Adobe Marketo Engage
January 2022 Release

January 2022 Release Highlights

ADOBE MARKETO ENGAGE

Better Together with Adobe

- Marketo Engage + AEP Connector: Create Net-New Leads

Innovation For Experience

- Sales Insight Best Bet Enhancements
- Sales Insight Adobe Branding
- Sales Connect Call Outcomes and Call Reasons
- Sales Connect Salesforce Activity Detail Customization

Future-proof Investments

- Microsoft Dynamics Integration Updates
- Next-Generation Experience Updated
- Updates to Landing Pages and Forms
- User Management Updates

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Meet the Team

Ambika Shetty
Product Manager

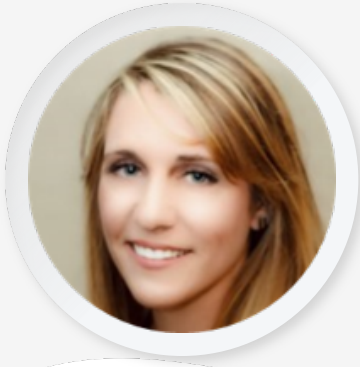
Andy Paul
Product Manager

Prasanna Belkale
Product Manager

Nilesh Dalvi
Product Manager

Liana Vagharshakian
Product Manager

Steven Vanderberg
Product Manager



Stephanie Long
Product Manager

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Sales Insight - Salesforce

Ambika Shetty
Product Manager

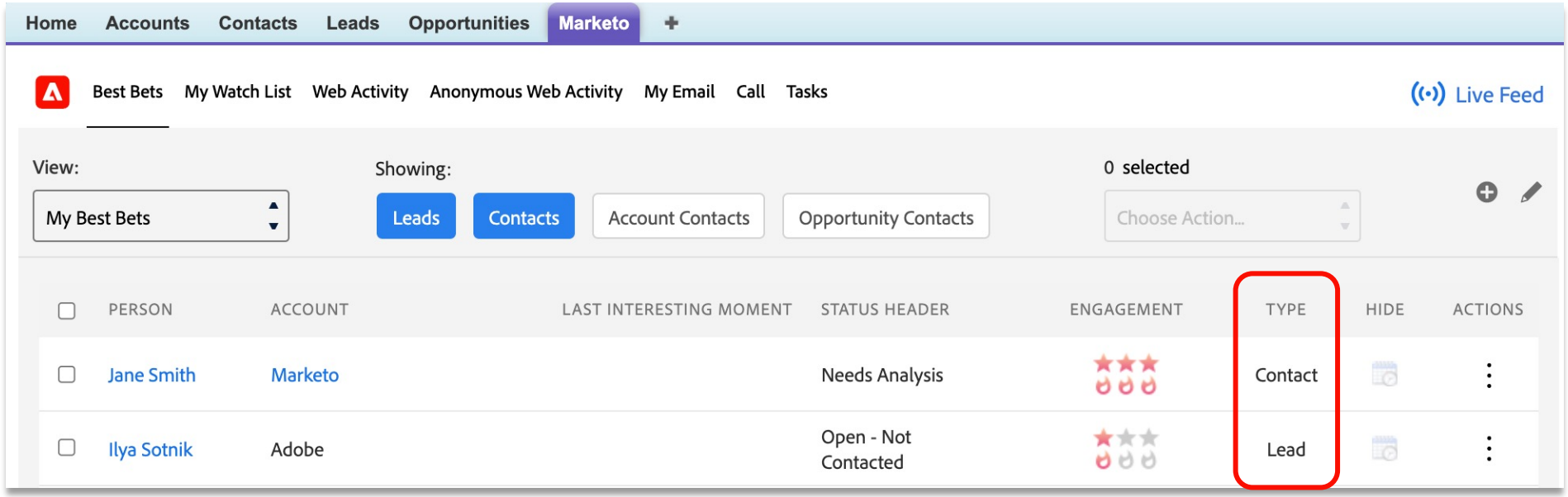
Best Bets Enhancement (Sales Insight – Salesforce CRM)

Type column on Best Bets Page

Sales Insight - Salesforce

The Best Bets page has a new column called "Type" to indicate if a prospect is a lead or contact

- Seller will now be able to differentiate between leads & contacts in the best bets page with the help of this column



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Adobe Branding & API Update

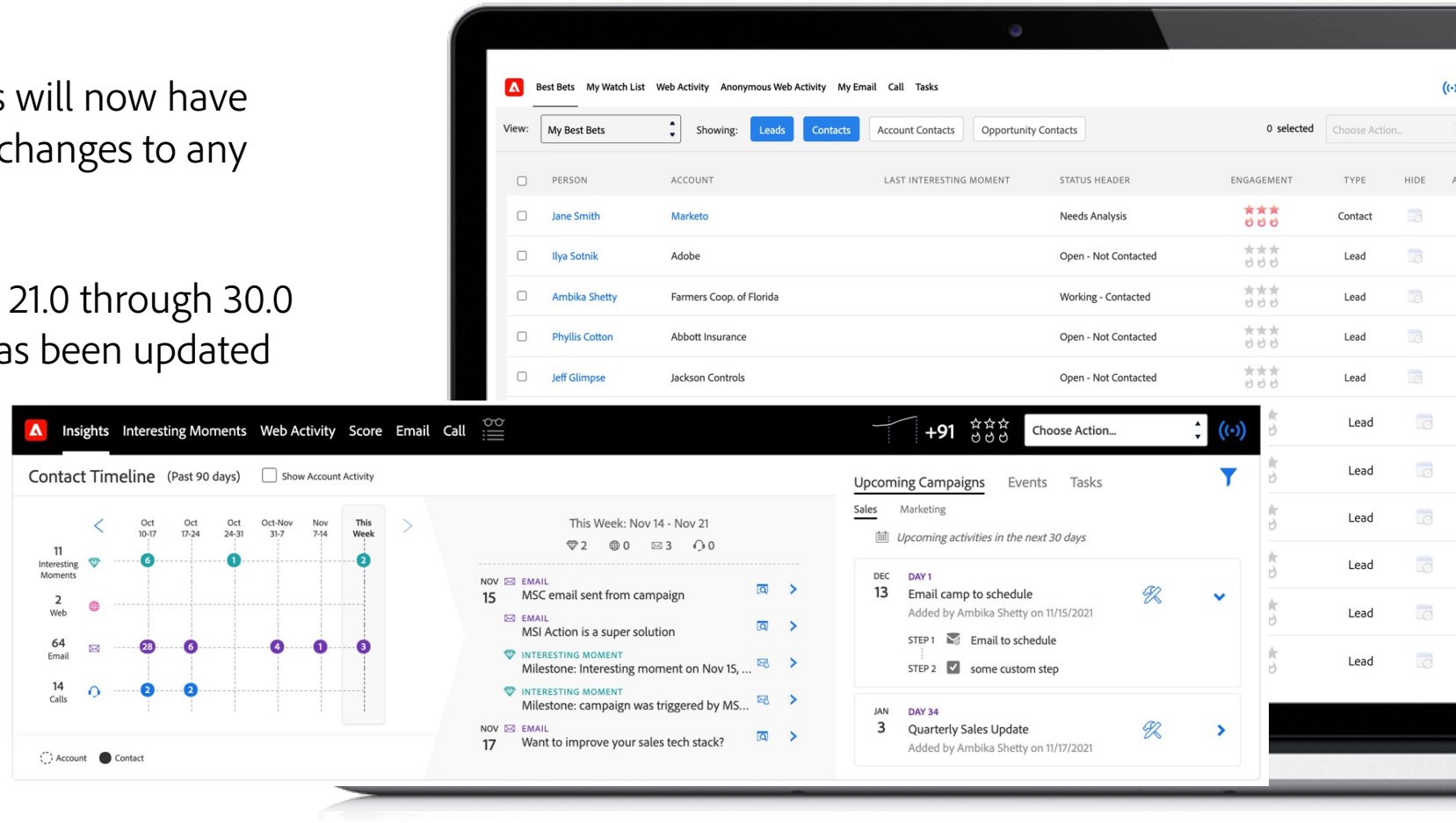
(Sales Insight – Salesforce CRM)

