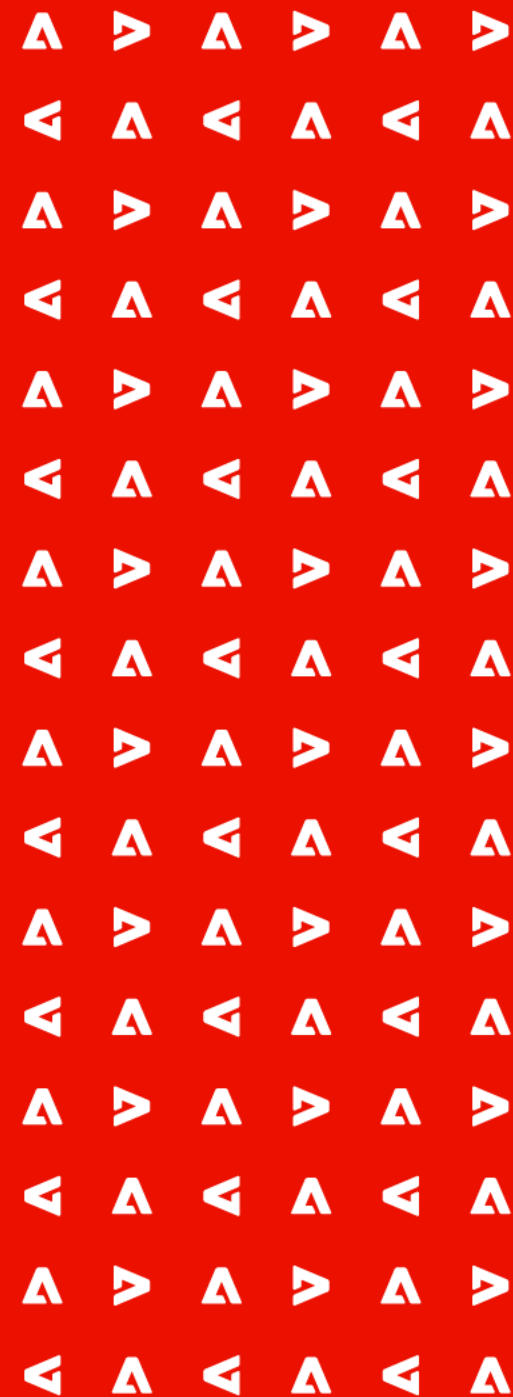




Adobe Marketo Engage October 22 and Jan 23 Release Updates



October 22 and January 23 Release Highlights

Adobe Marketo Engage and Marketo Measure



Integrated Ecosystem

- CRM Integration



Innovation For Experience

- Dynamic Chat Enhancements
- Sales Insight Updates – Dynamic Chat Integration
- Marketo Measure Ultimate



