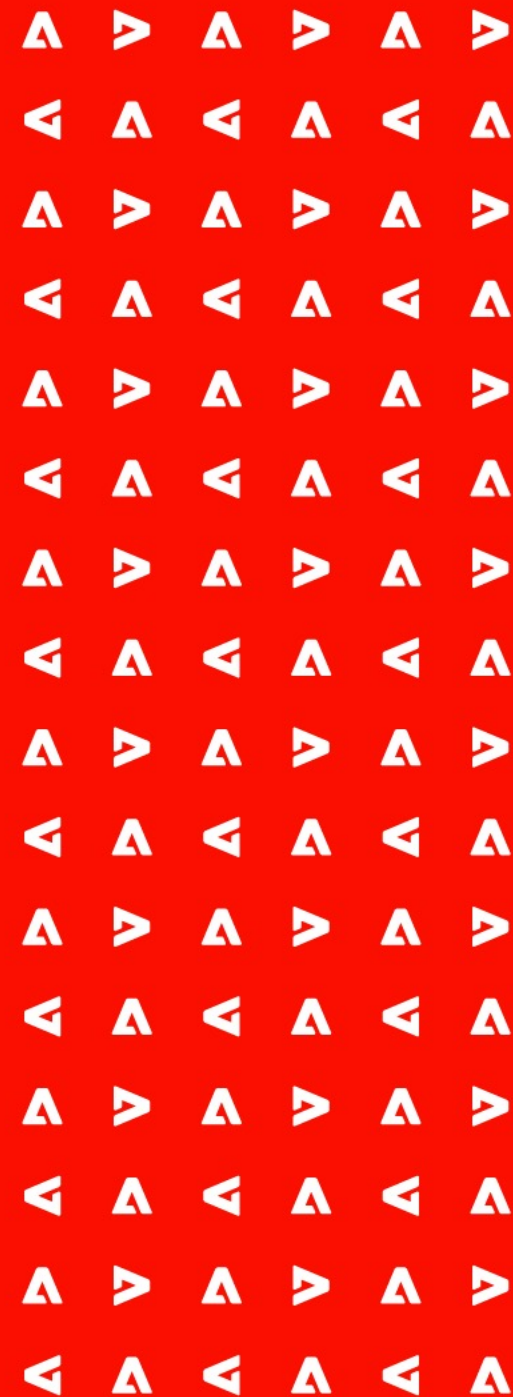




Adobe Marketo Engage October 2021 Release



October 2021 Release Highlights

ADOBE MARKETO ENGAGE



Better Together with Adobe

- Bizible: Adobe Privacy Service



Innovation For Experience

- Sales Connect Email Throttling GA
- Sales Connect: New Sales Activity Attributes



Future-proof Investments

- Predictive Audiences Enhancements
- Next-Gen UX Client-Centered Improvements, Global Search, Accessibility
- Sales Insight: CRM Integration Enhancements

Meet the Team



Liana Vagharshakian
Product Manager



Brian Kim
Product Manager



Margaret Trinh
Product Manager



Ambika Shetty
Product Manager



Prasanna Belkale
Product Manager



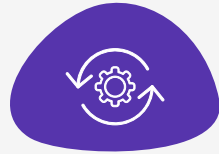
Sreekanth Reddy
Product Manager



Karan Hari
Product Manager



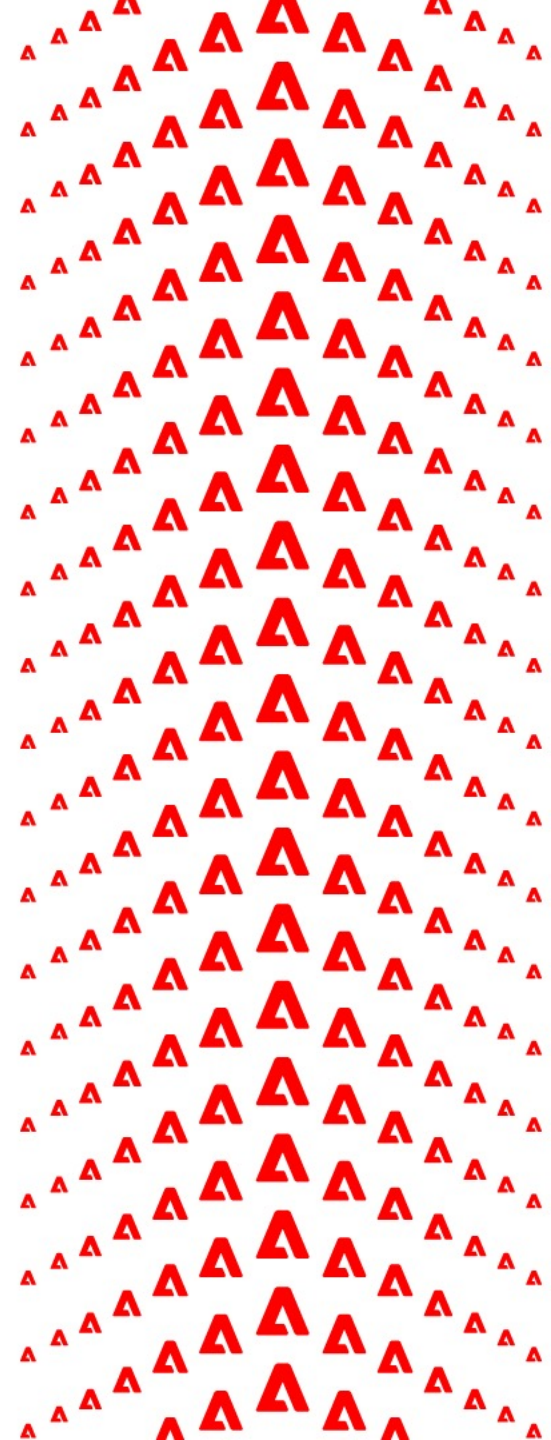
Kenneth Elkington
Product Manager



Adobe Experience Platform

Liana Vagharshakian

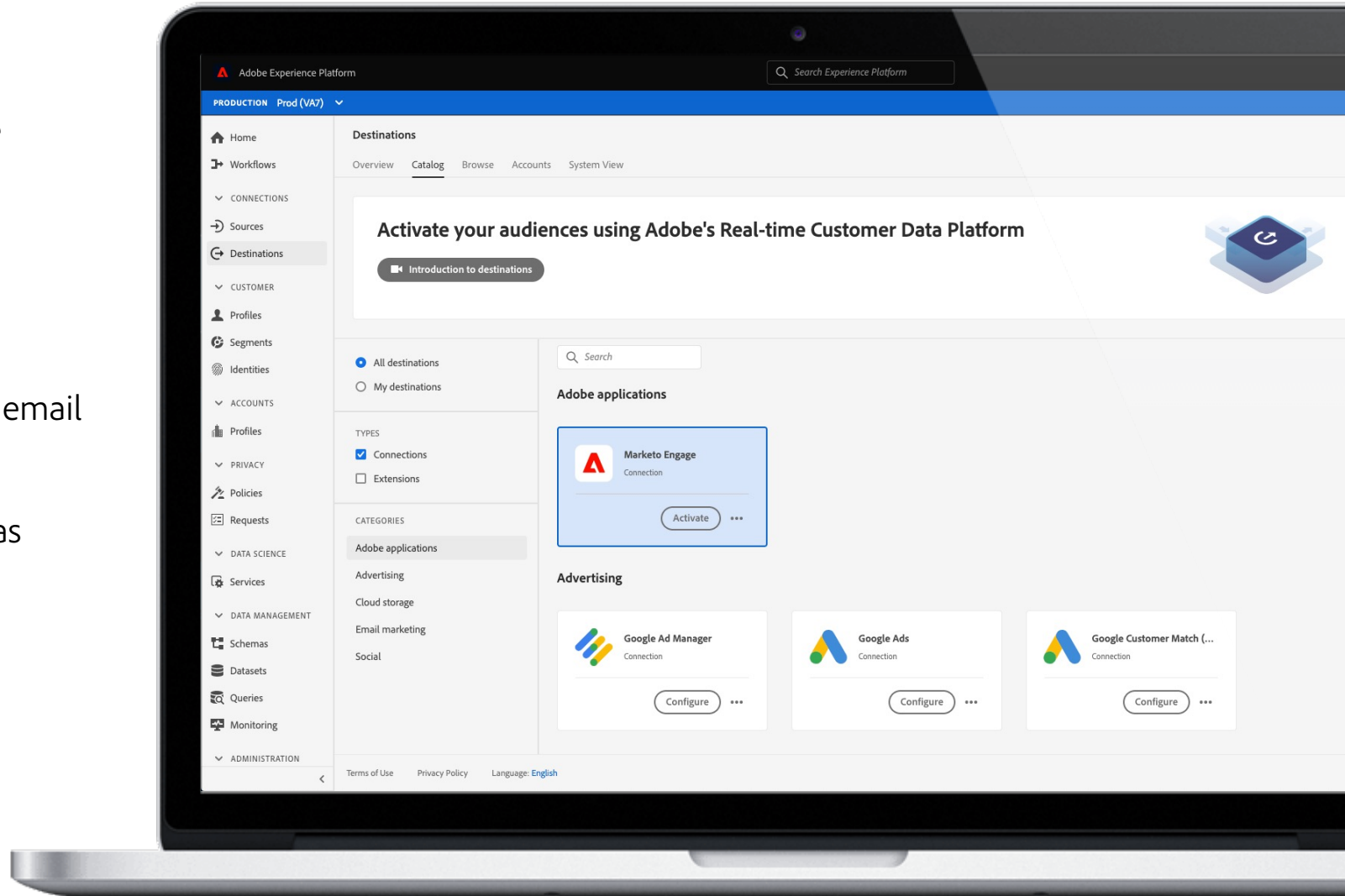
Product Manager



Marketo Engage Destination Connector in Adobe Experience Platform (AEP)



