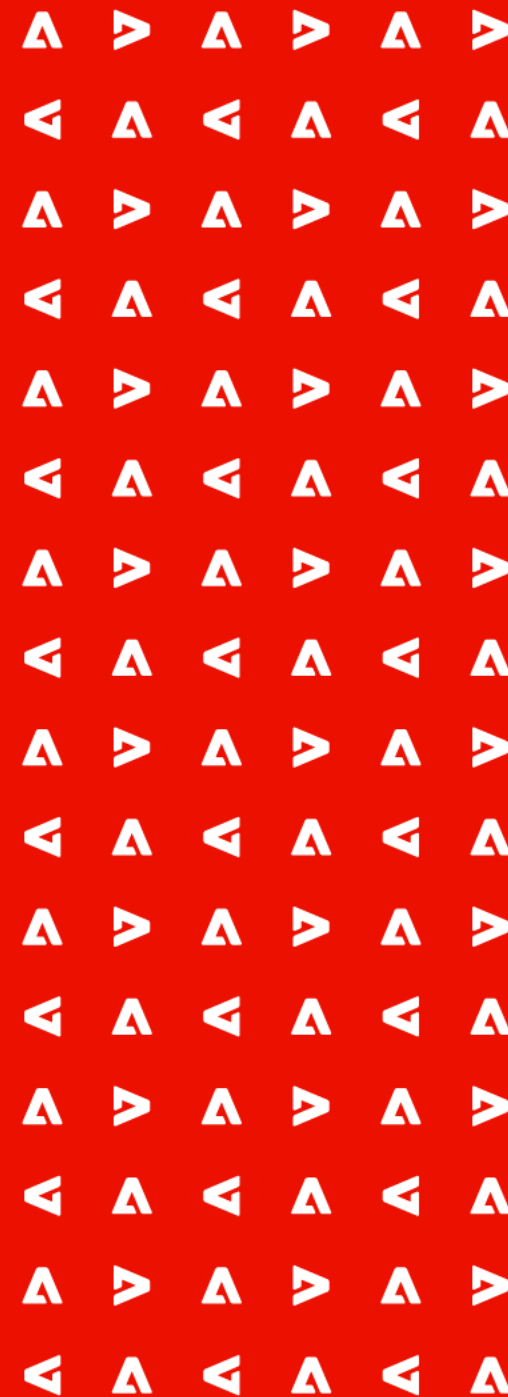




Adobe Marketo Engage June and August 2022 Releases



June and August 2022 Release Highlights

ADOBE MARKETO ENGAGE AND MARKETO MEASURE



Integrated Ecosystem

- Self-Service Flow Steps



Innovation For Experience

- Dynamic Chat Enhancements
- Sales Insight Permission Set
- My Marketo Tile Update- Sales Insight Actions



Future-proof Investments

- Additional Features in the Next-Generation Experience
- Updates to Landing Pages and Forms
- Munchkin Protocol Agnostic Link Tracking

Meet the Team



Ambika Shetty



Andy Paul



Steven Vanderberg



John Dictson



Nilesh Dalvi



Tina Tseng



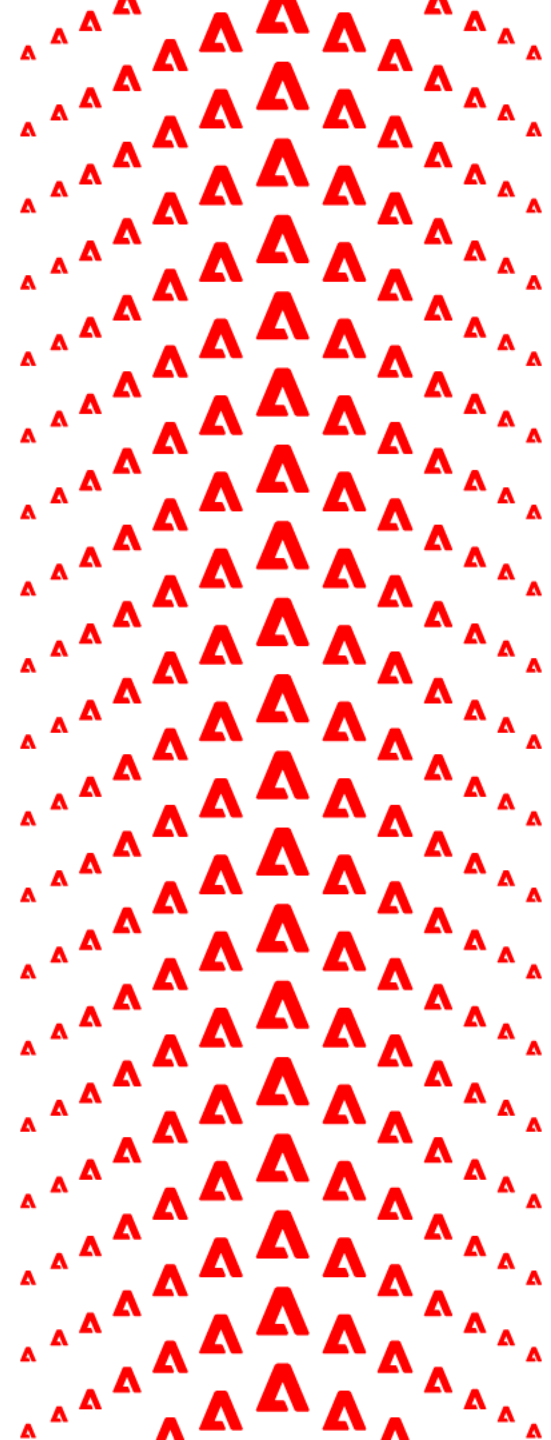
Kenneth Elkington



Sales Insight – Actions



**Ambika Shetty &
Andy Paul**
Product Managers

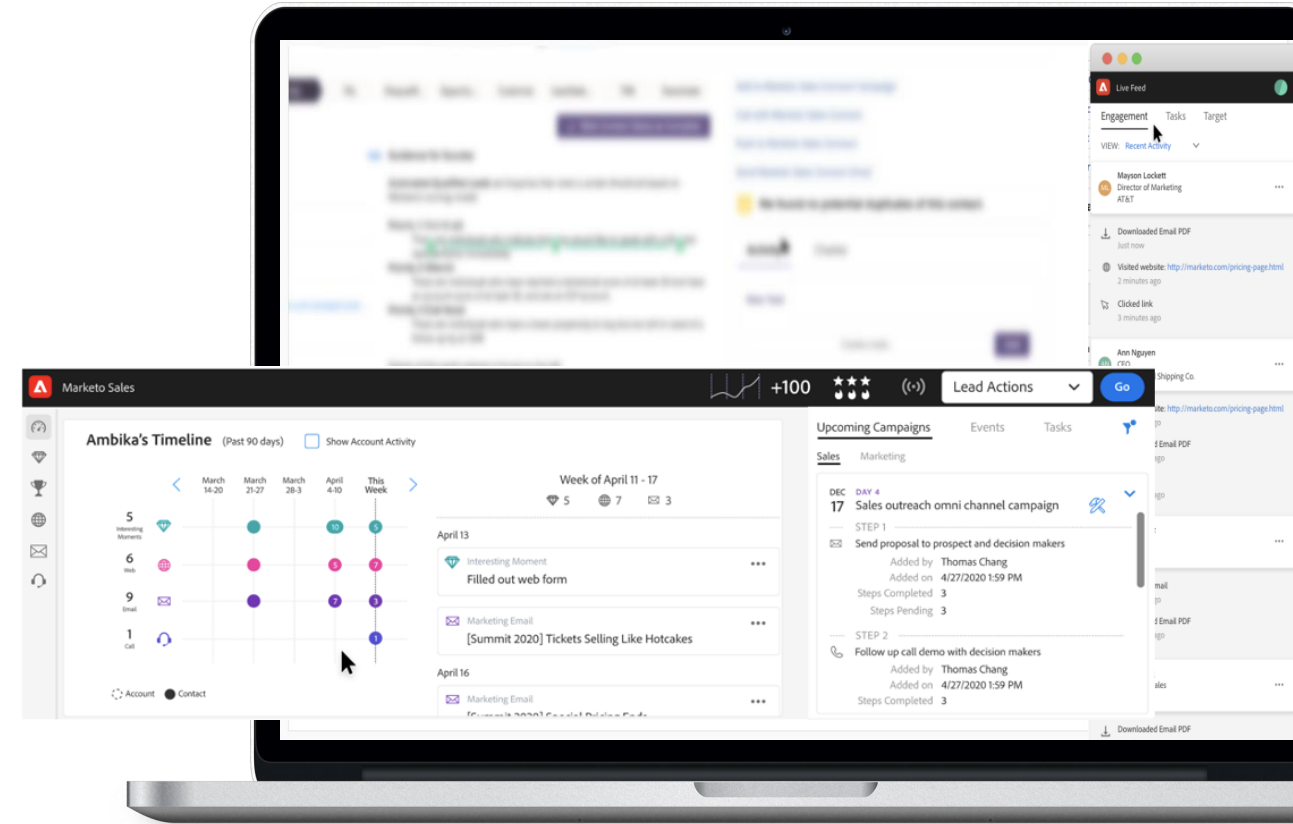


Sales Insight Actions

Salesforce CRM

Accelerate prospecting efforts with marketing-powered intelligence and engagement tools together in a single workflow

- ➔ Accelerate your sales team's inbound effectiveness with new sales actions layered with marketing insights
- ➔ Improve personalization for customer experience teams with a unified view of all your sales and marketing activity data available in both Marketo Engage and CRM
- ➔ Increase sales efficiencies with a native CRM experience so sellers can focus on a single pane of glass