Future-proof Investments

- Additional Features in the Modern UX

Meet the Team



Ambika Shetty
Sr. Product Manager



Sreekanth Reddy
Sr. Product Manager



Steven Vanderberg
Product Manager



Prasanna Belkale
Sr. Product Manager



Nilesh Dalvi
Product Manager



Tina Tseng
Product Manager

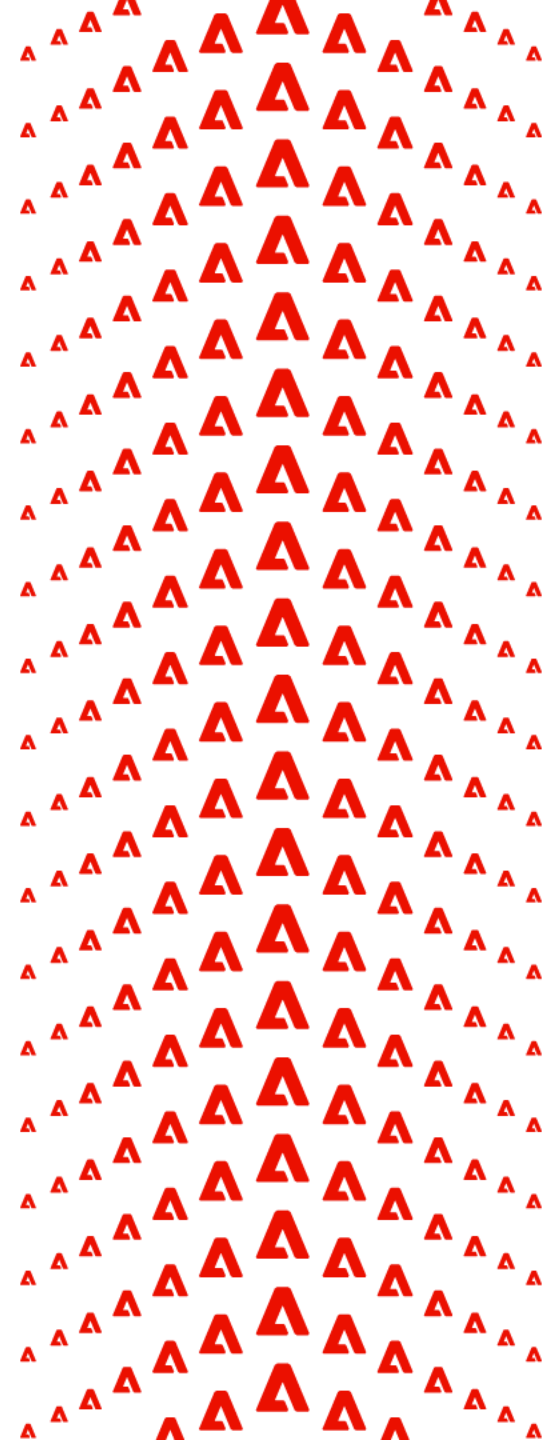


Li Gao
Principal Product Manager



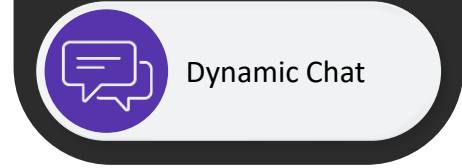
Dynamic Chat

Sreekanth Reddy
Senior Product Manager