- Use the power of AEP across all Marketo Engage channels
- Activate AEP Segments in Marketo Engage
- Leverage AEP Streaming or Batch Segments
- Match AEP Profiles to Marketo Leads leveraging email addresses or ECID
- Find AEP Segments pushed to Marketo Engage as Static Lists
- Available to anyone with licenses to Marketo Engage and AEP

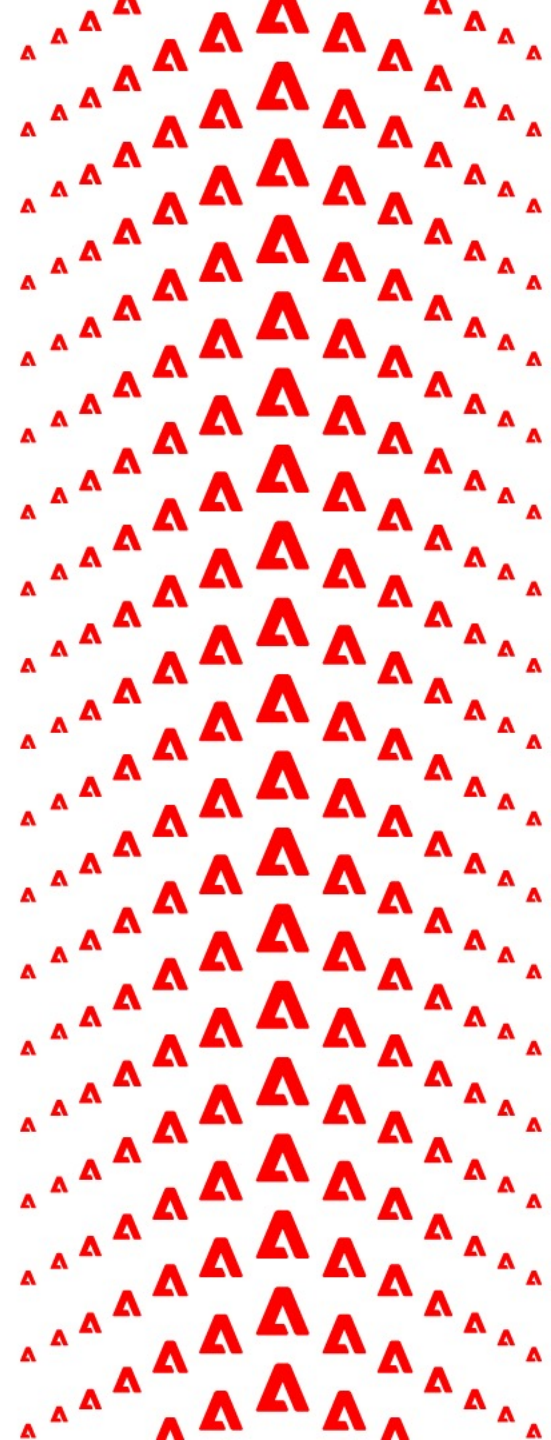




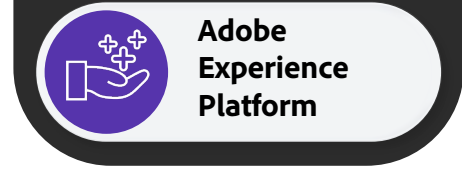
Adobe Experience Platform

Brian Kim

Product Manager



Marketo Source Connector for Adobe Experience Platform

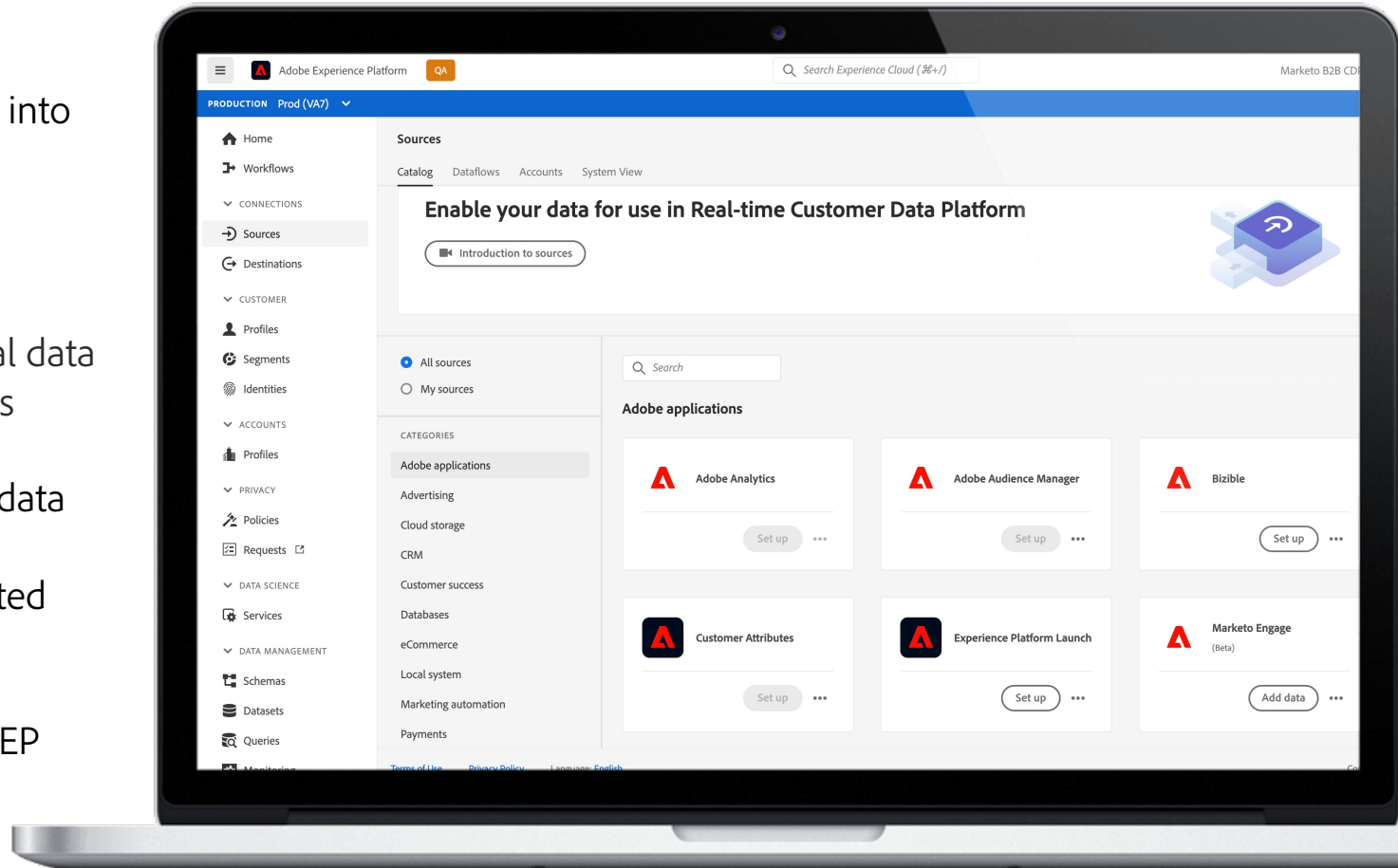


Ingest data from Marketo into Adobe Experience Platform (AEP)



Connect Marketo Data within Adobe Experience Platform

- AEP combines data collected from multiple sources into a single view in order to create holistic people and account profiles, which now includes Marketo Engage
- Connect Marketo Engage to the AEP with behavioral data to help nurture leads and your marketing operations
- AEP customers will be able to use Marketo Engage data to drive activation in AEP-connected applications, enabling omnichannel customer journeys coordinated across Marketo and Adobe Experience Platform
- Marketo Engage data is always kept up-to-date in AEP through batch and streaming ingestion