Sales Insight - Salesforce

Sales Insight will now have Adobe branding to deliver a cohesive customer experience across all Adobe products

- All Sales Insight user interfaces will now have Adobe branding, there are no changes to any existing features

Salesforce Platform API Versions 21.0 through 30.0 are being retired, MSI package has been updated with latest API version 50.0



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Sales Connect

Andy Paul

Product Manager

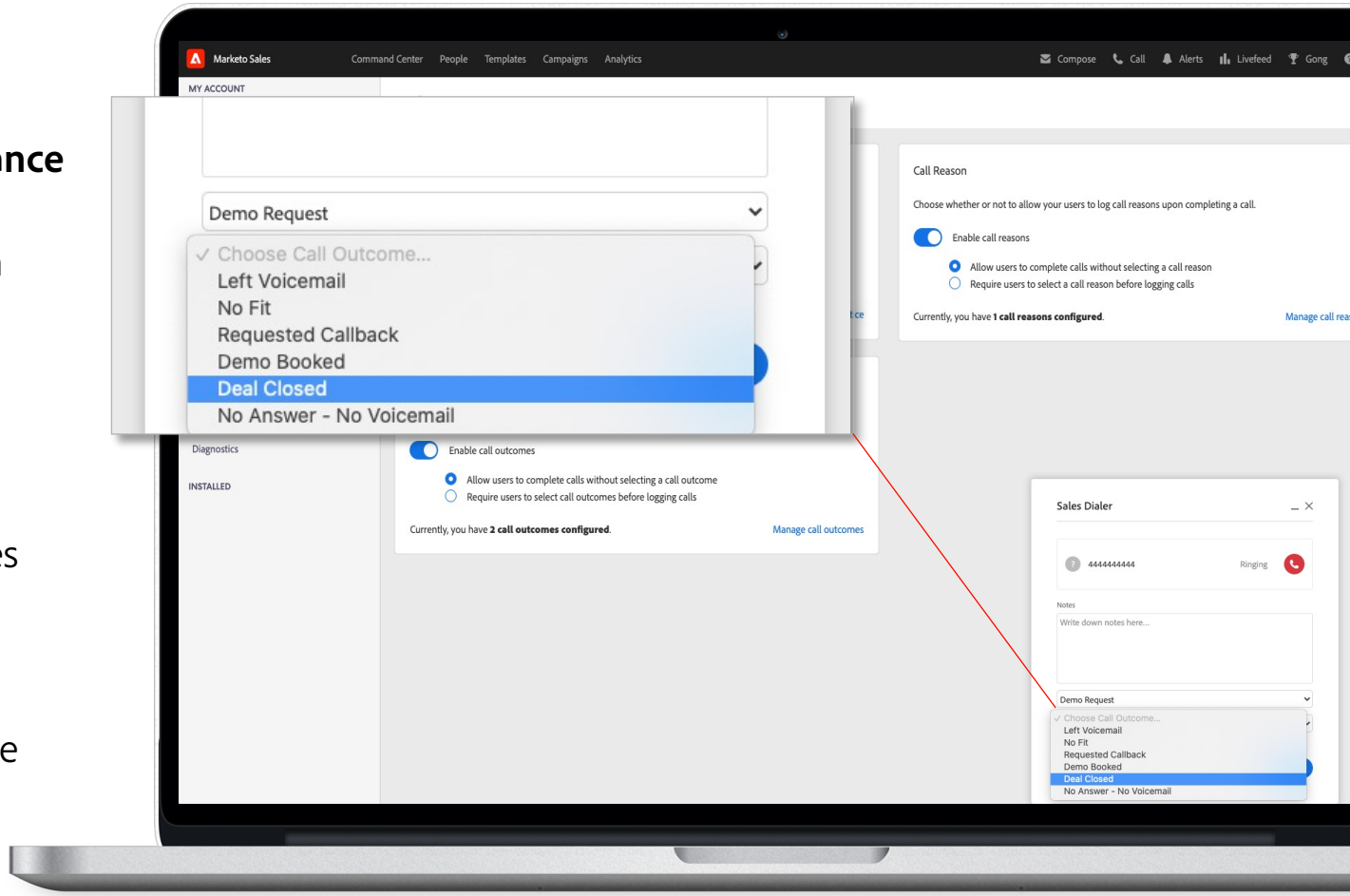
Sales Connect - Call Outcome and Call Reasons

Understand and track your sales teams' outbound efforts

Sales Connect

New Call Outcome and Call Reason lists unlock greater visibility into your sales team's performance

- New call outcome and new call reason list that can be fully customized
- New governance to enforce call reason and call outcome selection while sellers are making calls
- New governance to enable or disable call outcomes and call reasons
- New Call Outcome and Call Reason Salesforce Activity Custom field for capturing data in Salesforce and enhancing Salesforce reports