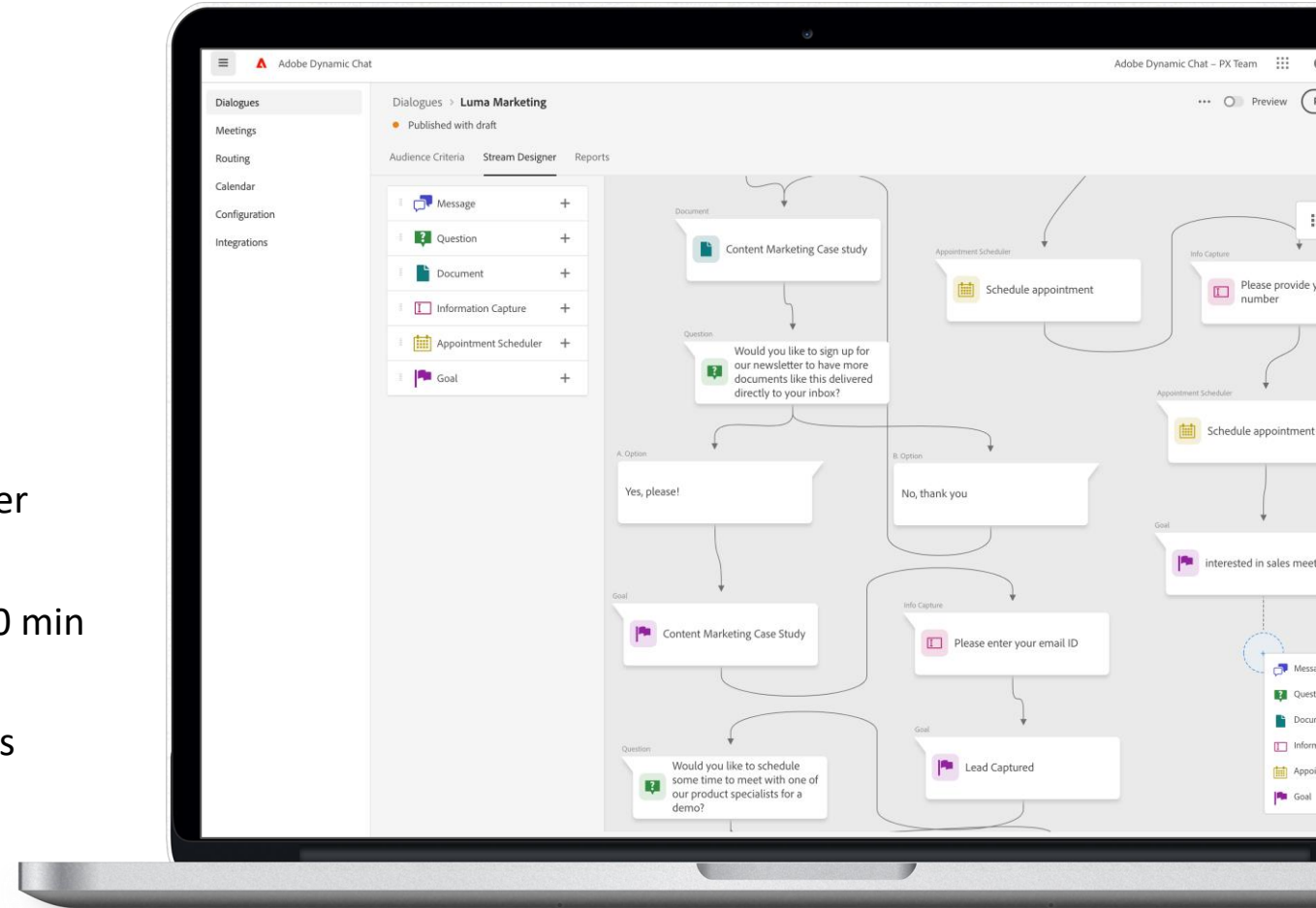
Dynamic Chat

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



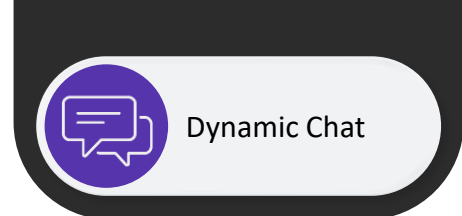
Features and enhancements recently released

- Chat transcripts
- Meeting booking links
- Option to skip info capture if data present
- Submit button in chatbot
- Integer, float, & boolean datatypes
- Auto arrange stream designer
- Dialogue used by list
- Default meeting buffer to 30 min
- Highlight disconnected nodes