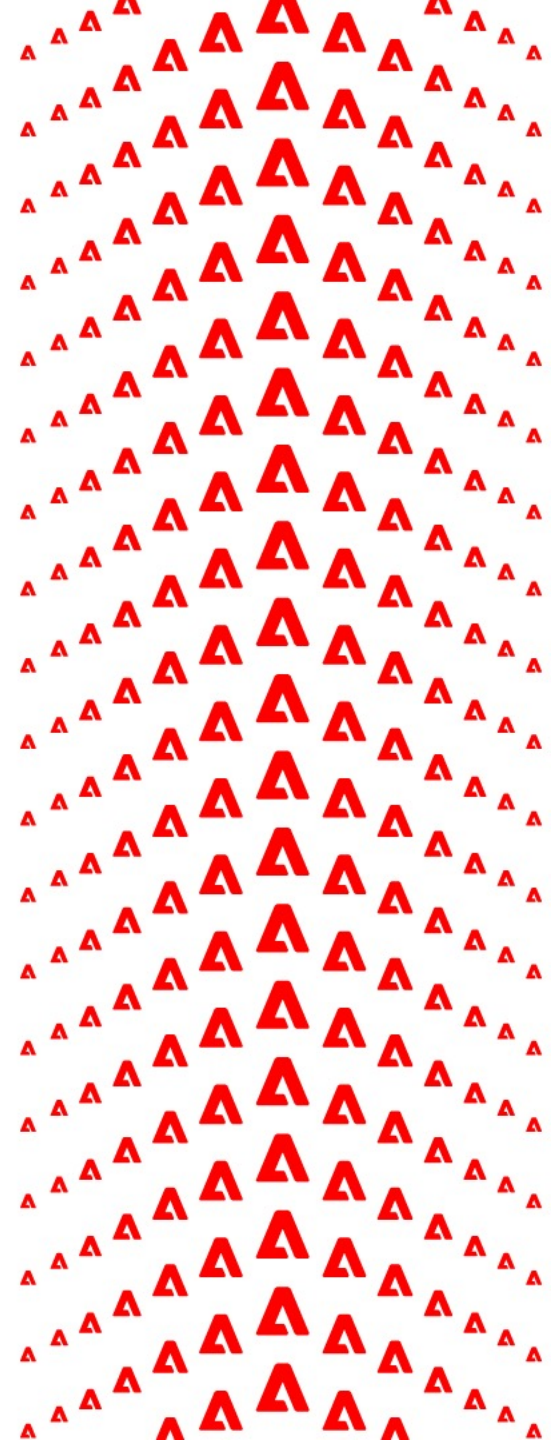




Bizible

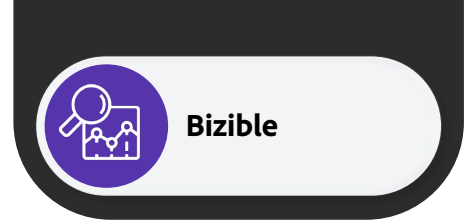
Margaret Trinh

Product Manager



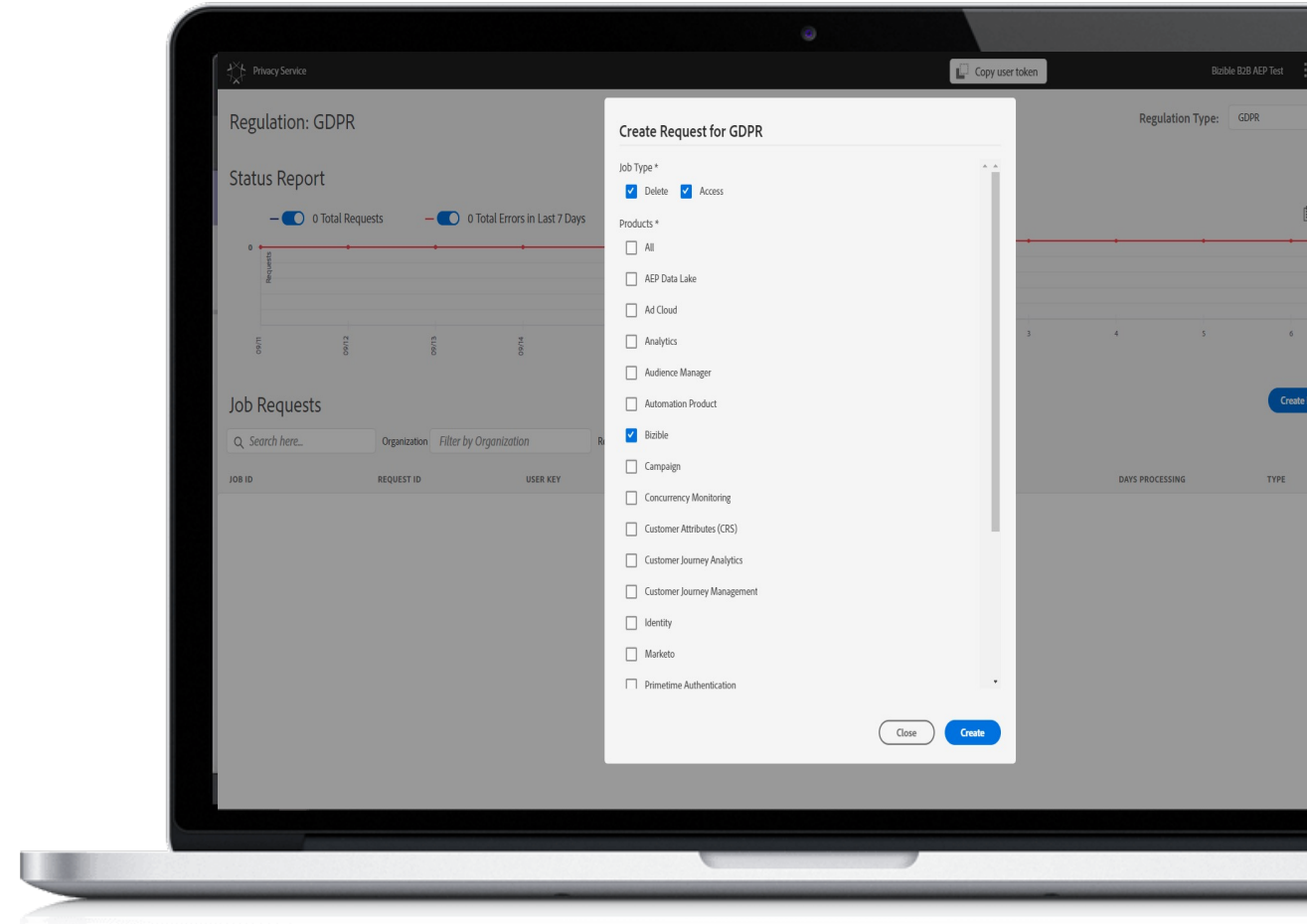
Bizable: Adobe Privacy Service

Focus on customer privacy by unifying data requests across applications



Consistent user experience between Bizable and other Adobe Experience Cloud applications

- Manage all privacy requests through Adobe's Privacy Service so that requests to Bizable or other Adobe apps are maintained and reflected across applications
- This centralized service and UI brings automation which reduces the chances of human error in managing privacy requests across systems.

