



THE  
MARKIES

Honoring Excellence in Marketing

MARKETING CENTER OF EXCELLENCE

*"I am extremely proud of this achievement because my marketing team moved to Eloqua from YesMail at the same time we transitioned web platforms (from DNN to Drupal) and integrated Sales Force. We were also down one FTE and workloads had grown by over 30%. We were sending over 10M emails per month and this award was earned less than nine months after the implementation of Eloqua."*

*- Dina Baird*

### 2010 Finalist and Winners

Best Customer Lifecycle Program: McAfee, National Instruments (Winner), Zoom Info  
Best Lead Nurturing Program: D&B (Winner), Taleo, Vocalocity  
Best Lead Soring Program: Astute Solutions (Winner), Fluke Networks, NetApp  
Clean House: Forester Research, Nestle Purina, Standard & Poor's Rating Services (Winner)  
Downloads to Dollars: Brightcove, SolarWinds (Winner) Tableau Software  
Event Nirvana: ArcSight (Winner), Sybase, Thomson Reuters  
Extraordinary Email: Baluff, Equifax (Winner), FrontPoint Security  
Getting to Know You: Adobe, D&B, Tripwire (Winner)  
Integration Innovation: ADP, The Savings Bank Life Insurance Company, Vovici (Winner)  
Marketing & Sales BFF: Bazarvoice, Polycom (Winner), Rosetta Stone  
**Marketing Center of Excellence: NetApp, Penton Media (Winner), VMware**  
Marketing Visionary: D. Greenberg, TriaPay; K. Kelly, NIIT (USA) A. Varshnaya, Hexware (Winner)  
Most Creative Marketing Campaign: Golden State Warriors, GSMA Limited, Taleo (Winner)  
One View of the Truth: Endeca, Platts (Winner), Siemens PLM  
Revenue Growth: ESI International, Metagenics (Winner), National Instruments (Italy)  
Rookie of the Year: Datacap, Dinovite (Winner), Intermecc Technologies Corporation  
Sales Impact: Cornerstone OnDemand, Fifth Third Bank, NIIT (USA) (Winner)  
Search to Sales: Eloqua, Siemens PLM (Winner), The Savings Bank Life Insurance Company  
Social Media Innovation: Cross Telecom, Golden State Warriors (Winner), Isilon Systems  
Social Media Revenue: Center for American Progress (Winner), Profiles International, TriaPay

AWARD WINNING MARKETER