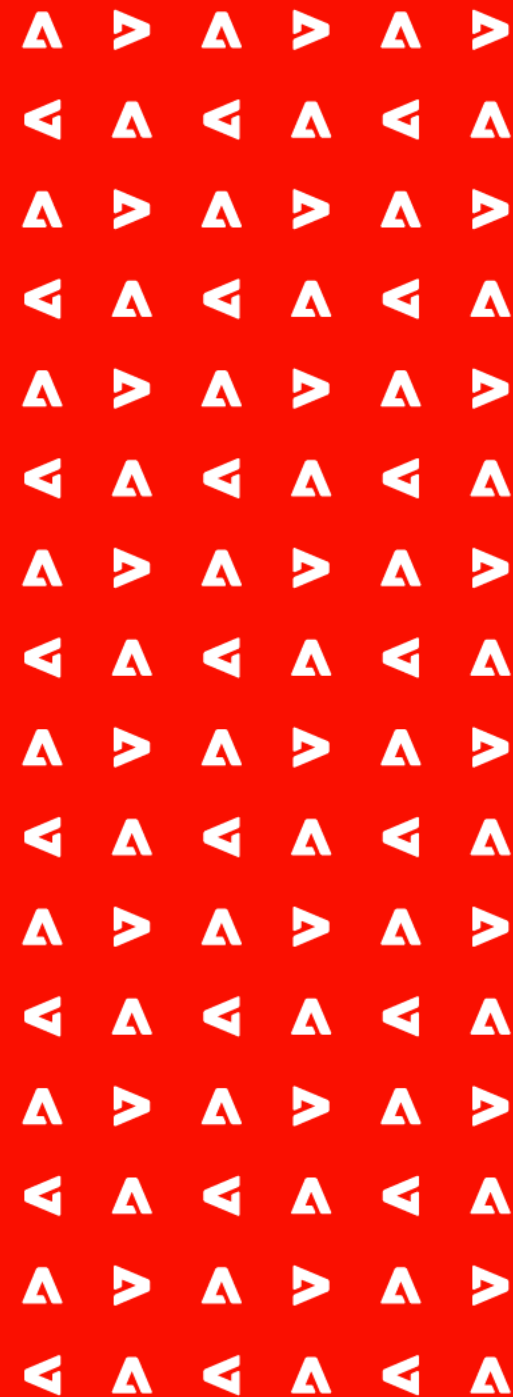




Adobe Marketo Engage March and May 2022 Releases



March and May 2022 Release Highlights

ADOBE MARKETO ENGAGE AND MARKETO MEASURE



Integrated Ecosystem

- Marketo Engage Veeva CRM Integration (Limited Availability)
- Self-Service Flow Steps^{BETA}



Innovation For Experience

- Dynamic Chat
- Asset Expiration
- Smart Campaign Priority Override



Future-proof Investments

- Additional Screens in the Next-Generation Experience
- API Enhancements
- Marketo Measure (formerly known as Bizible) BI Templates
- Email Bot Activity Filtering Enhancements
- Tracking Link STS Header

Meet the Product Managers



John Dictson



Kenneth Elkington



Prasanna Belkale



Sreekanth Reddy



Steven Vanderberg



Nilesh Dalvi



Tina Tseng



David Everly



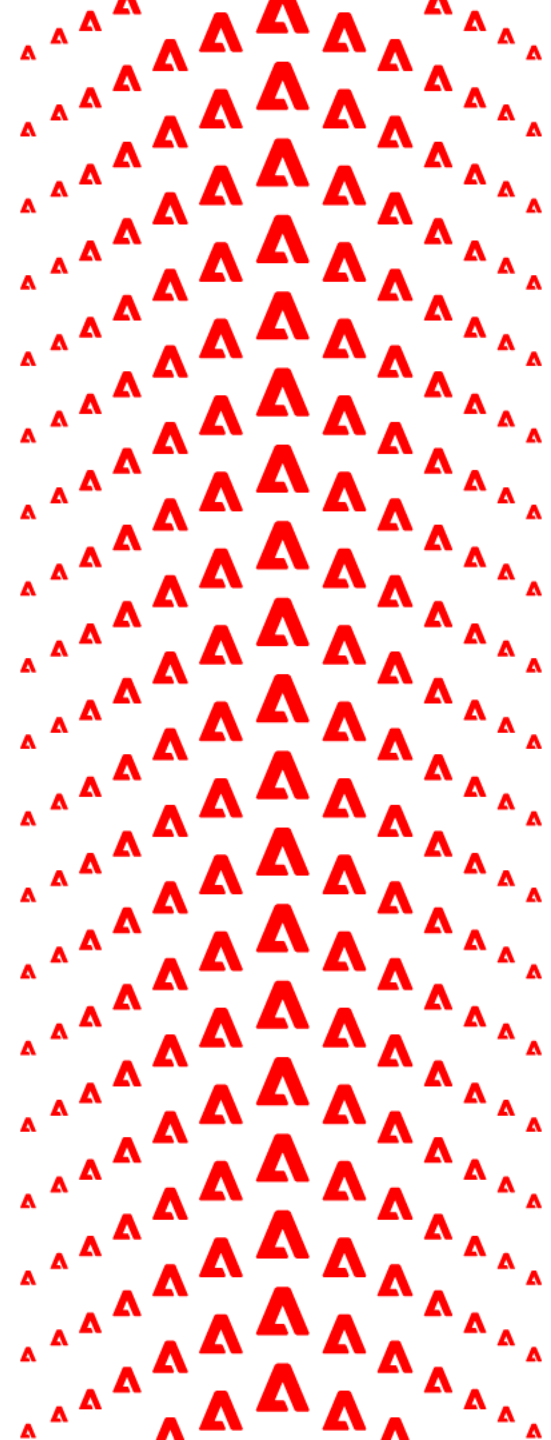
Li Gao



Dynamic Chat

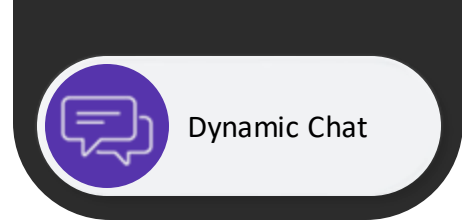
John Dictson

Senior Product Manager



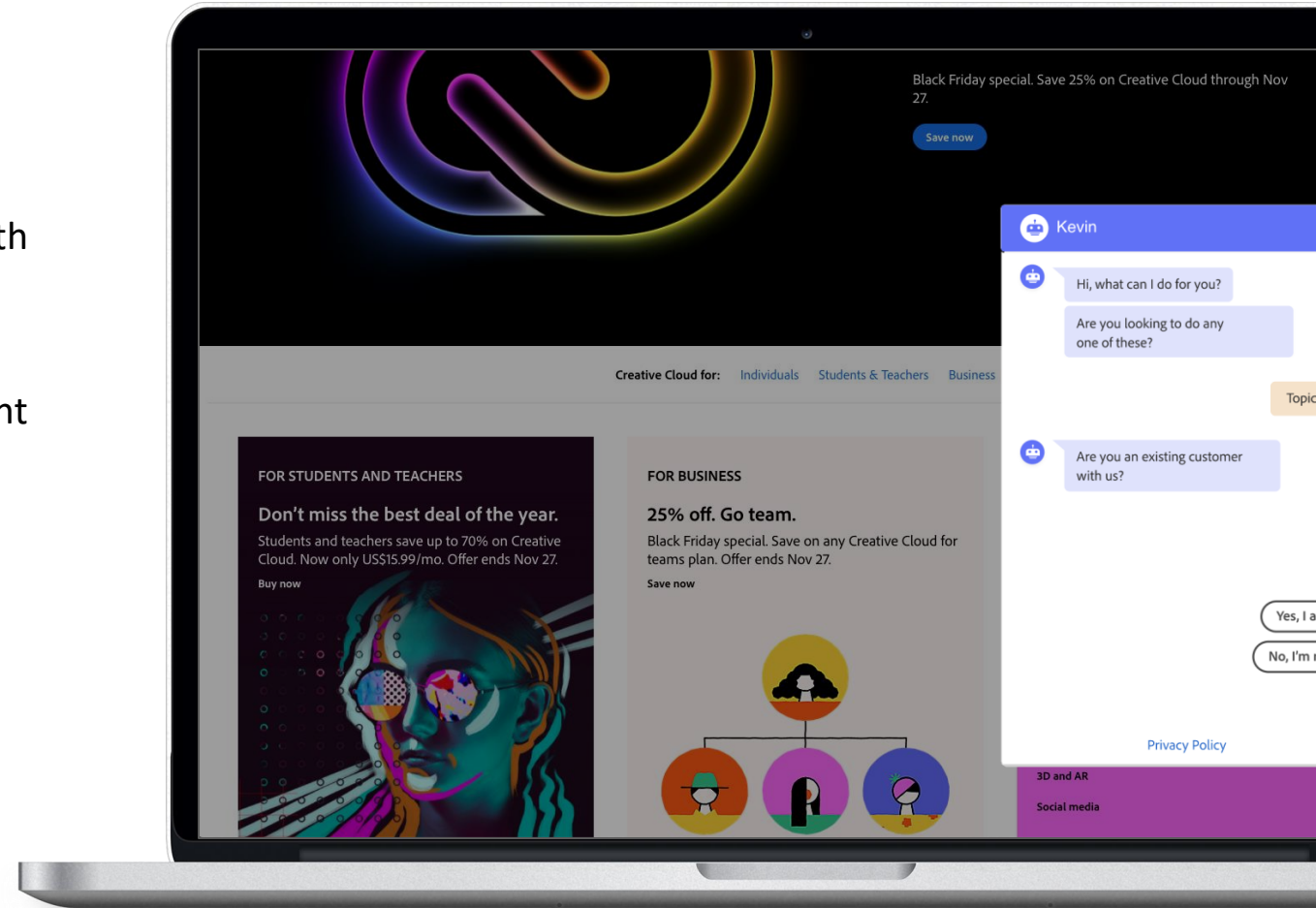
Dynamic Chat

Drive engagement and conversions with interactive, personalized conversations for every web visitor



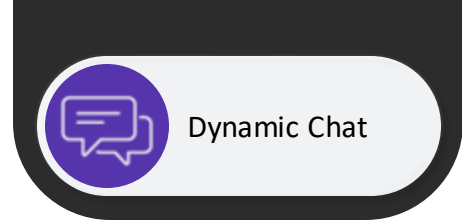
Natively integrated website conversations

- Engage known and anonymous website visitors with personalized and qualifying conversations at scale
- Automatically collect submitted lead information, suggest content, and setup a sales call with the right rep
- Target both leads and accounts by integrating chat into your holistic cross-channel marketing strategy




Dynamic Chat


Drive engagement and conversions with interactive, personalized conversations for every web visitor