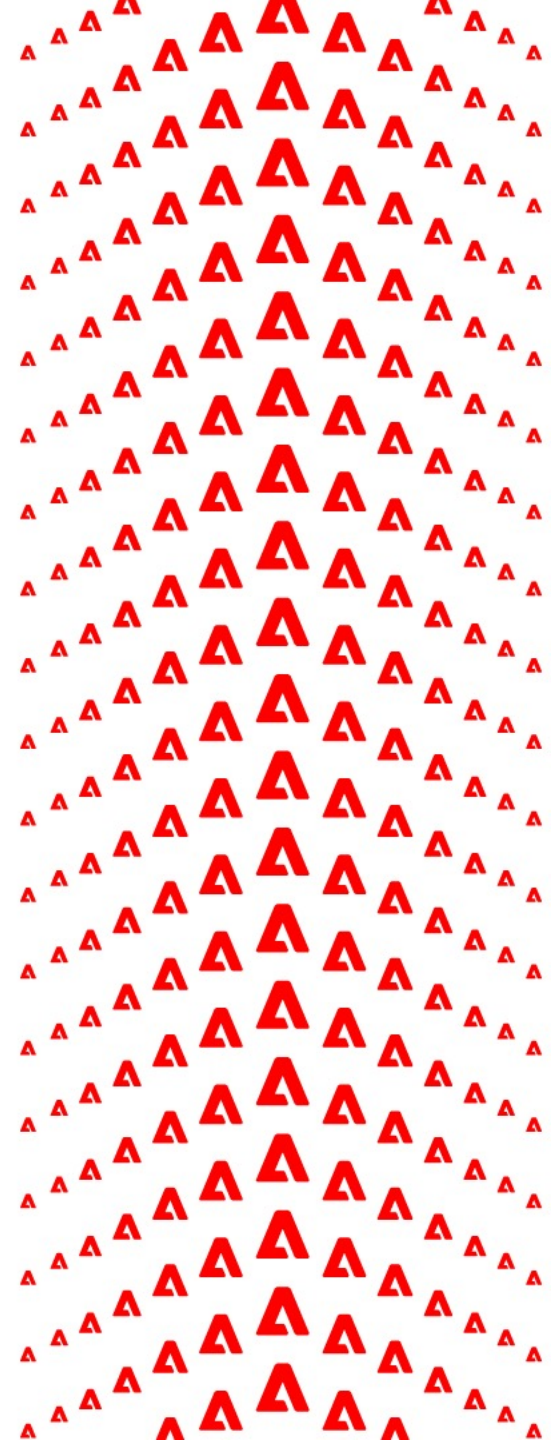




Sales Insight

Ambika Shetty

Product Manager



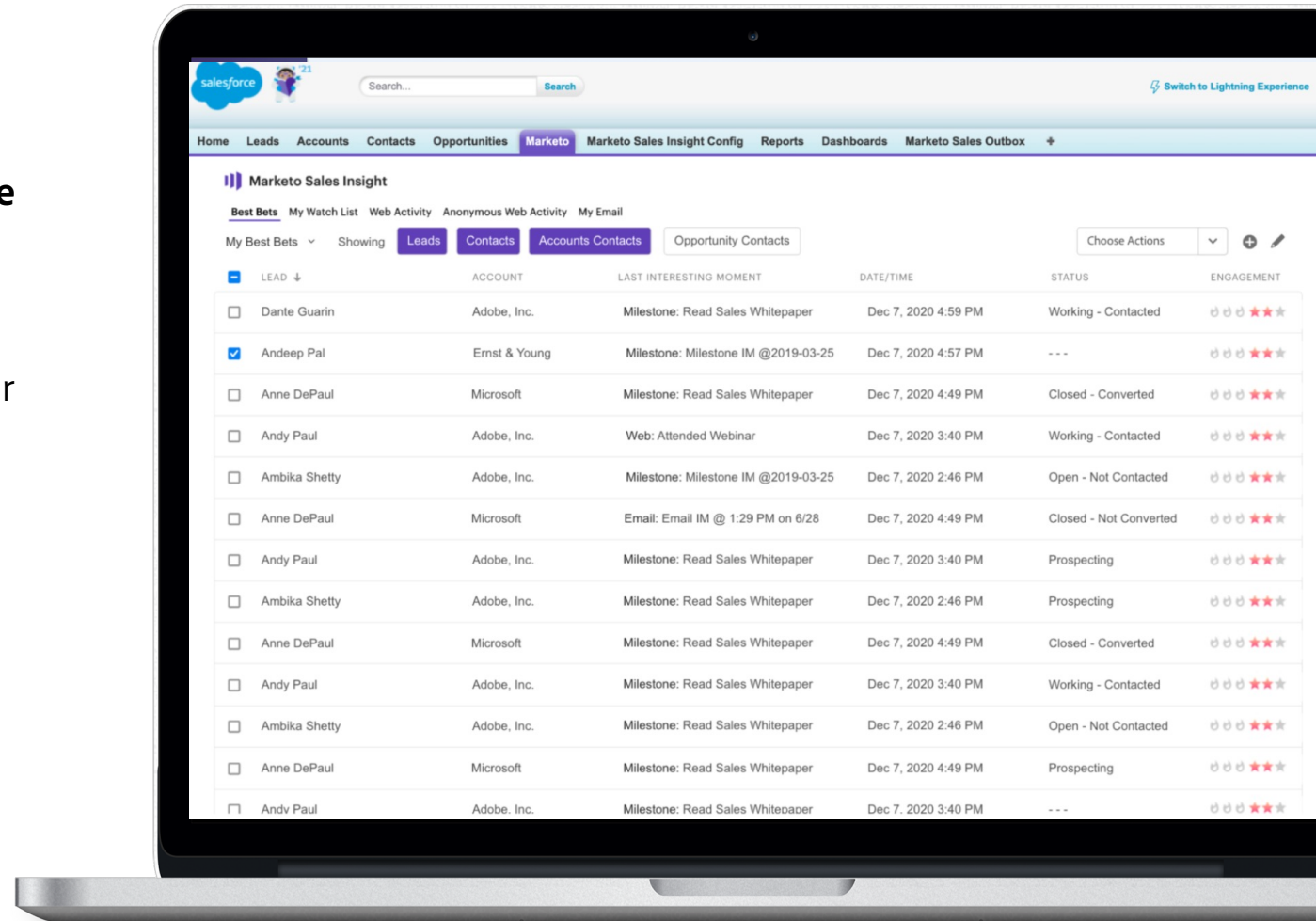
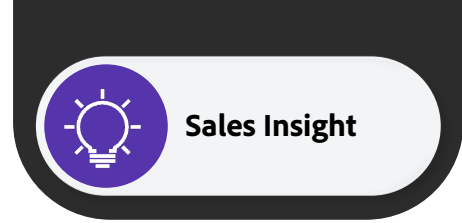
Sales Insight – Account Level Best Bets (Salesforce CRM)

Engage with your prospects on an account level to focus on closing deals



Account-level best bets allow sellers to look at the engagement score of contacts that are a part of their account early in the sales cycle

- Filter best bets based on contacts that belong to your account and opportunity
- Account executives can now look at best bets for prospective leads that belong to their account while SDRs are still nurturing them

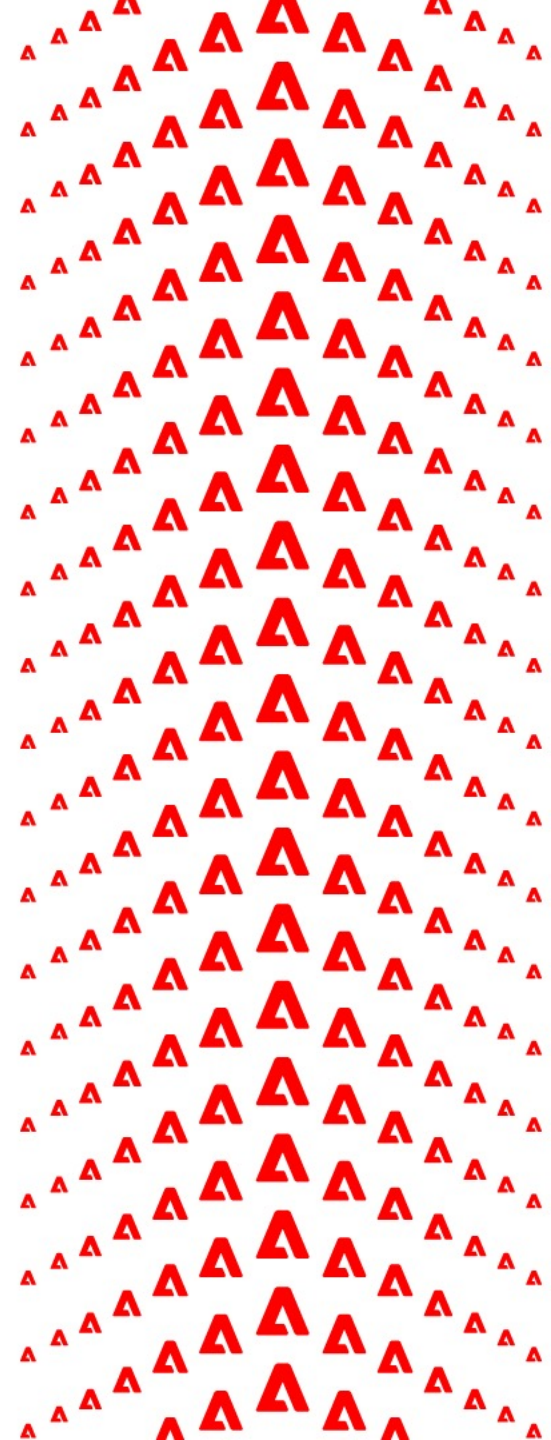




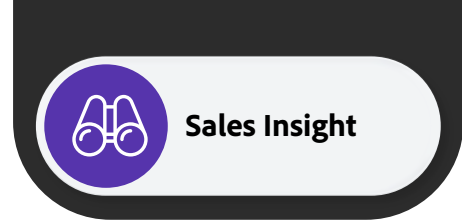
**Sales Insight for Microsoft
Dynamics 365 Sales**

Prasanna Belkale

Product Manager



Sales Insight – Best Bets and Global Dashboards (MS Dynamics)