Multi-step sales engagement campaigns



One-click sales email templates



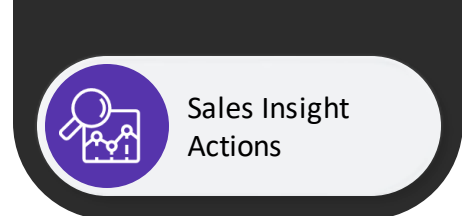
Integrated dialer w/ recording



Task Management

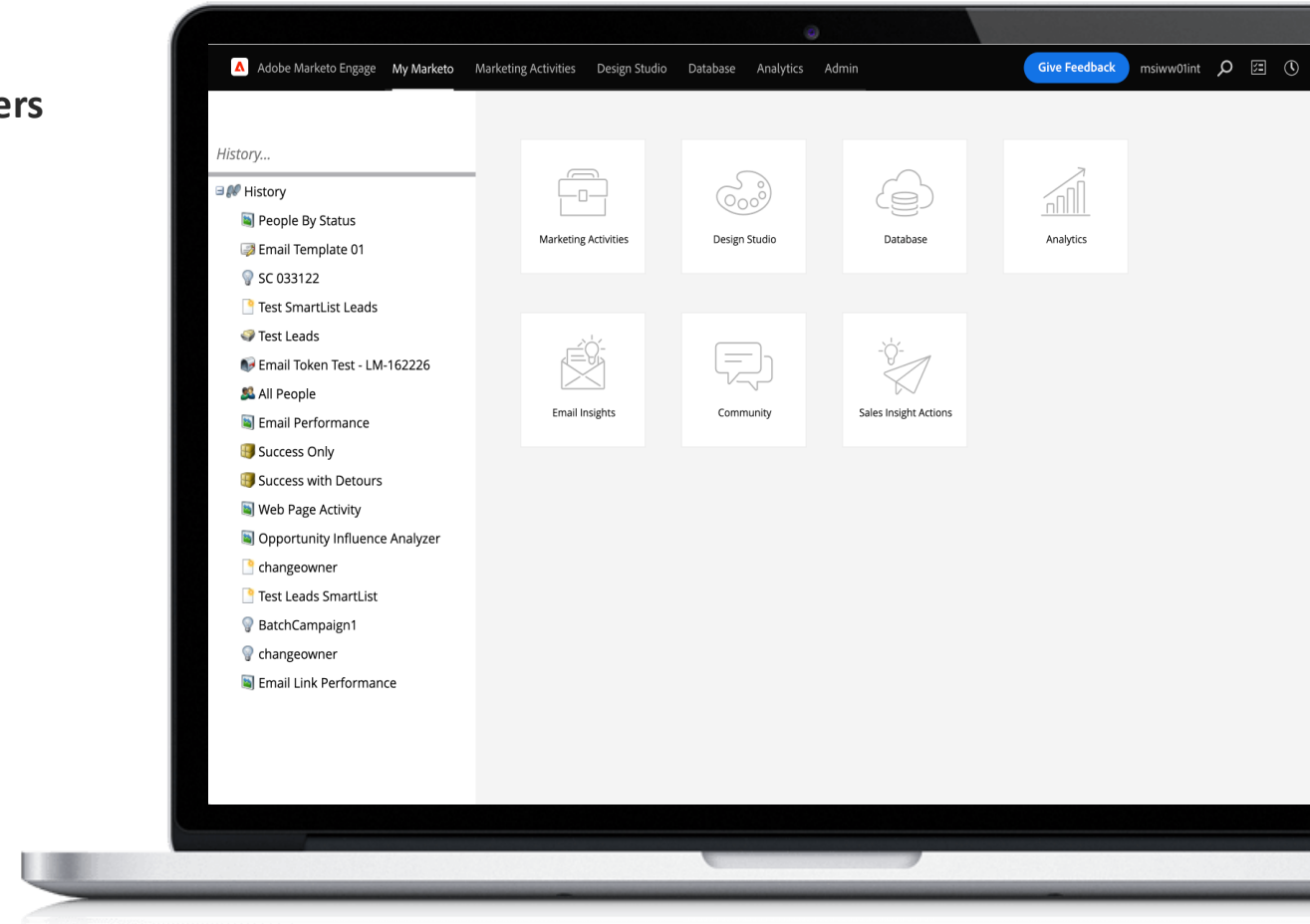
Sales Insight Actions Enhancements

Increase ease of access to Sales Insight Actions



Streamline access to Sales Insight Actions for Marketo users

- Tile available in My Marketo to navigate Marketo users to their Sales Insight Actions instance
- Control which Marketo users have access to the tile via user permission settings in Marketo

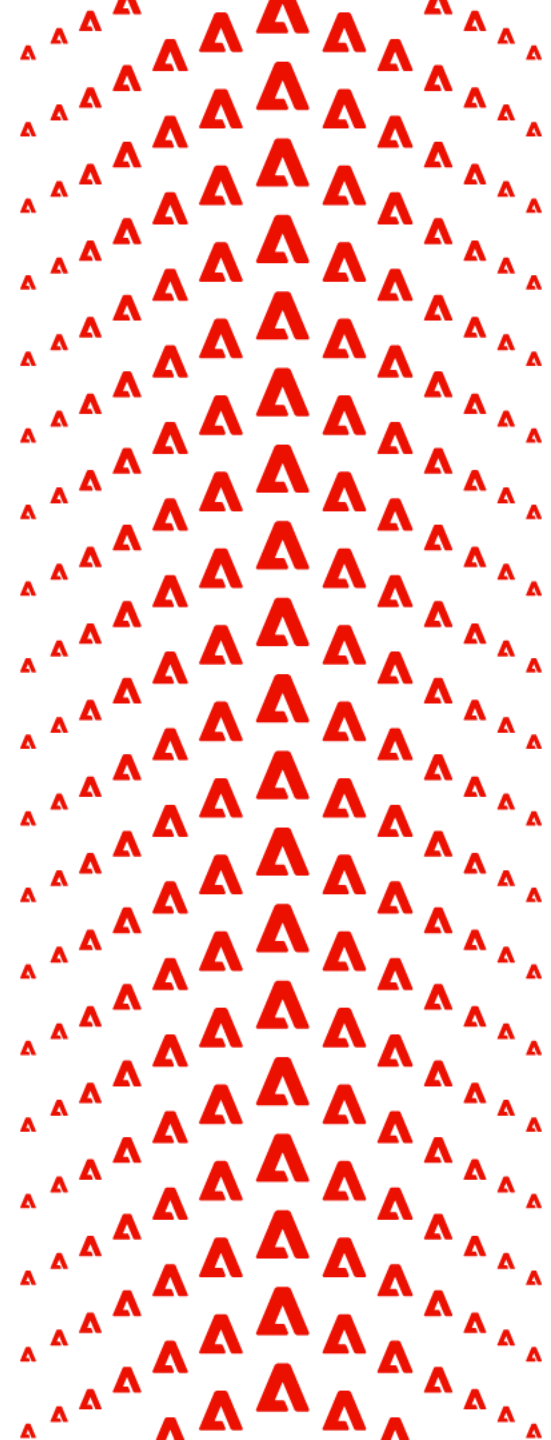




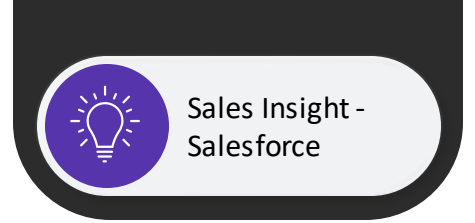
Sales Insight - Salesforce

Ambika Shetty

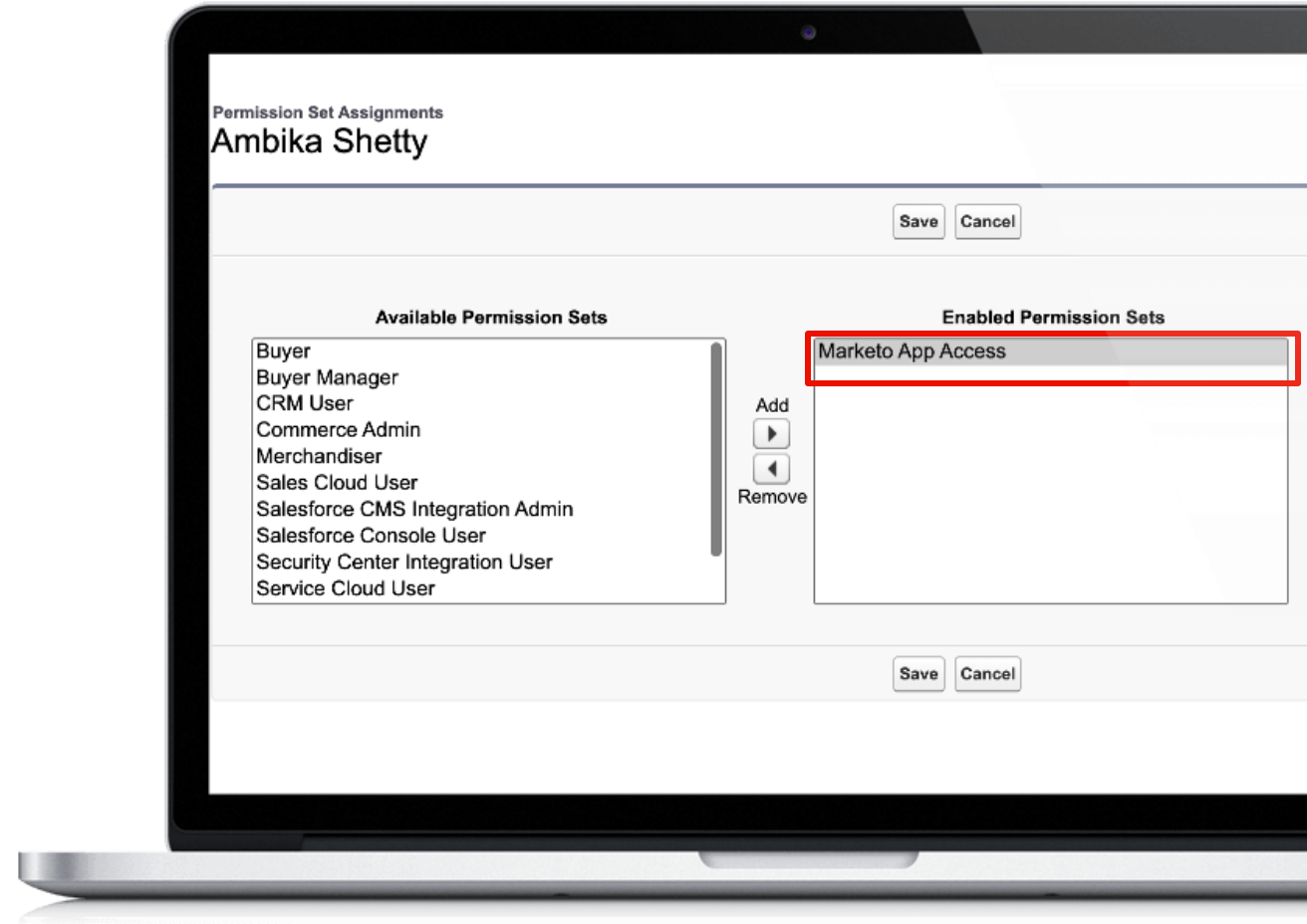
Senior Product Manager



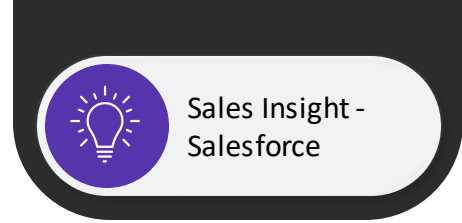
Introducing Permission Sets for Sales Insights (Salesforce)



- Admins can now provide access to Sales Insight panels within Salesforce CRM using "Marketo App" permission set
- The permission set includes objects, apex classes, and visualforce pages required to access all Sales Insight features
- Available in Salesforce Classic and Lightning



Dynamic Chat Integration (Salesforce)



- Dynamic Chat activities will now be available in Sales Insight panel which sellers can leverage in their prospecting efforts
- Contact and Account panels will include detailed information on “Engaged Dialogue”, “Scheduled Appointment”, “Reached Goal” activities
- Elevate your marketing-sales alignment strategy through the Global Chat tab which includes chat activities of all prospects owned by a sales rep
- Available in Salesforce Classic and Lightning

The screenshot displays the Salesforce interface with the 'Marketto' tab selected. The main content area shows a summary of Dynamic Chat activity with a table of records. A detailed view of an 'Engaged Dialogue' is shown on the right, including dialogue name, page URL, and status.