Core Capabilities




Out of the box Chat Dialogues




Cross targeting with Native Marketo connector




Book Meetings with Sales



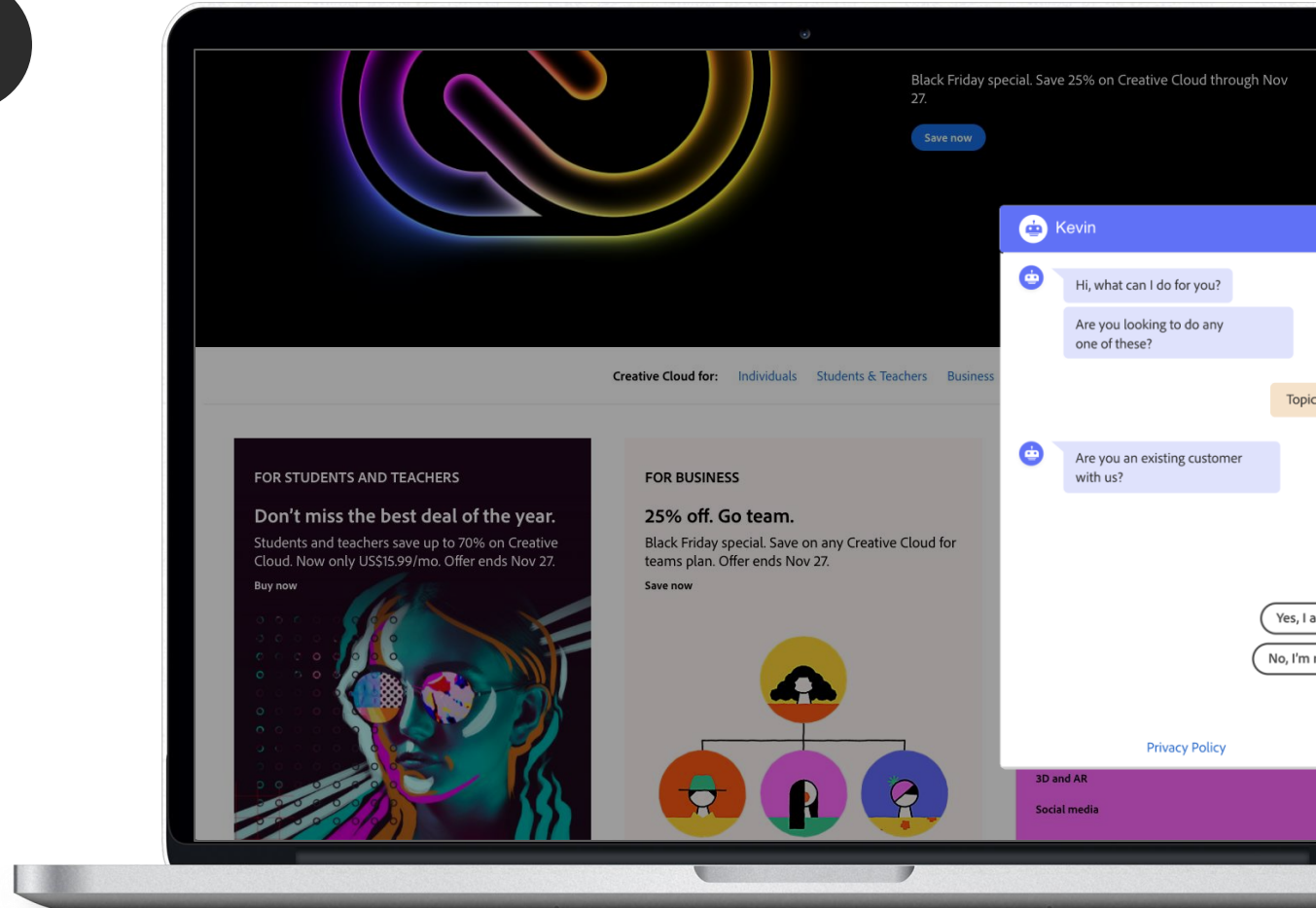
Lead routing



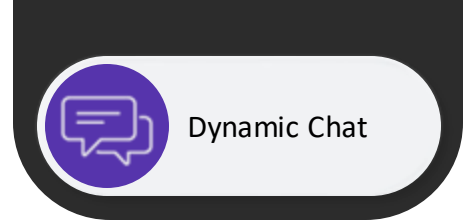
Lead and Account Targeting



Chat Analytics



Enhance your cross-channel strategy with Dynamic Chat



Lead & Account Database

Capture more information about leads with new custom chat activities that get appended to the lead record

Paid Media

Use chat engagement data to fuel your paid media strategy to get the best ROI with an integrated strategy.

Email Marketing

Add members to email programs and trigger emails to send based on chat engagement to ensure you engage with relevant email content once the chat is complete.



Dynamic Chat

Scoring, Routing, & Alerts

Update lead scores and route leads appropriately based on chat engagement on your website.

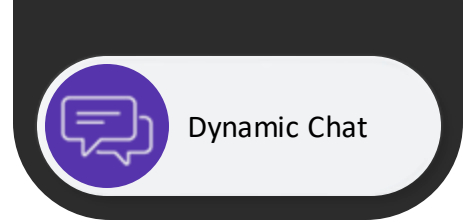
Adobe Experience Cloud Audience Sync

Create lists of leads that are engaged with chat and sync them to other Adobe Experience Cloud applications.

Events & Webinars

Add engaged chat users to your event and webinar programs to create an integrated and cross-channel experience.

Packaging & Rollout



Packaging

Included in all Marketo Engage bundles with no additional cost



Roll-out

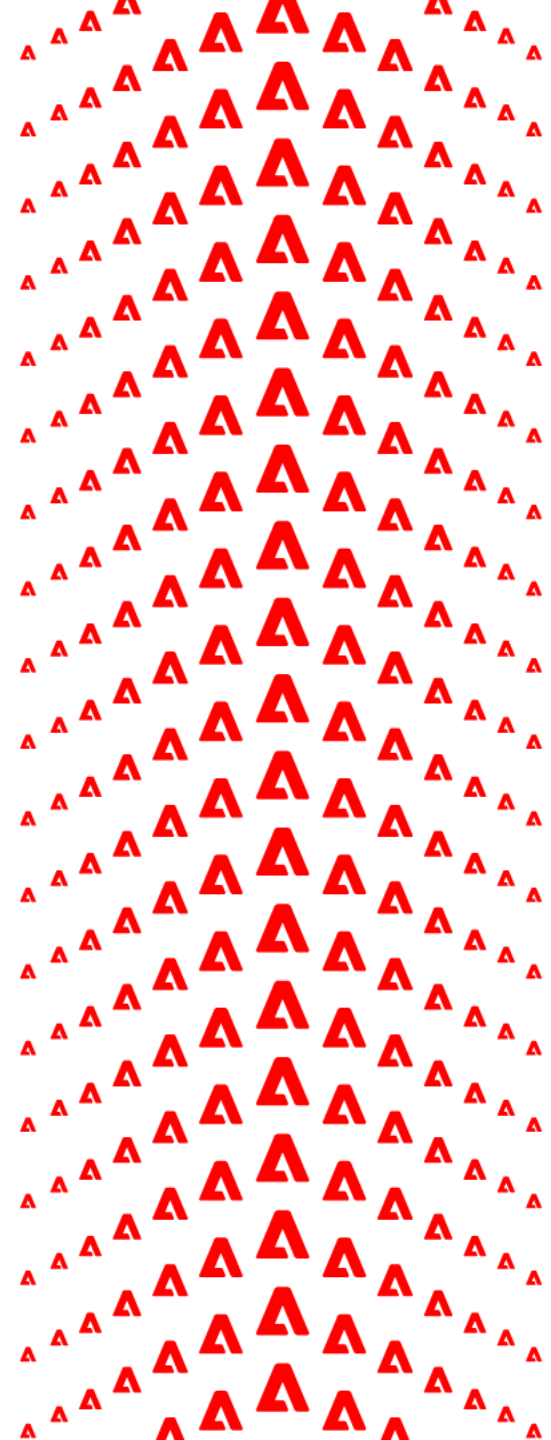
Phased roll-out to all new and existing customers in next 6 months



APIs

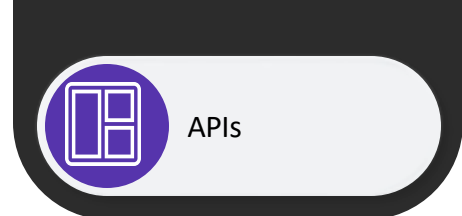
Kenneth Elkington

Senior Product Manager



Self-Service Flow Steps

Framework for Authoring Flow Steps as Web APIs



Design and Deploy Services that can be used as flow steps in Marketo Campaigns



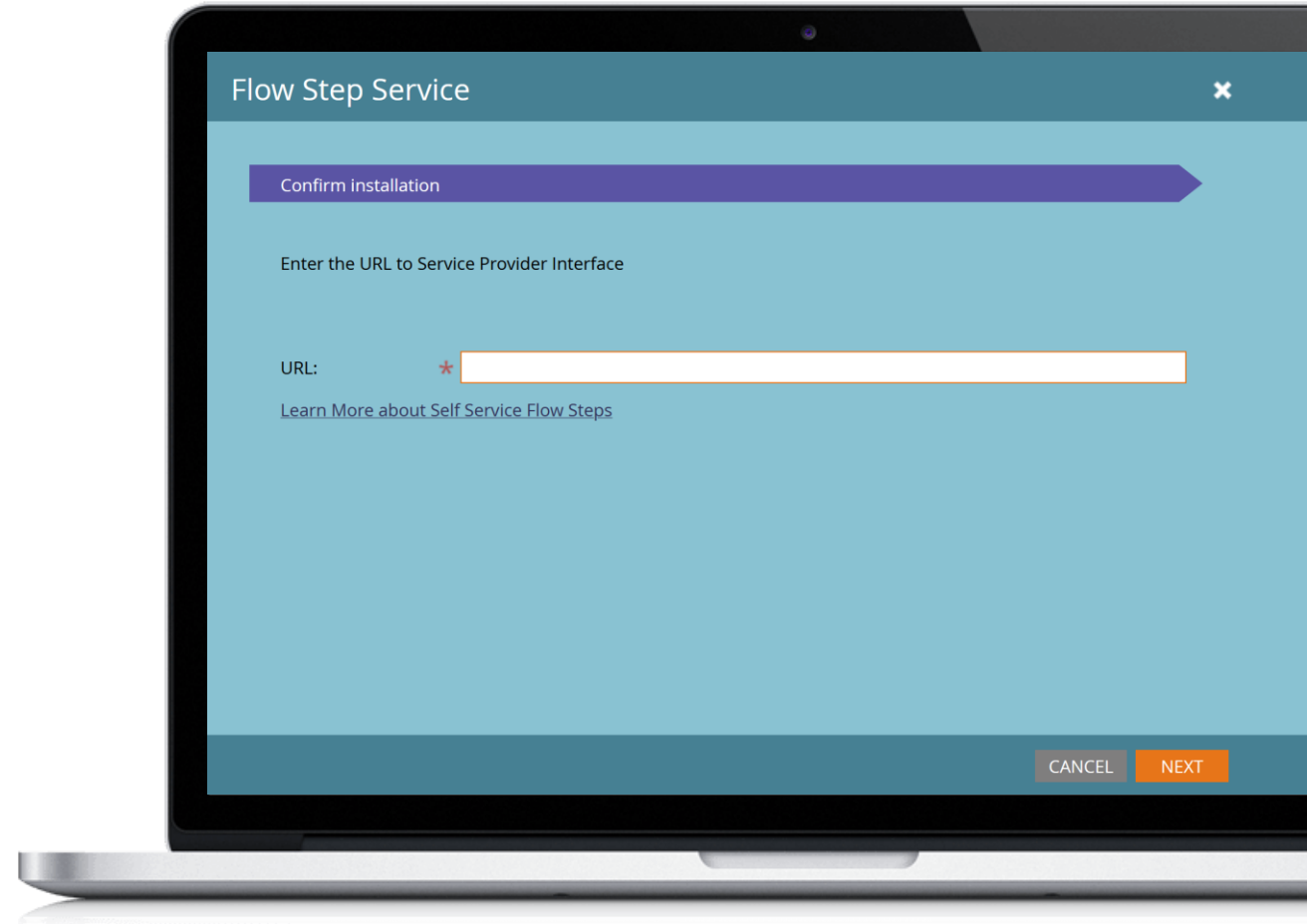
Interact With External Web Services



Process Leads through Trigger, Batch, and Executable campaigns



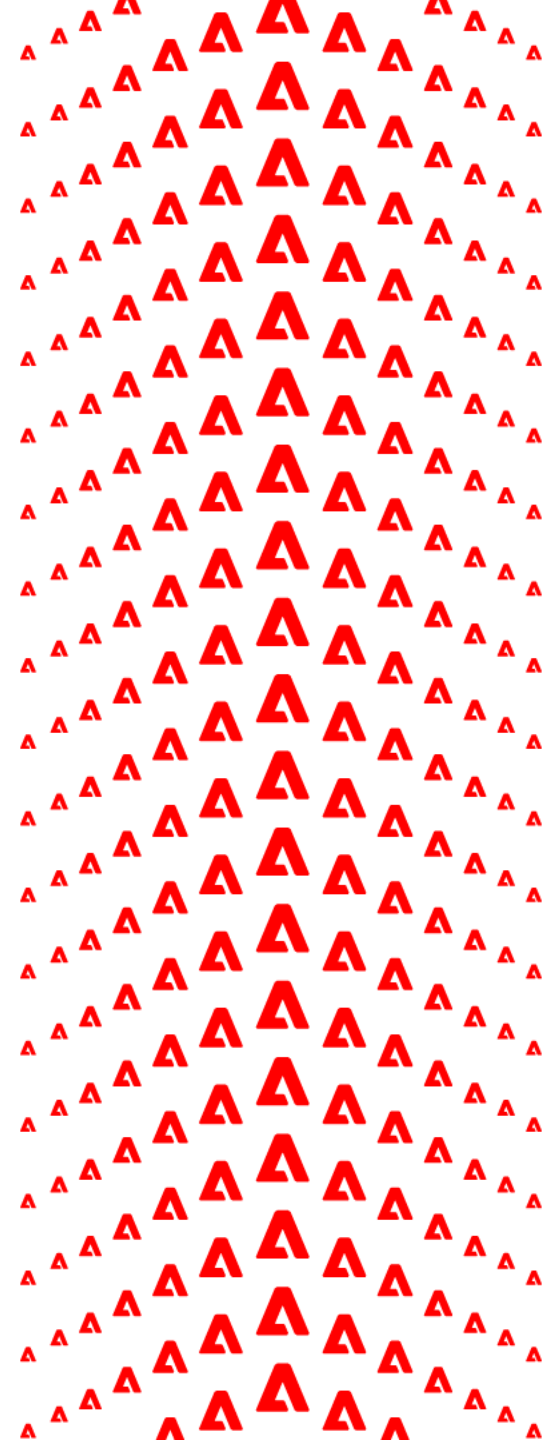
Send Lead and Campaign Context data for processing and Get Lead and Activity Data