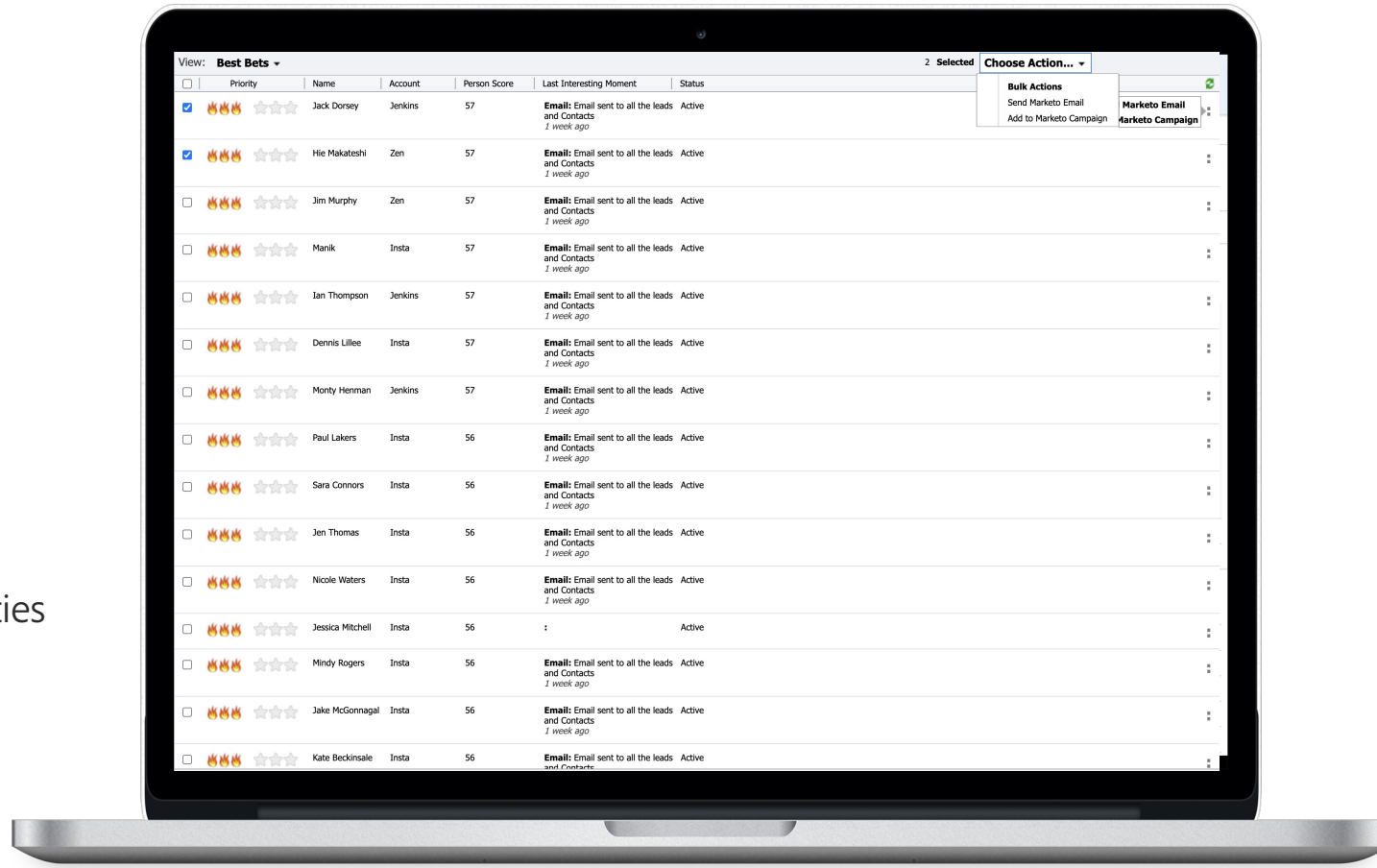
Best Bet Enhancements

- Streamline workflows and improve productivity with quick access links and bulk actions
- Sellers can quickly add a person to a Marketo Engage campaign or send an email directly from the Best Bets tab



Global Dashboards

- Sales reps can review leads' email and web activities, as well as anonymous web activities on the account
- Filter by account
- Empowers sellers with the most current information about account and contact engagement in real-time to speed up conversions

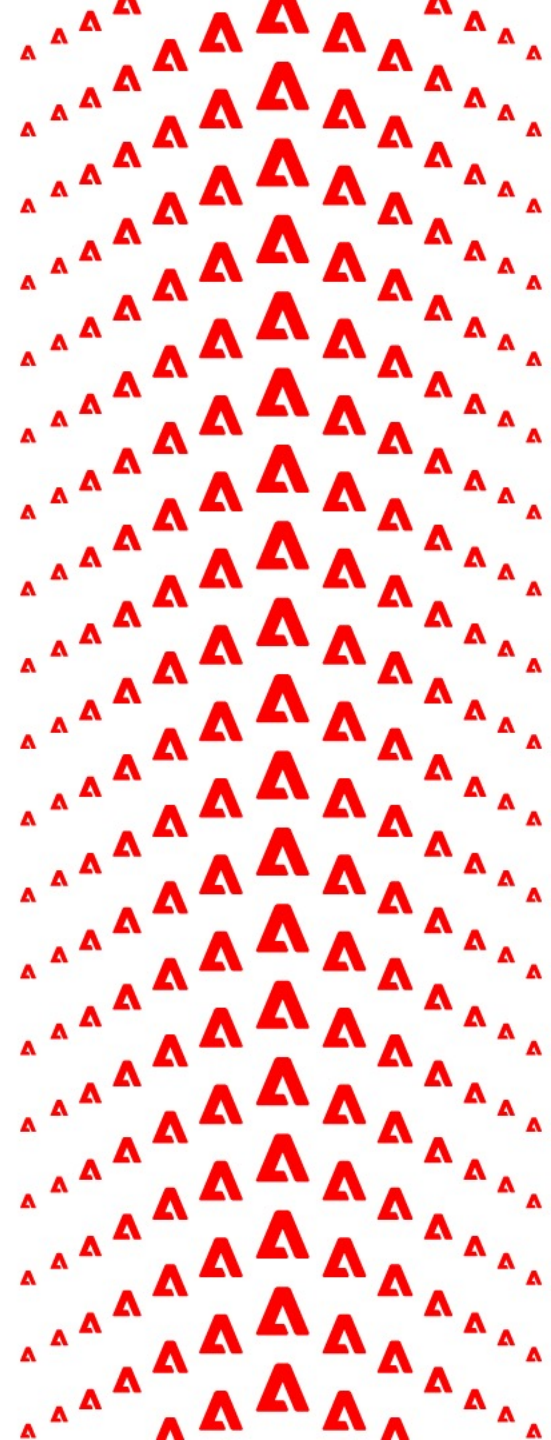




AI Driven Innovations

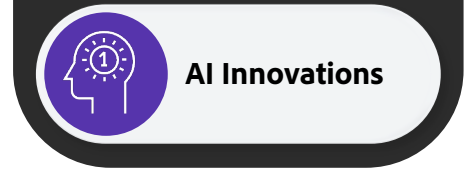
Sreekanth Reddy

Product Manager



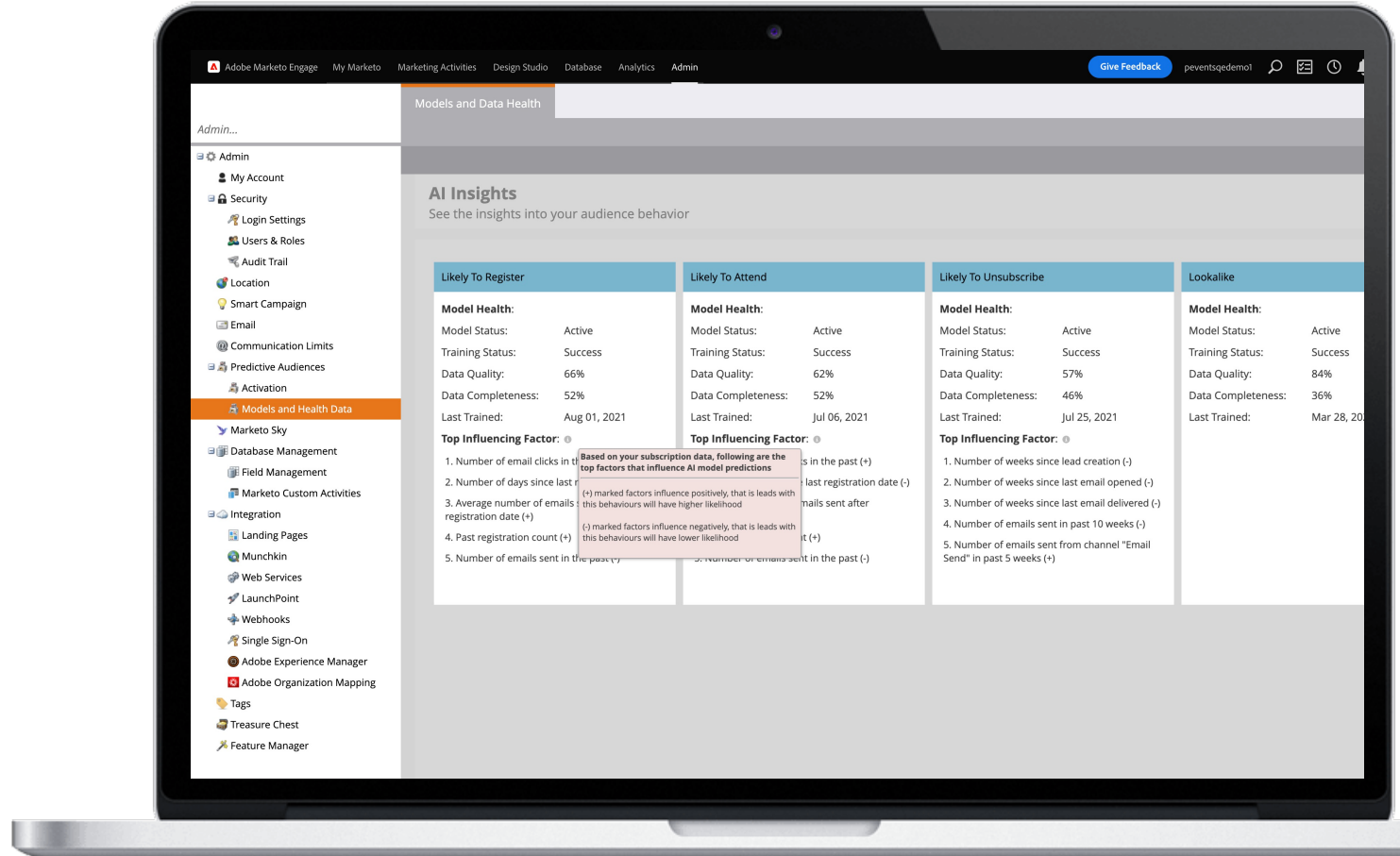
Predictive Audience Enhancements

Efficiently and intelligently target audiences using the power of AI



Enhancements and Insights

- Get more visibility into programs with the ability to see top behaviors that are influencing AI predictions
- Identify the top factors resulting in higher or lower event registration, event attendance, or unsubscribes
- Extend the reach of AI-powered predictions with the expansion of Lookalike of Program Members/ Smart List and Likelihood to Unsubscribe filters to all program types across Marketo Engage

