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## Rocky Brands Joins the Marketo Marketing Nation to Drive Customer Engagement

SAN MATEO, Calif., Nov. 18, 2014 /PRNewswire/ -- Marketo Inc. (NASDAQ: MKTO), the leading provider of engagement marketing software and solutions, today announced that Rocky Brands® (NASDAQ: RCKY) has selected Marketo's [engagement marketing platform](#) to engage in continuous conversations with its consumers.



Rocky Brands needed a powerful solution to more effectively listen to its customers' behaviors and then respond with timely, relevant content. The company is also focused on streamlining and integrating its marketing processes in order to offer an improved customer experience.

"We aspire to do more than just buy and sell footwear. We want to build a community around our brand and build true relationships with our customers," said Josh Carrico, director of e-Commerce at Rocky Brands. "Marketo gives us the platform and tools to have a meaningful, ongoing dialogue with our customers on a truly personal level and at scale."

### **About Rocky Brands, Inc.**

Rocky Brands, Inc. is a leading designer, manufacturer and marketer of premium quality footwear and apparel marketed under a portfolio of well recognized brand names including Rocky®, Georgia Boot®, Durango®, Lehigh®, Creative Recreation® and the licensed brand Michelin®. Rocky Brands is proud to supply footwear to the United States military. For more information, visit [www.RockyBrands.com](http://www.RockyBrands.com).

### **About Marketo**

Marketo (NASDAQ: MKTO) provides the leading marketing software and solutions designed to help marketers master the art and science of digital marketing. Through a unique combination of innovation and expertise, Marketo is focused solely on helping marketers keep pace in an ever-changing digital world. Spanning today's digital, social, mobile and offline channels, Marketo's Engagement Marketing Platform powers a set of breakthrough applications to help marketers tackle all aspects of digital marketing from the planning and orchestration of marketing activities to the delivery of personalized interactions that can be optimized in real-time. Marketo's applications are known for their ease-of-use, and are complemented by the Marketing Nation®, a thriving network of 400 third-party solutions through our LaunchPoint® ecosystem and over 50,000 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, Australia and Japan, Marketo serves as a strategic marketing partner to more than 3,400 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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