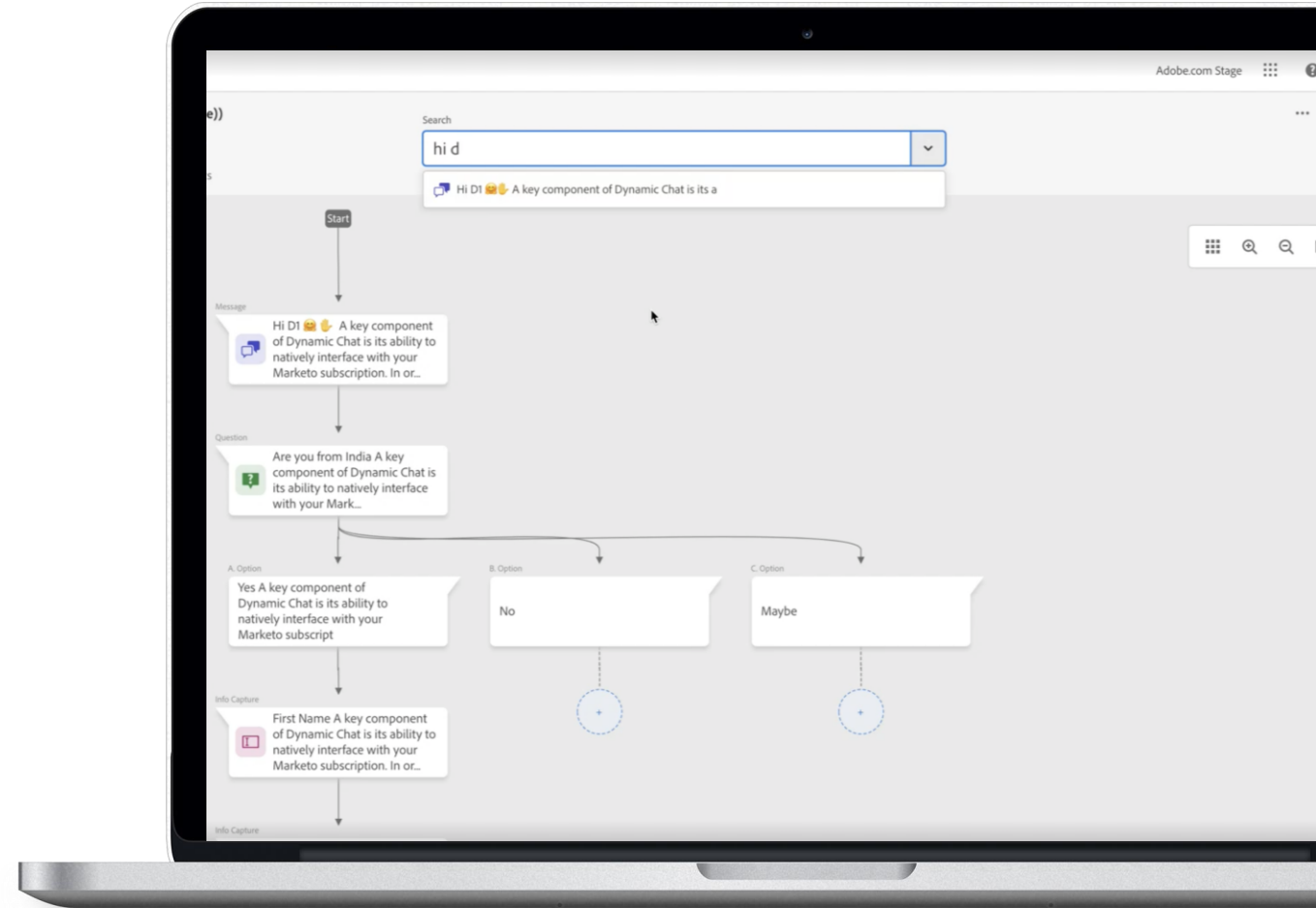
Dynamic Chat

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



Features and enhancements coming soon

- Search in Stream designer
- Chatbot date/time picker and picklist support
- Dialogue engagement report
- Scheduled meeting email notifications