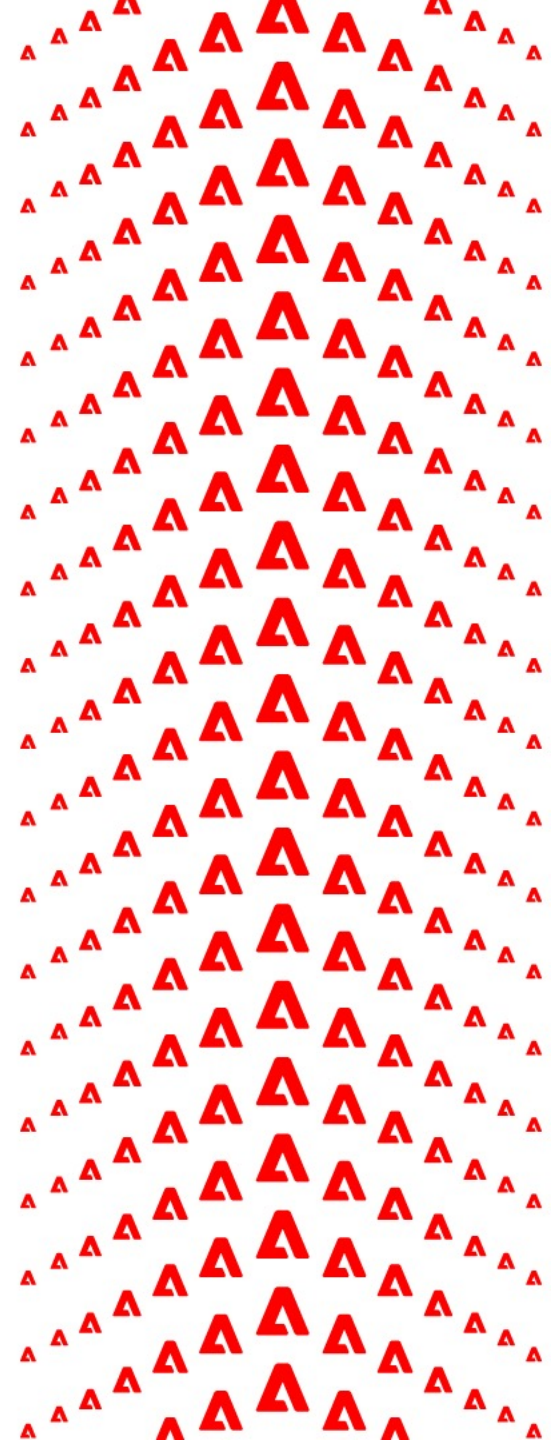




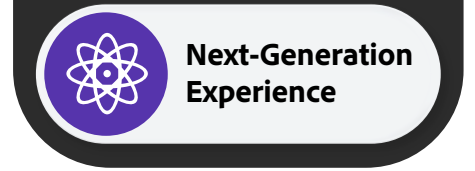
**Next-Generation
Experience**

Karan Hari

Product Manager



Next-Generation Experience Updates

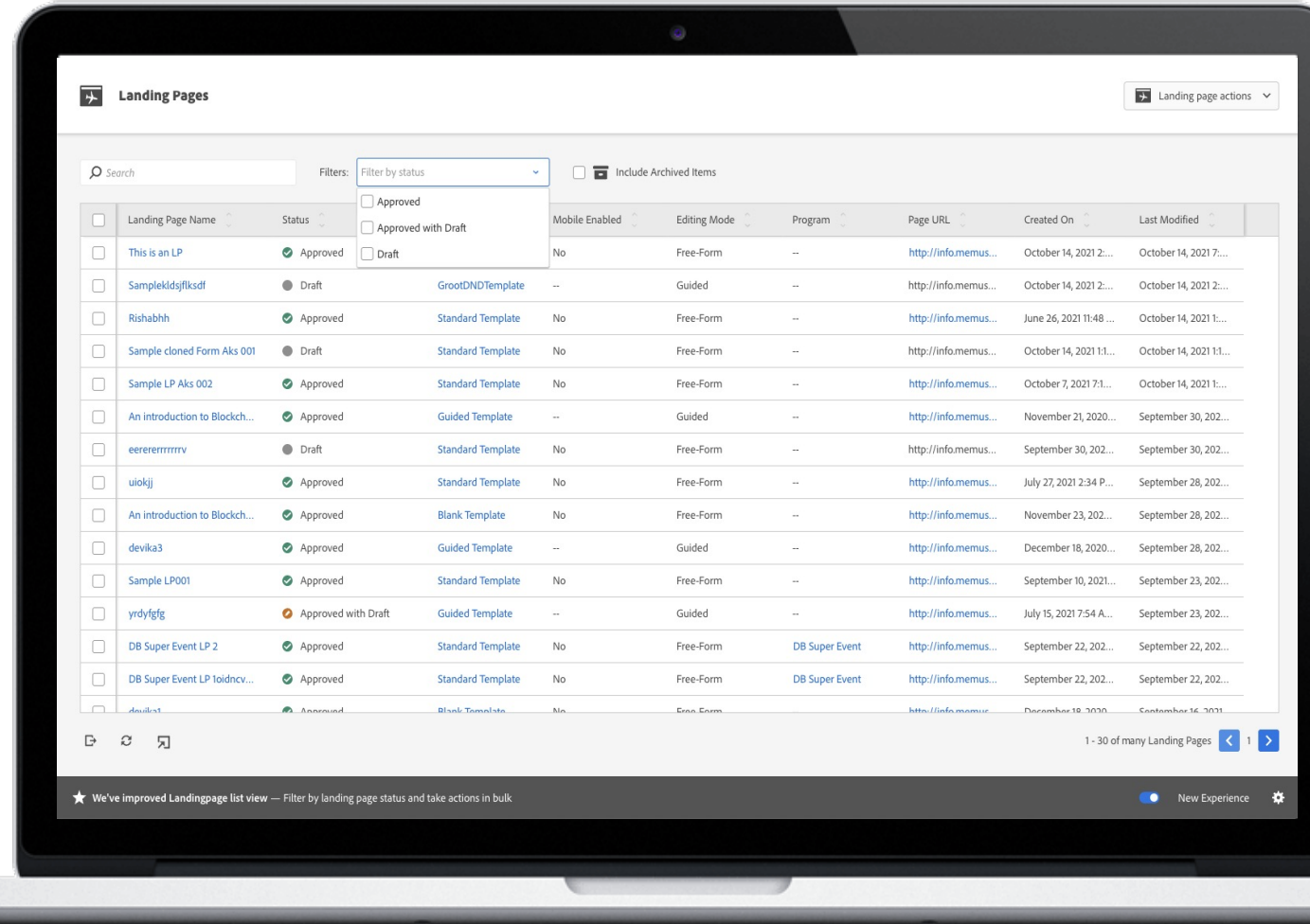


Availability of the Landing page list view in the Next-Gen user experience – powered by the toggle switch.

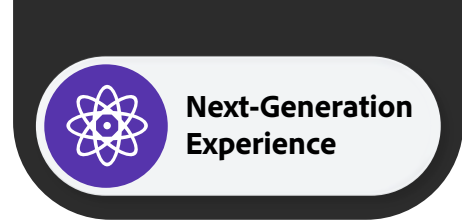


Landing Page List View

- Landing page list view in the Design Studio will be made available to Adobe Marketo Engage users which would be powered by the toggle switch.
- Marketers can easily switch to their preferred experience with the new toggle switch while working on Marketo Engage landing page list view page without losing context of where they were and what they were doing.
- The new experience would be in full parity with the present classic experience.
- The new landing page list view enhances the user experience with the ability to perform mass actions in a significantly improved way and the addition of new filters.
- Additionally, we have also introduced the feature of time-zone being displayed on created and modified dates.