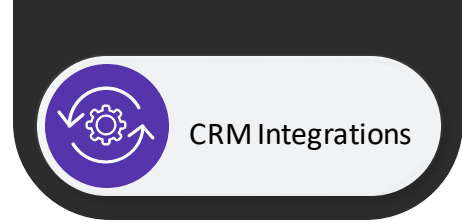


CRM Integration and Sales Insight

Prasanna Belkale
Product Manager



Marketo Engage Veeva CRM Native Integration



Veeva is the leader in cloud-based solutions for life sciences. Veeva CRM is their specialized CRM offer for pharmaceutical companies.



Use Cases

- Personalized and Relevant Healthcare Professionals (HCP) Engagement: track and measure HCP behavior and interests in real-time, enabling relevant experiences that create differentiation through engagement
- Follow up Sales-HCP Calls with automated messaging based on Call content and responses



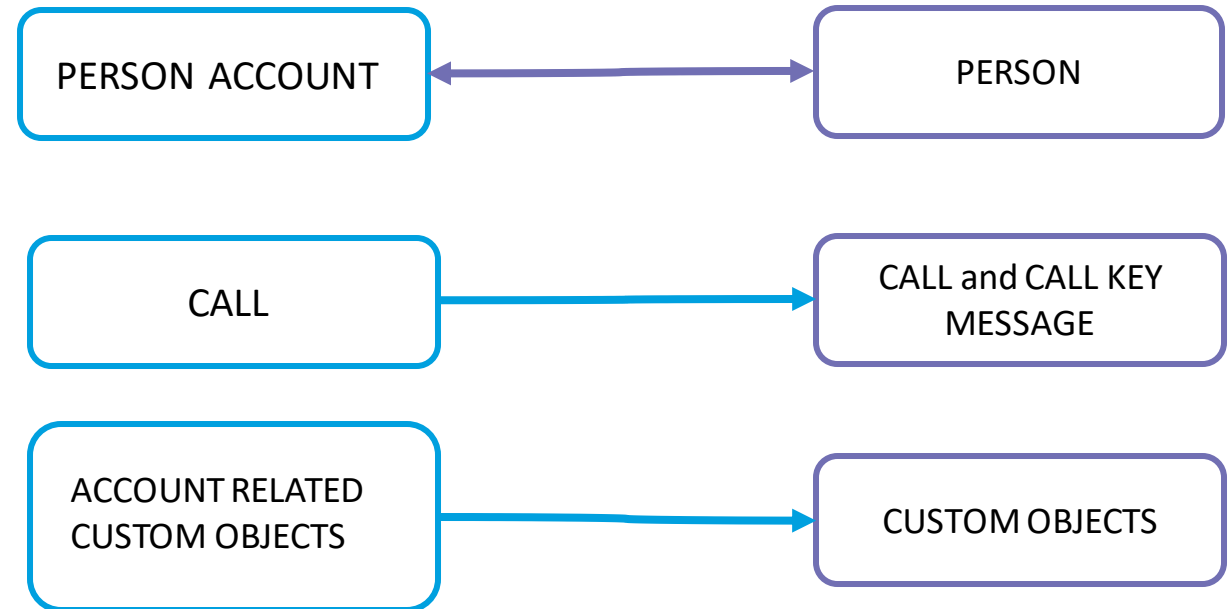
CRM Connector Key Features

- Sync Healthcare Professional profiles (Person Accounts)
- Sync using Salesforce API
- Continuous Sync
- Use synced data to create segments and to personalize content

Veeva CRM

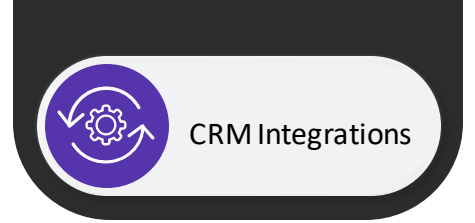


Adobe Marketo Engage



Sales Insight on Non-native MS Dynamics Sync

Use Sales Insight even when you connect to MS Dynamics using Custom sync



Sales Insight set up for Non-native

- Customer Support can enable instance to use Sales Insight on non-native sync
- Download and import specific version of Sales Insight package
- Configure External ID fields for all the objects for sync



Sales Insight key features

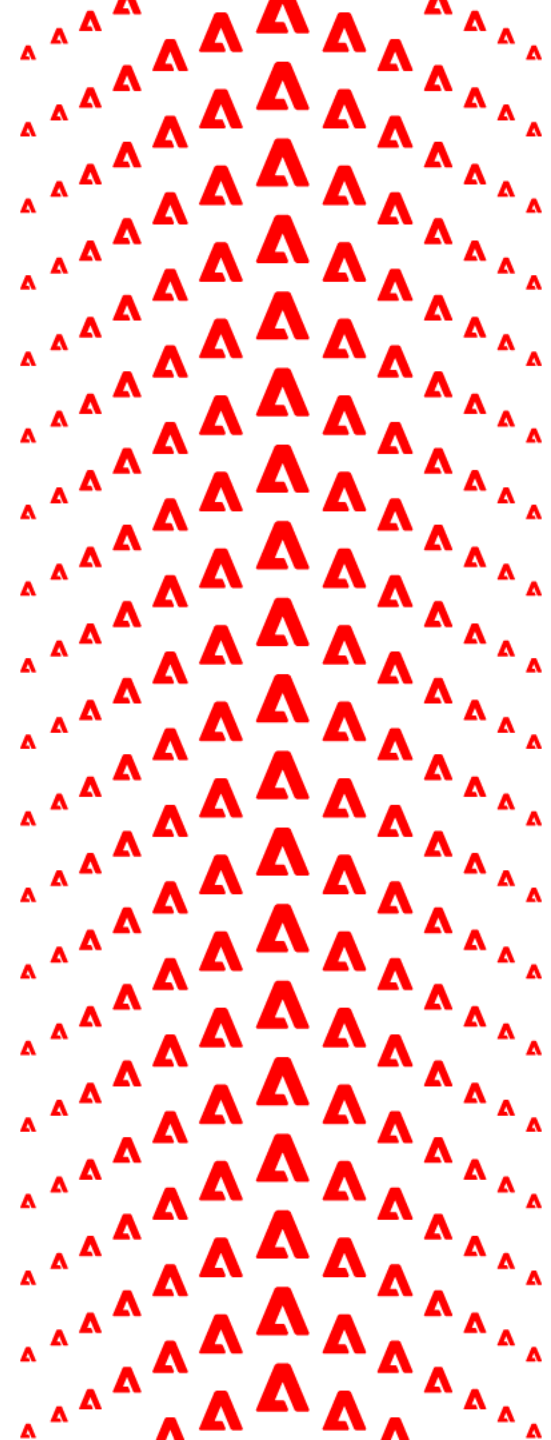
- **Best Bets** - Information for Sales on top leads to talk to
- **Dashboards and Layouts** – Email, Web activities, Score changes
- **Interesting Moments** – stay on top with key information about your prospects
- **Actions** – Send Sales email, Add Person to Marketo Campaign

View: Best Bets	Priority	Name	Account	Person Score	Last Interesting Moment	Status	2 Selected	Choose Action...
<input checked="" type="checkbox"/>	🔥🔥🔥	★☆☆	Jack Dorsey	Jenkins	57	Email: Email sent to all the leads and Contacts 1 week ago	Active	Bulk Actions Send Marketo Email Add to Marketo Campaign
<input checked="" type="checkbox"/>	🔥🔥🔥	★☆☆	Hie Makateshi	Zen	57	Email: Email sent to all the leads and Contacts 1 week ago	Active	Marketo Email Marketo Campaign
<input type="checkbox"/>	🔥🔥🔥	★☆☆	Jim Murphy	Zen	57	Email: Email sent to all the leads and Contacts 1 week ago	Active	
<input type="checkbox"/>	🔥🔥🔥	★☆☆	Manik	Insta	57	Email: Email sent to all the leads and Contacts 1 week ago	Active	
<input type="checkbox"/>	🔥🔥🔥	★☆☆	Ian Thompson	Jenkins	57	Email: Email sent to all the leads and Contacts 1 week ago	Active	
<input type="checkbox"/>	🔥🔥🔥	★☆☆	Dennis Lillee	Insta	57	Email: Email sent to all the leads and Contacts 1 week ago	Active	
<input type="checkbox"/>	🔥🔥🔥	★☆☆	Monty Henman	Jenkins	57	Email: Email sent to all the leads and Contacts 1 week ago	Active	
<input type="checkbox"/>	🔥🔥🔥	★☆☆	Paul Lakers	Insta	56	Email: Email sent to all the leads and Contacts 1 week ago	Active	
<input type="checkbox"/>	🔥🔥🔥	★☆☆	Sara Connors	Insta	56	Email: Email sent to all the leads and Contacts 1 week ago	Active	
<input type="checkbox"/>	🔥🔥🔥	★☆☆	Jen Thomas	Insta	56	Email: Email sent to all the leads and Contacts 1 week ago	Active	
<input type="checkbox"/>	🔥🔥🔥	★☆☆	Nicole Waters	Insta	56	Email: Email sent to all the leads and Contacts 1 week ago	Active	
<input type="checkbox"/>	🔥🔥🔥	★☆☆	Jessica Mitchell	Insta	56	:	Active	
<input type="checkbox"/>	🔥🔥🔥	★☆☆	Mindy Rogers	Insta	56	Email: Email sent to all the leads and Contacts 1 week ago	Active	
<input type="checkbox"/>	🔥🔥🔥	★☆☆	Jake McGonnagal	Insta	56	Email: Email sent to all the leads and Contacts 1 week ago	Active	
<input type="checkbox"/>	🔥🔥🔥	★☆☆	Kate Beckinsale	Insta	56	Email: Email sent to all the leads and Contacts	Active	



**Marketing Data
Environment**

Sreekanth Reddy
Product Manager



Filtering Email Bot Activity

Prevent unintended sales alerts and inaccurate email reporting through email bot activity filtering



Now marketing admins have option to opt for logging email activities that are identified as bot



Added 2 new attributes to email click and email open activities to highlight bot activity