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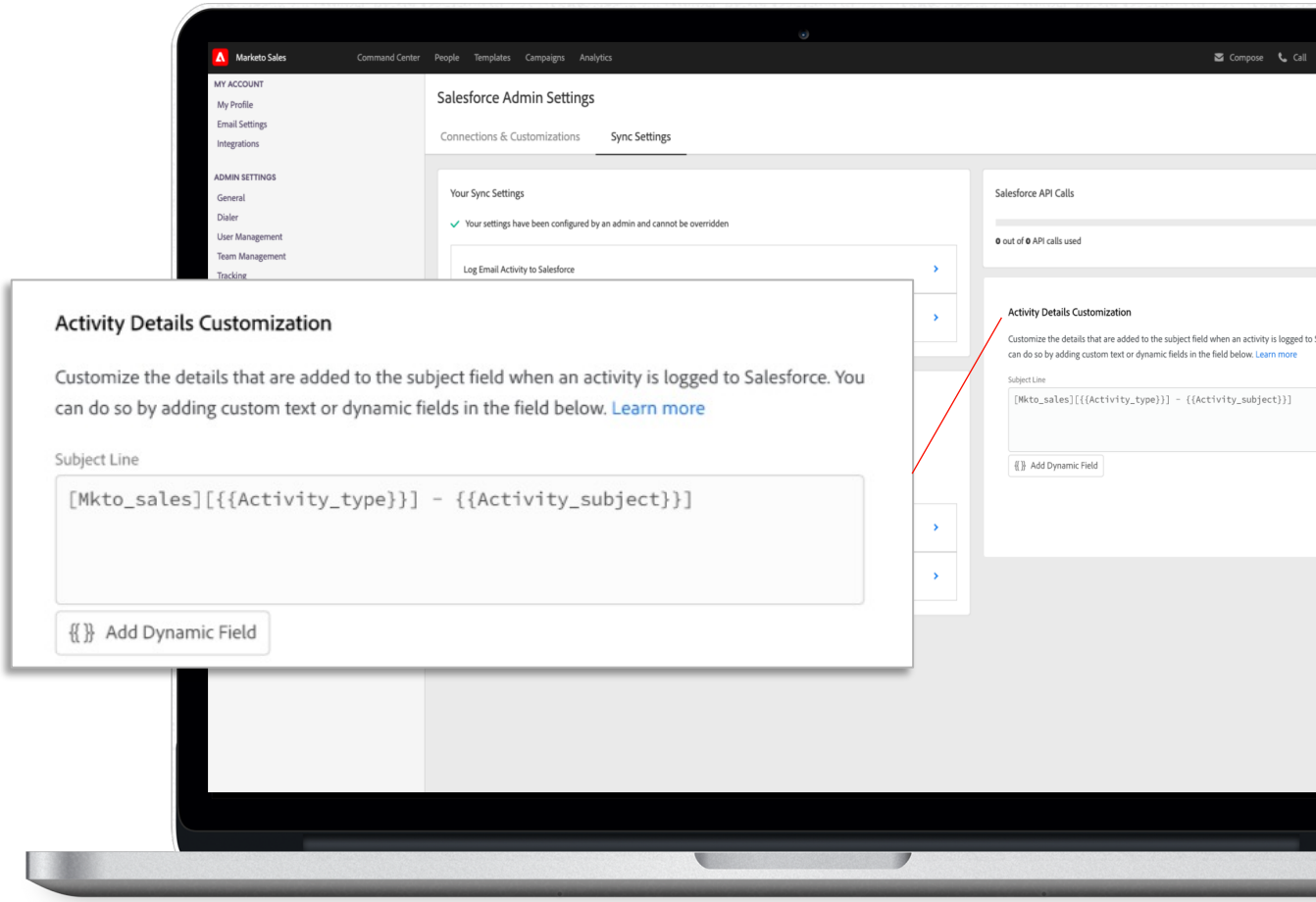
Sales Connect – Salesforce Activity Detail Customizations

Enhance your Salesforce reports with greater visibility into sales activities

Sales Connect

Capture more data from the sales activities and tasks logged to Salesforce

- Customize what information is logged to the task subject field in Salesforce when a sales activity is logged
- Use new activity dynamic fields to customize the salesforce task with information unique to each sales activity
- Use information logged to the task subject field to customize and filter sales reports in Salesforce



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Microsoft Dynamics Integration

Prasanna Belkale

Product Manager

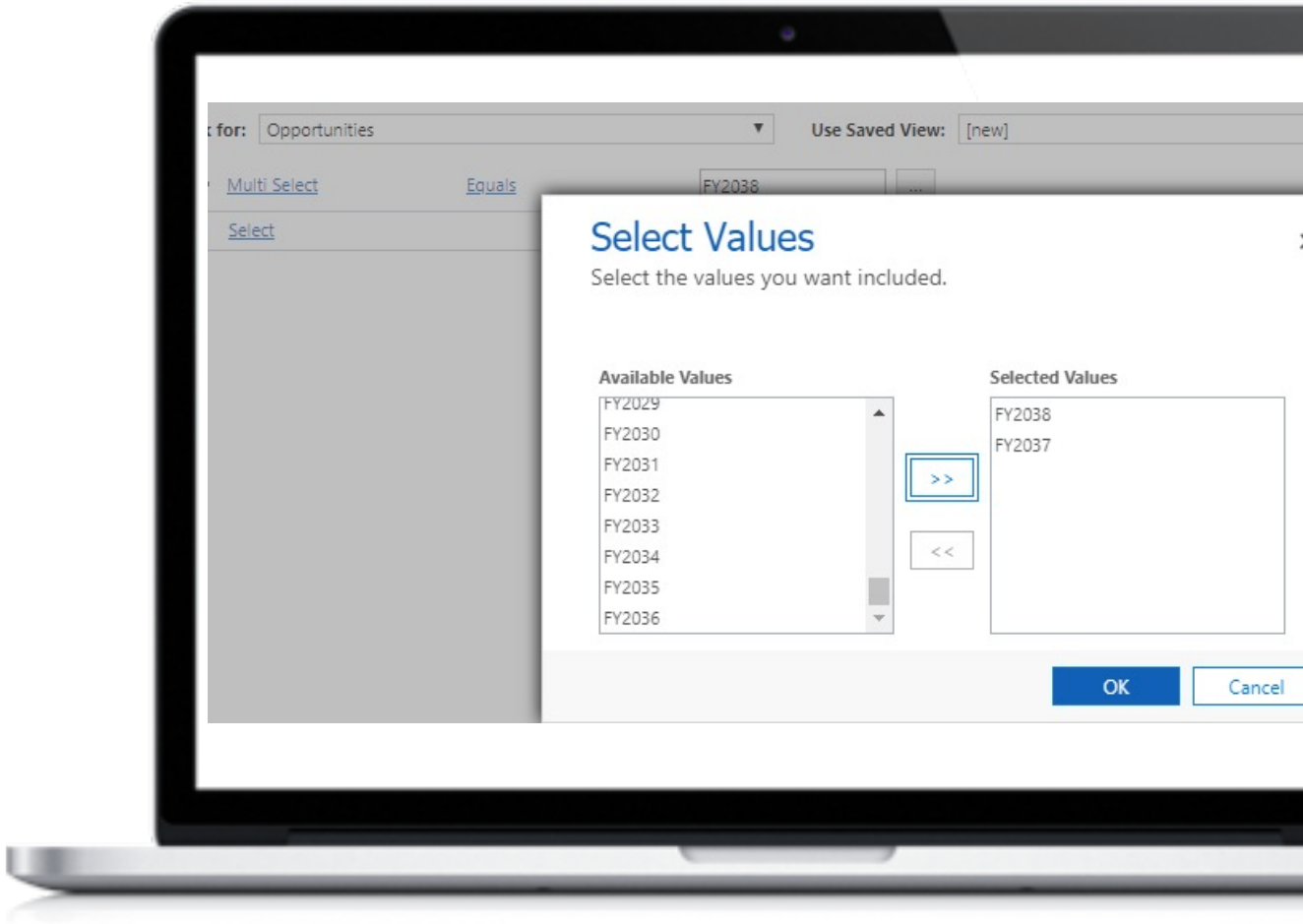
Microsoft Dynamics Sync Multi-Select Fields

