTH RATE AND PROJECTIONS:**

Pardot has added 350 clients over the past year, with more than 100 new clients joining Pardot each quarter in 2011. Growth is expected to continually accelerate, with the company recently expanding internationally with Pardot Europe in London and Pardot Nordic in Stockholm.

### **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. The company's management software features solutions for CRM, 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:**

Pardot integrates with salesforce.com, SugarCRM, NetSuite and Microsoft Dynamics. A web services API also is available from Pardot for custom integrations.

### **FEATURED CUSTOMERS:**

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

### **ACCOLADES:**

The Atlanta Business Chronicle named Pardot the "Fastest Growing Technology Company in Atlanta." The Technology Association of Georgia also recently named Pardot one of the Top 10 Innovative Technology Companies in Georgia.

### **INCEPTION:**

2007

### **CORPORATE HEADQUARTERS:**

Atlanta, Georgia

### **NUMBER OF CUSTOMERS:**

Pardot currently works with 700 clients and more than 10,000 users.

### **WHAT'S NEW?:**

Pardot has added more than 50 new features to its marketing automation platform in 2011. Highlights include tags for stronger organization and reporting, an updated user interface, industry-leading privacy settings and a number of social media features, including social profiling and an upcoming social posting system, which will allow users to schedule and report on posts across Twitter, Facebook and LinkedIn.



## SalesFUSION™

### **GROWTH RATE AND PROJECTIONS:**

SalesFUSION added 45 customers in Q2 2011.

### **PRODUCT OVERVIEW:**

SalesFUSION released its new 6.0 platform in January 2011, which includes features focused on event management and dynamic email content, featuring 750 new email templates and additional social media publishing tools. The company plans to offer native integration for GoToWebinar, Webex and Live Meeting as part of its overall event management platform and has a roadmap through Q2 2011 that includes a social media listening and campaign station to complement its web site monitor product.

### **CRM INTEGRATION:**

SalesFUSION currently offers its CRM accelerator for salesforce.com, Microsoft Dynamics 4.0 Premise and Online, and all versions of Dynamics 2011, as well as a pre-built integration to Microsoft, salesforce.com, Sugar, Sage, SalesLogix

### **FEATURED CUSTOMERS:**

The company specializes within the technology, media, business services and healthcare industries. Clients include Hitachi, Green Giant, Coverall, Canvas Systems, LexJet, Corus360, and SmartBrief.

### **INCEPTION:**

2007

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

### **CORPORATE HEADQUARTERS:**

East Cobb, Georgia

### **NUMBER OF CUSTOMERS:**

SalesFUSION works with 250 direct customers in 11 countries.

### **WHAT'S NEW?:**

In January 2011, SalesFUSION saw a host of new products rolled out in the version 6.0 platform including event management, advanced email management and version 1.0 of the social media dashboard.



### **GROWTH RATE AND PROJECTIONS:**

Silverpop's revenue is at record levels and continues to grow by double digits. The company expects its BtoB customer projection to steadily increase throughout the remainder of 2011 and 2012.

### **PRODUCT OVERVIEW:**

Silverpop is a provider of marketing automation solutions built atop a scalable email marketing platform. The technology is designed to empower marketers by delivering highly relevant communications that efficiently drive revenue while also building brand loyalty. Silverpop's Engage platform enables marketers to create and manage sophisticated multi-channel marketing campaigns that nurture customer and prospect relationships from interest, to conversion and beyond. Silverpop Engage helps marketers develop dynamic, repeatable and measurable marketing programs, generate, score and nurture contacts, increase response rates, route only qualified leads to sales and offer insight into marketing's bottom line contribution to revenue.

### **CRM INTEGRATION:**

Current CRM integrations with the company include Microsoft Dynamics and salesforce.com.

### **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, Hearst Media Services, TechSmith and Trend Micro Europe.

### **INCEPTION:**

1999

### **CORPORATE HEADQUARTERS:**

Atlanta, Georgia

### **NUMBER OF CUSTOMERS:**

Silverpop currently works with more than 1,400 customers.

### **ACCOLADES:**

In June 2011, Silverpop received Frost & Sullivan's 2011 Market Share Leadership Award for Marketing Automation Software. In its recognition of Silverpop, Frost & Sullivan highlighted the company's unique niche in the industry, which it has achieved by addressing the requirements of both marketing automation and email marketing focused clients.

### **WHAT'S NEW?:**

In April 2011, Silverpop launched Engage 8.3, which includes enhanced marketing automation features and new email marketing tools, such as **Snooze**, which gives subscribers the option of taking a temporary break from a company's marketing emails rather than opting out completely, **progressive web forms, multiple lead scoring models, more social options and location-based opportunities, and enhanced lead alerts**. Silverpop also recently added a **Native Add-in for Excel**, a Pop-In application supporting remote data collection via an iPad and iPhone application, offering mobile access to Engage reporting. The company will roll out its 8.4 release in the fall of 2011, which will include more social features via its Social Connect collection of products and features.





### **GROWTH RATE AND PROJECTIONS:**

In the past year, [TreeHouse Interactive](#) saw a 30% growth rate and anticipates an additional increase of 40% to 50% to its customer base throughout 2011, based on consistent profit increase each quarter.

### **PRODUCT OVERVIEW:**

Marketing View from TreeHouse Interactive is a solution that focuses on helping marketers realize fast time to value when implementing marketing automation. It accomplishes this by removing barriers to marketing execution, giving marketers greater visibility and providing a full range of services to aid in both quick implementation and day-to-day marketing efforts. The solution includes capabilities to help with outbound email, form and building landing pages, social media, content marketing, lead nurturing, web analytics, lead scoring and CRM integration.

Marketing View can be integrated with other products from TreeHouse Interactive, which include Sales View and Reseller View. Sales View is a CRM back end for Marketing View, and is ideally suited to companies that can't afford or don't want to manage a full-blown CRM system. Reseller View is a partner relationship management (PRM) system for companies that depend on partners to get their products or services to market. TreeHouse provides closed loop ROI for leads passed to partners.

### **CRM INTEGRATION:**

TreeHouse has full-featured out-of-the box integrations with salesforce.com CRM, Oracle CRM On Demand, and TreeHouse Interactive Sales View. TreeHouse integrates with other CRM systems via a full-featured web services API package with full query language. TreeHouse is an Oracle Gold Partner and a member of the salesforce.com AppExchange.

### **INCEPTION:**

1997

### **CORPORATE HEADQUARTERS:**

Salt Lake City, Utah

### **NUMBER OF CUSTOMERS:**

TreeHouse Interactive currently works with more than 100 customers.

### **FEATURED CUSTOMERS:**

Showing prominence in the high-tech, retail and sports entertainment markets, TreeHouse Interactive's clients 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.

### **WHAT'S NEW?:**

TreeHouse Interactive, a provider of channel-focused CRM SaaS solutions, recently partnered with Ventana New Media, a provider of integrated content distribution, lead generation and viral community building to give its clients added capabilities around content tracking.

The **Ventana New Media Engine (NME)**, a recently released platform for SEO-powered content marketing across influential new media sites, is designed to help organizations build corporate and product brand identity to increase lead generation for long-term business success.

## ■ ABOUT DEMANDGEN REPORT

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.

## ■ CONTACT US

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