PERSON	ACCOUNT	ACTIVITY TYPE	DIALOGUE NAME	DATE
Thomas Chang	Acme Tech	Engaged Dialogue	Engaged Dialogue	
Jake Alba	Personio	Engaged Dialogue	EMEA- New Prospect Dialogue	
Josh Braun	Instagraph	Reached Goal		
Daniel Dennett	Tolstoy	Scheduled Appointment		
Rich Pope	Hippovideo	Scheduled Appointment	Targeted Accounts EMEA	Dec 7, 2020 9
Dante Guarin	Reisert Co	Interacted with Document	Targeted Accounts EMEA	Dec 7, 2020 2
Keith Jay	Andinea Inc	Scheduled Appointment	Targeted Accounts EMEA	Dec 7, 2020 8

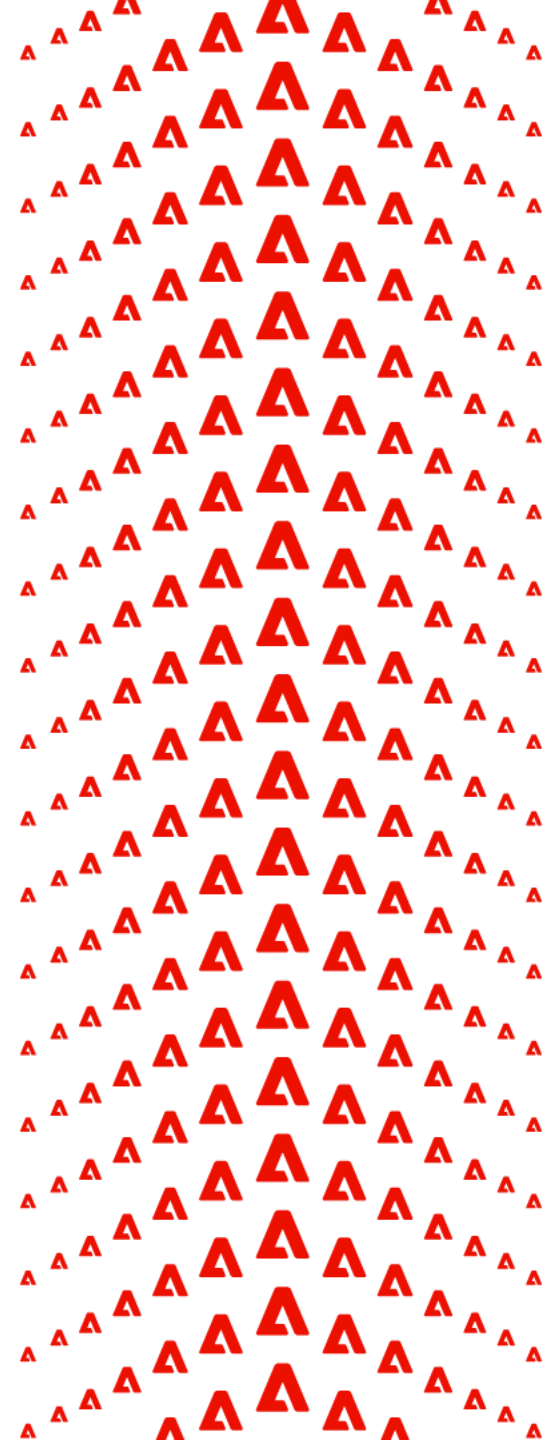
ACTIVITY TYPE	DIALOGUE NAME	DATE
Engaged Dialogue	New prospect convo	9/8/2021, 6:08 PM
Interacted with Document	New prospect convo	8/30/2021, 2:29 PM
Engaged Dialogue	EMEA- New Prospect Dialogue	8/30/2021, 2:35 PM
Reached Goal	Pricing page questions	8/30/2021, 2:39 PM
Engaged Dialogue	New prospect convo	11/24/2020 4:00 PM
Interacted with Document	New prospect convo	6/16/2021, 11:34 AM
Scheduled Appointment	Pricing page questions	11/29/2020 4:00 PM
Reached Goal	Pricing page questions	6/8/2021, 4:33 PM



Dynamic Chat

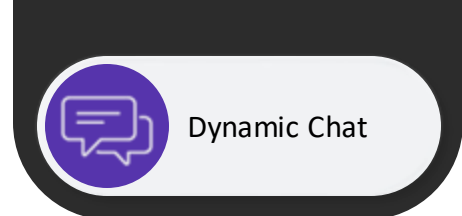
John Dictson

Senior Product Manager



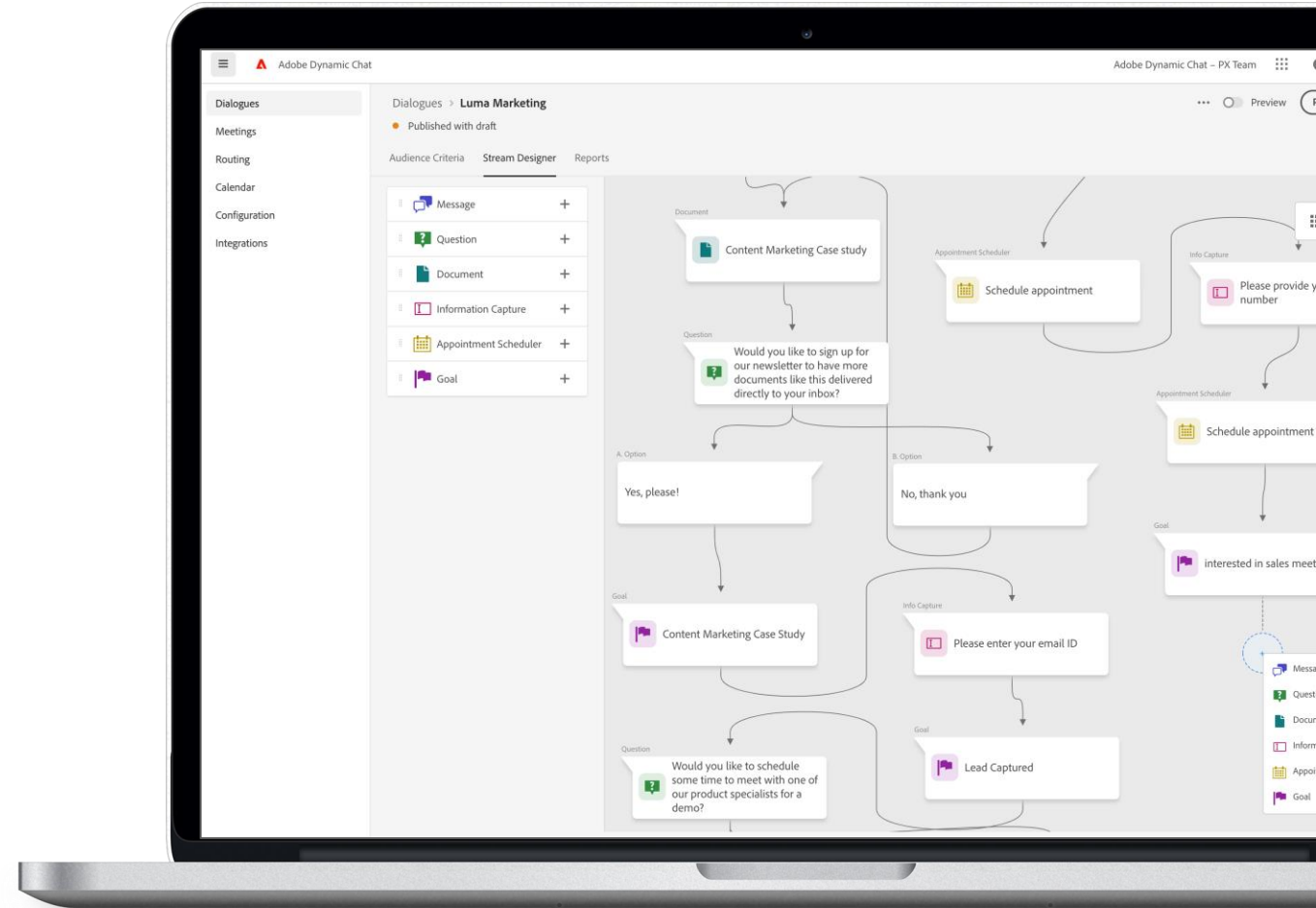
Dynamic Chat

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



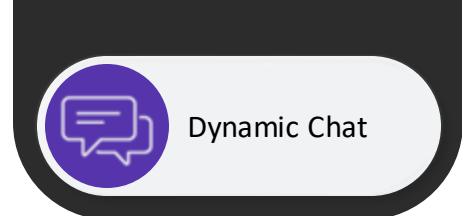
Features and enhancements recently released

- Stream Designer usability enhancements
- Enhanced Dialogue reporting
- Ability to un-sync unused attributes