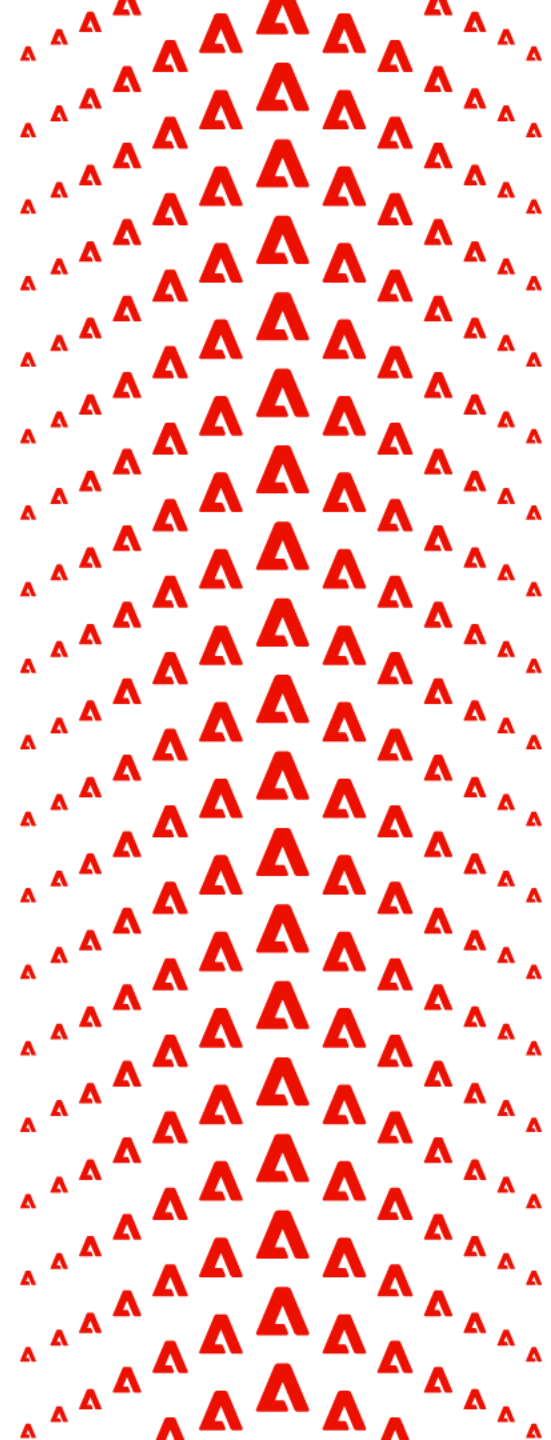




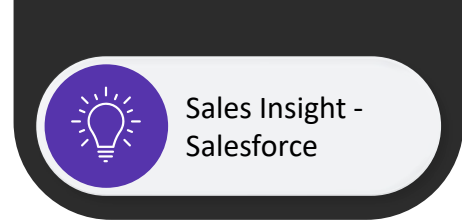
Sales Insight - Salesforce

Ambika Shetty

Senior Product Manager



Dynamic Chat Integration (Salesforce)



- Dynamic Chat activities will now be available in Sales Insight panel which sellers can leverage in their prospecting efforts
- Insights Dashboard will include Dynamic Chat activities such as “Engaged Dialogue”, “Scheduled Appointment”, “Reached Goal” and “Interacted with Document” in the smart grid
- Additional insight on each activity will be visible in the detailed list view
- Available in Salesforce Classic and Lightning

The screenshot displays the Adobe Sales Insight interface for 'Andeep's Timeline' (Past 90 days). The top navigation bar includes 'Insights', 'Interesting Moments', 'Score', 'Web Activity', and 'Email'. A summary bar shows '+100' leads and 'Lead Actions' with a 'Go' button. The main content area is divided into two sections:

- Timeline View:** A calendar grid showing activity from Nov 10-16 to Dec 8-14. The 'This Week' (Dec 8-14) is highlighted. Activity counts are shown on the left: 5 Interesting Moments, 6 Web, 6 Email, 6 Calls, and 4 Chats.
- Activity Detail View:** Focuses on a 'Scheduled Appointment' on Dec 17. Details include:
 - Dialogue Name: Pricing Page Questions & Answers
 - Agent: Thomans Chang
 - Page URL: <https://engage-ab.marketo.com/?munc...>
 - Scheduled on: 9/6/2021 4:49 PM
 - Status: Scheduled

