

# Marketo Drives Revenue with Madison Logic's *ActivateABM*<sup>TM</sup>

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**T.K. Kader**

SVP Strategy and Alliances

**“Working together, Marketo, Bizible, and Madison Logic can make the B2B Marketer the driving force for growth and change in the enterprise,” T.K. Kader, SVP Strategy and Alliances, Marketo.**

Marketo, Inc., is the leading provider of marketing engagement, automation, and attribution software. Consistently recognized as the industry's innovation pioneer, thousands of CMOs trust the Marketo platform thanks to its scalability, reliability, and openness.

Marketo engaged Madison Logic to drive awareness and generate leads among its target accounts. The content syndication and display advertising activated by Madison Logic's account-based marketing platform *ActivateABM*, drove new customer acquisition and increased revenue within those accounts. With Madison Logic as a partner, Marketo could reach and nurture accounts at every stage of the buyer journey to close sales more quickly.

## Highlights

- Increased engagement and awareness within accounts more likely to be in the market for an Engagement and Marketing Automation solution
- Delivered engaging content to decision makers at key accounts at scale, and syndicated across industry-relevant trade publications
- Saved time by identifying the right prospects, allowing the sales team to prioritize their efforts and concentrate on the most important accounts
- Used intent data to identify prospects outside their traditional ICP who were actively researching marketing engagement and automation solutions
- Provided insights that are enabling sales to have more relevant and meaningful conversations with prospects for long-term, lucrative customer relationships

## About Madison Logic

Madison Logic helps B2B companies accelerate growth. Marketers use our global account-based marketing platform to find influencers showing research signals, engage them before and after they self-identify, optimize buyer journeys, measure results, and bring sales and marketing closer together. For more information, please visit [www.madisonlogic.com](http://www.madisonlogic.com) and follow @madisonlogic on Twitter.

## Challenges

Organizations have more choices and more digital channels than ever to engage their prospect accounts. To overcome the noise in the marketplace, Marketo created content and messaging that set the Marketo brand and value proposition apart from its competitors. It then needed to deliver this message to the most receptive prospects, especially those within untapped customer segments.

“Historically Marketo’s core customer base has been located within North America, so our desire to expand internationally required a partner with truly global reach and scale,” said T.K. Kader, Marketo’s SVP Strategy and Alliances. “Madison Logic helped us efficiently target key global accounts, leveraging linguistically appropriate content and messaging that we developed for each country.”

## Solution

“Madison Logic’s intent data identified the individuals at the accounts that were actively researching topics around marketing automation solutions, and provided a platform to strategically engage those key accounts across the most important digital channels,” said Kader.

“Understanding the research behaviors within specific accounts provided tremendous value to us,” Kader said. “Sales reps now have more consultative conversations, positioning multiple use-cases for Marketo across the entire marketing organization, increasing average order value, and decreasing sales cycles.”

“It’s no secret that it’s more difficult than ever to reach the ever-expanding buying committee,” said Kader. “And with the buyer’s journey constantly growing more complex, it’s even harder to engage key accounts appropriately. With Madison Logic’s *ActivateABM*, we proactively identify and engage members of the buying committee as their input in the buying process becomes increasingly influential. When we hit them at the right time with digital advertising and content matched to their stage in the nurturing path, accounts move more quickly through the pipeline and convert at a higher value.”

“We first started working with Madison Logic nearly a decade ago, and they’ve been a true, consultative partner ever since,” continued Kader. “Everyone involved with revenue loves the results they’re getting from Madison Logic.”