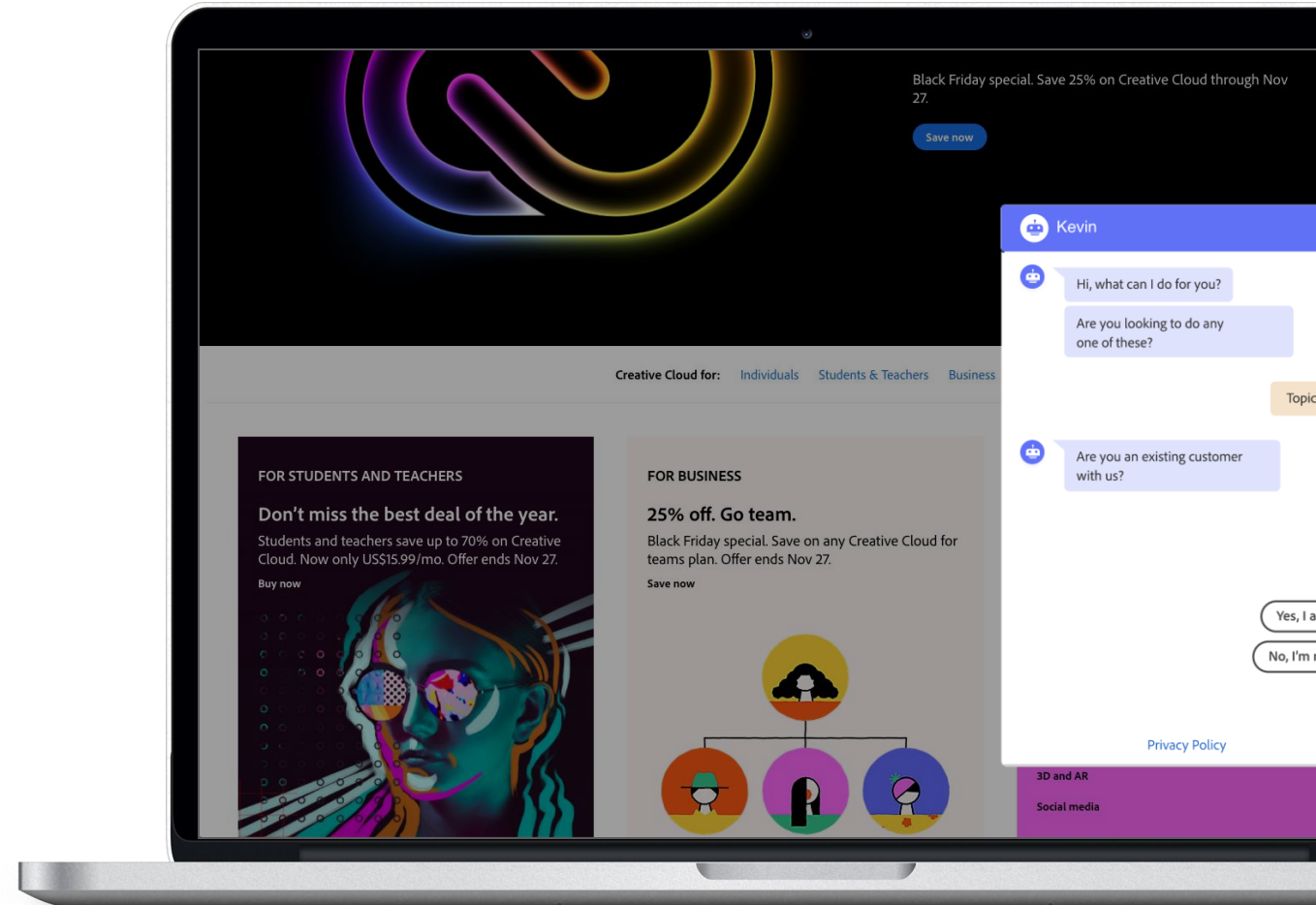
Dynamic Chat

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



Features and enhancements coming soon

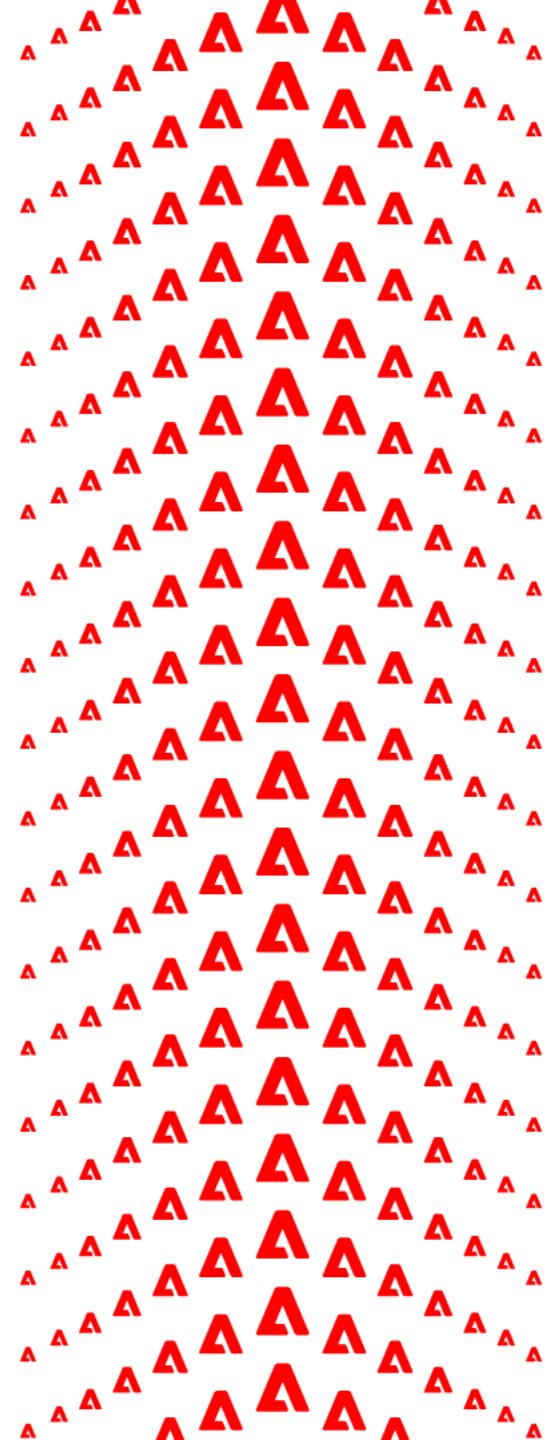
- Advanced calendar routing rules
- Upload custom chatbot avatar
- Access chat transcripts
- Enable / disable all Dialogues at once





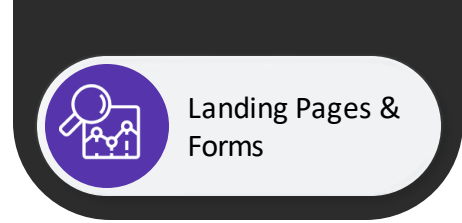
Landing Pages & Forms

Steven Vanderberg
Product Manager



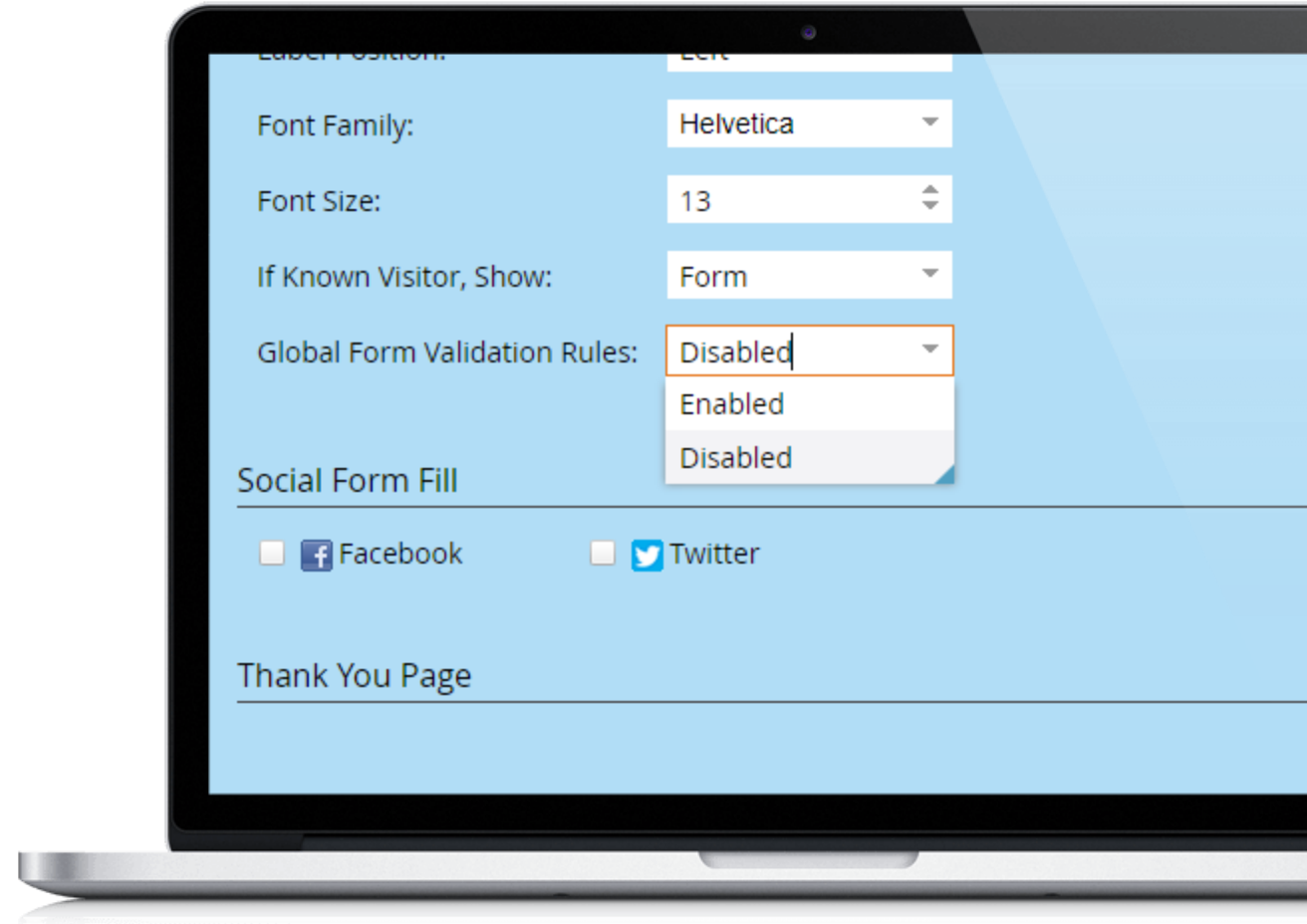
Form Validation Rule Exclusions

Meet legal and business requirements



Exclude individual forms from your Global Form Validation Rules

- Allow all submissions from subscription centers or other business critical forms