- Is Bot Activity
- Bot Activity Pattern

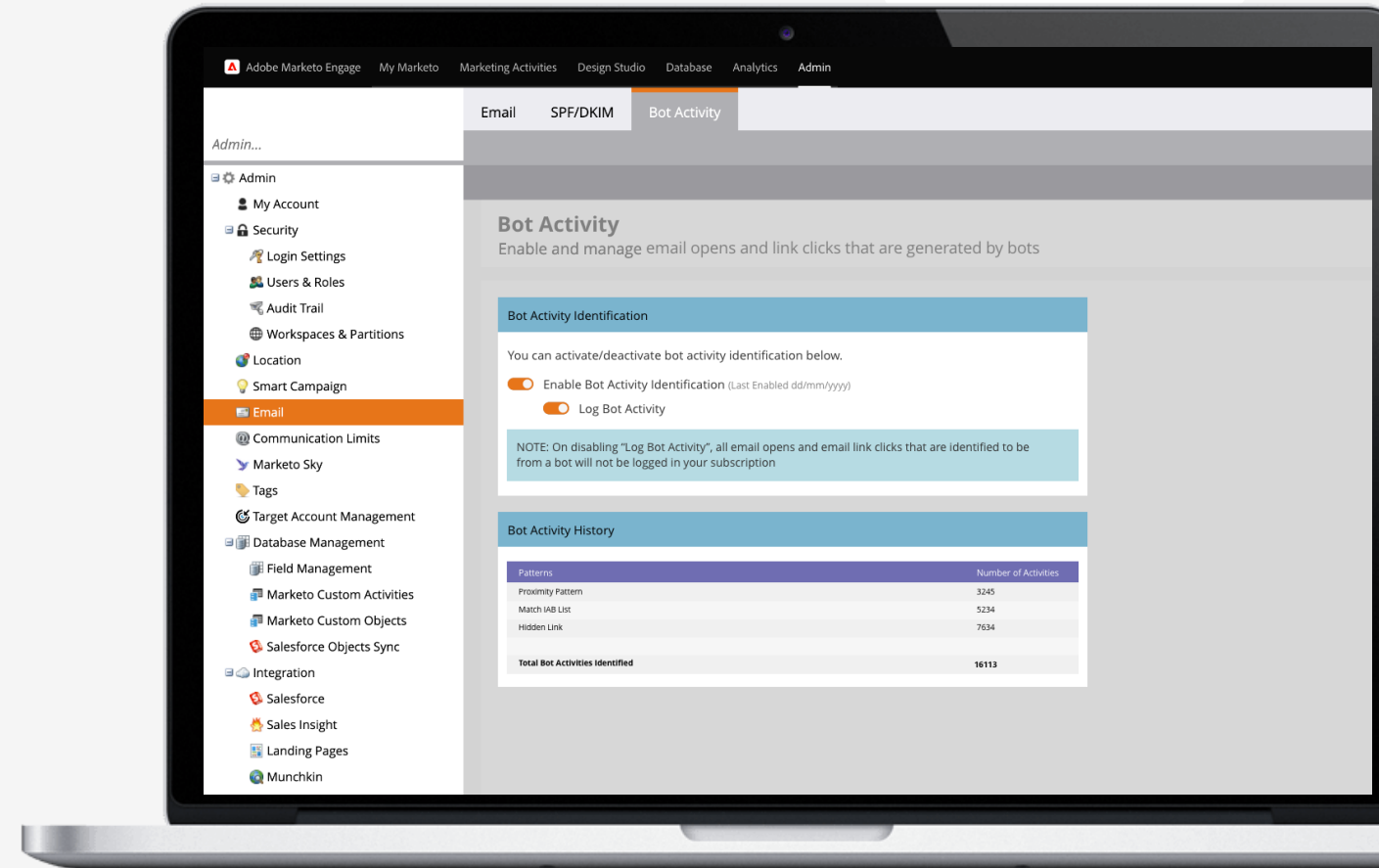


More sophisticated patterns to identify bot activities

- Hidden link IPs/ UAs (Identifying clicks and opens generating from bots clicking hidden link)
- Proximity patterns (clicks or opens happening nearly at the same time) to identify bot activity



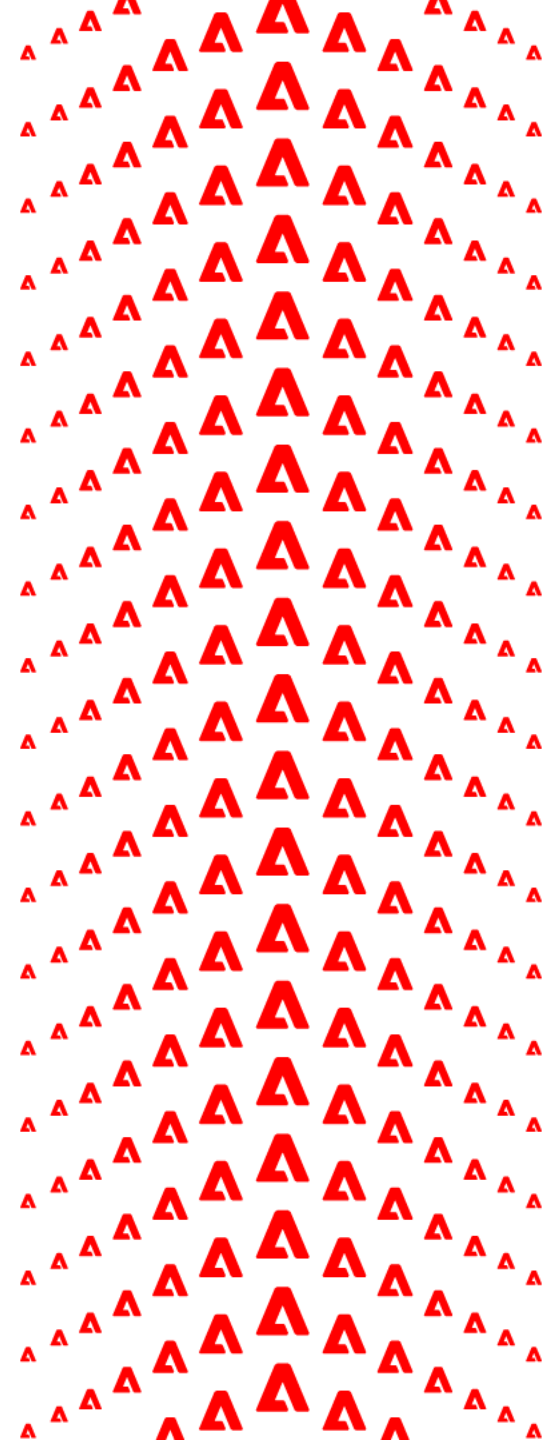
Marketing Data Environment





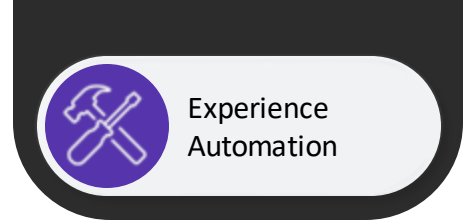
Experience Automation

Steven Vanderberg
Senior Product Manager



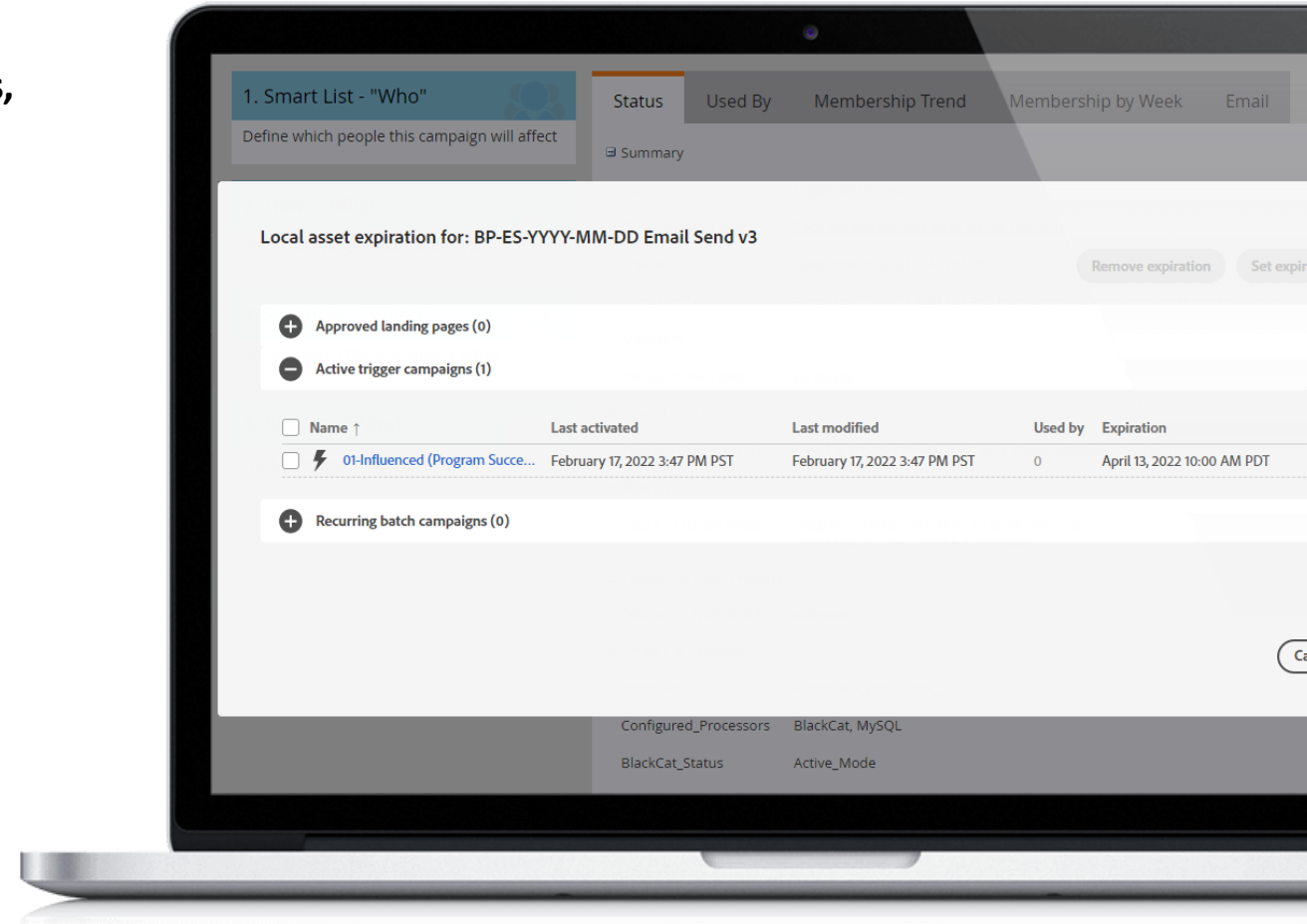
Asset Expiration

Automation of marketing asset expiration



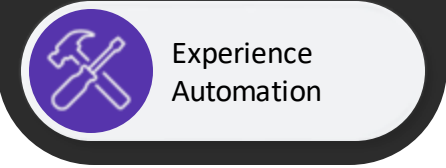
Set an expiration date/time to unpublish landing pages, deactivate trigger campaigns, or stop recurring batch campaigns.

- Schedule your marketing assets to automatically deactivate in the future – no more forgotten registration pages!
- Control of asset deactivation can be assigned to specific user roles through a new permission.



