



## RightWave, Inc., granted Marketo and Adobe Silver Partnerships

*Leading marketing automation provider and its parent company recognize RightWave's Marketing-Automation-as-a-Service as extremely valuable to companies using Marketo's products*

**SAN JOSE, Calif. - Oct. 9, 2020** - [PRLog](#) -- Marketo, the award-winning marketing automation that is a subsidiary of Adobe Inc., has granted RightWave, Inc. a Silver Partnership. Adobe has also awarded RightWave Silver status. RightWave is pleased to recommend the Marketo system to customers and prospects for which it is well-suited. RightWave has in-depth expertise on Marketo including all features and connections to other products in use in B2B marketing companies. A number of RightWave employees have earned the prestigious Marketo Expert Certification (MCE).

In Adobe's words, the Marketo partnership "includes expert training, joint collateral, co-marketing, and co-selling, as well as access to development instances, product roadmaps, and support."

Marketo reigns as a premier full-featured marketing automation system fully capable of serving small, medium, and large enterprises. Infoclutch estimates Marketo's market share as 21%, the highest of any system on the market. RightWave is justly proud to partner with this well-established vendor. Several of RightWave's customers use Marketo to full advantage as a database, campaign execution, and analytics tool. RightWave complements Marketo's capabilities with four layers of services: best practices and methodologies; data management services reporting and analytics; campaign execution and lead/opportunity management; and sales and marketing operations and service operations.

In 2018 Marketo joined the Adobe family. A stalwart Silicon Valley technology giant, Adobe has a 37-year history of innovation and excellence. It is one of the most-admired companies in the world and also known as an outstanding employer. A leader in moving to managed services, Adobe is incorporating Marketo into its Adobe Cloud. Rightwave is honored to be named Adobe and Marketo Silver partners.

### About RightWave, Inc.

RightWave's innovative approach to marketing automation - Marketing Automation as a Service™ (MaaS) - provides B2B companies the ability to have quick and successful adoption of marketing automation without lengthy and complex implementations. It allows marketers to do sophisticated campaigns while RightWave manages all data, quality, and technology aspects. Customers get the most out of marketing and CRM applications, build deeper intelligence about their prospects, and deliver high-impact marketing without an army of technical experts. See <https://www.rightwave.com/>

### About Adobe Marketo

Adobe is changing the world through digital experiences. Marketo is an important component of the Adobe Experience Cloud. Marketo is one of the leading marketing automation companies and has become the de facto lead engagement platform. The combination of Adobe and Marketo brings together Adobe Experience Cloud's content personalization capabilities with Marketo's lead engagement and account-based marketing. See <https://www.marketo.com/>

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