Sync Multiselect Option Set type fields (Dynamics 365 Online/On-prem: Version 9.X and above)

Microsoft Dynamics Integrations

Multi-Select Option Set fields in Microsoft Dynamics available for Sync

- Capture more granular information of contacts with the ability to bi-directionally sync data fields with multi-select option set fields between Microsoft Dynamics and Marketo Engage
- Examples of applications of Multiselect Option Set fields:
  - Topics/Products of Interest
  - Education Degrees
  - Leads' preferred modes of communication
- Customers can sync these types of data fields and use them for detailed targeting in Smart Lists and marketing campaigns



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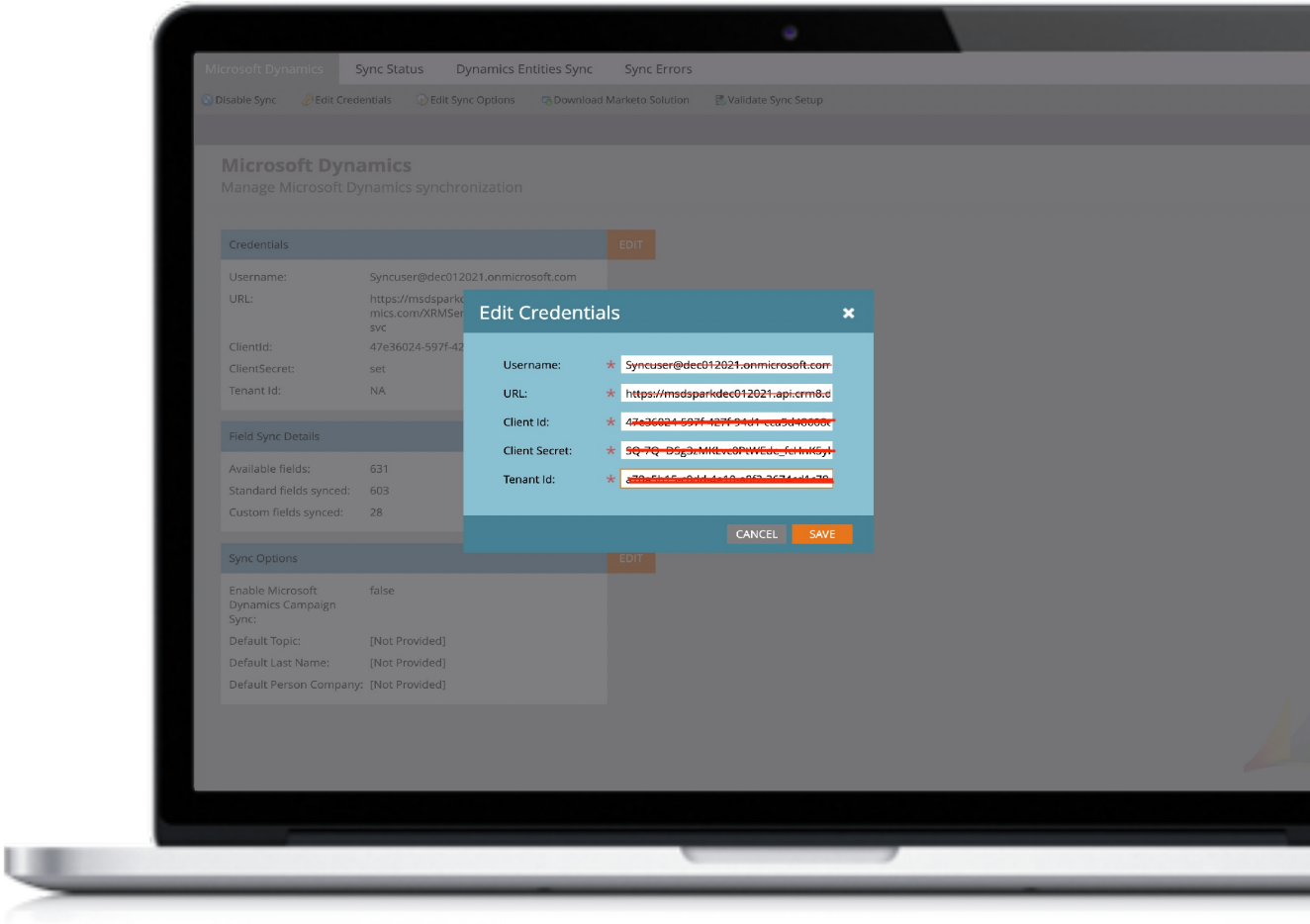
Microsoft Dynamics: S2S Auth

Server-to-Server Authentication GA for MS Dynamics 365 online

Microsoft Dynamics Integrations

- Use Connected Apps on Azure AD to authenticate
- Use of Client ID/Client Secret only to authentication; No ID/Password
- Use Application User, No Licensed User required