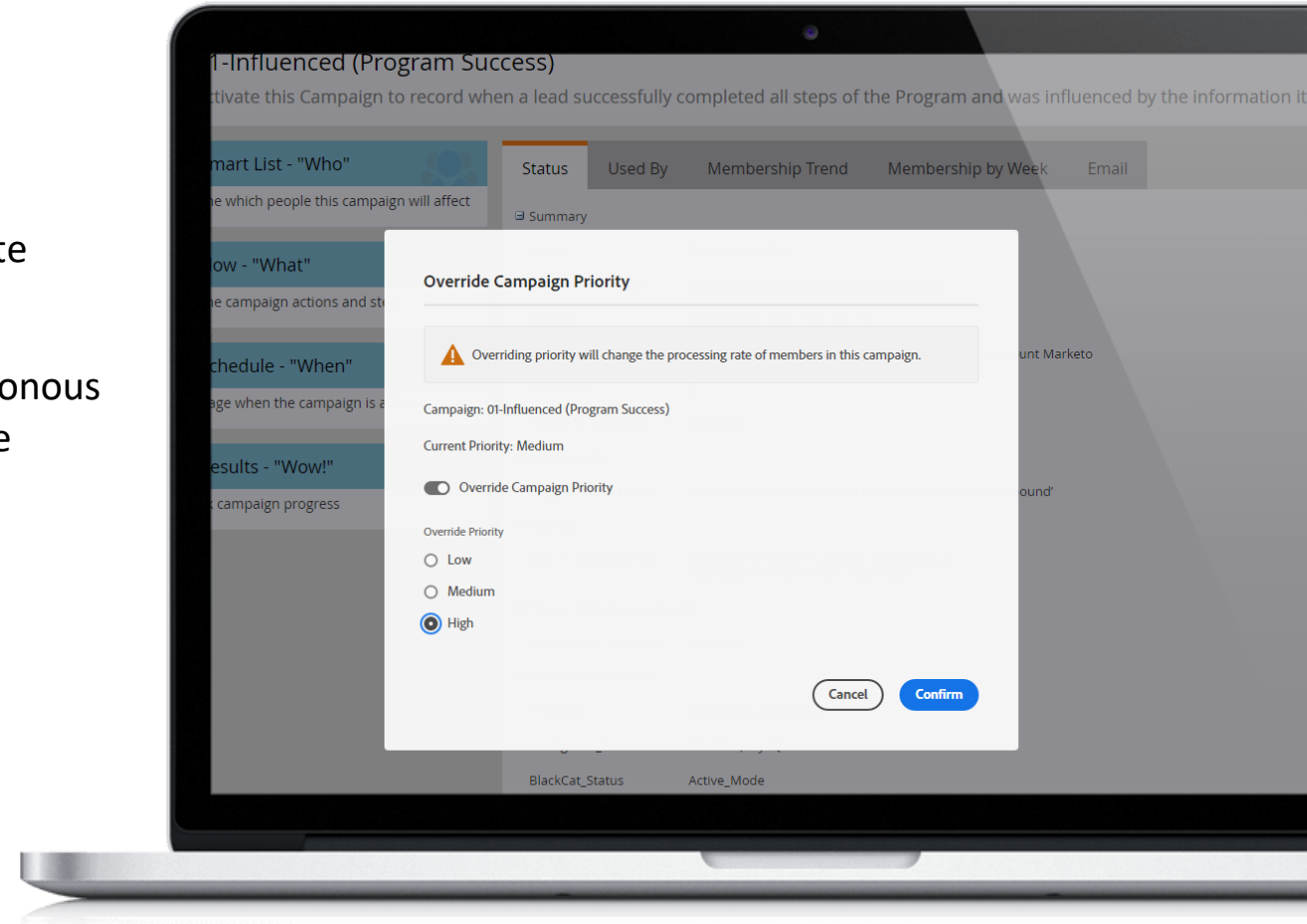
Smart Campaign Priority Override

Tune priority dials to fit your needs



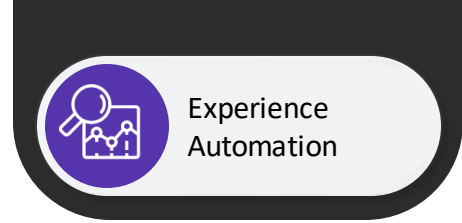
Override default trigger campaign priorities to fit your marketing automation needs

- Increase priority of campaigns that require immediate processing to support downstream functions.
- Decrease priority of campaigns that support asynchronous tasks to free up processing resources for other, more urgent workflows.
- Priority override access controlled by user role permissions.



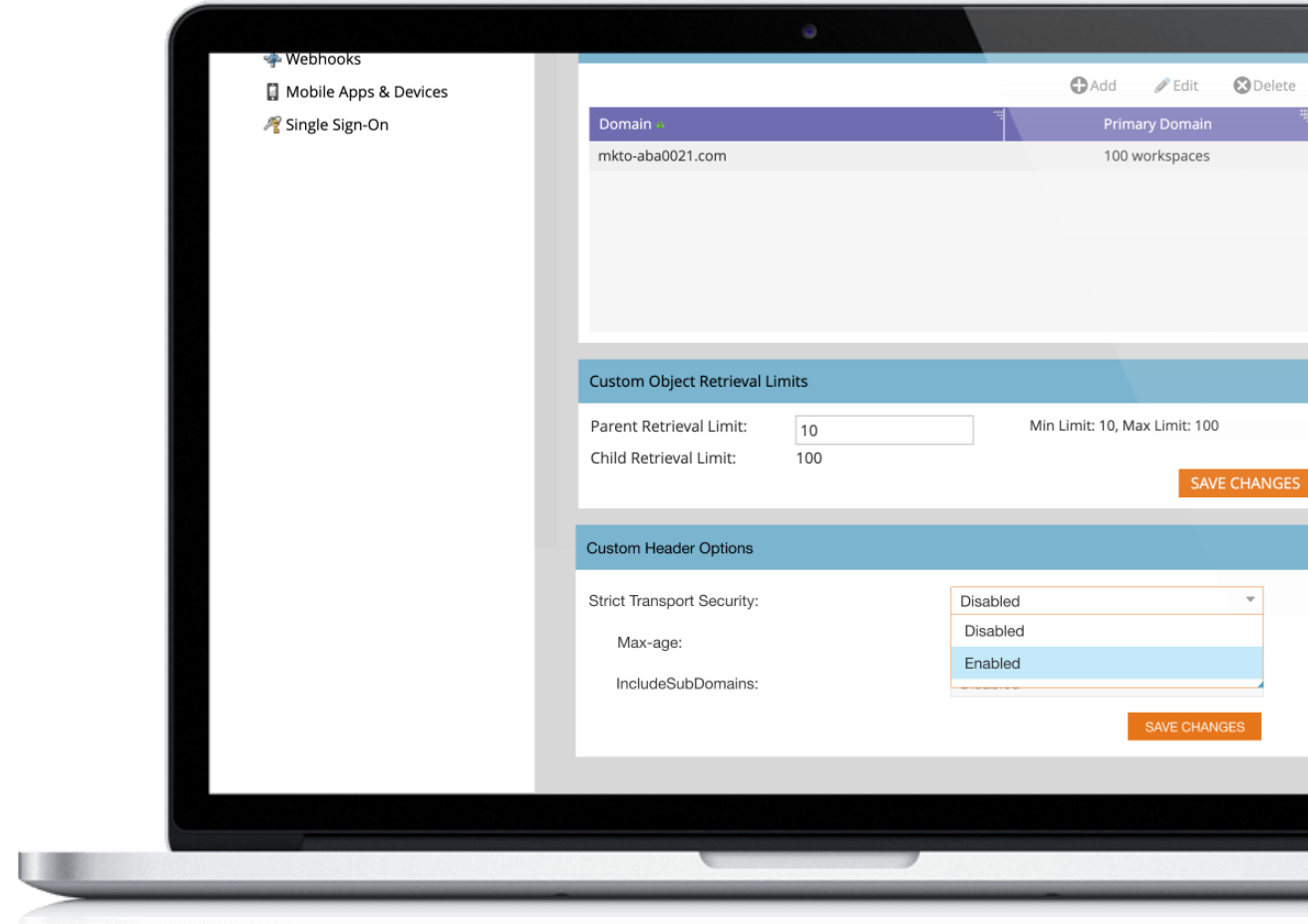
Tracking Link STS Header

Apply security best practices to your tracked link domains



Protect Marketo Engage tracking link domains with a custom Strict Transport Security header

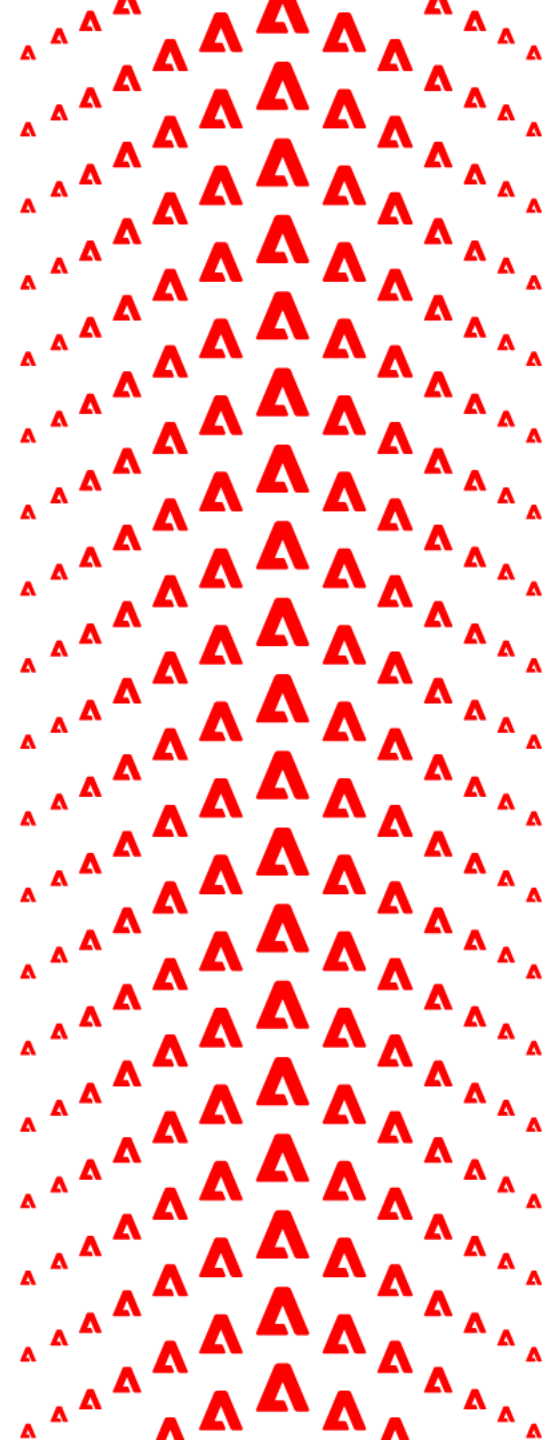
- Configure STS header for your Marketo Engage tracking domains to ensure links in emails are always served over HTTPS connections.





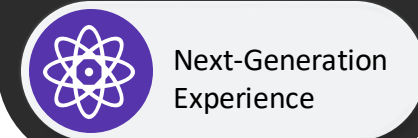
Next-Generation Experience

Nilesh Dalvi
Product Manager



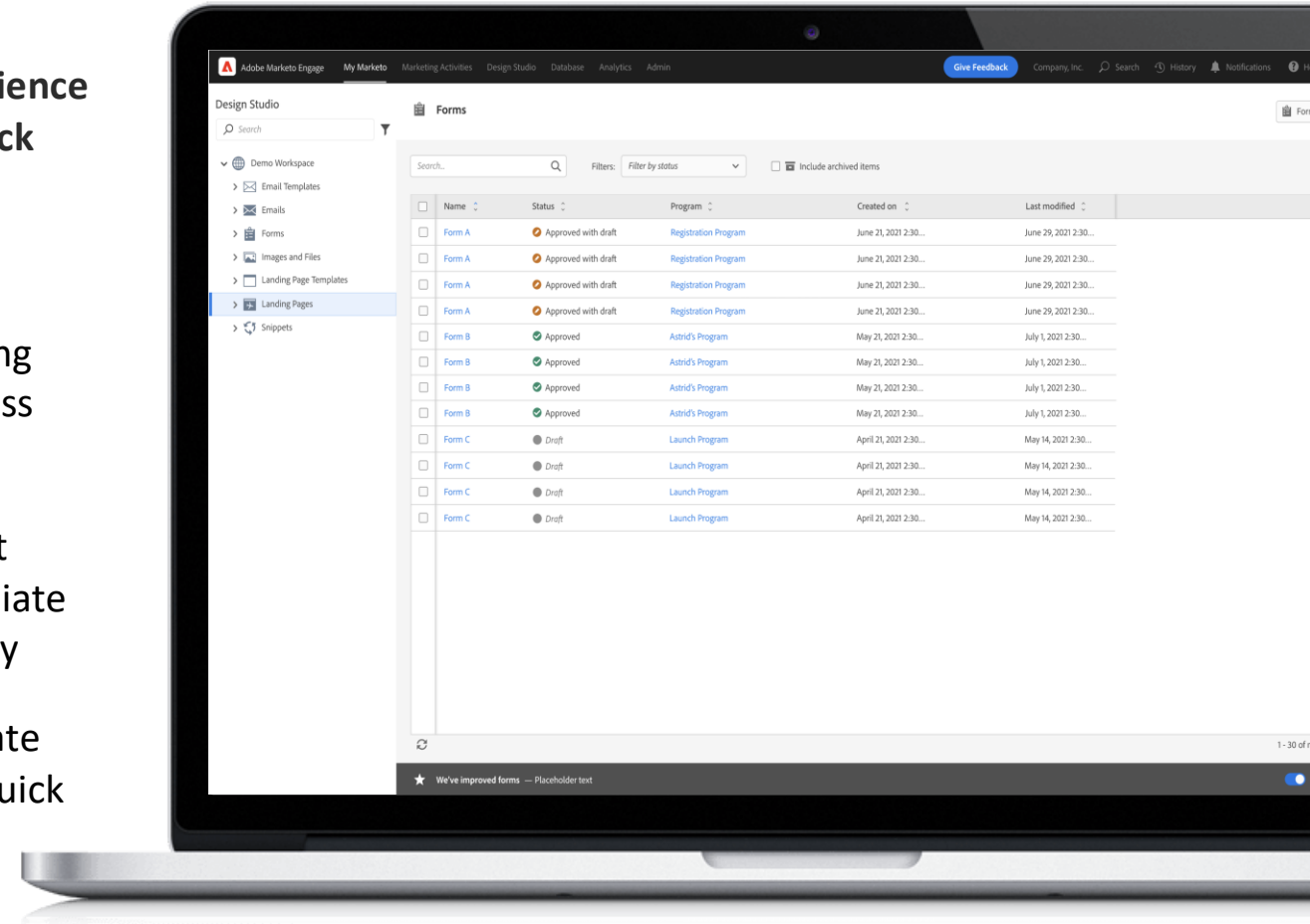
Next Generation Experience: Forms List View

New Experience with Toggle Switch for better usability without losing context.



