

# 10 key milestones in demand gen history

2003

Mark Organ, Steven Woods and Abe Wagner launch Eloqua and market it as a demand generation software and service company.

1999

Reid Hoffman launches the business social network, LinkedIn, starting with just 10 members. By August 2004 it has reached 1 million users.

2010

Salesforce acquires Jigsaw, a provider of crowd-sourced business contact data, for \$142 million. It is rebranded as Salesforce Data.com a year later.

2012

ExactTarget spends almost \$100 million on MA provider, Pardot, in addition to \$21 million on the predictive analytics provider, iGoDigital. A year later Salesforce swoops for ExactTarget for \$2.5 billion.

2012

Oracle acquires Eloqua for \$871 million. It had previously snapped up another of the early marketing automation vendors, Market2Lead in 2010.

2015

LinkedIn acquires the predictive marketing software business Fliptop to improve targeting within its B2B Sales Solutions product.

2016

Microsoft spends £26.2 billion on LinkedIn, beating competition from Salesforce.

2016

The General Data Protection Regulation (GDPR) is approved by the European Union. The legislation, which radically changes the way companies handle and process data, comes into force in 2018.

2018

Marketo acquires the attribution tech firm, Bizible, to improve visibility into its touchpoints.

2018

Adobe acquires Marketo for \$4.5 billion to boost its presence in B2B.