

Jigsaw and Marketo Partner to Empower Sales Teams to Find and Interact with the Hottest Contacts and Companies

Jigsaw's User Generated Database of Business Contacts Now Integrated with Marketo Sales Insight to Enhance Sales Prospecting

SAN MATEO, CA – June 9, 2009 – Jigsaw, the world's largest online business directory, and Marketo, the fastest growing provider of [marketing automation](#) and revenue-building best practices, today announced a partnership that empowers sales teams to improve sales prospecting and close more business faster.

Jigsaw's popular crowd-sourced database is now integrated with [Marketo Sales Insight](#), a 100% native Force.com social sales application that helps sales teams understand, prioritize and interact with the hottest leads and opportunities (see related [announcement](#)). Marketo now provides fast access to 12 million accurate and up-to-date Jigsaw business contacts and more than two million company profiles from inside Salesforce.com. All Jigsaw records are updated in real time by Jigsaw's 800,000-member community and are complete with name, title, company, work email, business phone, and address.

"Our partnership with Jigsaw demonstrates Marketo's unwavering commitment to provide marketing and sales teams with value-added ways to generate high quality leads and facilitate meaningful conversations," said Phil Fernandez, Marketo's President and CEO. "Jigsaw is the leader in user-generated content for global businesses, and together, we look forward to helping Marketo customers streamline and optimize their sales prospecting and revenue-generating efforts."

"Jigsaw is excited to help Marketo's fast growing community of marketing and sales teams find the essential data they need to enrich their sales prospecting efforts," said Jigsaw CEO Jim Fowler. "As we worked with Marketo to integrate Jigsaw, we recognized how powerful it could be to our own marketing efforts, and began working on our own internal implementation."

[Marketo Sales Insight](#) helps the entire revenue team focus their sales efforts on the right people at the right time with the right response. Key capabilities include:

- **Best Bets and Watch List:** Identify the hottest leads and opportunities
- **Interesting Moments and Activity Tracking:** Understand the interests and activity of each account, opportunity and prospective buyer
- **Lead Feed and Instant Notifications:** Get updates from your leads contacts, anytime and any place
- **Insight to Action:** Interact using smart email and Marketo smart campaigns
- **Identify Anonymous Lead Traffic:** See which companies in your territory are visiting the website and get instant access to more information about contacts and companies from business networks like Jigsaw

One of the many ways Marketo Sales Insight boosts sales productivity is by inferring the company identity of an anonymous web visitor based on its IP address. With this integration, a Jigsaw link now appears beside anonymous lead information in the “Anonymous Web Activity” tab on the Marketo dashboard inside Salesforce.com. A sales representative can click on the Jigsaw icon to gain instant access to hard-to-find direct dial phone numbers, email addresses, and information about a company’s size, location and industry.

About Jigsaw

Jigsaw (www.jigsaw.com) is a leading provider of business information and data services that uniquely leverages user-generated content contributed by its global business-to-business community of 800,000 members. Jigsaw gives individuals and companies access to contact information for 12 million business people and profiles of 2 million companies. In addition to delivering low-cost and easy access to high-value business information for sales, marketing, recruiting and customer service, Jigsaw provides companies with cloud-based data acquisition and management services. Founded in 2004, Jigsaw is located in San Mateo, Calif. and funded by Austin Ventures, El Dorado Ventures, and Norwest Venture Partners.

About Marketo

Marketo is the fastest growing provider of marketing automation and revenue-building best practices. Marketo’s uncompromising on-demand solutions enable marketing and sales teams to collaborate throughout the revenue cycle, from the earliest stages of demand generation and [lead management](#) to the pursuit of revenue and customer loyalty.

Marketo Lead Management gives Marketers the power and flexibility to automate demand generation campaigns and deliver high quality sales leads with less effort, while Marketo Sales Insight helps Sales understand, prioritize and interact with the hottest leads and opportunities to close business faster. Known for providing the most innovative user experience and the fastest time to value, Marketo was voted ‘Best Marketing Automation Application’ by Salesforce customers on the Force.com AppExchange. As of June 2009, more than 200 mid-market and enterprise companies in nine countries have selected Marketo.

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