



LeadGnome Partners With Digital Pi To Deliver Optimized Demand Generation Via Marketo Platform

Leading Account Based Intelligence company, LeadGnome, partners with Digital Pi to help Marketo customers expand their reach and drive revenue.

BOSTON, MA, USA, September 29, 2016 /EINPresswire.com/ -- LeadGnome, Inc., the [Account Based Intelligence](#) (ABI) web service that analyzes campaign reply emails to generate new contacts, append and cleanse existing leads, and deliver actionable sales intelligence to fuel revenue growth, recently partnered with Digital Pi, a leading marketing automation consultancy and Marketo Certified Partner that helps companies get the most from their digital marketing stack. The partnership with Digital Pi will help clients get rapid ROI from LeadGnome to generate new leads, gain business intelligence, and penetrate target accounts.

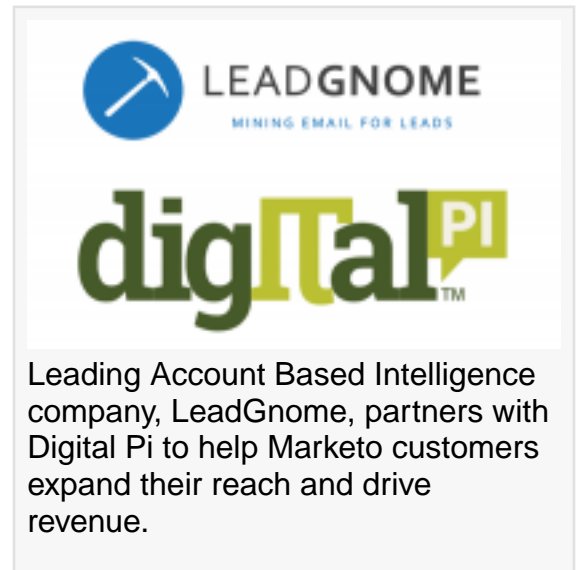
Digital Pi created the [Gold Standard](#), the scalable architecture for the Marketo platform that speeds time to value, accelerates learning, and scales to meet the demands of any size company. The partnership with LeadGnome delivers valuable Account Based Intelligence to Marketo customers, allowing them to capitalize on sales opportunities and drive more revenue.

Utilizing a simple forwarding rule, LeadGnome works in the background, automatically analyzing campaign reply emails. The web service identifies new contacts and information as well as changes within key accounts called [trigger events](#) -- like leads changing position, leaving the company or being out of the office. With Digital Pi's custom Marketo programs, these types of trigger events seamlessly integrate into workflows, providing sales and marketing teams with a competitive edge.

"LeadGnome gives our clients a unique and valuable way to take advantage of content returned in automatic email replies," said Jessica Kao, Marketo Champion, and Director of Client Services for Digital Pi. "With LeadGnome our clients can mine auto-replies to determine whether a person has left the company, triggering a notification from Marketo to sales giving them timely, actionable insight."

"Our strategic partnership combines Digital Pi's expertise with Marketo automation and the Account Based Intelligence LeadGnome delivers to provide significant revenue-driving value for our joint customers. I am truly excited about the powerful Marketo programs Digital Pi is already implementing for clients based on the data we discover," said Matt Benati, CEO and Co-Founder of LeadGnome (<http://www.leadgnome.com/>).

To learn more about the Account Based Intelligence LeadGnome uncovers and how to use it, download the FREE QuickStart Guide: Turn Reply Emails Into Revenue.



About LeadGnome, Inc.

LeadGnome, the category-defining Account Based Intelligence web service company, mines emails to generate new contacts, append and cleanse existing leads, and provide actionable intelligence that fuels sales acceleration. Named an Essential Data Intelligence Marketing Tool by Integrate and Heinz Marketing, and a Top Sales and a Top Marketing Tool by Smart Selling Tools, LeadGnome empowers sales and marketing teams to uncover trigger events, increase connect rates, identify decision makers and influencers, and expand pipeline within new and existing accounts. Learn more at www.leadgnome.com.

About Digital Pi

Digital Pi has established and defined the industry Gold Standard, creating a framework to leverage the native capabilities of the Marketo platform, enabling a predictable approach to process, design and optimization of marketing automation. Because the Gold Standard is designed for maximum flexibility and comprehensive tracking of marketing operations data, it provides a rich set of metrics that helps marketers know which marketing tactics are working and which ones are not, while helping company executives validate strategic initiatives with trusted marketing data.

Matt Benati
LeadGnome
978-758-9433
email us here

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2018 IPD Group, Inc. All Right Reserved.