

MARKETO PERFORMANCE INSIGHTS



Marketers work hard everyday to build campaign strategy, grow pipeline, and drive revenue, but many teams struggle to tie their marketing activities to meaningful business results. Getting these insights often require cumbersome and manual processes, such as pulling data from siloed systems, cobbling together reports, and relying on analysts. Whether it's preparing for a QBR or defending budget, marketers need immediate ROI insights into each channel and program—when it matters the most.

Marketo Performance Insights is an analytics application in Marketo that helps all marketers easily attain attribution reporting to make more informed decisions and prove impact to leadership.

OVERVIEW

Marketo Performance Insights gives marketers an explorable view of essential performance insights in one, highly visual dashboard. It provides a way to understand and share the ROI of programs and campaigns through multiple business lenses—right at your fingertips.

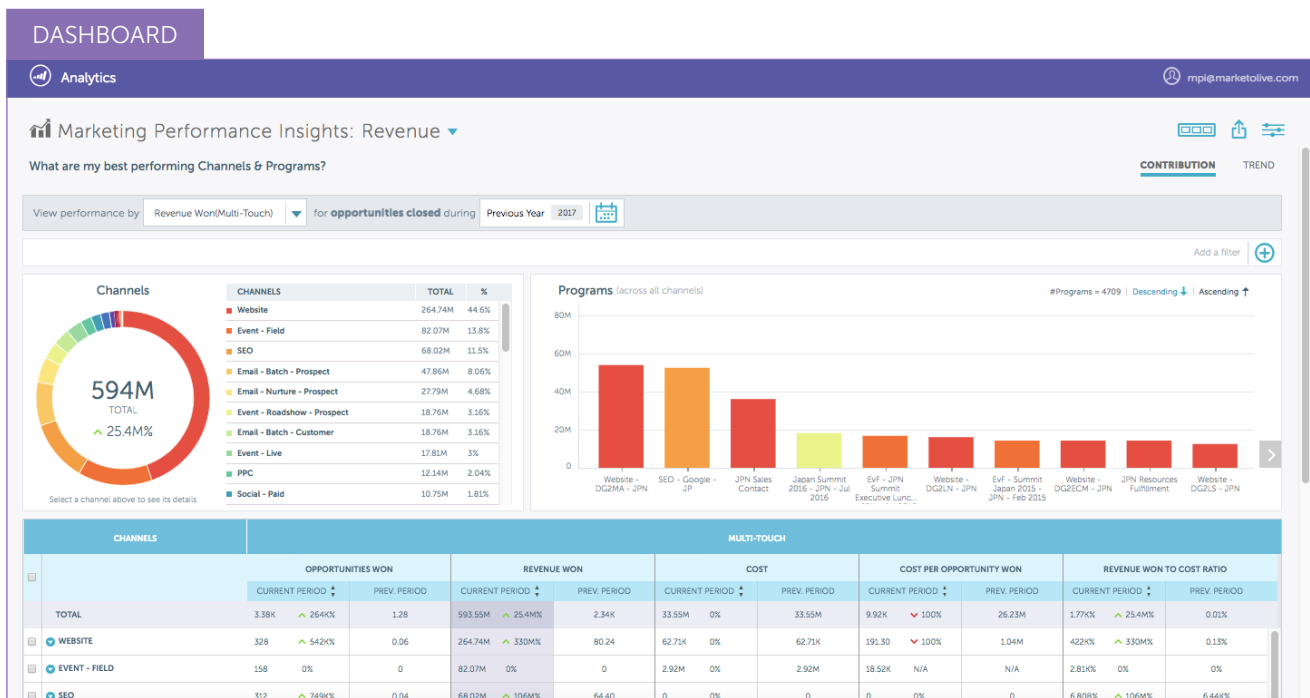
BUSINESS CHALLENGES

Marketers face challenges measuring the true impact of their channels and campaigns, which impacts their abilities to drive results:

- **Limited Visibility** – Marketers struggle to understand what's driving pipeline and revenue to maximize spend and refocus efforts on the right customers.
- **Low Productivity** – Marketing teams spend too much time on complex reporting processes, sacrificing critical business decisions.
- **Proving Impact** – Success is not easily shared or digestible by executive leadership, leaving marketing budgets at risk.