Next-Generation Experience Updates

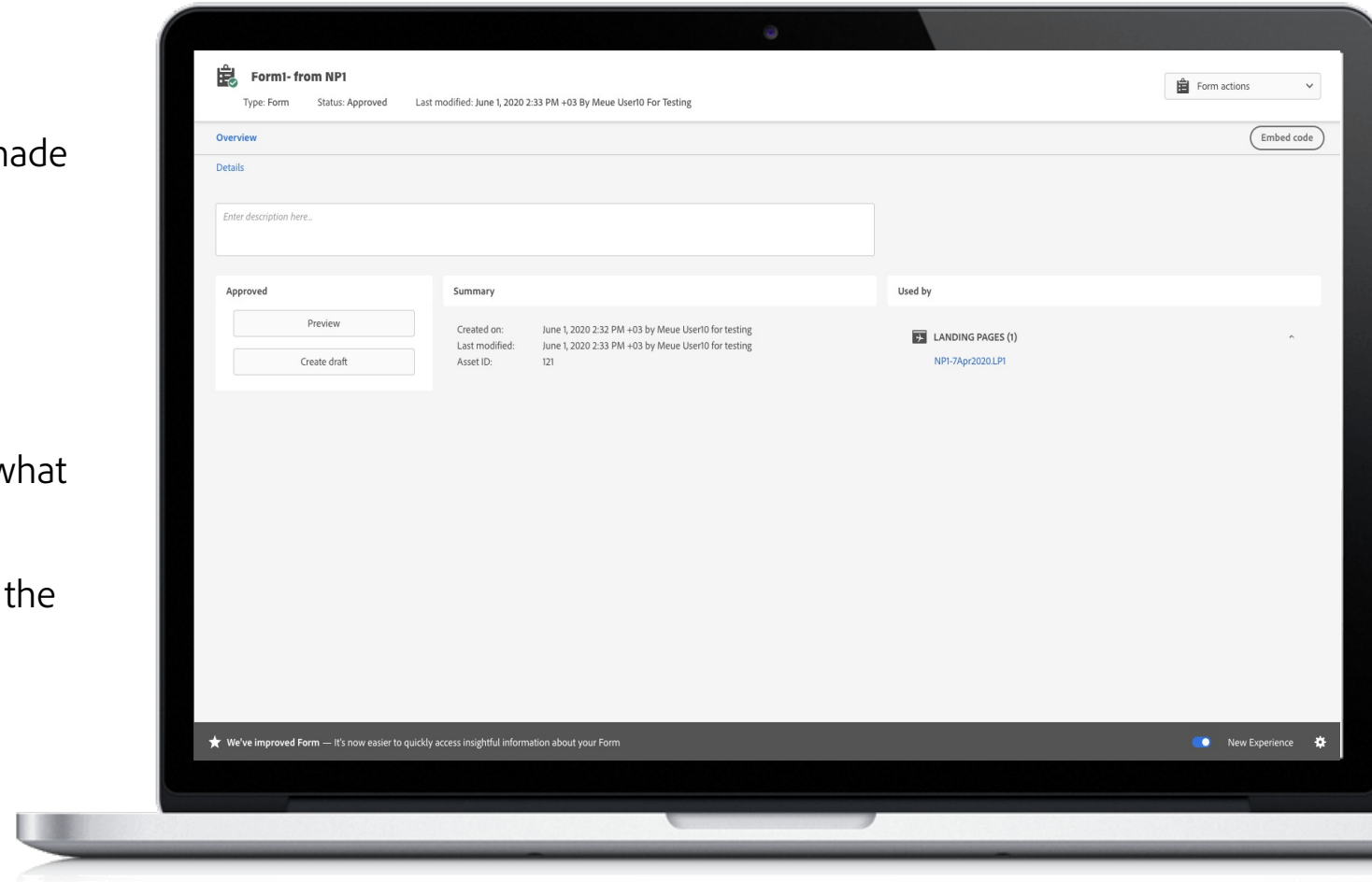


Availability of the form details page in the Next-Gen user experience – powered by the toggle switch.

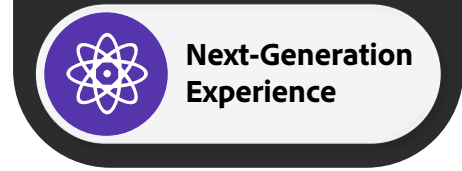


Form Details

- Form details page in the Design Studio will be made available to Adobe Marketo Engage users which would be powered by the toggle switch.
- Marketers can easily switch to their preferred experience with the new toggle switch while working on Marketo Engage form details page without losing context of where they were and what they were doing.
- The new experience would be in full parity with the present classic experience.



Next-Generation Experience Updates

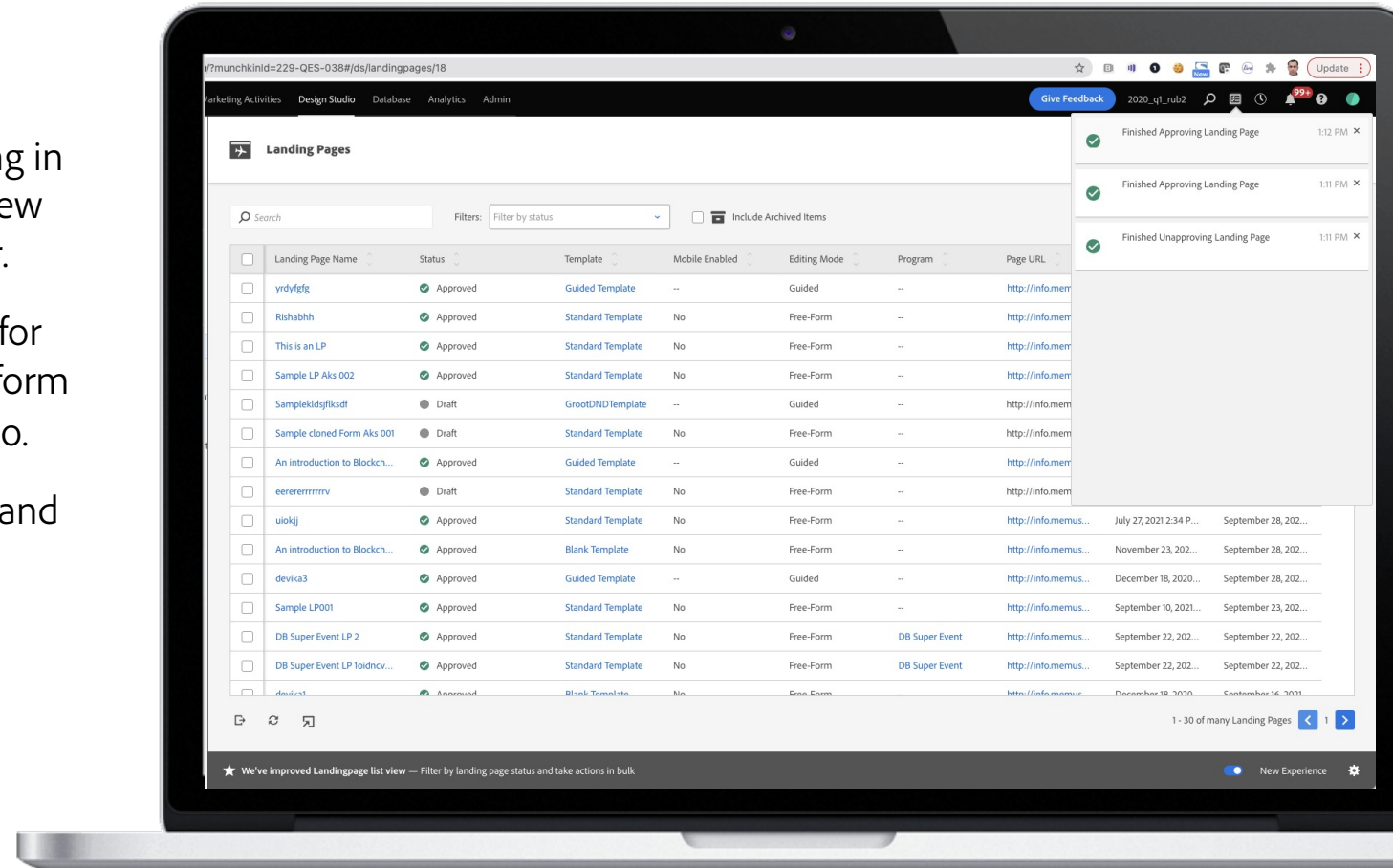


Monitor Task Tasks

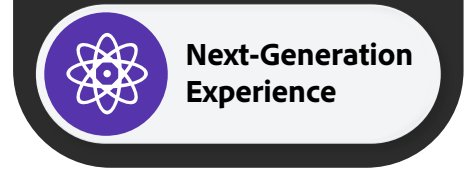


Task Tray

- Marketers can monitor the status of tasks running in the background in the new experience via the new task notification tray in the global navigation bar.
- In this release, the tray will capture notifications for tasks initiated from the new experience view of form details and landing page list view in design studio.
- This includes changing status on landing pages, and general mass actions using the new experience.



