



# LeadGnome Earns Marketo Certified Integration For B2B Reply Email Mining

*The LeadGnome Marketo integration allows customers to mine email replies using an app that has been reviewed, approved and certified by Marketo.*

BOSTON, MA, USA, June 25, 2018 /EINPresswire.com/ -- Reply email mining service, [LeadGnome](#), announces its achievement of Marketo Certified Integration for Business-to-Business (B2B) reply email mining. After joining the [LaunchPoint Technology Partner](#) Program earlier this year, LeadGnome leveraged the many benefits of the program and the Marketo Engagement Platform™ to achieve the certified app designation.



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*LeadGnome*

“The LeadGnome plug-in for Marketo enables our customers to enrich and maintain their customer databases by leveraging the replies generated from every email campaign. As a Marketo Certified Integration partner our customers can be confident that the LeadGnome application meets our

standards, including, among other items, coding, error handling and security guidelines,” Shai Alfandary, Global VP of Business Development, at Marketo (<http://marketo.com/>).

LeadGnome allows Marketo customers to mine email replies for Account Based Intelligence from auto-responses, such as Out-Of-Office and Left-The-Company, as well as from manual human replies. This data can be used to:

- Eliminate the need to manually review reply emails, thus saving hours of tedious work each week
- Add 20%+ net new contacts annually from alternate and replacement contacts
- Identify additional contact information, such as phone numbers, addresses, and titles that can be used to segment leads and personalize content
- Automate the synchronization of results with Marketo and trigger native Marketo Programs and Interesting Moments
- Penetrate target accounts by identifying influencers and decision makers
- Discover and leverage sales trigger events to beat the competition and win the deal [five times more often](#)

“We are very excited that LeadGnome achieved Marketo Certified Integration for B2B reply email mining because it gives Marketo customers confidence in our solution. LeadGnome helps marketing and sales operations professionals enrich and maintain their customer databases. In addition, our service delivers revenue-driving sales intelligence to demand generation teams,” said Matt Benati, CEO and Co-founder of LeadGnome (<http://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](http://www.leadgnome.com).

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