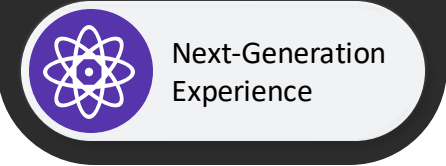
Discover Forms List View Details in a brand-new experience to enhance usability through uncluttered view and quick actions without accessing individual forms

- Use Toggle Switch to easily transition from previous experience to new experience without losing context of your activities and retaining changes across experiences
- Obtain comprehensive view of all the Form Assets at one place along with their details to perform immediate individual or bulk actions thus enhancing productivity
- Use filters to search by name, status and archival state to get a controlled view of relevant items to make quick decisions regarding the Form Assets



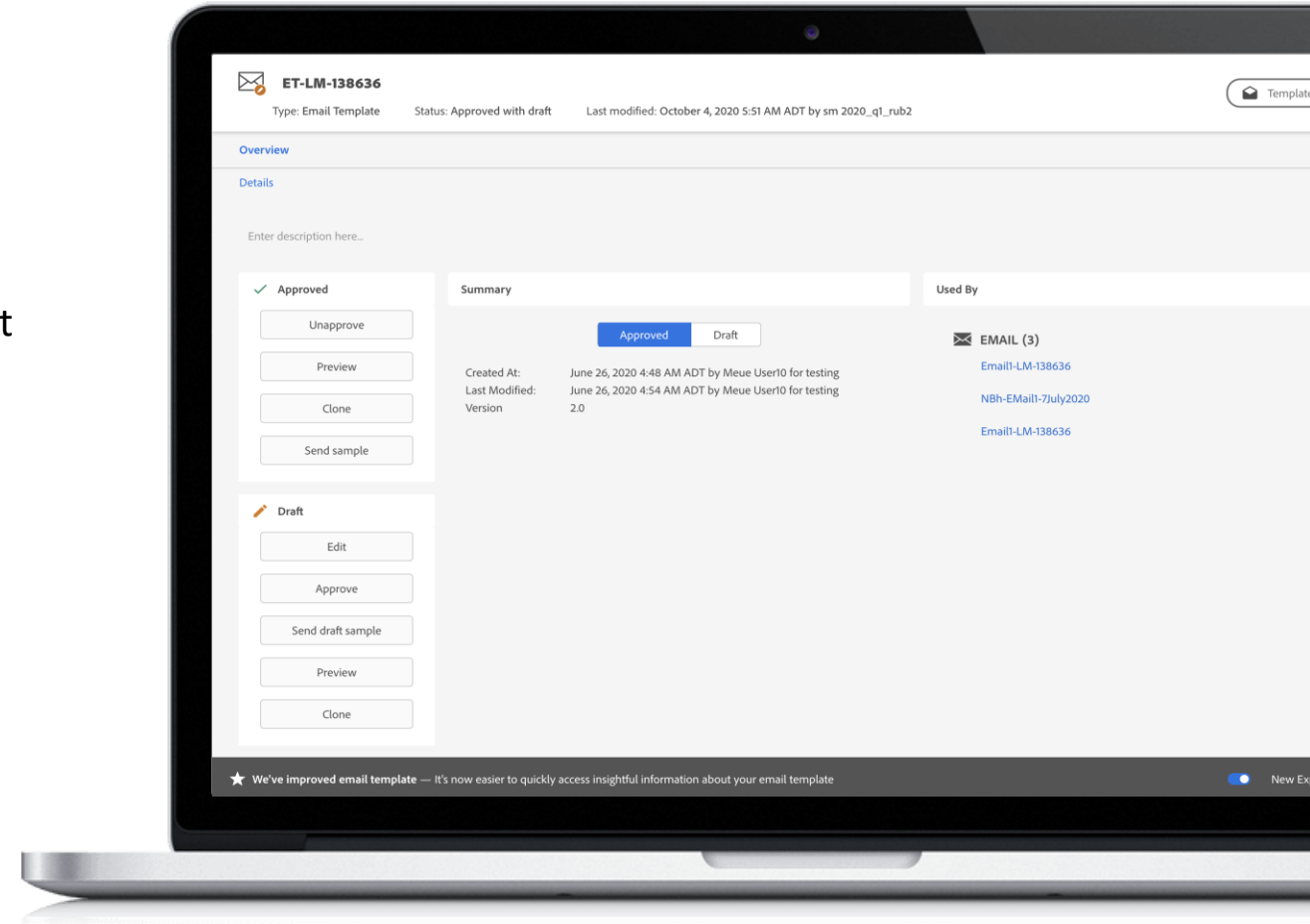
Next Generation Experience: Email Template Details View

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



Discover Email Template Details in a brand-new experience to enhance usability with quick actions to obtain insights

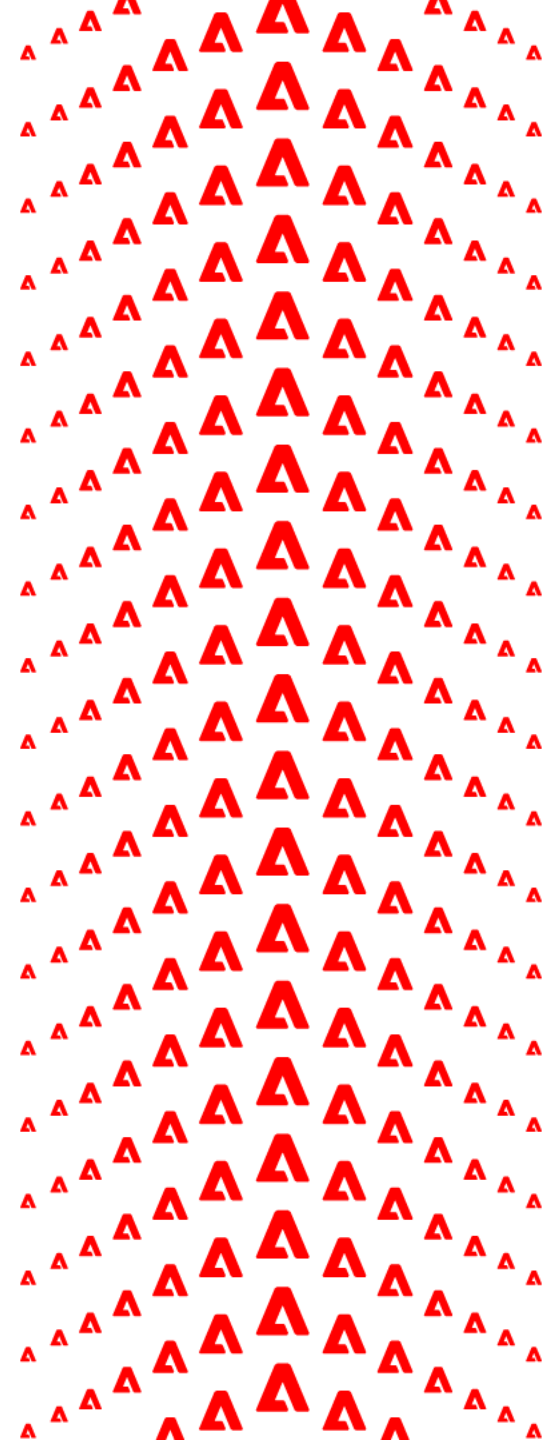
- Use toggle switch to easily transition from previous experience to new experience without losing context of your activities and retaining changes across experiences
- Experience intuitive data organization to glean meaningful insights about your email templates at a glance
- Perform quick actions based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



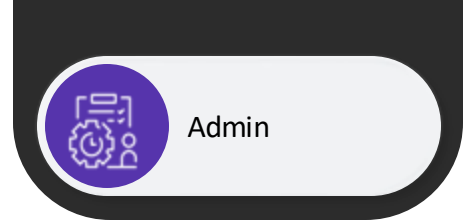


**Next-Generation
Experience**

Tina Tseng
Product Manager



Next Generation Experience: Admin Control for the Next Generation Experience Toggle Switch

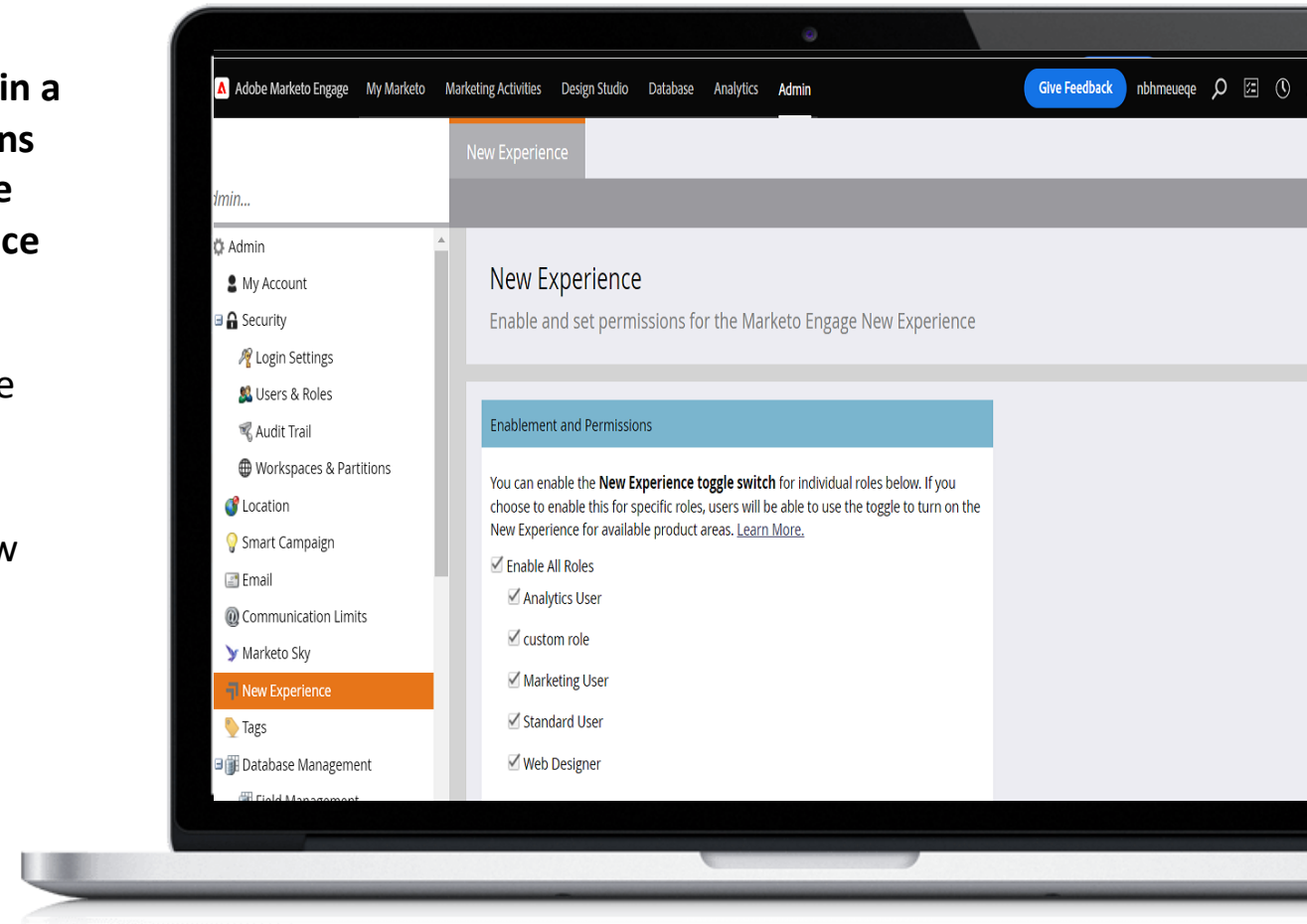


Rollout the Next Generation experience with Admin settings for New Experience

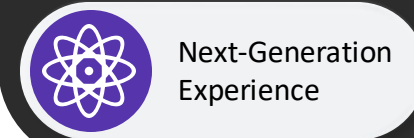


Manage the rollout of the next-generation experience in a way that works for your users with the ability for admins to select which of their user types can access the toggle switch to view screens in the next-generation experience

