



Reply Email Mining Service, LeadGnome, Joins 2018 Marketo LaunchPoint Innovate Partner Program

LeadGnome delivers powerful automated email response management that enriches leads, adds new contacts, and discovers new sales opportunities for Marketo users.

BOSTON, MA, UNITED STATES, February 8, 2018 /EINPresswire.com/ -- Reply email mining service, [LeadGnome](#), announces its inclusion in the 2018 Marketo LaunchPoint Innovate Partner Program. The [LaunchPoint Technology Partner](#) Program provides partners, like LeadGnome, with proven marketing and sales enablement programs to effectively grow their customer base.

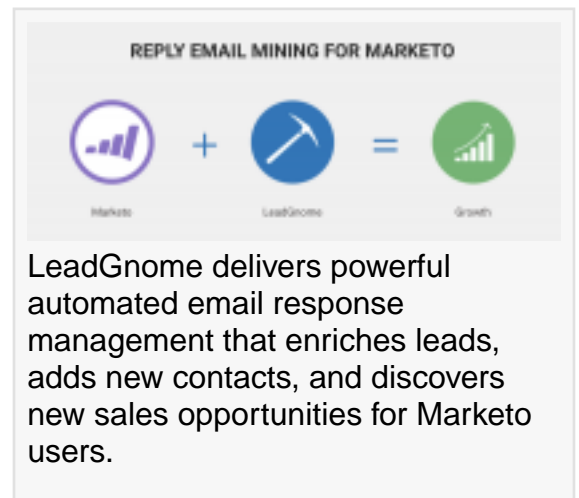
The LaunchPoint Technology Partner Program is the industry's first marketing technology accelerator. Part of the company's successful LaunchPoint partner ecosystem, the program brings together innovative applications that, when combined with the robust Marketo Engagement Platform, enables enterprises to listen, learn, and engage with their buyers in unprecedented, personalized and authentic ways at scale.

"LeadGnome's inclusion in the Marketo LaunchPoint Technology Partner Program provides a benefit to Marketo users by delivering account and contact intelligence from typically wasted campaign reply emails. LeadGnome smartly writes its results to custom fields, giving customers complete control over the data," said Shai Alfandary, Global VP of Business Development, at Marketo (<http://www.marketo.com/>).

LeadGnome is a reply email mining service that identifies Account Based Intelligence from human replies and from auto-responses to email marketing campaigns, such as Out-Of-Office and Left-The-Company. This data can be used to:

- Add 20% more leads from replacement and alternate contacts in reply emails
- Capture phone numbers and other hard to find contact information (e.g. title changes)
- Eliminate Data Entry - update Marketo automatically
- Expand within target accounts - map influencers and decision makers
- Identify [sales trigger events](#) - beat the competition to opportunities and increase close rate to 74%

"We are excited to continue our partnership with Marketo as part of the new LaunchPoint Innovate Partner Program because Marketo customers are savvy, forward-thinking, and committed to helping their companies drive more revenue. Our Marketo customers enrich existing leads, add new account-specific contacts, and discover sales opportunities every time they send an email campaign," said Matt Benati, CEO and Co-Founder of LeadGnome (<http://www.leadgnome.com/>).



About LeadGnome: LeadGnome, the category-defining Reply Email Mining web service company, generates new contacts, appends and cleanses existing leads, and provides 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 and individuals to grow pipeline within new and existing accounts by uncovering trigger events, increasing connect rates, and identifying decision makers and influencers. LeadGnome is Privacy Shield certified by the U.S. Department of Commerce and the Better Business Bureau. Learn more at www.leadgnome.com.

Matt Benati
LeadGnome
978-393-1025
[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.