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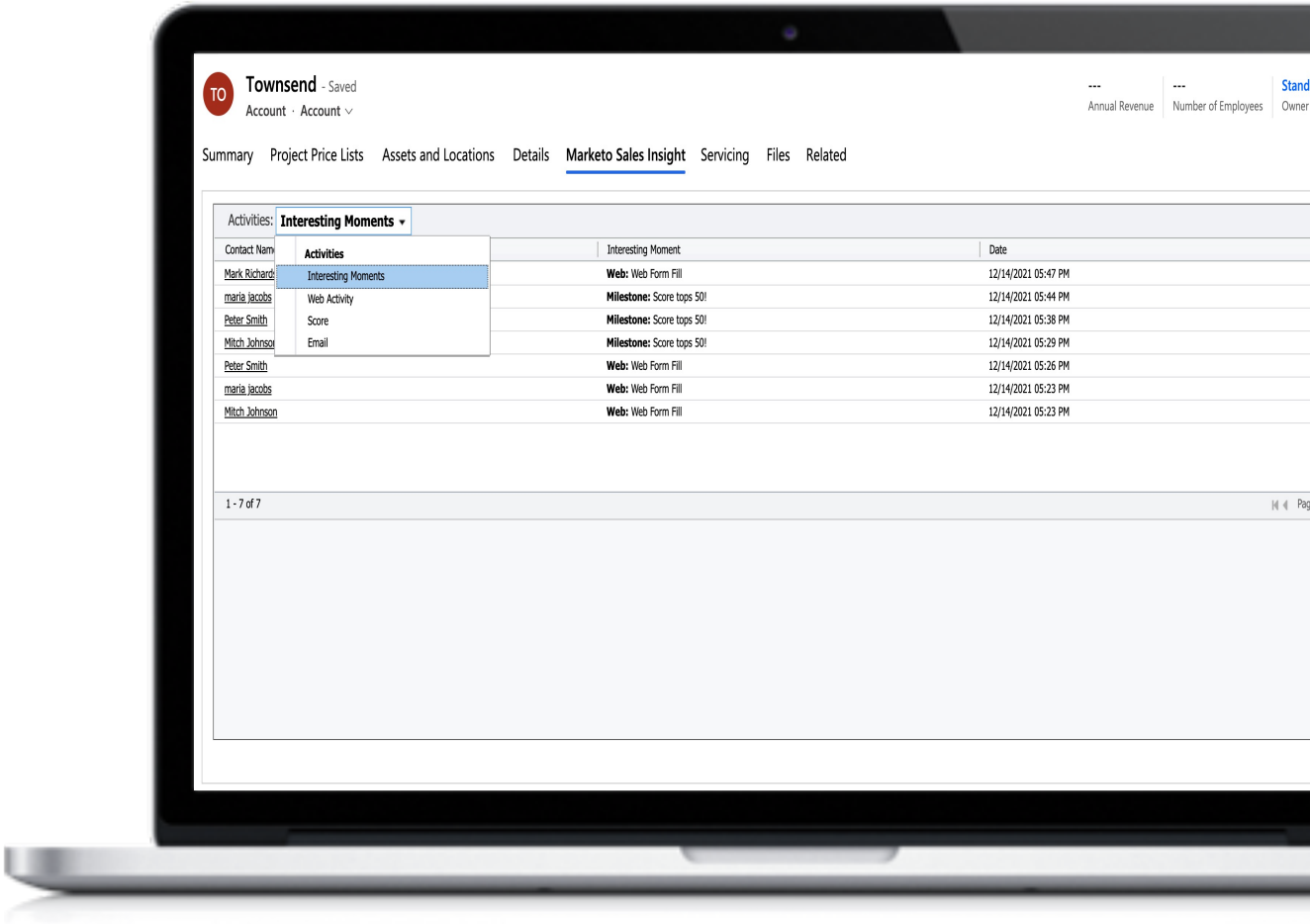
Microsoft Dynamics Sales Insight: Account Layout

Enhance ABM efforts with Account level insights for your sales team

Microsoft Dynamics Integrations

- Track activities for your Contacts at Account level
- View Interesting Moments, Web activities, Score changes and Email activities of all contacts in an account in one view
- Sales Insight Layout attached to the Account detail page



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Next-Generation Experience

Nilesh Dalvi

Product Manager

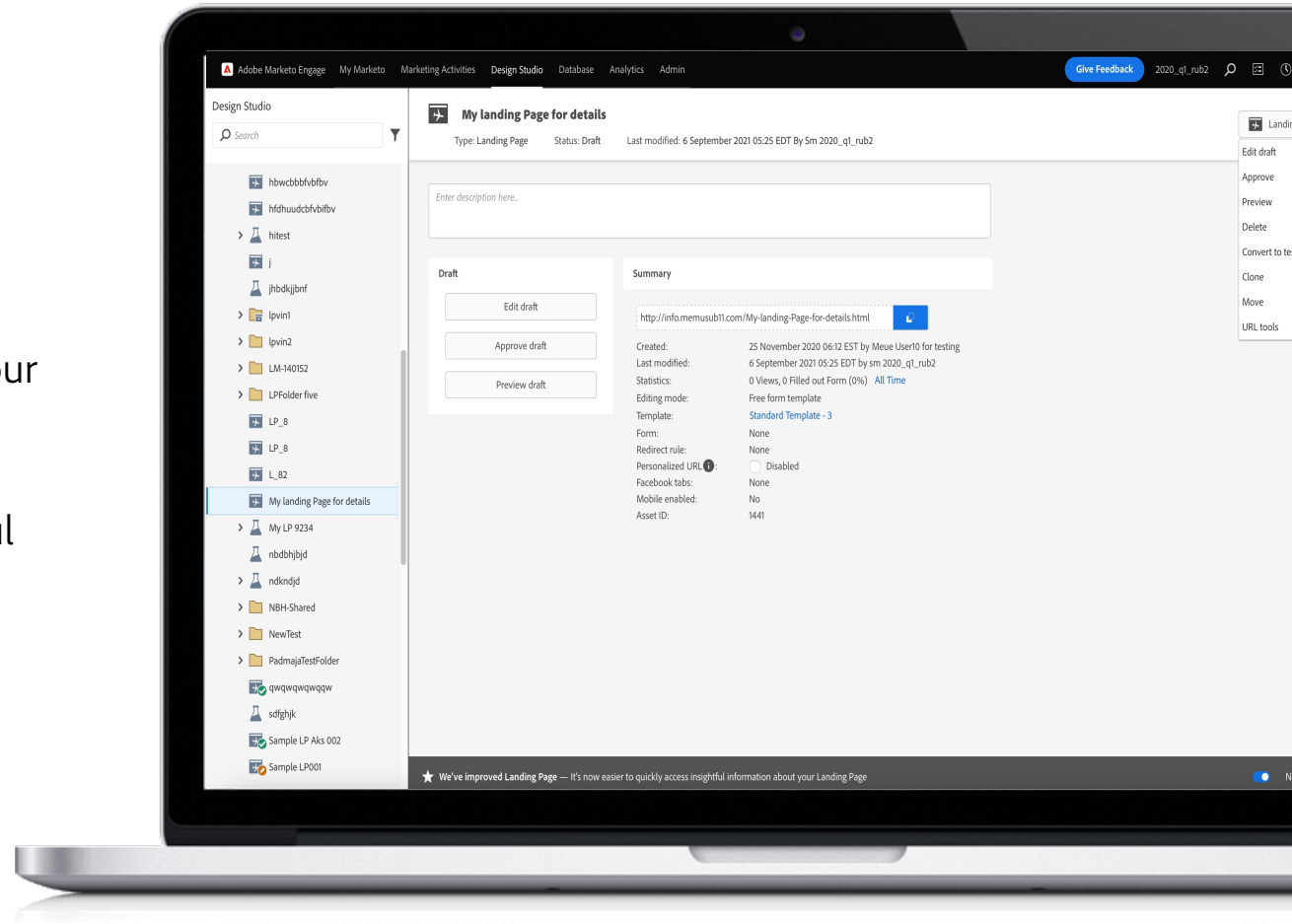
Next Generation Experience: Landing Page Details View

New Experience with toggle switch for better usability without losing context.