- Select the user roles which should have access to the New Experience toggle switch
- Select “Enable All Roles” to enable access to the New Experience toggle switch for all roles
- The New Experience tree item appears only if the logged-in user has the Admin role with the Access Roles permission enabled

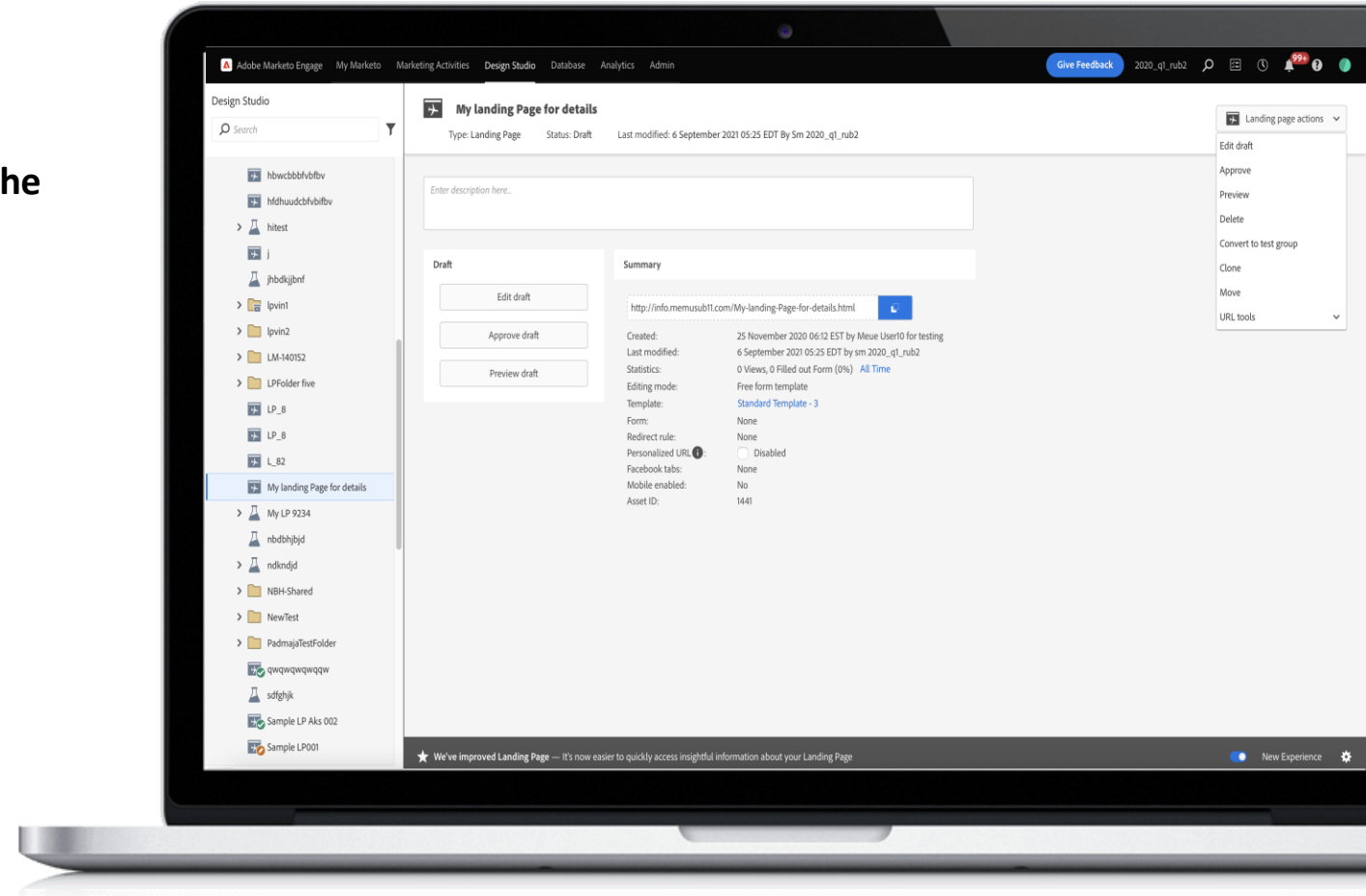


Next Generation Experience: Modify default value for the Toggle Switch to the Next-Generation Experience



The toggle switch will be defaulted to the next-generation experience in all screens where it is available, making it easier for users to discover the updated designs and usability enhancements.

- User selections for the Toggle Switch will be respected in each page where it is available.

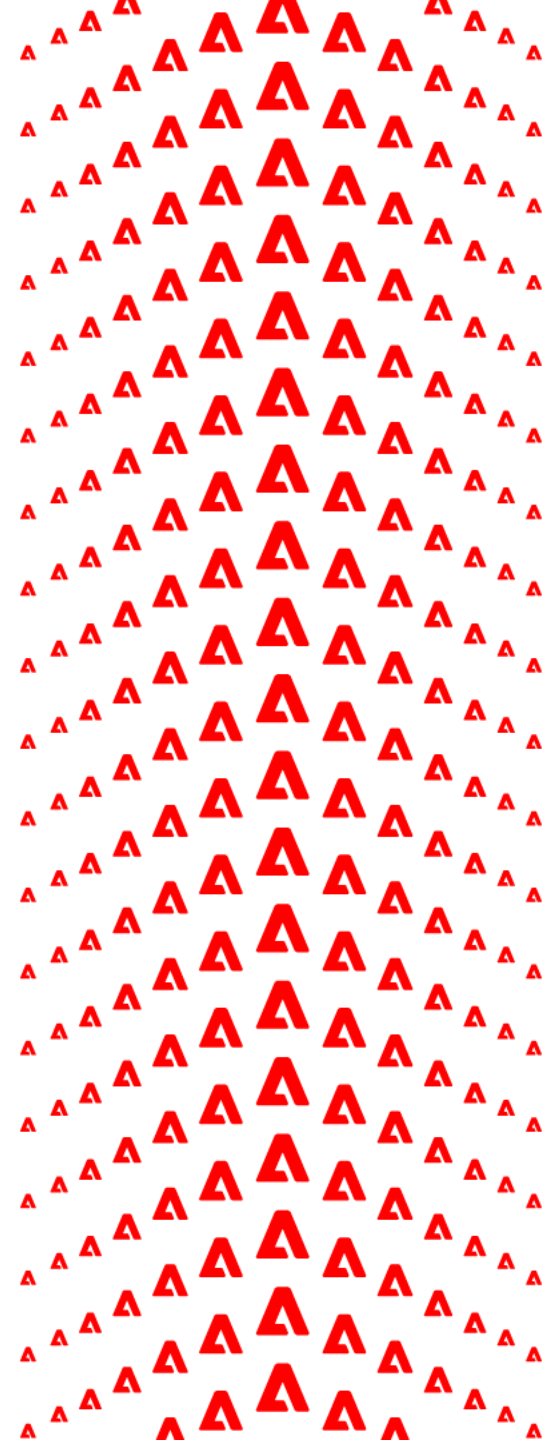




APIs

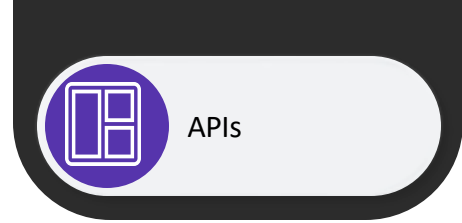
David Everly

Product Manager



Lead APIs

Improvements to support programmatic access to Marketo Engage



Program Member Custom Fields

- Create, update, and retrieve field metadata



Companies, Opportunities, and Sales Persons

- Retrieve records when CRM Sync is enabled



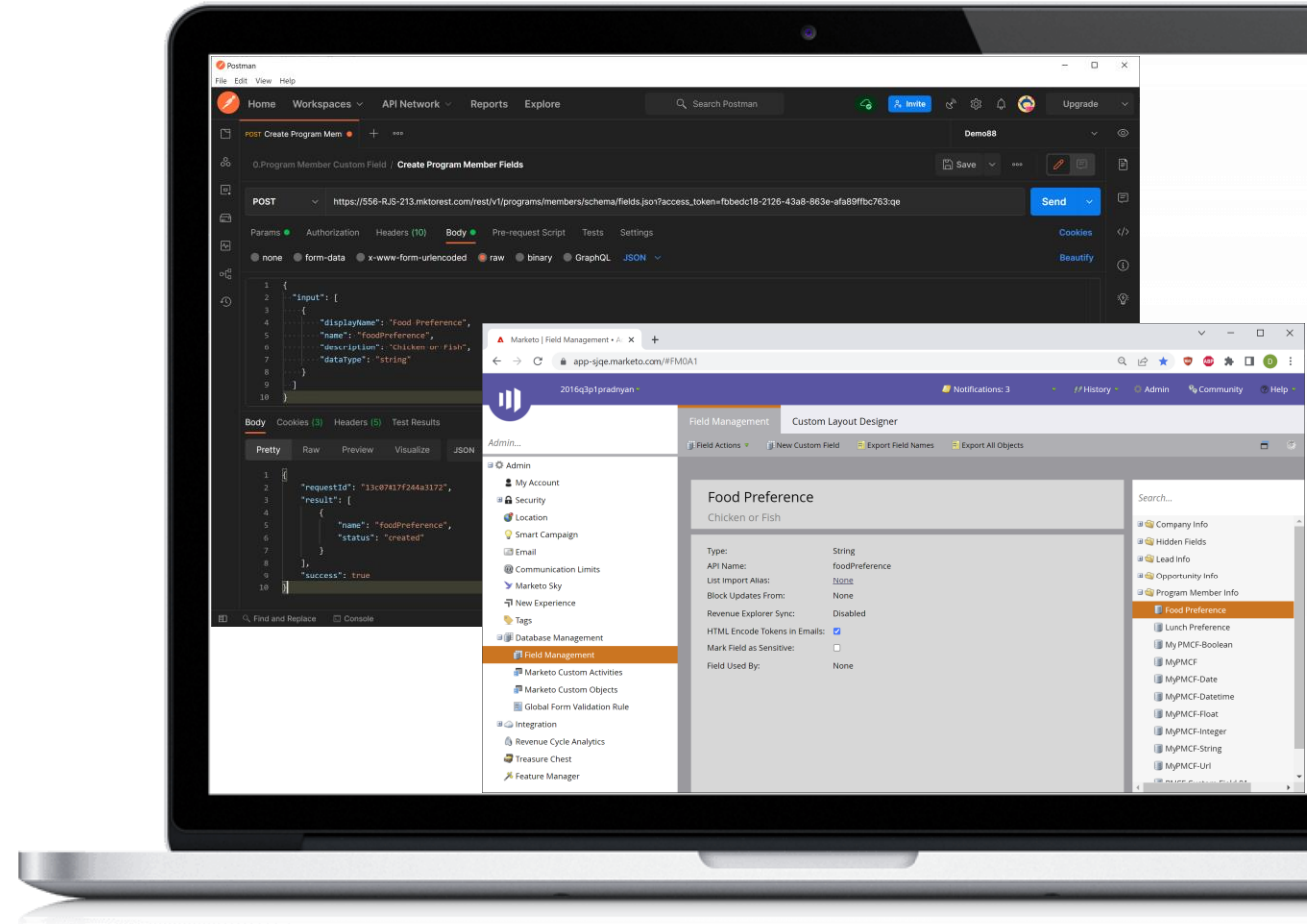
Bulk Activity Extract

- Extract “actionResult” field for insight into disposition of activities



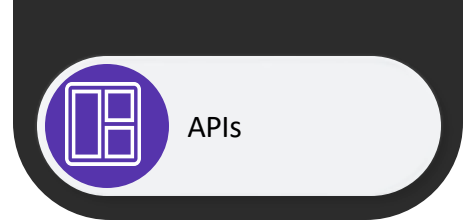
Bulk Custom Object Extract

- Filter records on updatedAt date range



Asset APIs

Improvements to support programmatic access to Marketo Engage



Programs

- Selectively update and delete individual program tags
- Retrieve Head Start setting for email programs