Updated Editor Look & Feel

Move over, mauve

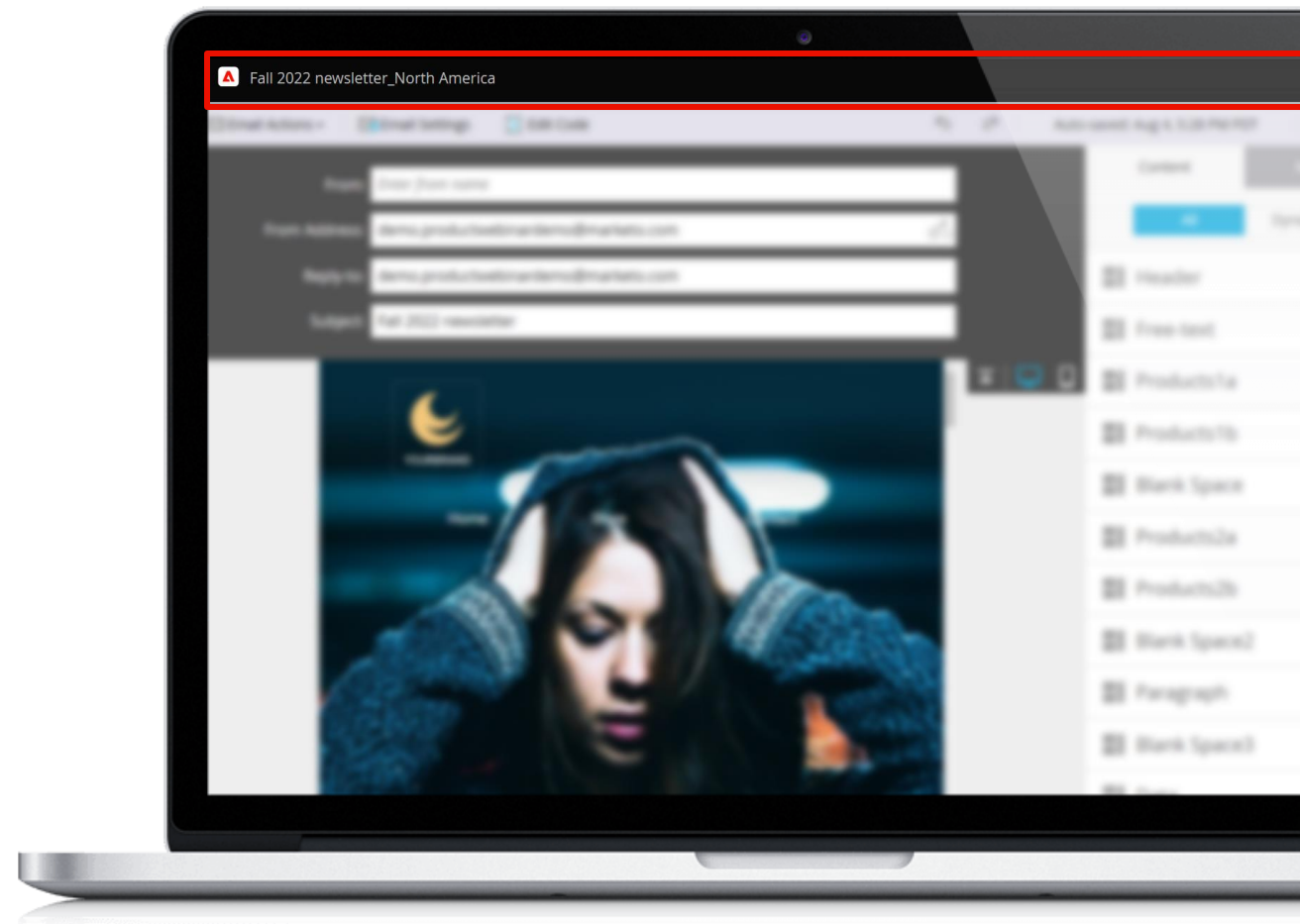


Landing Pages & Forms



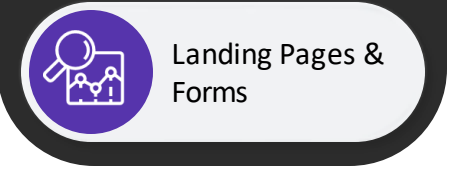
Editors and Person Detail pages updated with new logos and colors

- Brings more Marketo Engage screens in line with Adobe Experience Cloud look and feel



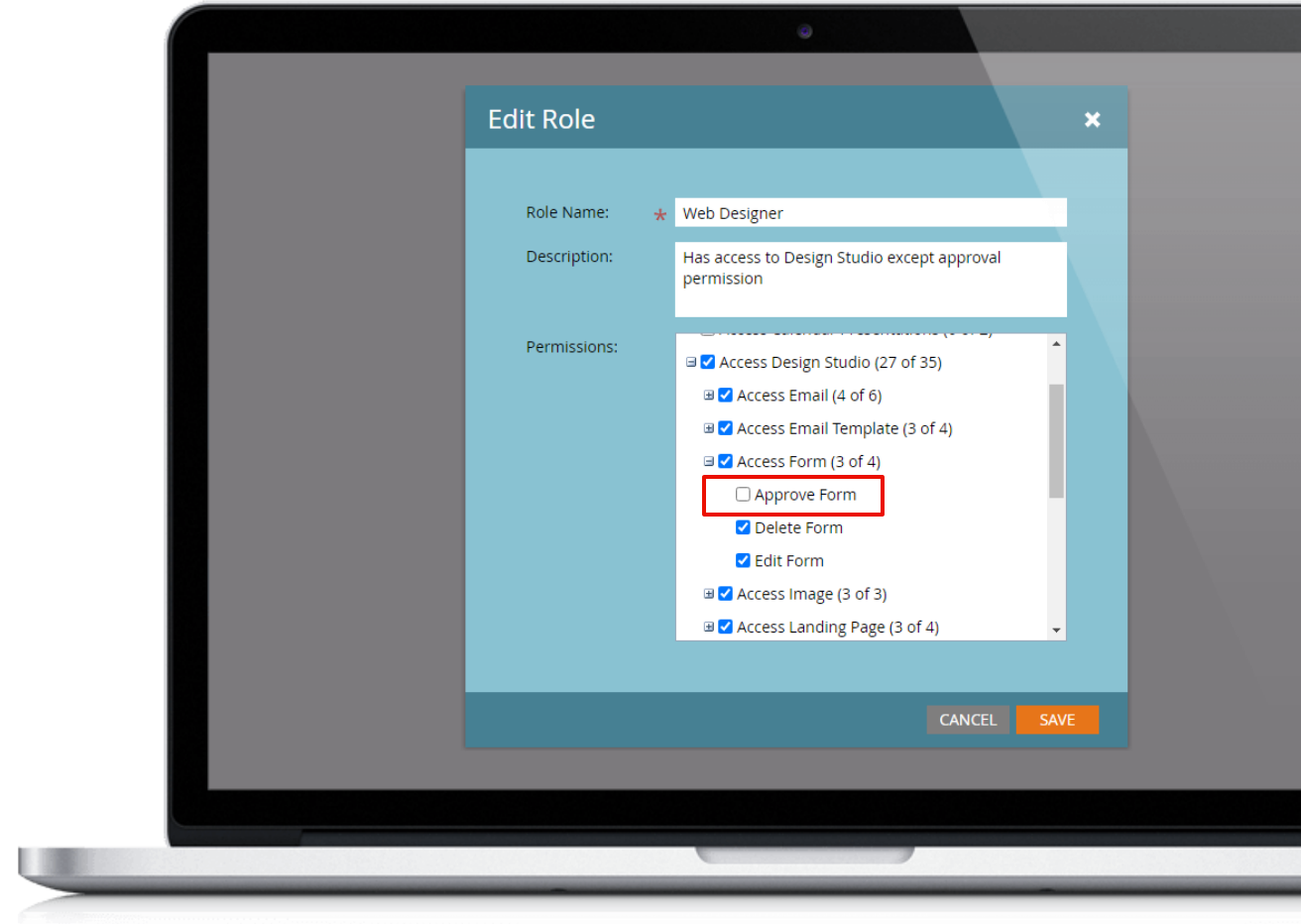
Approve Form Permission

More control over your forms



More granular permissions for changes on Forms

- Control which user roles can approve changes to Form assets



reCAPTCHA v3 integration

Frictionless scoring of form traffic



Enable Google reCAPTCHA v3 to score legitimacy of incoming form submissions

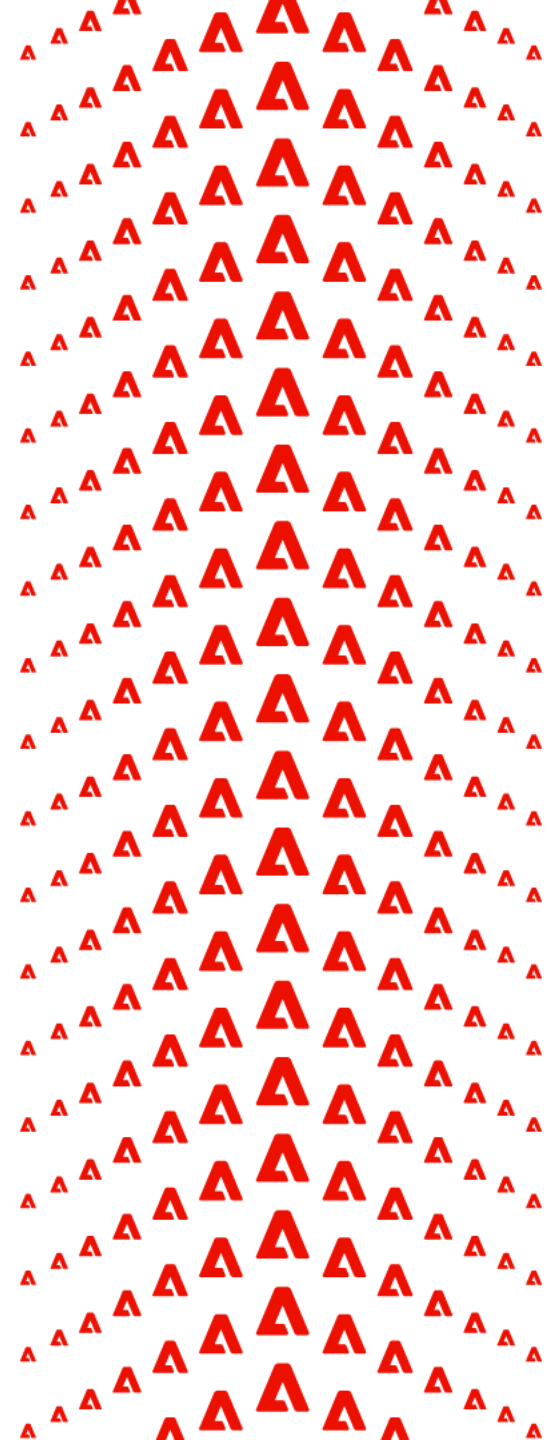
- Integrate with Google reCAPTCHA v3
- Enable frictionless bot scoring on critical Marketo Engage forms
- Build workflows to exclude suspicious submissions from marketing campaigns