Next-Generation Experience

Discover Landing Page Asset Details in a brand-new experience to enhance usability with quick actions to obtain insights

- Use toggle switch to easily transition from previous experience to new experience without losing context of your activities and retaining changes across experiences
- Experience intuitive data organization to gleam meaningful insights about your landing pages at a glance
- Perform quick actions based on relevant actions available based on the Landing Page Status



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Adobe Experience Platform

Liana Vagharshakian

Product Manager

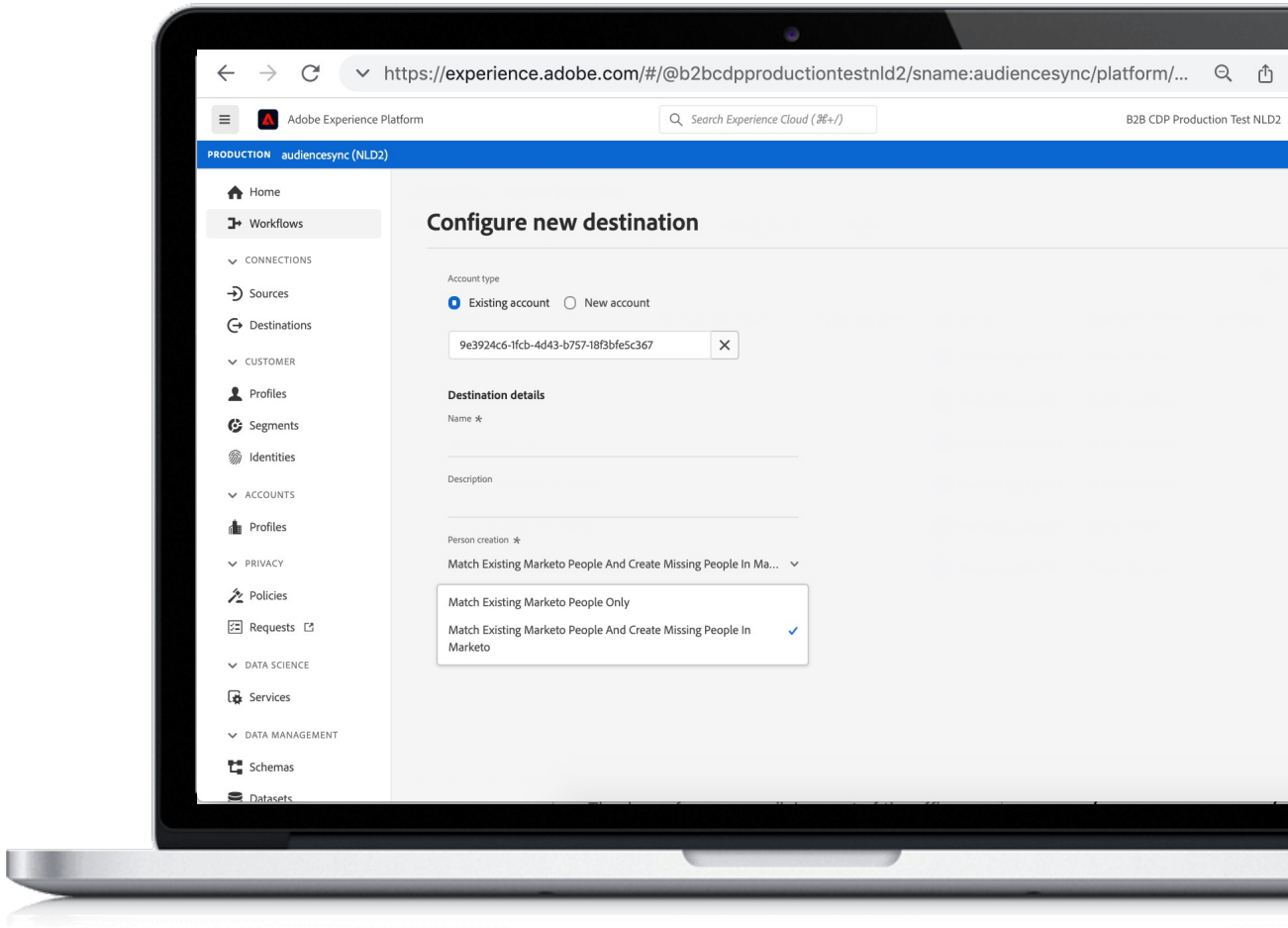
AEP Marketo Engage Destination Connector

Create Net-New Leads

Adobe Experience Platform

Marketo Engage customers that also use the Adobe Experience Platform (AEP) can maximize their database with the ability to push net-new person records into Marketo Engage from AEP via the AEP destination connector

- When sending audience segments from AEP to Marketo Engage, people within the segment that don't already exist in your Marketo Engage database will be automatically added to it