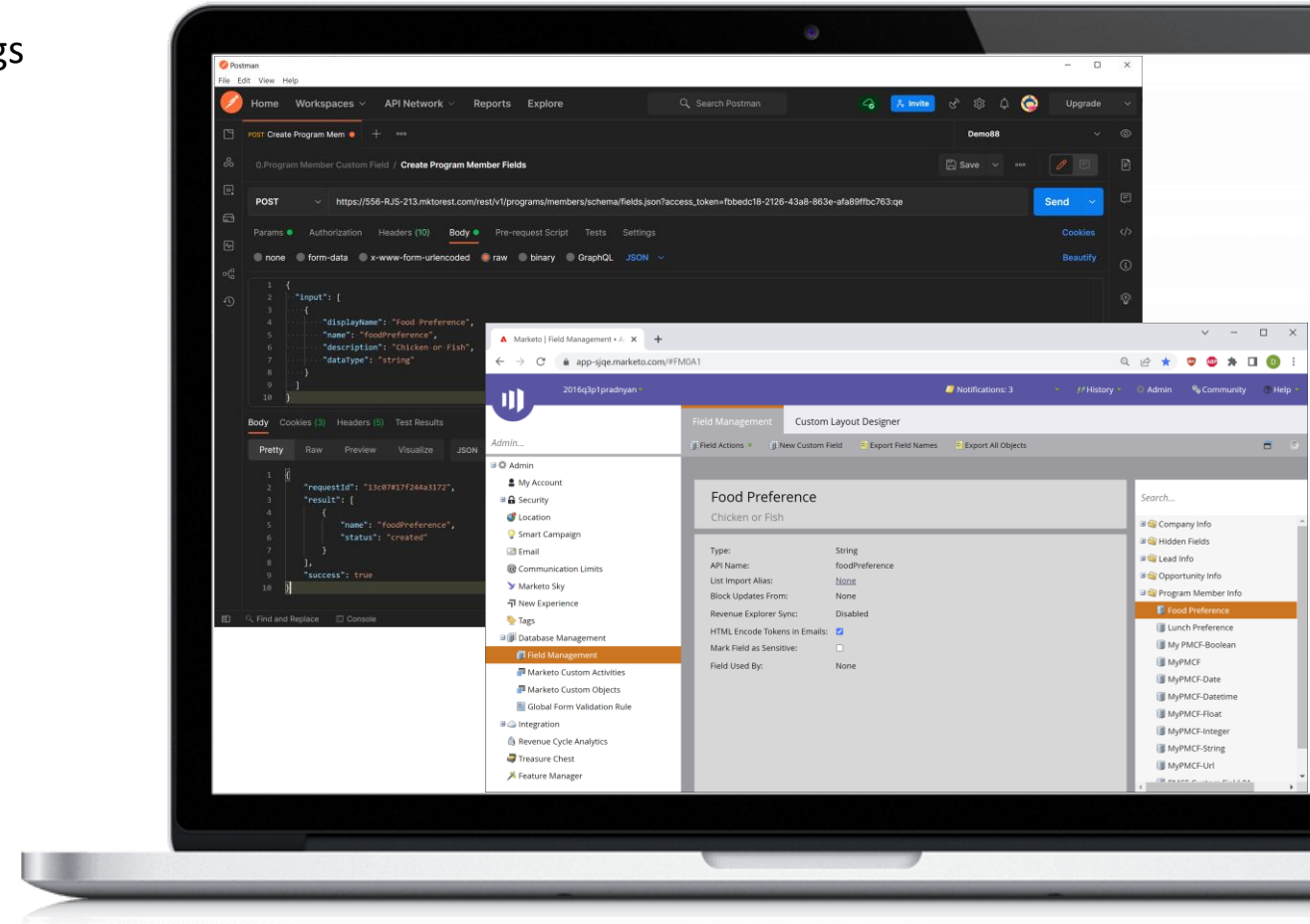
Emails

- Retrieve Disable Open Tracking setting for emails
- Retrieve Dynamic Content from email subject lines



Forms

- Create and update hidden fields
- Add multiple comparison values for “isNot” type invisibility rules
- Set stored and displayed values of a select-type fields separately

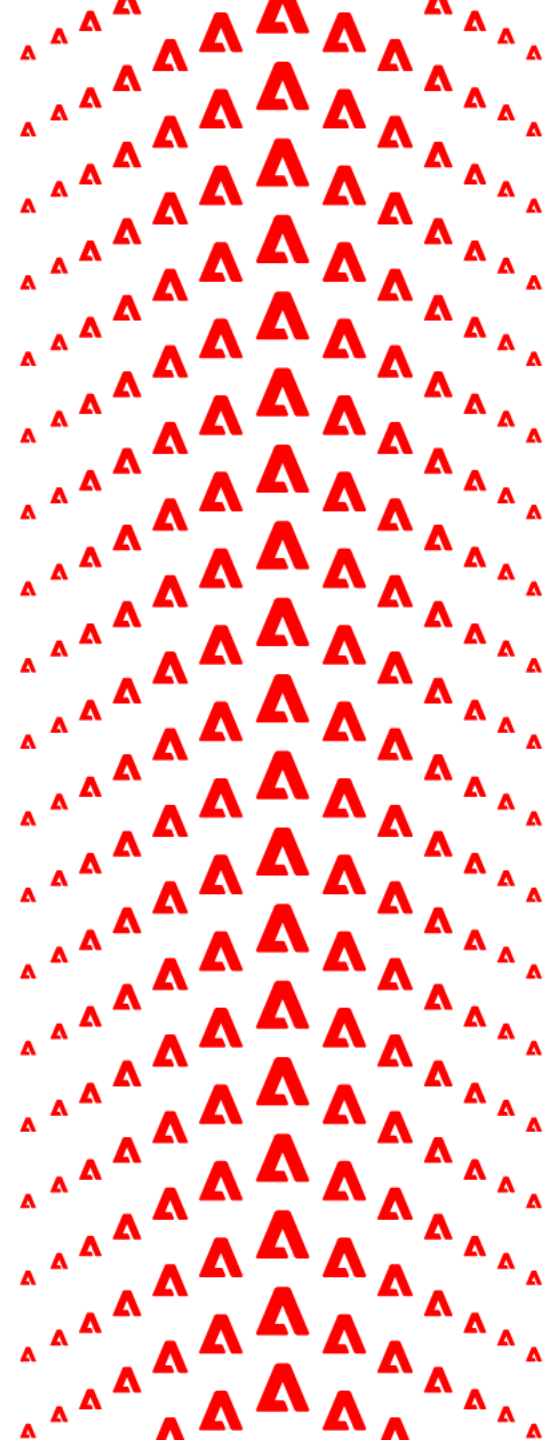




BI Templates

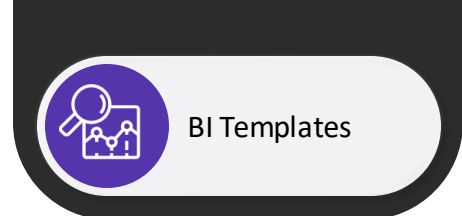
Li Gao

Product Manager



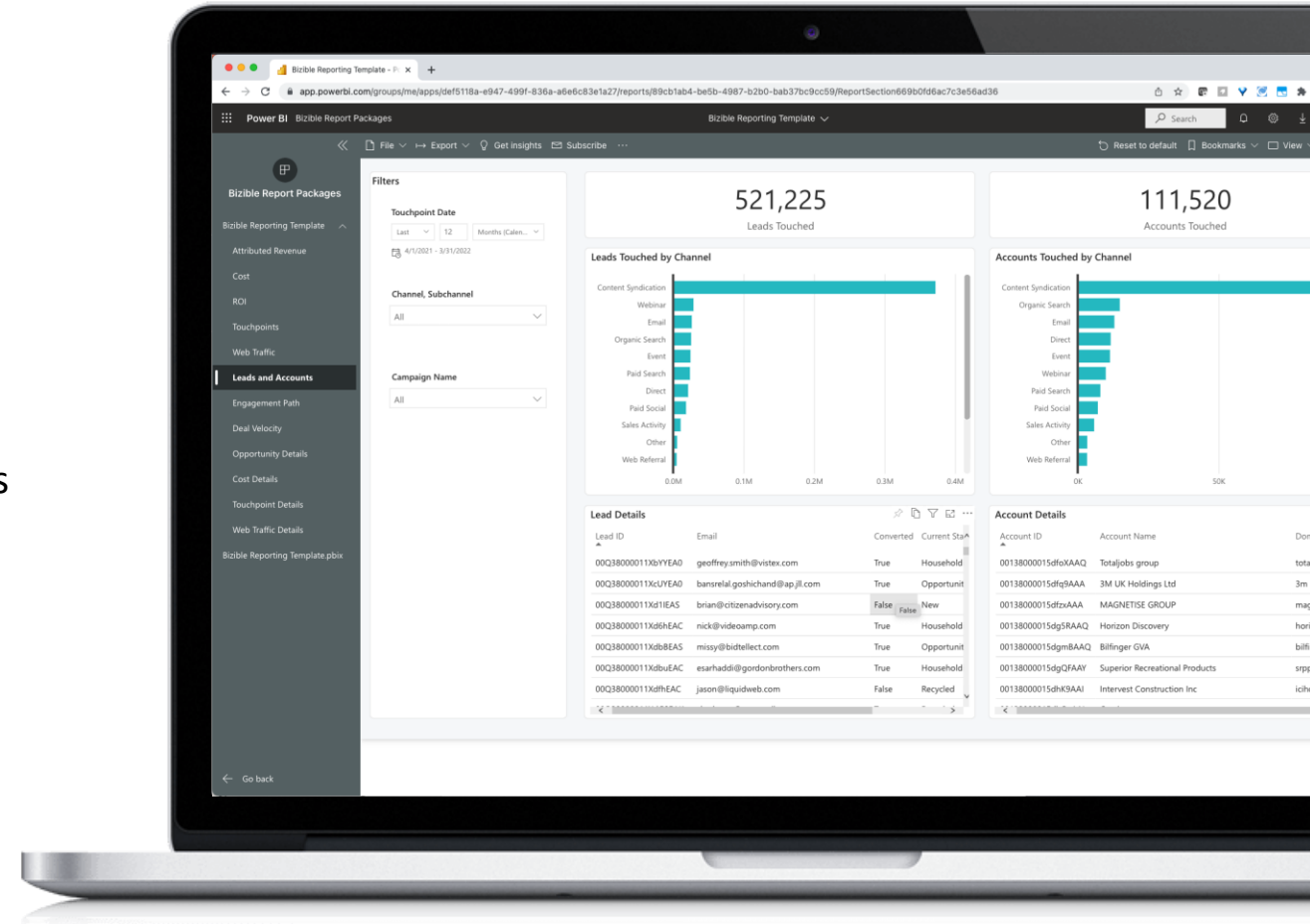
Marketo Measure (Bizible) BI Templates

Foundational artifacts for custom attribution analytics



BI artifacts and sample reports for Marketo Measure (Bizible) data warehouse

- Available for Power BI and Tableau
- Download and install the package into your BI environment
- Includes data model, key metrics and sample reports
- Connects to Marketo Measure (Bizible) data warehouse and periodically syncs the data
- Create custom reports based on the samples



A

Q&A

