



**PRESS RELEASE**  
We have partnered with Marketo,  
the leading marketing automation platform



March 1, 2014

**QuScient Technologies announces partnership with Marketo for ProRetention Engagement Automation Suite**

*Partnership brings powerful marketing automation capabilities to higher education enrollment, student services, and advancement departments.*

SCOTTSDALE, AZ. March 1, 2014 /PRNewswire/ -- [QuScient Technologies](#), provider of [ProRetention](#), the **leading Campus Engagement Automation platform** for higher education markets, today announced an OEM partnership with Marketo (NASDAQ: [MKTO](#)), provider of the [leading cloud-based marketing software platform](#) for building and sustaining engaging customer relationships. Under the agreement, QuScient Technologies will integrate ProRetention Enrollment CRM, Student Success CRM, and Advancement CRM with the advanced capabilities of Marketo.

The integration between the ProRetention and Marketo platforms enables higher education institutions to fulfill their vision for online and campus-based programs by speeding the transition to high-impact digital technologies such as marketing automation, social media, student lifecycle CRM, and the mobile campus community.

QuScient Technologies is now a strategic partner within Marketo's LaunchPoint ecosystem that provides complementary marketing solutions. As part of the partnership, QuScient Technologies will bring to the higher education markets an Engagement Automation solution that fully leverages the Marketo marketing automation platform delivering greater value to the institution and the campus community.

"Our partnership and integration with Marketo enables institutions to leverage the tremendous impact that marketing automation brings to higher education," said Brian Allan, Senior Vice President at QuScient Technologies. "A truly engaged campus community and personalized 1-to-1 service comes to life through our integrated platforms, institutions of any size now have a lifecycle platform designed to attract, engage, retain, and delight the campus community they serve".

"Engagement is at the heart of the mission in higher education. Our partnership with QuScient elevates marketing automation's enormous untapped benefits for higher education institutions with the right tools," said Robin Bordoli, Vice President of Partner Ecosystems for Marketo.

"We're pleased to have QuScient as a strategic partner in the higher education markets and look forward to a successful collaboration".

### **About QuScient Technologies**

[QuScient Technologies](#) helps colleges and universities fulfill their vision for online and campus-based programs by speeding the transition to high-impact digital technologies such as marketing automation, social media, student lifecycle CRM, and the mobile campus community. We utilize best-practice commercial technologies and approaches and localize them to the unique processes and mission of higher education. Our higher education focused Engagement Automation platform [ProRetention](#) provides solutions for enrollment, student and faculty support and success, retention, advancement and community engagement. Leveraging digital technologies magnifies our customer's core strengths and brand creating quality academic experiences that are financially self-sustaining ensuring the success of students, programs, and the institution. QuScient Technologies is headquartered in Scottsdale, AZ.

### **About Marketo: Marketing Software. Easy, Powerful, Complete.**

Marketo (NASDAQ: MKTO) provides the leading cloud-based marketing software platform for companies of all sizes to build and sustain engaging customer relationships. Spanning today's digital, social, mobile and offline channels, the Marketo® solution includes a complete suite of applications that help organizations acquire new customers more efficiently, maximize customer loyalty and lifetime value, improve sales effectiveness, and provide analytical insight into marketing's contribution to revenue growth. Marketo's applications are known for their breakthrough ease-of-use, and are complemented by the Marketing Nation™, a thriving network of more than 200 LaunchPoint™ ecosystem partners and over 40,000 marketers who share and learn from each other to grow their collective marketing expertise. The result for modern marketers is unprecedented agility and superior results.

Headquartered in San Mateo, CA with offices in Europe and Australia, Marketo serves as a strategic marketing partner to more than 3,000 large enterprises and fast-growing small companies across a wide variety of industries. For more information, visit [www.marketo.com](http://www.marketo.com).

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SOURCE: QuScient Technologies

QuScient Contact:  
Brian Allan  
Senior Vice President Sales  
[brian.allan@quscient.com](mailto:brian.allan@quscient.com)  
612-570-0612  
[www.quscient.com](http://www.quscient.com)  
[www.proretention.com](http://www.proretention.com)