

RELEASE DATE: Tuesday, February 16, 2010



VisionEdge Marketing, Inc.
P.O. Box 342546
Austin, Texas 78734
Phone: 512-681-8800
Fax: 512-263-7268

CONTACT:

Thea Milan, Marketing 512-681-8800 ext. 13

VisionEdge Marketing in Conjunction with Marketo Launch
9th Annual Marketing Performance Measurement
Survey

*Survey Assesses How Companies Use Data, Analytics, and Metrics
to Measure and Improve Marketing Performance*

Austin, TX: February 16, 2010. VisionEdge Marketing, a leader in marketing performance management and measurement, announces the launch of its 9th Annual Marketing Performance Measurement (MPM) Survey. The survey will run from Tuesday, February 16 through Friday, March 5, 2010. The 2010 survey marks the 9th year VisionEdge Marketing has conducted the annual assessment on how companies are measuring Marketing's performance.

“Numerous studies over the last decade consistently reveal that marketing needs to address and embrace performance management and marketing measurement and make it a top priority” said Laura Patterson, CEO of VisionEdge Marketing, “and marketing professionals use the results of our survey to gain insight into best practices associated with measuring marketing performance and becoming a more accountable organization.”

MPM is a fundamental philosophy that all marketing initiatives, programs, objectives and goals are tied directly to an organization's business outcomes. Implementing MPM best practices ensures the marketing function remains accountable to measure its effectiveness, efficiency and return on investment (ROI), and – most importantly – that marketing can use this information to make more strategic decisions and better utilize limited resources.

Previous VisionEdge Marketing MPM Survey findings have provided key insights into how well companies are using metrics, data, analytics, systems, and processes to monitor, measure and improve marketing performance. The findings of the MPM Survey have helped many companies rethink and restructure how they view marketing and the critical

role it plays in increasing profits and revenue. Referring to last year's study, Patterson noted, "the study revealed a number of best practices being used by best-in-class marketers in the area of metrics, data management, analytical skills enhancement, systems and processes."

Yet Patterson also added that the previous studies revealed that marketing remains challenged with the basics of performance management and measurement and that many organizations are actually losing ground in their ability to represent marketing's value to the company.

Participants who complete the 2010 MPM Survey will receive a complimentary copy of the MPM Survey Executive Summary available in April/May 2010. The complete MPM Survey Findings Report will be available for purchase in VisionEdge Marketing's electronic store.

To participate in the 2010 VisionEdge Marketing MPM Annual Survey visit the VisionEdge Marketing website home page at www.visionedgemarketing.com, **beginning Tuesday, February 16** for a direct link to the survey.

About VisionEdge Marketing

www.visionedgemarketing.com

VisionEdge Marketing, Inc. is a data-driven strategic and product marketing firm specializing in enabling organizations to make fact-based decisions to improve marketing performance and create a competitive advantage to attract, secure and retain profitable customers.

From developing marketing metrics, dashboards and accountability processes, to segmentation, lead scoring, pipeline engineering and marketing and sales alignment; from customer and market research to professional development, our customers rely on our well-defined, repeatable, fact-based approach to accelerate growth, improve marketing performance and increase revenue.

About Marketo

www.marketo.com

Marketo is the revenue-focused marketing automation company, revolutionizing how marketing and sales teams of all sizes sell and succeed at every stage of the revenue cycle. Delivered in the Marketing Cloud, Marketo's powerful and easy solutions provide the fastest time to value and ignite explosive revenue growth from the earliest stages of demand generation and lead management to the pursuit of revenue and customer loyalty.

Marketo Lead Management helps Marketers acquire, nurture and qualify more 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 breakthrough innovation and the utmost in usability, Marketo was voted 'Best

Marketing Automation Application' and 'Best Mass Emails Solution' by Salesforce customers on the Force.com AppExchange. As of December 2009, more than 350 enterprise and mid-market clients in 14 countries have selected Marketo.

###