

# Account Based Intelligence Web Service, LeadGnome, Joins Marketo LaunchPoint™ Ecosystem

*LeadGnome, an innovative platform that mines emails for sales information, announced integration with Marketo and inclusion in Marketo's LaunchPoint™ Ecosystem.*

BOSTON, MA, USA, May 25, 2016 /EINPresswire.com/ -- [LeadGnome](#), Inc., an innovative web service allowing sales and marketing teams to automatically 'mine' campaign reply emails for valuable [Account Based Intelligence](#) (ABI), announced integration with Marketo's marketing platform as well as inclusion in [Marketo LaunchPoint](#),™ an online ecosystem of powerful marketing solutions.



Marketo LaunchPoint gives marketers access to services, applications and solutions that drive customer engagement and build revenue. LeadGnome's platform seamlessly integrates with Marketo to offer an Account Based Marketing (ABM) solution businesses can use to expand their databases and personalize their messaging.

LeadGnome is unique in its ability to mine the unstructured body of campaign reply emails. The platform uses powerful natural language processing and data mining techniques to identify and collect relevant information about target accounts (like new contacts, sales trigger events, new email addresses, and travel schedules). This Account Based Intelligence (ABI) enables sales and marketing teams to increase revenue, improve retention rates, and reverse customer database decay.

"We're thrilled to be the only Account Based Intelligence (ABI) solution partnered with LaunchPoint. Auto-reply emails contain vital pieces of information teams can leverage. Due to lack of resources, however, these emails often go unnoticed. In a B2B sales environment, it's not uncommon to engage as many as 17 people within one account before a purchase decision is made. Having a automated solution like LeadGnome digging through email replies and auto-populating your marketing automation system with fresh contact information is invaluable," said Matt Benati, CEO and Co-Founder of LeadGnome (<https://www.leadgnome.com/>).

Benati created LeadGnome out of necessity. What he discovered during his marketing career was that most sales and marketing teams were not in synch - the result of lead-based marketing strategies that were not aligned with the sales team's focus on accounts. LeadGnome's Account Based Intelligence (ABI) brings the two teams together, giving marketing the detailed information needed for

personalized messaging and sales the contact information needed to expand their reach within targeted accounts. With The Radicati Group estimating more than 128.8 billion B2B emails will be sent and received per day in 2019, LeadGnome's scalable automatic delivery of Account Based Intelligence (ABI) provides a solution to an email mining problem that is only getting larger.

"LeadGnome uses natural language processing and data mining techniques along with machine learning to provide those doing Account Based Marketing with a completely new way to get new customers faster, keep current customers longer and generate more revenue per customer," said Craig Elias, Founder of Shift Selling Inc. and creator of Trigger Event Selling.™

About LeadGnome: LeadGnome, the category-defining Account Based Intelligence web service company, mines emails to generate new contacts, enhance and maintain existing leads, and provide actionable intelligence that fuels sales acceleration. Named a Top Sales & Marketing Tool by Smart Selling Tools, LeadGnome provides an innovative, highly effective way for sales and marketing teams to increase connect rates, identify decision makers and influencers, and grow their pipeline. Learn more at [www.leadgnome.com](http://www.leadgnome.com).

About Marketo: Marketo (NASDAQ: MKTO) provides the leading engagement marketing software and solutions designed to help marketers develop long-term relationships with their customers - from acquisition to advocacy. Marketo is built for marketers, by marketers and is setting the innovation agenda for marketing technology. Marketo puts Marketing First. Headquartered in San Mateo, CA, with offices around the world, Marketo serves as a strategic partner to large enterprise and fast-growing small companies across a wide variety of industries. To learn more about Marketo's Engagement Marketing Platform, LaunchPoint® partner ecosystem, and the vast community that is the Marketo Marketing Nation®, visit [www.marketo.com](http://www.marketo.com).

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