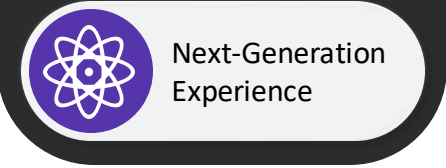
**Next-Generation
Experience**

Nilesh Dalvi
Product Manager



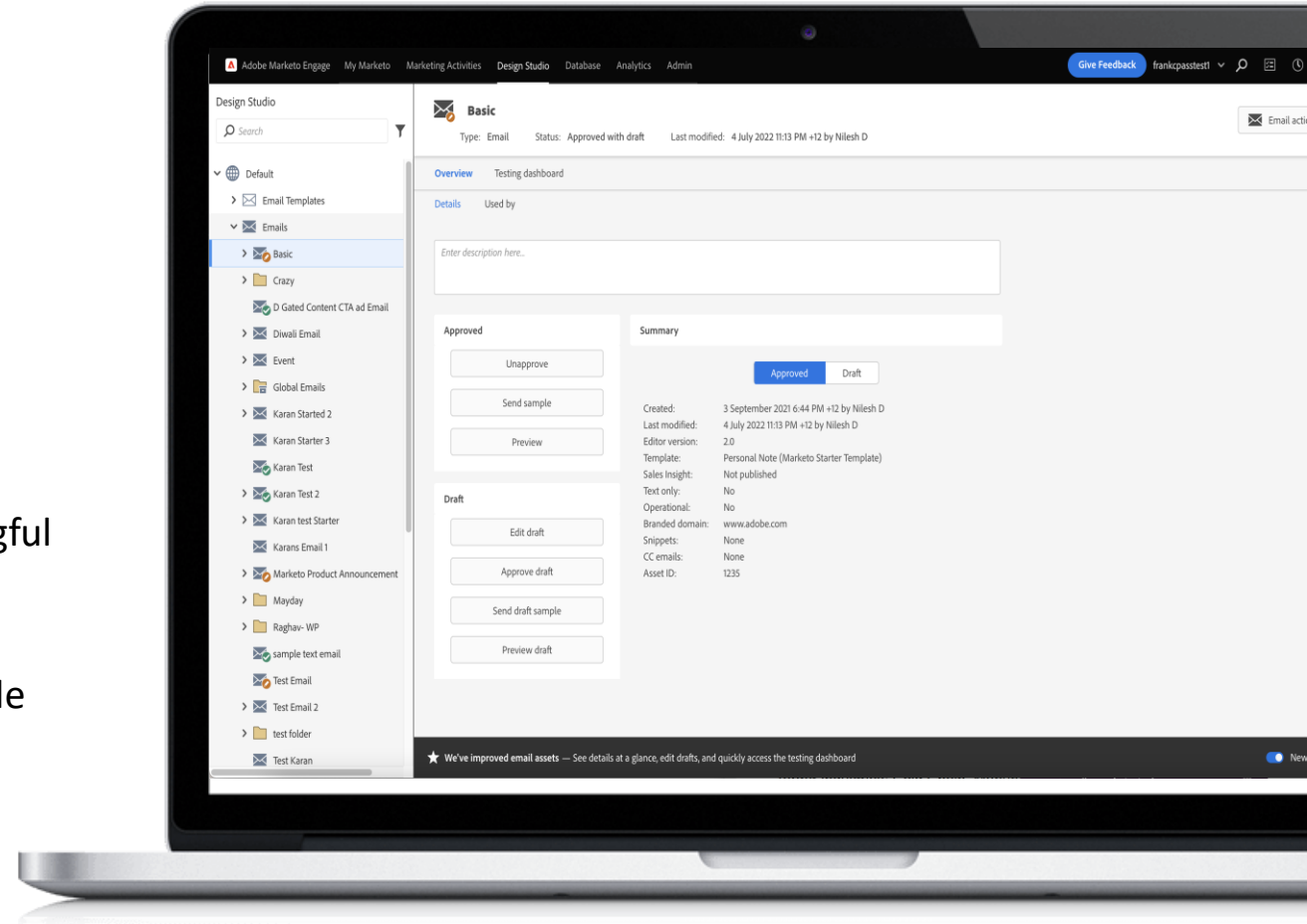
Next Generation Experience: Email Details View

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



Discover Email 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 emails at a glance
- Perform quick actions based on relevant actions available based on the Email Status



Next Generation Experience: Email List View

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

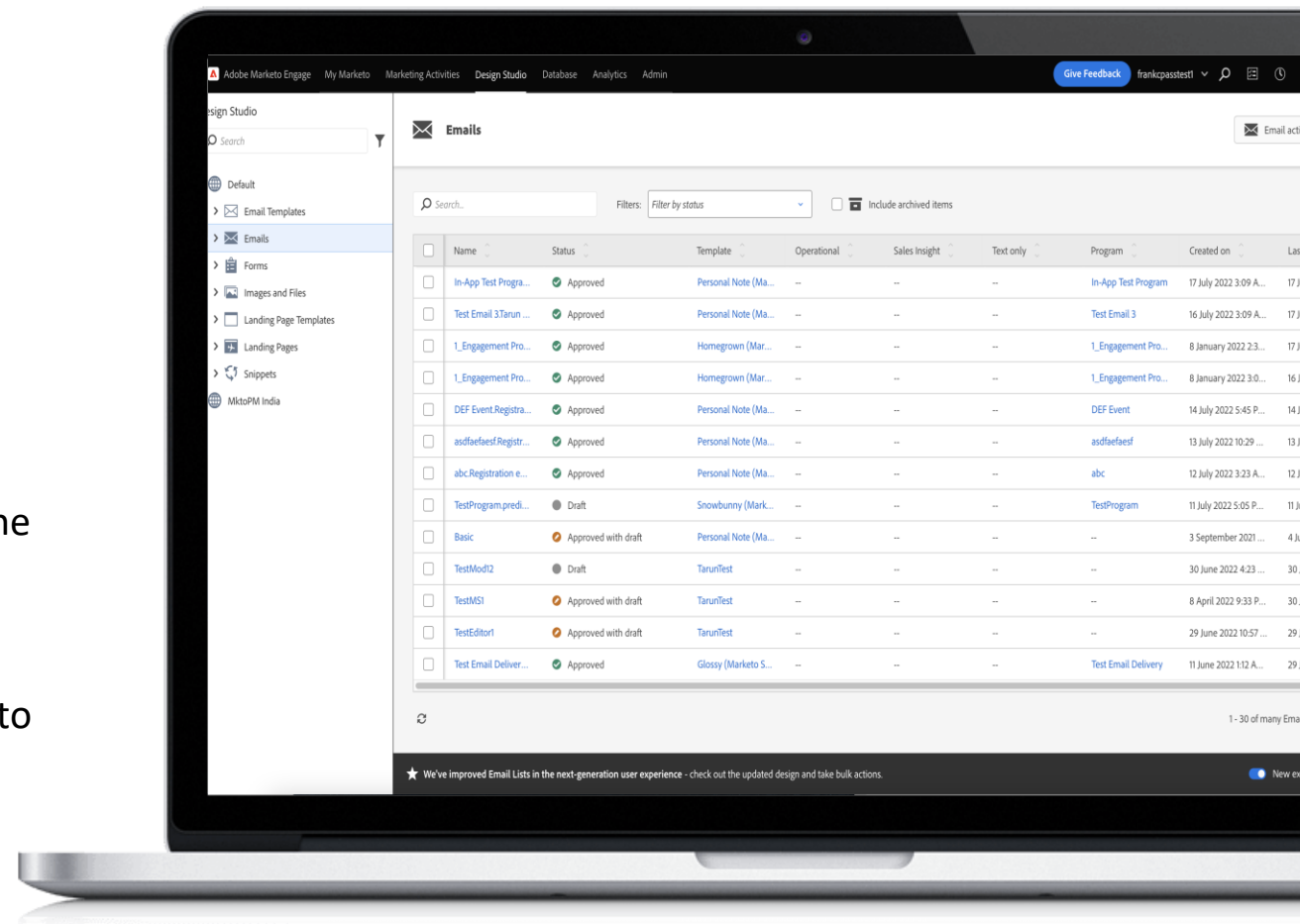


Next-Generation Experience



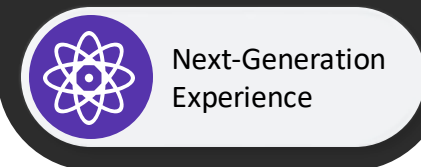
Discover Email List View in a brand-new experience to enhance usability through uncluttered view and quick actions without accessing individual forms

- 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 Email 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 Email Assets



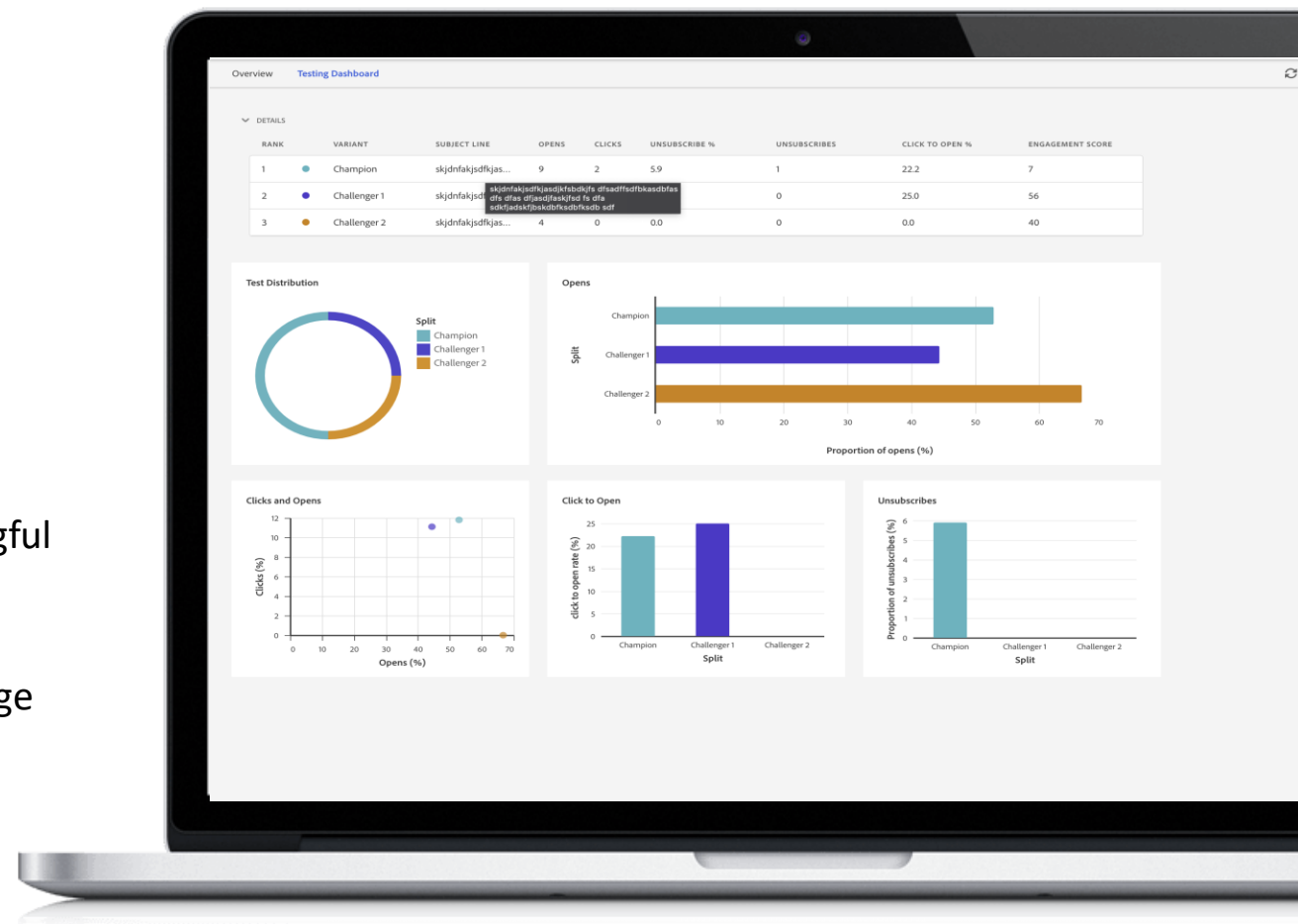
Next Generation Experience: Email Test Dashboard View

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



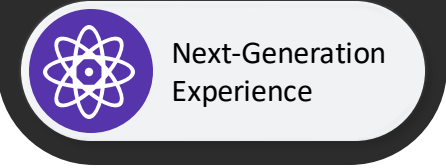
Discover Email Dashboard Details in a brand-new experience to enhance usability with quick actions to obtain insights

- 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 email dashboard at a glance
- Get insightful information in the form of widgets to gauge the overall email performance.