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Landing Pages & Forms

Steven Vanderberg

Product Manager

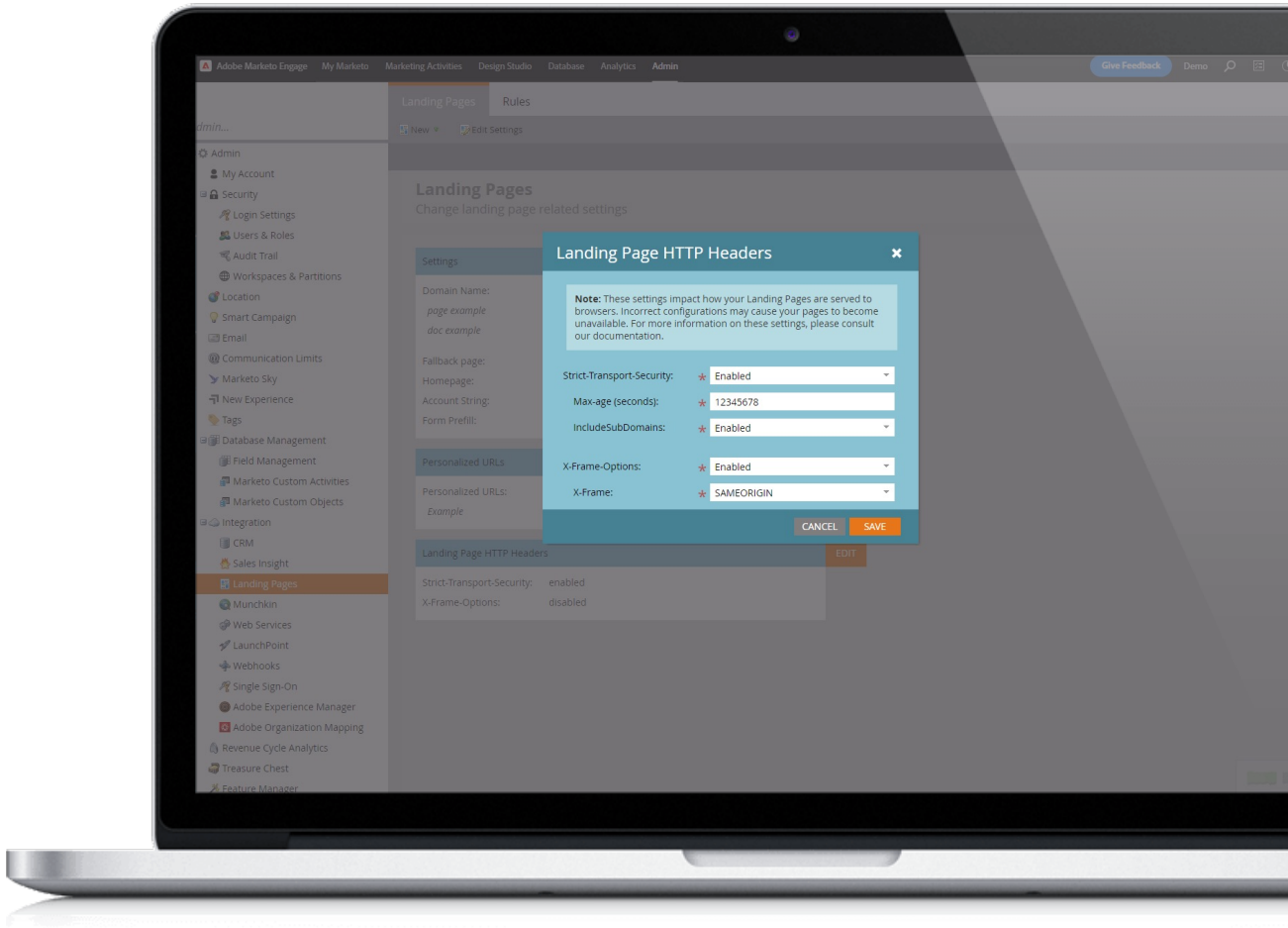
Custom Landing Page HTTP Headers

Security to meet your needs

Landing Pages & Forms

Customize your Marketo Engage Landing Page header policies

- Configure Strict-Transport-Security policy to force your pages to always load over HTTPS
- Configure X-Frame-Options to control how your Landing Pages can be embedded in external pages



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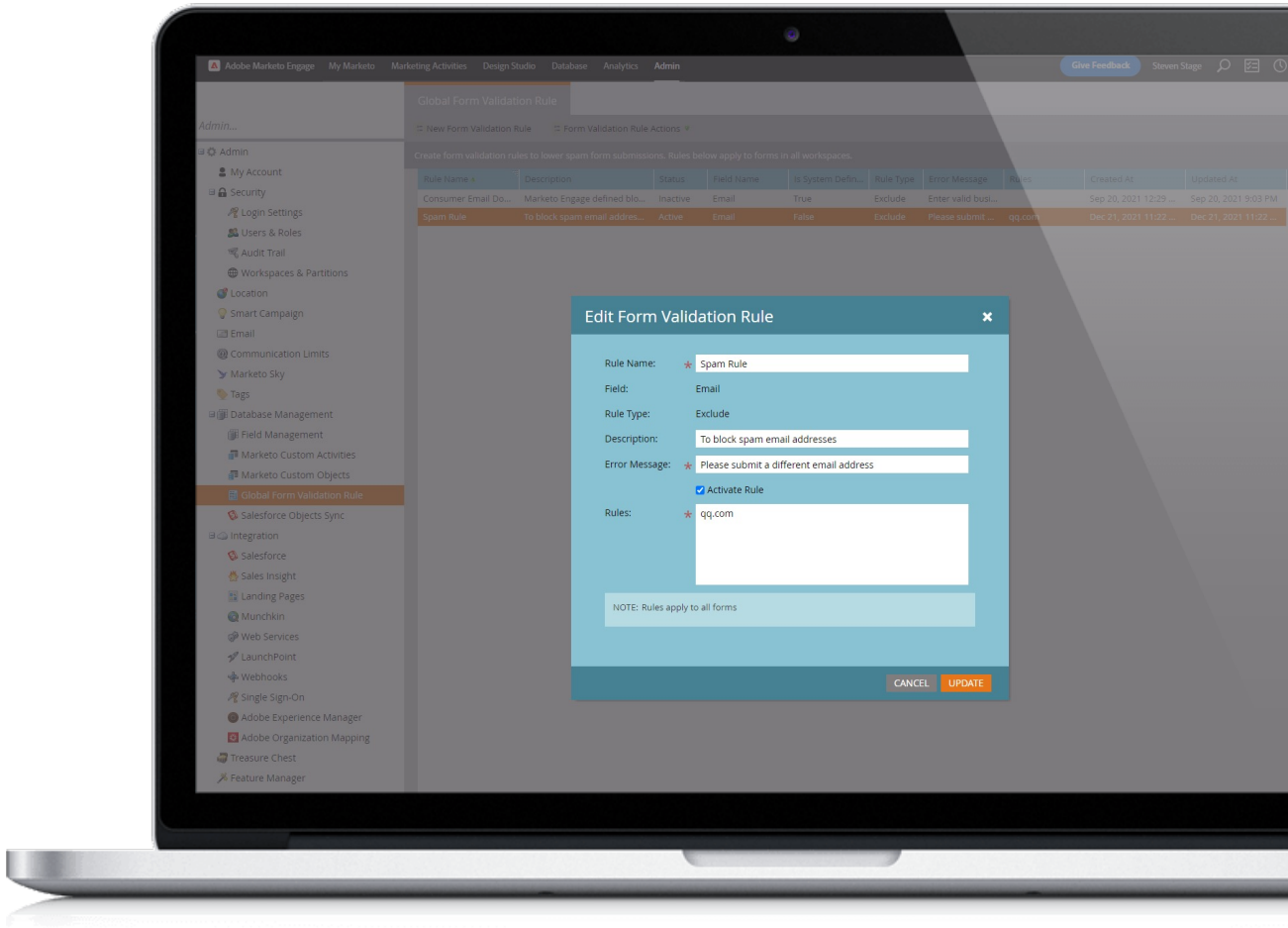
Global Form Validation Rules

Email domain blocklists

Landing Pages & Forms

Define an email domain blocklist to stop spammers from submitting to your Marketo Engage forms