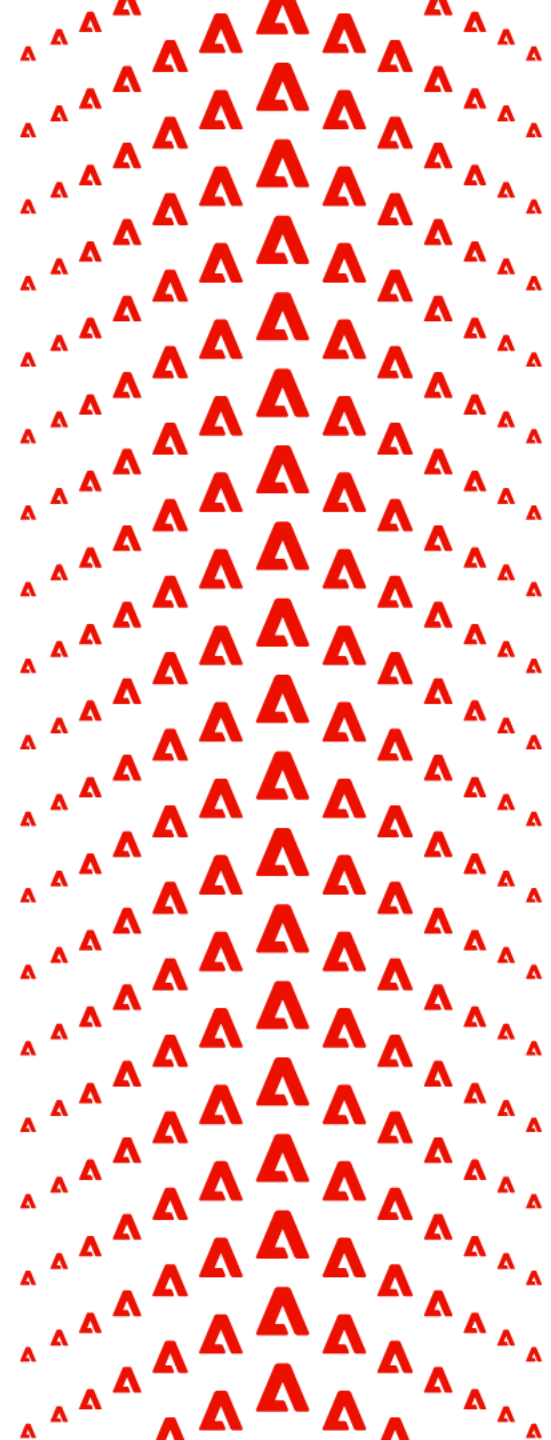
On the right, a 'Tasks' panel lists upcoming actions:

- DEC 19: Call Jenna Kim (Thomas Chang) - Call
- NOV 21: Send Follow up (Andy Paul) - Email
- DEC 19: Follow up with prospect (John Doe) - Custom
- DEC 19: Invite prospect to event (Thomas Chang) - InMail
- DEC 19: Stakeholders in-depth demo... (Thomas Chang) - InMail



