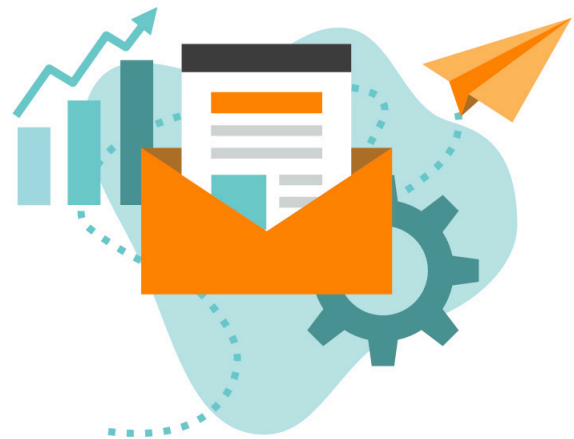


# Marketing Automation as a Service (MAaaS)

**NEXT LEVEL MARKETING AUTOMATION, POWERED BY MARKETO.**

Leadous has partnered with Adobe to bring best in class automation into the hands of those that are evaluating marketing automation platforms through the introduction of MAaaS, giving everyone the opportunity to leverage Marketo Engage and experience the value.

Marketing automation has never been more important as technology has become the driving force behind marketing engagement. MAaaS program will help you drive business results and increase customer engagement, while being supported by certified automation experts who leverage best practices to drive results.



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## Do you ask yourself these questions?

- Is it the best time for me to fully commit to a marketing automation platform?
- Have I outgrown the platform that I have been using?
- Do I have the expertise on my team to run my automation initiative?
- What business case can I build to move to a more powerful platform?
- What marketing automation features do I need?

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This model works best for companies that see a vision for marketing automation and want to take a step by step approach to ensuring they have all of the components in place to fully leverage the breadth of features and capabilities of Marketo Engage. MAaaS gives organizations the ability to fill all the gaps, test, refine and plan for an expanded use of Marketo Engage. Its powerful features drive digital demand generation all while proving ROI and building the business case for Marketo Engage.

MAaaS has three tiers based on organization complexity and database size. Tiers are priced to provide the resources, time and investment necessary to drive results and prove ROI.

	LEVEL I	LEVEL II	LEVEL III
Client Company Size	Small/Med	Med/Large	Enterprise
Contacts Database Size	<5,000	5,000-10,000	
Content Portfolio Count	12	18	
RES2L	Included	Included	Included
Content Plan	Included	Included	Included
Campaign(s)	1	2	4
Campaign Plan(s)	Included	Included	Included
Emails Per Month	4	8	16
Reports	2	2	4
Alert(s)	1	2	4
Leadous Modular Template	Included	Included	Included
Weekly Meeting/Metrics	Included	Included	Included
Standard Technical Set-Up	Included	Included	Included
Lead Scoring	x	Included	Included
Lead Lifecycle	x	x	Included
MAaaS VISION PLAN	Included	Included	Included
Total 3-Month Investment	\$15,000	\$56,000	\$99,000
Commitment Expiration	12 Months	9 Months	6 Months

Includes Marketo workspace license fee. Additional items may be added to any of the above packages and will affect the monthly fee. At expiration, clients roll over workspaces to a stand alone Marketo Engage instance. You won't lose any of the investment you've made, or your data!

## ABOUT LEADOUS INC.

We believe that marketing is a human experience.

Behind every email, logo and computer screen are people waiting to engage with the world around them. We connect people to your brand by enhancing your marketing strategy with purposeful automation that drives mindful digital experiences. Building a sound foundation for your team to deliver business results and create happy clients.

HAPPY CLIENTS are how we measure our success.

## CONTACT US

EMAIL | [info@leadous.com](mailto:info@leadous.com)

CALL | 844-LEADOUS

TEXT | (215) 431-9462

Let us lead you | [www.leadous.com](http://www.leadous.com)