

the **Availability Digest**

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Marketo Goes Down, Revived by Customer

August 2017

Marketo Inc. makes marketing automation software for companies. Marketing automation refers to software platforms and technologies designed for marketing departments and organizations to more effectively market on multiple channels online (such as email, social media, websites, etc.) and to automate repetitive tasks.



On July 25, 2017, Marketo suddenly went down. It had forgotten to renew its domain name, which had just expired.

Marketo

Marketo's Engagement Applications provide the ability to create, manage, and execute personalized customer engagement at scale across every touchpoint: email, web, mobile, and more. With applications from Marketo, its customers can create authentic experiences for everyone, everywhere, every time.

Marketo's applications include:

- Marketing Automation – Create, automate, and measure campaigns across channels.
- Account-Based Marketing – Focus marketing on specific accounts.
- Email – Engage customers with relevant conversations in minutes.
- Mobile – Communicate with customers wherever they are.
- Social – Integrate social media to find customers and make them advocates.
- Digital Ads – Target the right customers with personalized display ads.
- Web – Interact dynamically with your customers on the website.
- Marketing Analytics – Improve your impact on the business.
- Predictive Content – Automatically give your customers the content they want.

On the morning of July 25, 2017, Marketo suddenly went dark. The links in email campaigns that were currently underway became broken. Marketo's other services were unavailable to its customers. It turned out that the domain registration had expired and marketo.com no longer existed.

The domain had been set up for automatic renewal, but the process somehow failed. During the company's initial post mortem, CEO Steve Lucas said the company had so far "identified process errors with auto renewals as well as human errors." He apologized to his customers for the outage.

As it turned out, a Marketo customer, Travis Prebble, saw the issue and decided to step in and take action. Though he could have snagged the domain for himself, he simply paid the renewal fee of \$73.98 for Marketo, and Marketo was back online by noontime. Marketo's domain is now renewed until 2021.



Travis Prebble

@TravisPrebble

Thank You!
Your order is complete.

You will receive a confirmation email shortly. Please add support@networksolutions.com to your address book to ensure you receive the confirmation email.

Order Number: 789586509 Order Date: 07/25/2017

Order Information

Items	Term	Price
Domain Name Renewal: marketo.com	1y	\$37.99
Reinstatement Fee	One Time Fee	\$35.99

Today's Total: **\$73.98**

Need Help? Call customer service 24 hours a day/7 days a week at 1-800-333-7680

Account
Account Number:
Billing & Payment
Travis Prebble
Credit Card: xxxxxxxxxxxx

However, global DNS propagation of the changes were still causing some serious issues. It was a waiting game for many customers to regain full access to Marketo's services as it took up to two days for the changes to propagate around the world. Customers could not stop broken email campaigns.

Marketo pointed no fingers. They assumed responsibility and took control of the situation. They kept the world up to date on their progress, and responded well to critics. In response to one critical tweet, they tweeted back:

"A wise man once said, 'All men make mistakes, but only wise men learn from their mistakes.' We're learning."

Summary

It wasn't just a bad day for Marketo. It was a bad day for the users of their platform. Marketo's users had no access to their content, their scheduled emails were being sent with broken links, and they had no way to stop their faulty email campaigns.

But Marketo took full responsibility, and with the great help of Travis Prebble was able to assume immediate control of the situation.

Acknowledgements

Information for this article was taken from the following sources:

Marketo Didn't Renew Their Domain, *Jason Marlowe blog*; July 25, 2017.

Marketo suffers major outage after domain renewal fail, *IT News*; July 27, 2017.