



MARKETING OPERATIONS RESOURCE

The hidden cost of your **MAP**

What legacy marketing automation is actually costing you—
beyond the license fee

*Paminga – The MAP for MOps
Finally a platform that loves the operator back*



YOUR CONTRACT IS THE SMALLEST PART OF WHAT YOU'RE PAYING

6%+

Minimum annual
renewal increase

100%

Of contacts billed, not
just marketable ones

3-4

Teams pulled into a
typical renewal project

01 — THE RENEWAL TAX

You're paying more every year, automatically

Marketo's standard contract includes an automatic annual price increase — typically a minimum of 6% year over year. Vendors will tell you it's negotiable. In practice, getting it below 4% is a win. Most teams just absorb it and move on.

02 — THE DATABASE TRAP

You're billed for contacts you can't market to

Marketo charges based on your total contact database — not your marketable contacts. Every unsubscribed record, every bounced address, every suppressed contact you're legally required to keep still counts toward your tier.

03 — THE BLACK BOX CONTRACT

You're negotiating blind

Getting an itemized contract from Adobe — with actual line-item pricing — is surprisingly difficult. You'll get a list of what you're paying for. You won't easily get what you're paying per item. That makes it nearly impossible to audit your spend or negotiate intelligently.



04 — THE PRICING MODEL SWITCHEROO

Right-sizing your contract can cost you more

If you want to make changes at renewal — dropping features you don't use, removing a sandbox you never touch — you may be subject to Marketo's current pricing model rather than the one your original contract was based on. Marketo's pricing model changes. Regularly.

REAL EXAMPLE

A MOps team at a global software company tried to drop a sandbox at renewal — one that couldn't push to production and hadn't been used in over a year. Their contract price went up. They ended up flat-renewing, paying for something they didn't use, because that was still the cheaper option.

05 — THE MULTI-CONTRACT TRAP

Multiple Adobe contracts are nearly impossible to consolidate

If your organization has multiple Adobe products under separate contracts, consolidating them is a significant undertaking — and one Adobe has little incentive to make easy. Teams that have tried report months of back-and-forth and, in many cases, an inability to consolidate at all.



06 — THE RENEWAL PROJECT NOBODY BUDGETS FOR

A Marketo renewal is a cross-functional project

At a mid-size or enterprise company, renewal isn't a 30-minute procurement call. IT needs to be involved. Business systems needs a seat at the table. MOPs has to have every number ready before the first conversation — because once you're in the negotiation, changing your ask resets the clock. This is time your team isn't spending on pipeline.

What it actually adds up to

The license fee is visible. Everything else hides in your team's calendar, your headcount, your workaround documentation, and your renewal anxiety. Most teams are paying significantly more than the number on the invoice suggests.

There's a better way to run marketing automation

See what Paminga costs — and what it doesn't.

[Book a demo](#)