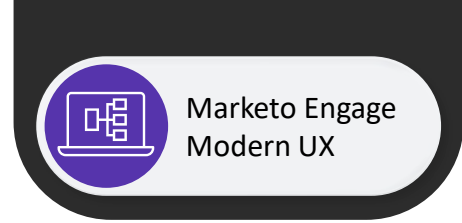
Marketo Engage
Modern UX

Nilesch Dalvi
Product Manager



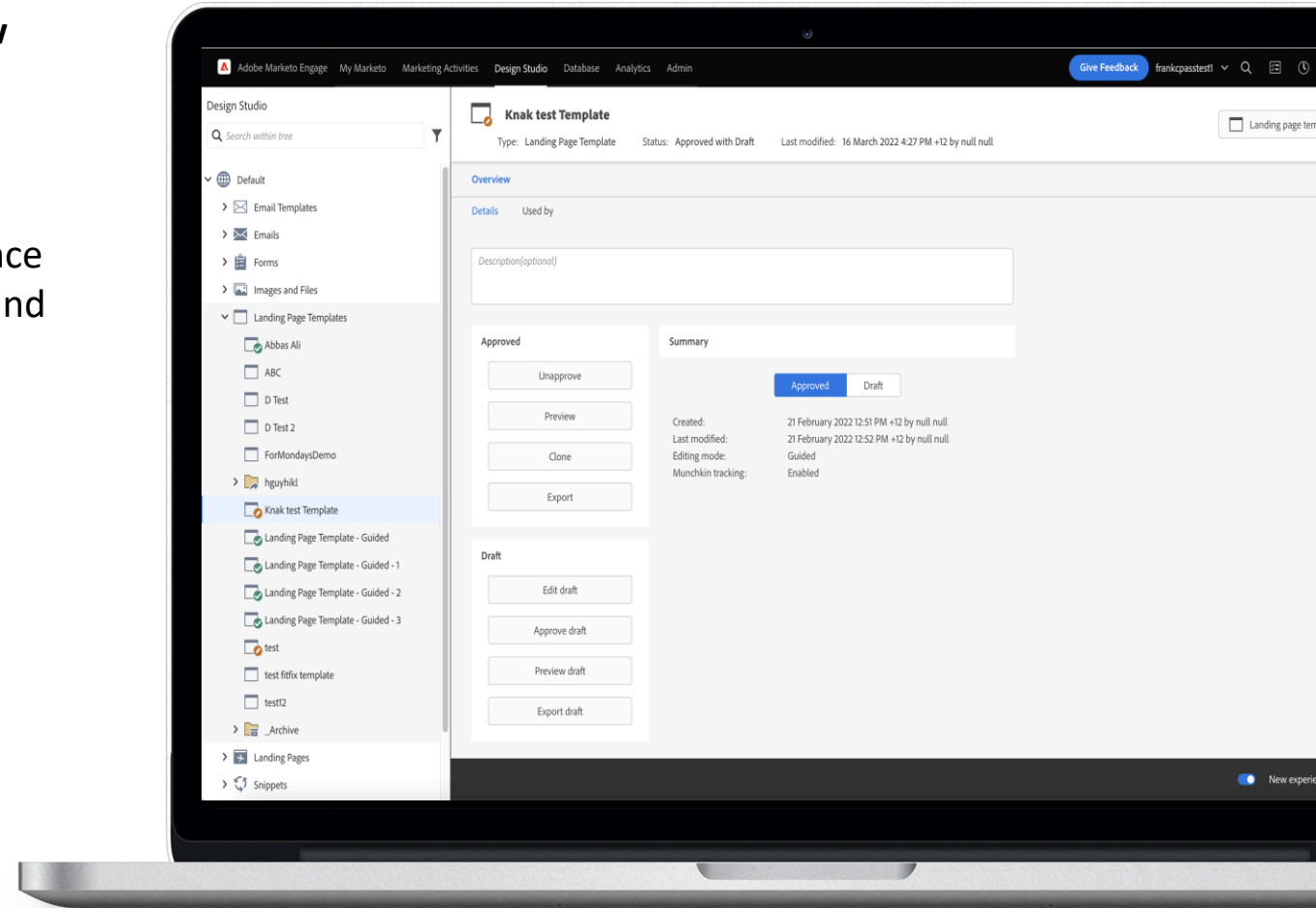
Modern UX: Landing Page Template Details View

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



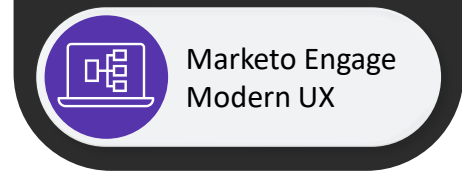
Discover Landing Page Template Details in a brand-new experience to enhance usability with quick actions to obtain insights

- 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 landing page template at a glance
- Perform quick actions based on relevant actions available based on the Landing Page Template Status