- Block specified domains from submitting to any of your forms
- Customize an error message returned for rules violators
- Easily block thousands of free consumer email domains for customers only in the B2B space



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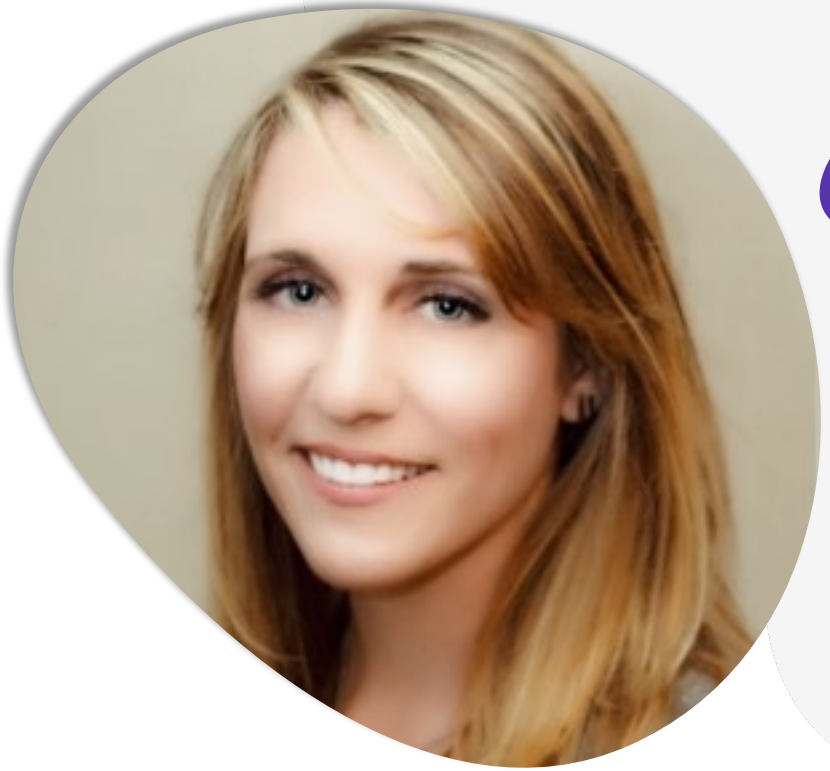


User Email Address Verification

Stephanie Long

Product Manager

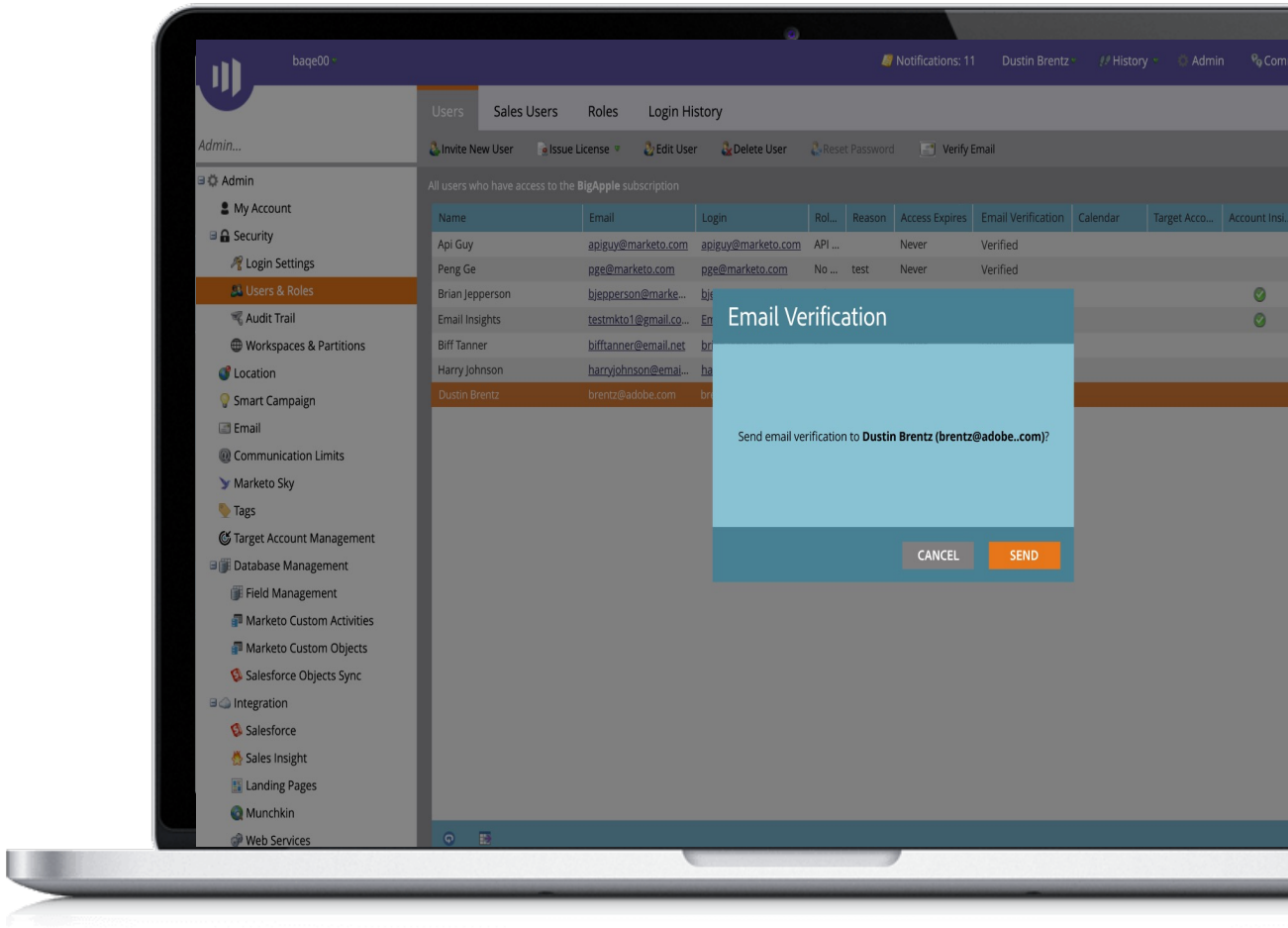
User Email Address Verification

Marketo Engage user email addresses require verification

User Email Address Verification

Ensure a Marketo Engage user's identity is associated with an authentic, valid email address

- In preparation for integrating with Adobe's Identity Management System, Marketo Engage users will be required to verify their email address
- New users invited to Marketo Engage will verify their email when activating their account
- Admins can view users' email verification status and resend email verification communications on demand
- Additionally, in March 2022, optional feature "Login in Invite User Dialog" will be deprecated. As a result, Marketo Engage will enforce one user association per email address, within a single subscription



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Q&A

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