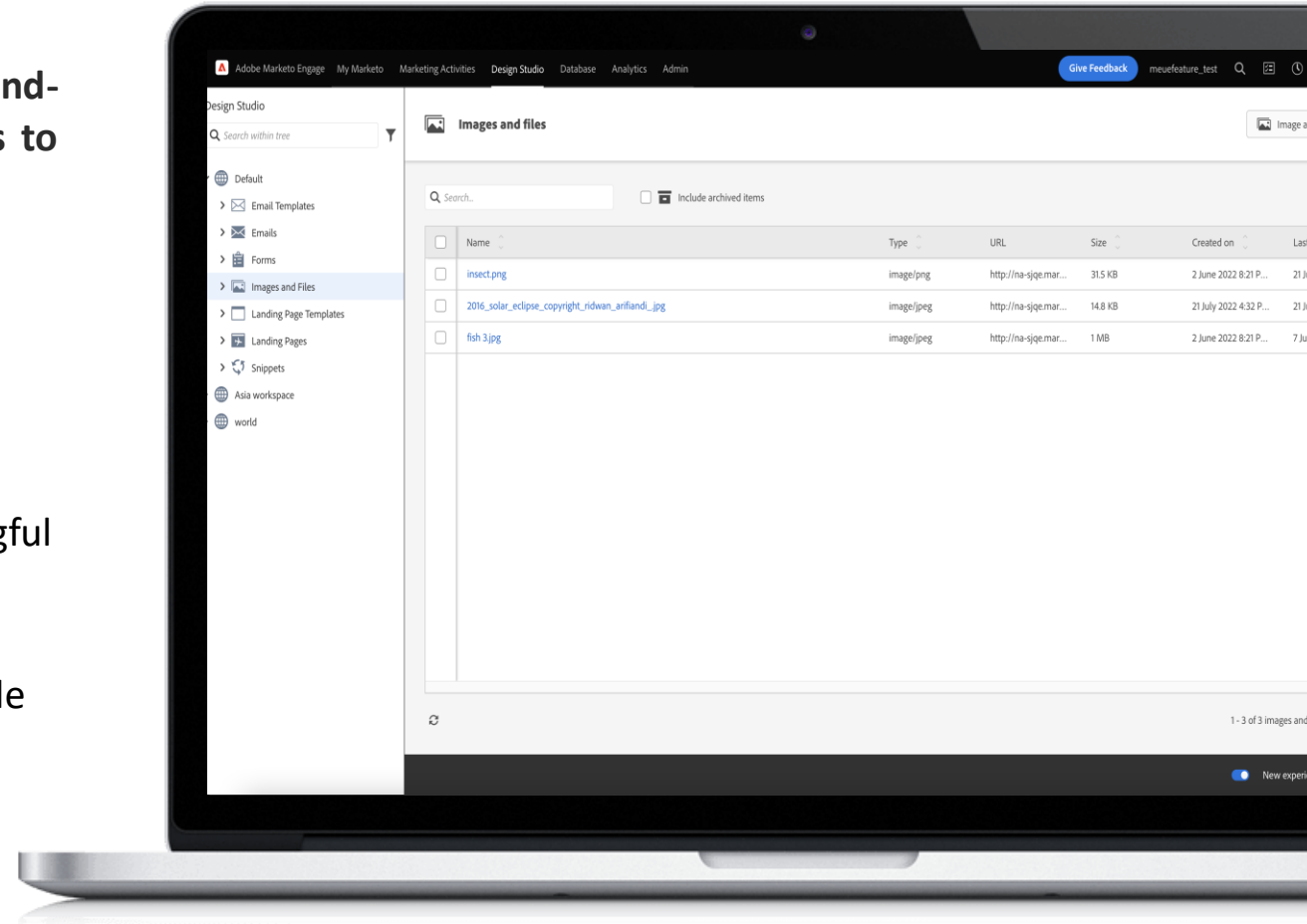
Next Generation Experience: Images and Files View

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



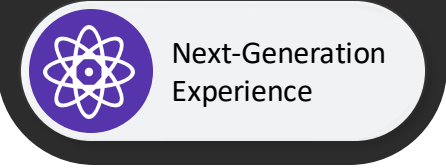
Discover Images and Files List and Details View in a brand-new experience to enhance usability with quick actions to obtain insights

- 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 images and files at a glance
- Perform quick actions based on relevant actions available based on the Images and Files Status



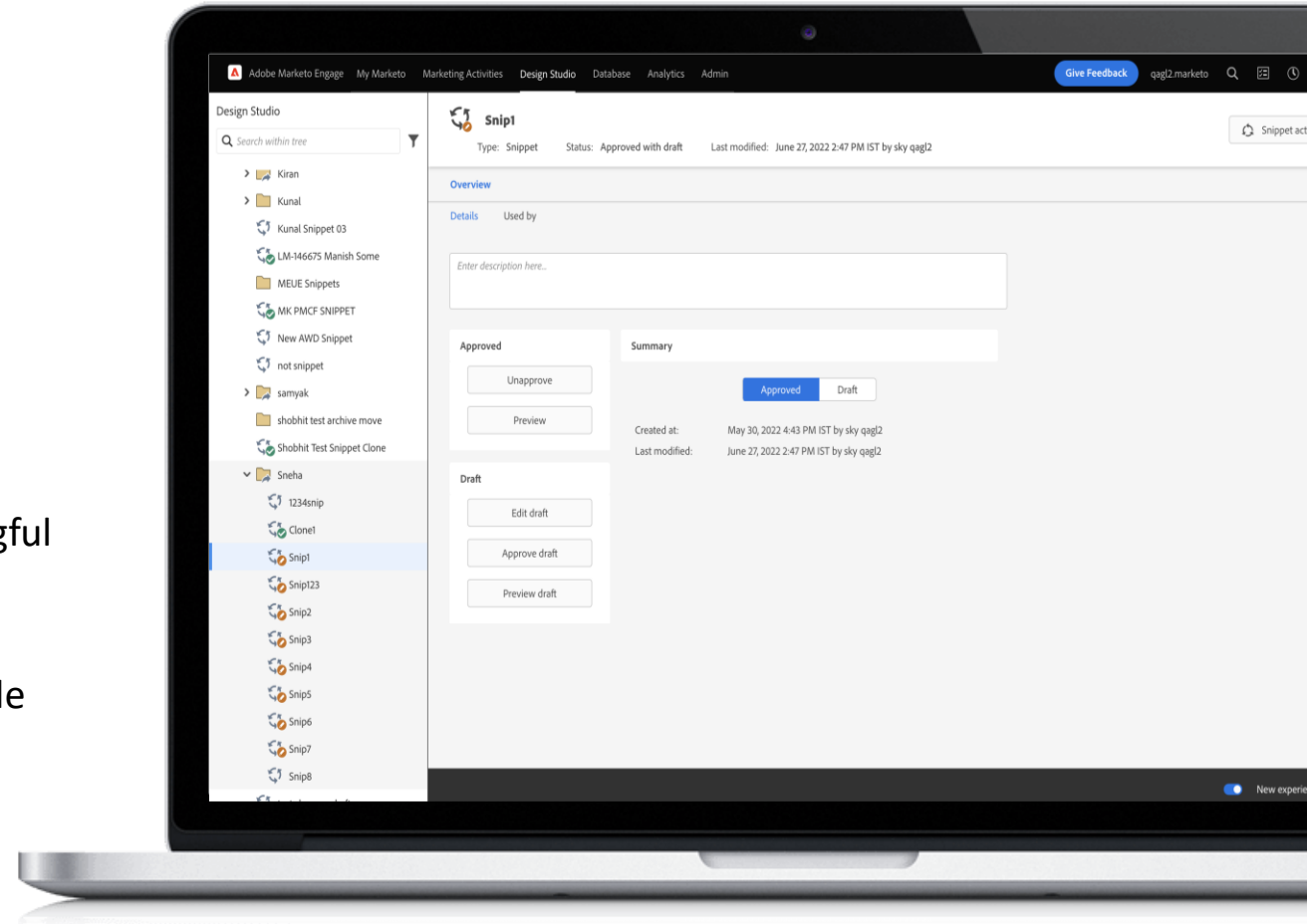
Next Generation Experience: Snippet Details View

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



Discover Snippet 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 snippets at a glance
- Perform quick actions based on relevant actions available based on the Snippet Status