Next-Generation Experience Updates



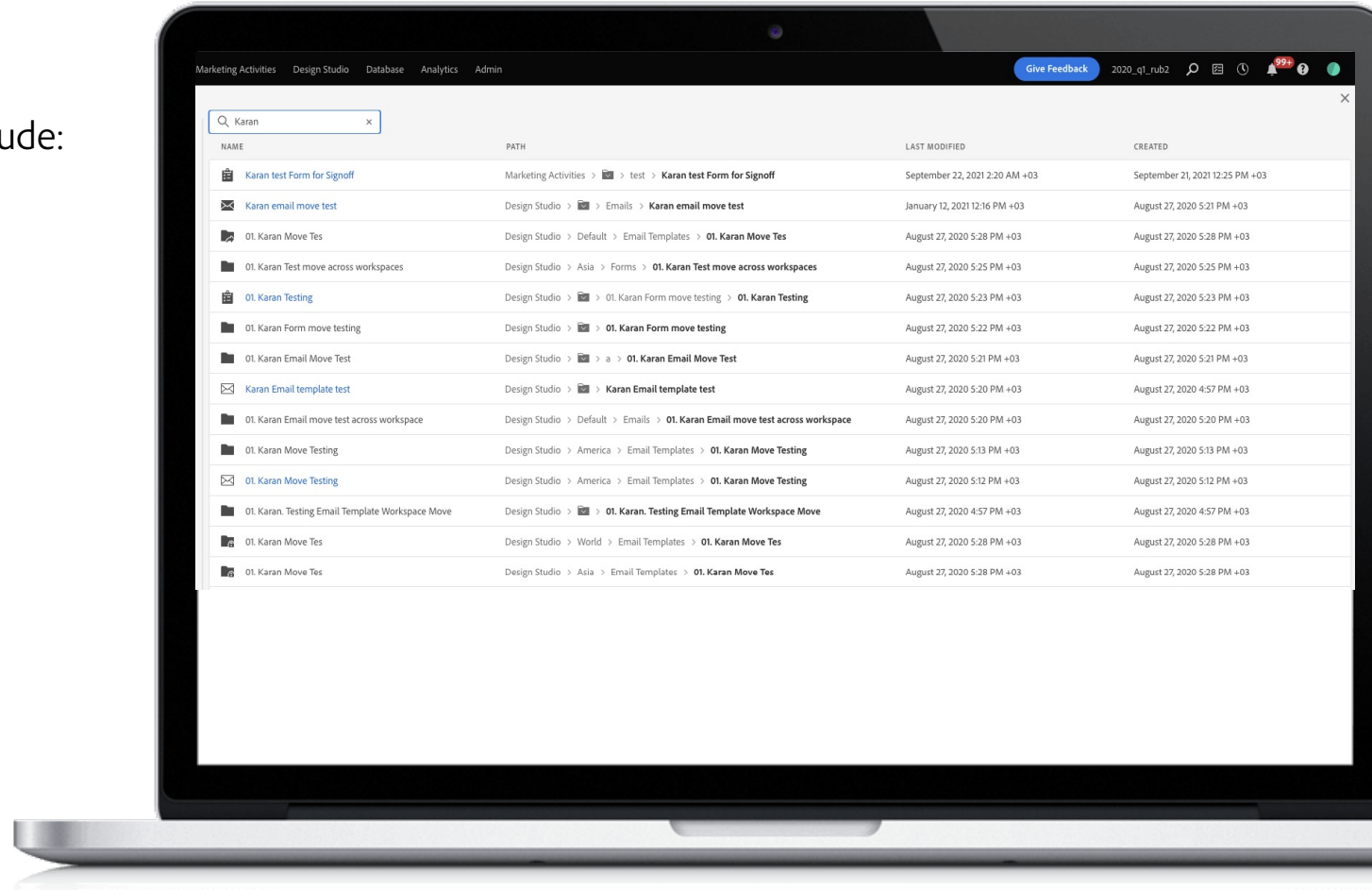
Global Search Enhancements



Search Efficiency

Accessibility improvements to global search Include:

- Updated keyboard navigation.
- Label descriptions.
- A new scroll feature for results.

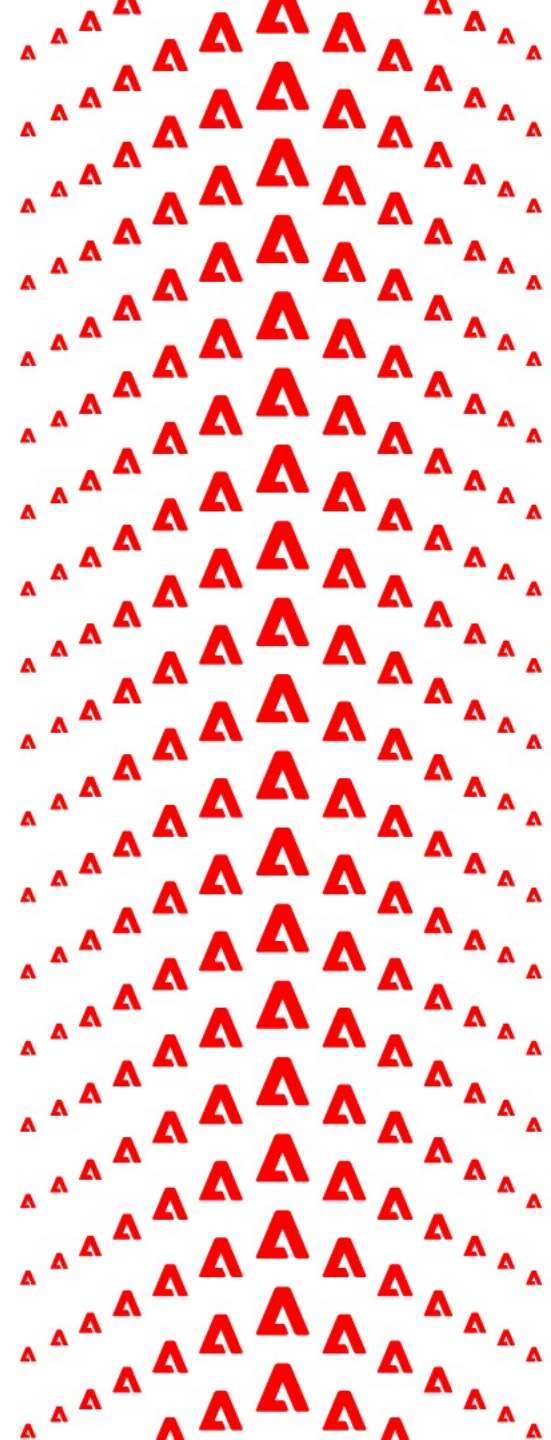




Execute Campaign & Nesting

Kenneth Elkington

Product Manager



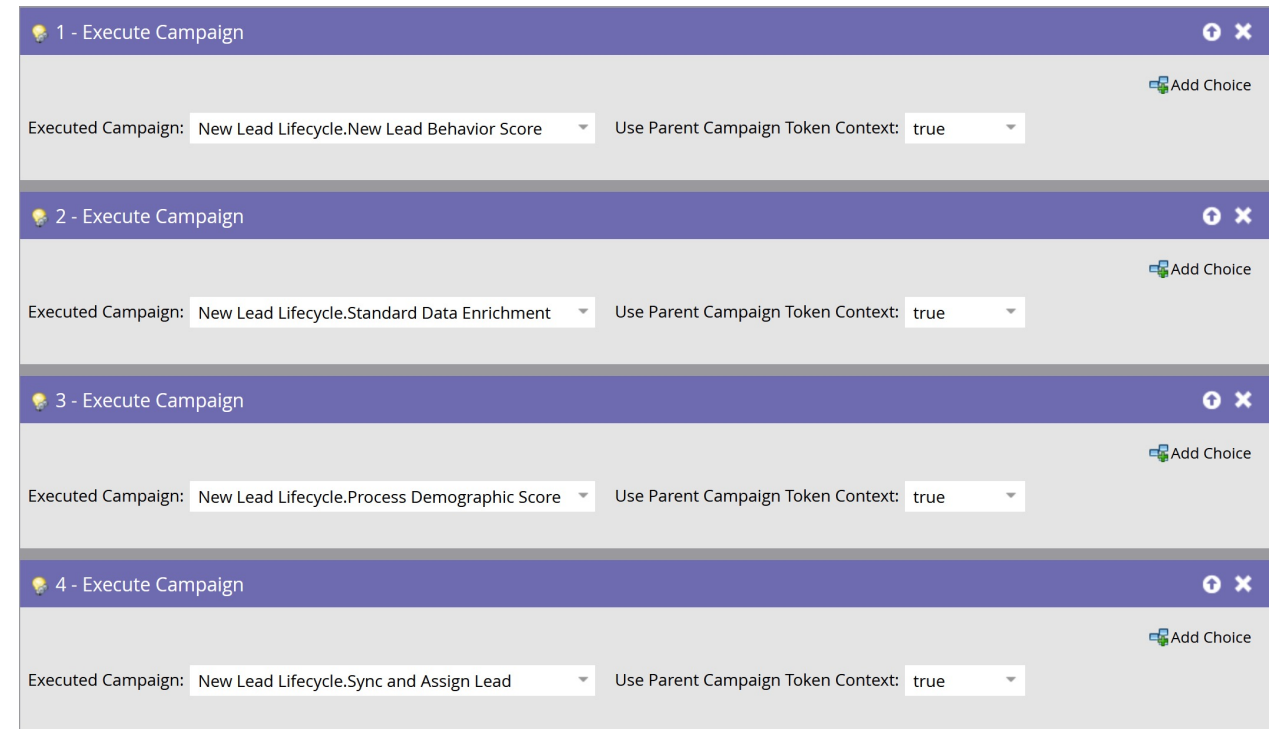
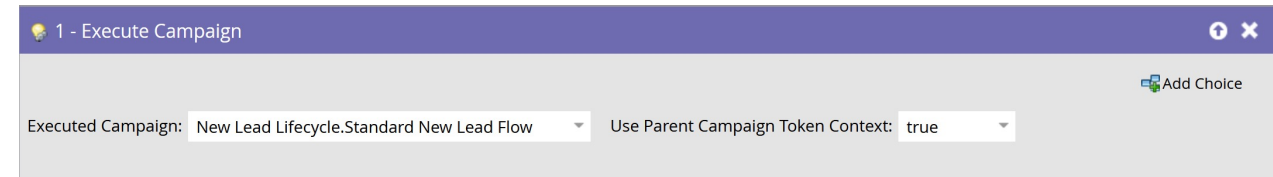
Execute Campaign Nesting

Nest Executable Campaigns up to three layers deep to further refine and modularize operational Smart Campaigns



Improved campaign & journey orchestration for practitioners

- Executable Campaigns may now be nested up to three layers
- Build maintainable & sophisticated lead lifecycle and routing campaigns by separating concerns into individual executable campaigns
- Optionally pass token context from an initiating trigger or batch campaign through to the lowest level executed campaign
- Make short, focused, context-aware campaigns to reuse across your workspace
- Good candidates for executable campaigns include:
 - Behavioral and Demographic Scoring Campaigns
 - Data Hygiene
 - Region Routing and Sales Assignment
 - Many more



A

Q&A