KEY BENEFITS

- Get immediate insights with a holistic view of how campaigns and channels are engaging customers and driving business results.
- Make smarter decisions by drilling into actionable metrics and slicing and dicing data across multiple business lens.
- Prove business impact by easily uncovering and sharing data-driven marketing successes with leadership.

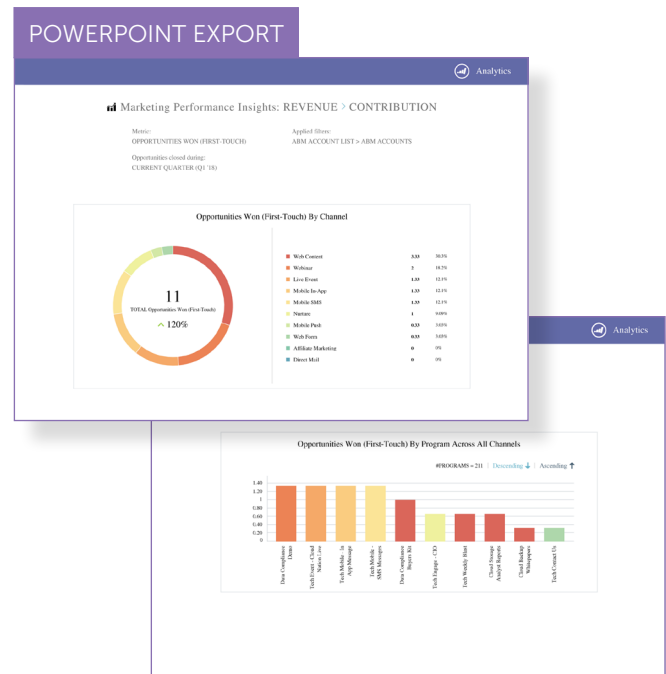
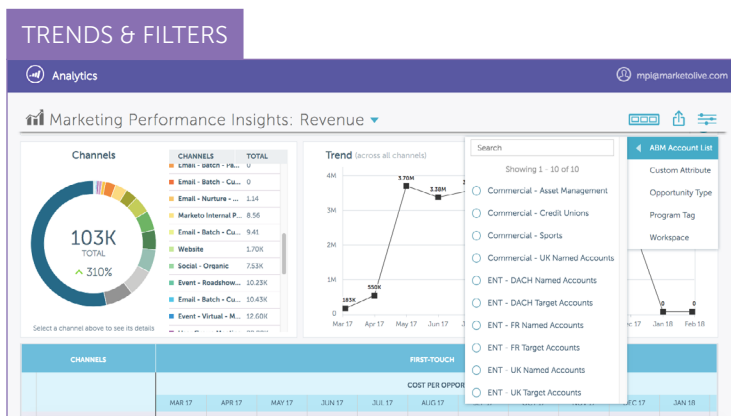


KEY FEATURES

- **Engagement Insights:** Identify which channels and programs are engaging the right audiences and ensure you're tracking towards acquisition goals.
- **Revenue & Pipeline Insights:** Measure channel and program contribution to opportunities and revenue to make the right decisions and optimize spend.
- **Trends:** Spot consistently winning strategies or identify problem areas by uncovering long-term trends.
- **One-Click Filtering:** View performance metrics through the lens that matters to you most, such as ABM strategies, opportunity types, custom attributions, and more.
- **PowerPoint Export:** Share your successes at a moment's notice by exporting one-click, executive-style presentation slides.
- **Quick Charts:** Simplify workflow by saving frequently used, customized reports for on-demand access.

USE CASES

- **Marketing Practitioners:** Easily understand campaign effectiveness and which wins to replicate or issues to address to maximize marketing spend, then confidently communicate your impact to stakeholders.
- **Demand Generation Leaders:** Guide team planning meetings with actionable, data-driven insights, and gain executive visibility by showcasing your team's success during QBRs or ad-hoc requests in a snap.
- **Executives:** Leverage channel and campaign insights to understand how to optimize investments.



MORE INFORMATION

For more information, please contact: sales@marketo.com

ABOUT MARKETO

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