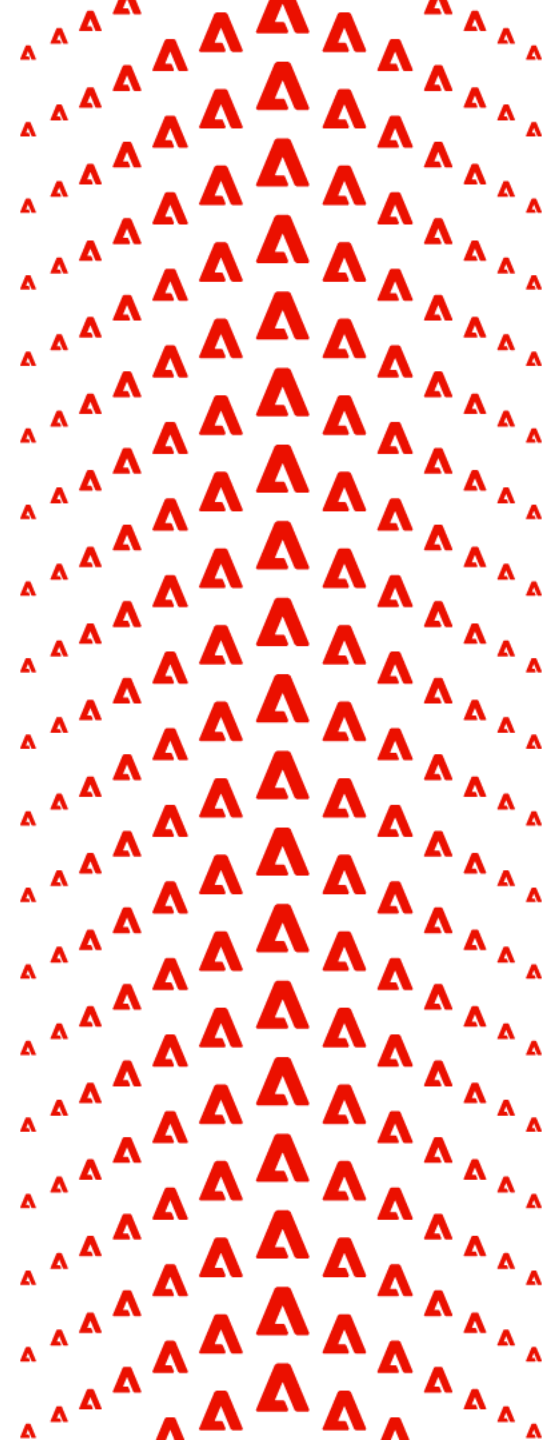




Next-Generation Experience

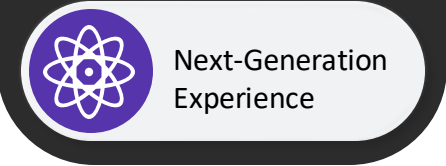
Tina Tseng

Product Manager



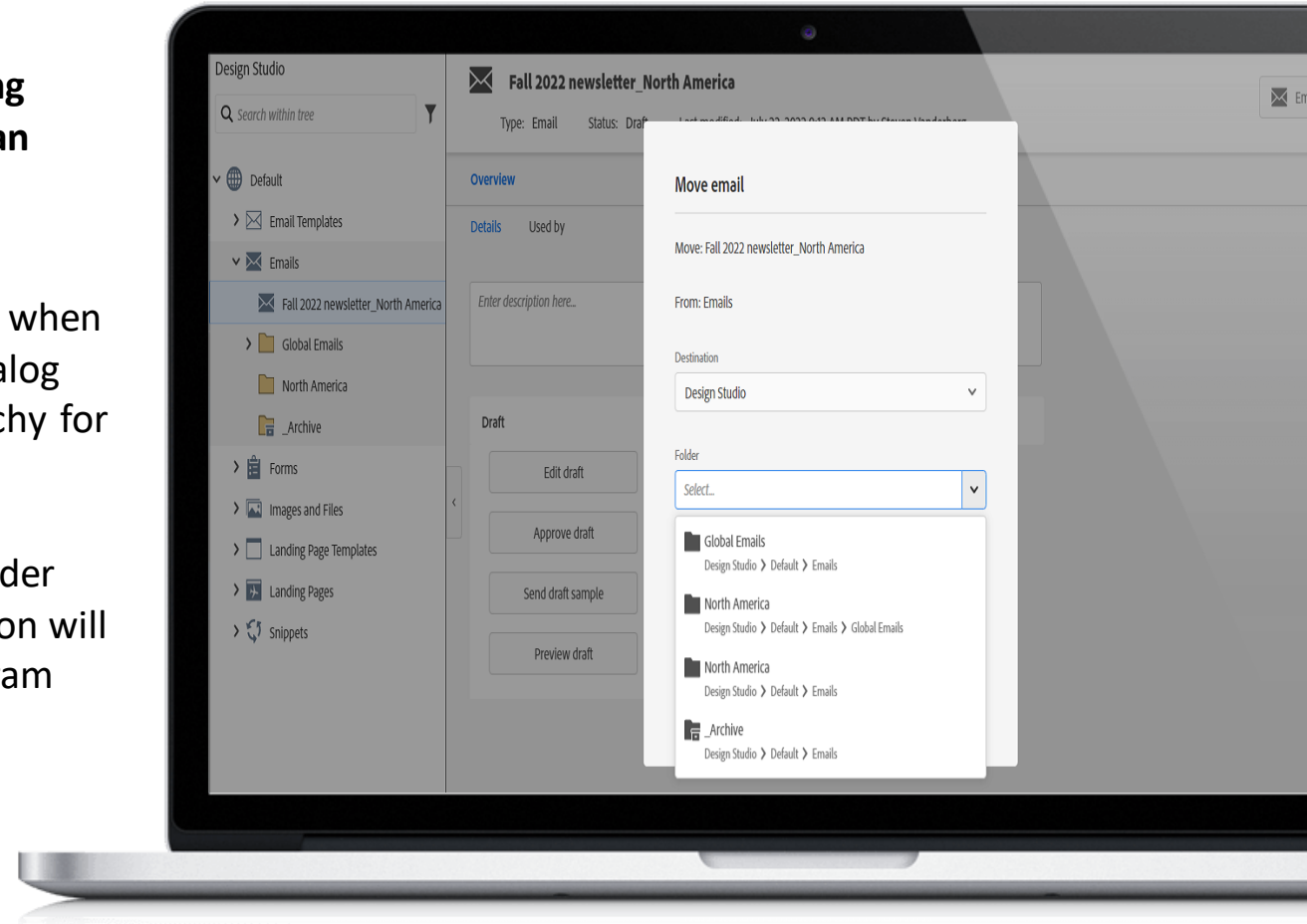
Next Generation Experience: Move dialog enhancement

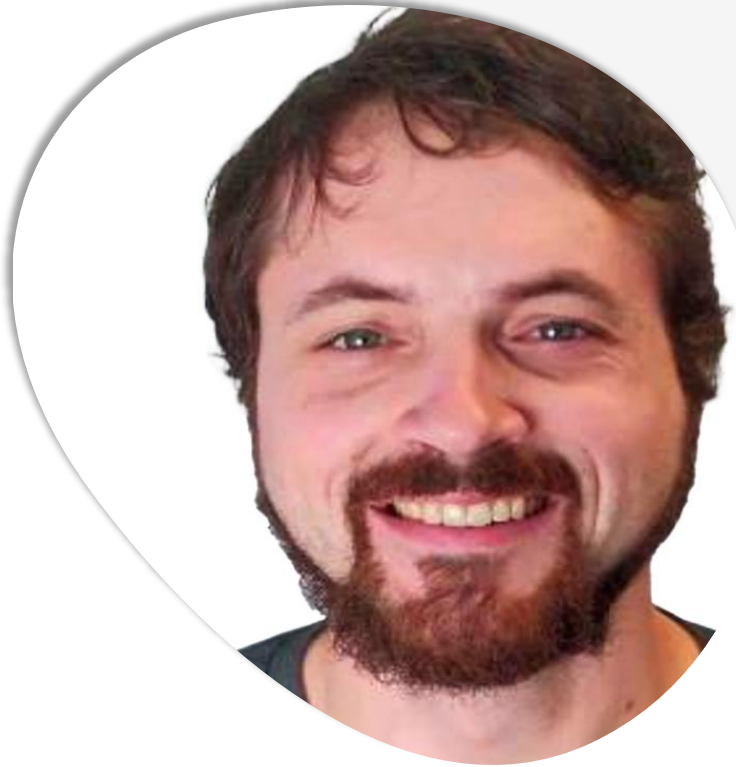
Display folder hierarchy of Destination folder in the Move dialog



View the folder hierarchy for each folder so that moving assets is easier and the likelihood of moving assets to an unintended folder is reduced.

- In the Design Studio, Database, and Analytics app areas, when the Move action is selected for an asset, in the Move dialog the Destination folder field will display the folder hierarchy for each folder in the list
- The exception is the use case of moving an asset to a folder within a program in Marketing Activities. This move action will not display the folder hierarchy as folders within a program cannot have duplicate names.

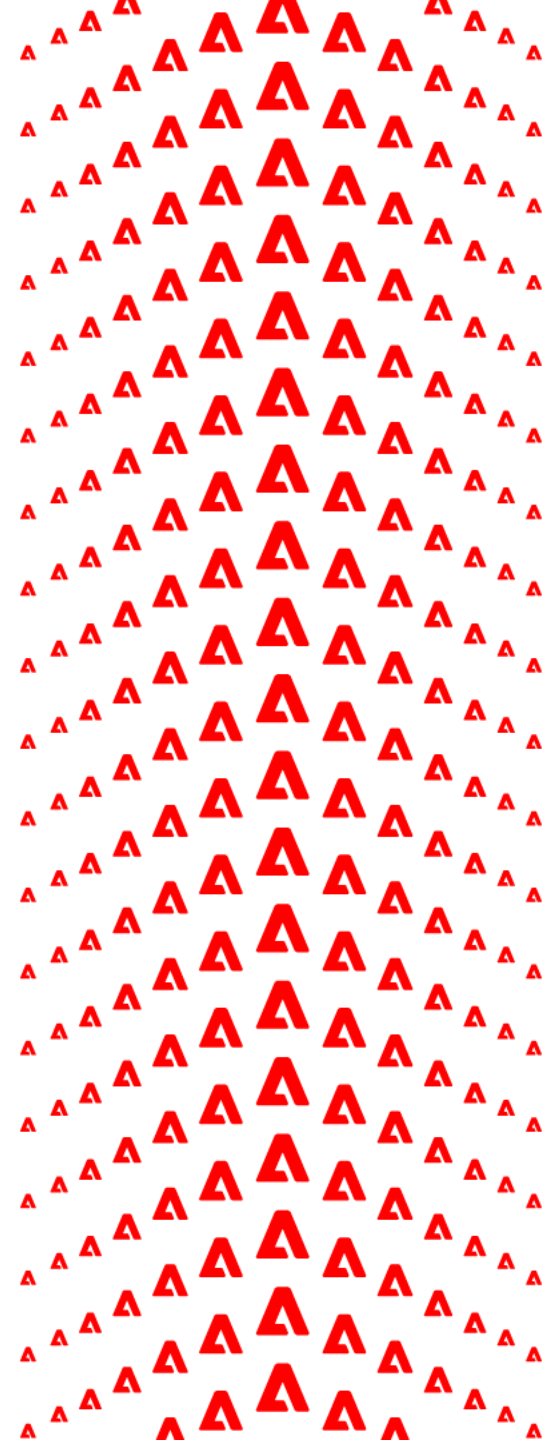




Experience Automation

Kenneth Elkington

Senior Product Manager



Munchkin: Protocol Agnostic Link Tracking

Track Additional Types of Hyperlinks



Experience
Automation



Track additional types of link interactions, including tel and mailto links

- Record lead interactions with links pointing to telephone numbers or email addresses
- GA rollout will begin 8/11 and continue through 9/8



Campaigns: Anon Campaign Replay Enhancement [Beta]

Always Perform Campaign Replay After Anonymous Lead Merge



Experience
Automation



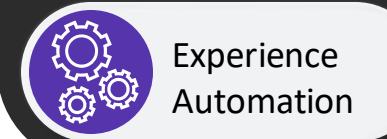
Available in the August Release as a Treasure Chest Flag, when anonymous leads are promoted, campaign replay will always be performed *after* the anonymous lead is merged into the known record

- Ensures that campaigns triggered as a result of an anonymous lead merging with a known record will have consistent filtering behavior



Self-Service Flow Steps: Program Import Update

Importing is now permitted when destination instance has multiple compatible flow step services



Importing programs with custom flow steps or smart list rules will now be permitted when the destination has more than one compatible flow step service

- Users will be allowed to assign any imported rules or flow steps to a particular instance of a compatible flow step service



A

Q&A

