

= Salesforce Marketing Cloud =

Salesforce Marketing Cloud ( formerly known as ExactTarget ) is a provider of digital marketing automation and analytics software and services . It was founded in 2000 under the name ExactTarget . The company filed for an IPO in 2007 , but then withdrew its filing two years later and raised \$ 145 million in funding . It acquired CoTweet , Pardot , iGoDigital and Keymail Marketing . In 2012 , it raised \$ 161 @. @ 5 million in an initial public offering , before being acquired by Salesforce for \$ 2 @. @ 5 billion in 2013 . ExactTarget was renamed to Salesforce Marketing Cloud in 2014 after the acquisition by Salesforce .

= = Corporate history = =

Salesforce Marketing Cloud was founded under the name ExactTarget in late 2000 by Scott Dorsey , Chris Baggott , and Peter McCormick with \$ 200 @, @ 000 in financing. Joanna Milliken , joined ExactTarget as the first employee in 2001 . It raised \$ 10 @. @ 5 million in funding from Insight Venture Partners in 2004 . The firm grew from \$ 11 @. @ 5 million in its second year of operations to \$ 41 @. @ 1 million in 2006 , which was its first profitable year . In December 2007 , ExactTarget filed an intent for an initial public offering with the Securities Exchange Commission , but withdrew its filing in May 2009 . Instead , it announced \$ 70 million in venture funding had been raised for international expansion , which was followed by another \$ 75 million round later that year . An office was established in London with the acquisition of a UK @- @ based ExactTarget reseller , Keymail Marketing , in September 2009 . The company also hired 200 additional employees . In 2010 , ExactTarget acquired CoTweet , a company founded in 2008 that develops and markets software for managing multiple Twitter accounts .

ExactTarget went public in March 2012 and raised \$ 161 @. @ 5 million in funding on the New York Stock Exchange . In late 2012 , it acquired a marketing automation vendor , Pardot , for \$ 96 million , and the developers of a product recommendation engine , iGoDigital , for \$ 21 million . In 2012 , its revenues grew 40 percent over the preceding year . The following June , ExactTarget was acquired by salesforce.com for \$ 2 @. @ 5 billion . A few months later , salesforce.com said it was laying off 200 staff due to overlaps after the ExactTarget acquisition . That September at the ExactTarget Connections conference , salesforce.com said it was integrating ExactTarget into a new division called Salesforce ExactTarget Marketing Cloud .

In May 2014 , Scott Dorsey stepped down as CEO of ExactTarget and was replaced by Scott McCorkle . The company was renamed in October 2014 to " Salesforce Marketing Cloud " , removing " ExactTarget " from its name , as part of its integration with Salesforce .

= = Software and services = =

Salesforce Marketing Cloud develops marketing automation and analytics software for email , mobile , social and online marketing . It also offers consulting and implementation services . The software is sold primarily on a multi @- @ year subscription basis . The price of the subscription is based on what features are enabled , number of users and level of customer service .

The software 's Interactive Marketing Hub was released in 2010 , when the software 's user interface was re @- @ done . It serves as the software 's primary user interface for managing communications and content through different mediums . The Salesforce Marketing Cloud software is offered in a hosted , online subscription model . The company owns the CoTweet , Pardot , and iGoDigital tools . Its mobile features , as well as many of its workflow and collaboration tools , were released in July 2013 .

Salesforce Marketing Cloud was originally founded as an email marketing vendor . Its email management software maintains mailing lists and schedules and modifies email messages based on what recipients read , click @- @ on or forward .

In September 2014 the company introduced the Journey Builder for Apps , which is intended to create customer lifecycle maps of mobile app users . That month , at the September 2014

ExactTarget Connections conference , they announced numerous updates to their software . This included integration with software products owned by Salesforce.com , such as Buddy Media and Social Studio , as well as improvements to workflow and content management tools .

In November 2014 the company released a new version of Social Studio . This release expanded Social Studio beyond Salesforce 's Marketing Cloud , where it started , integrating it with the Service Cloud and the Sales Cloud . This enabled sending leads over to the Sales Cloud ? the salesperson can see the full context of the company 's social media interactions with the lead .

= = Operations = =

As of December 2012 , about two thirds of ExactTarget 's 1 @, @ 500 employees were located in Indianapolis . The company hosts an annual user conference called the ExactTarget Connections Event ; the first Connections event in 2007 attracted 500 attendees , and it has since grown into one of the largest conferences on digital marketing . The event was located in Indianapolis from 2007 until 2014 , New York City in 2015 , Atlanta in 2016 and is planned for Chicago in 2017 .