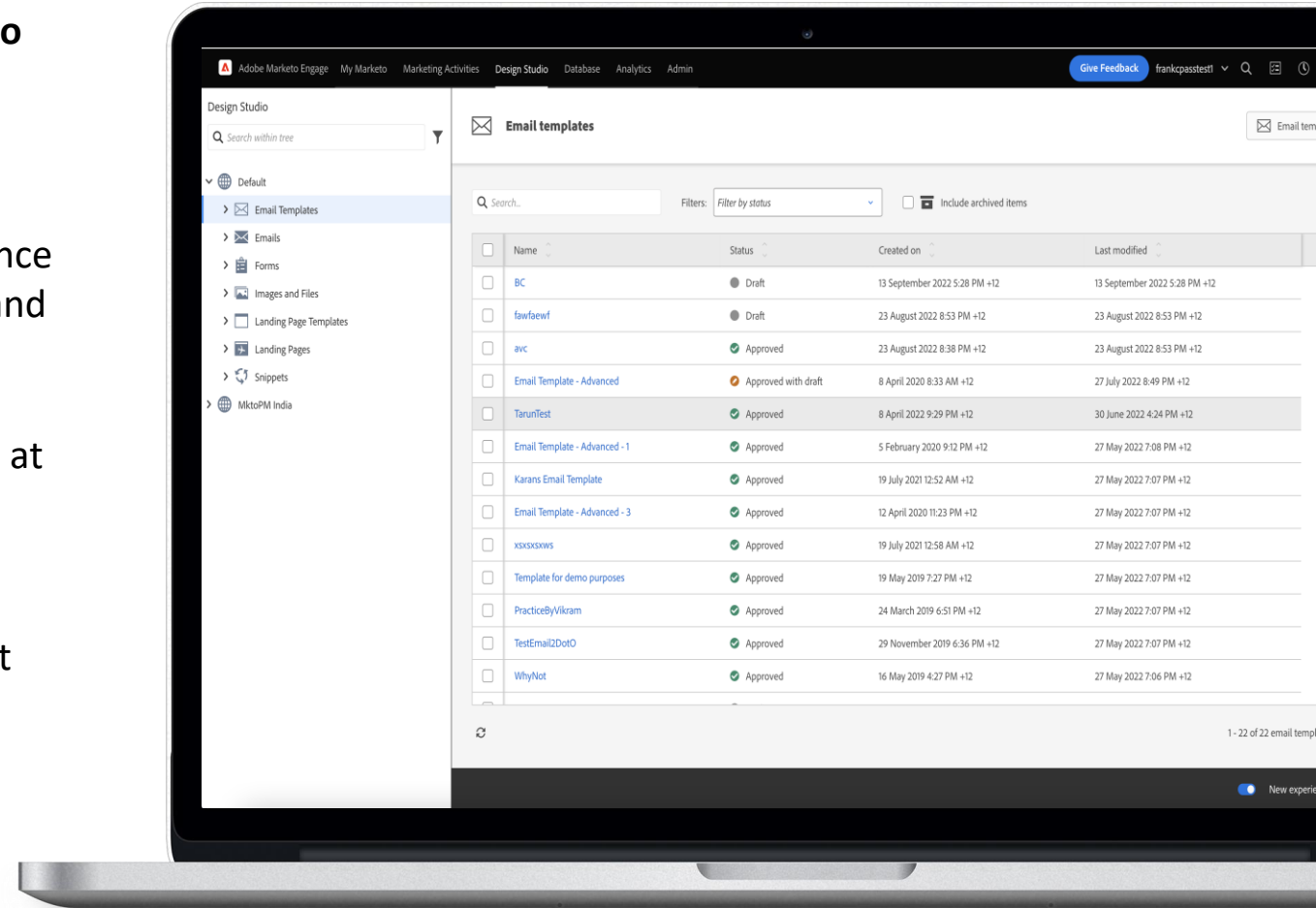
Modern UX: Email Template List View

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



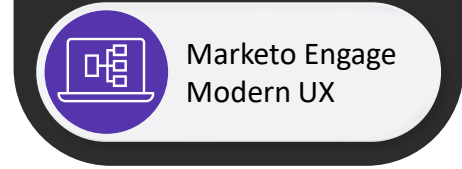
Discover Snippet List View in a brand-new experience to enhance usability through uncluttered view and quick actions without accessing individual email templates

- 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 Template 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 Template Assets



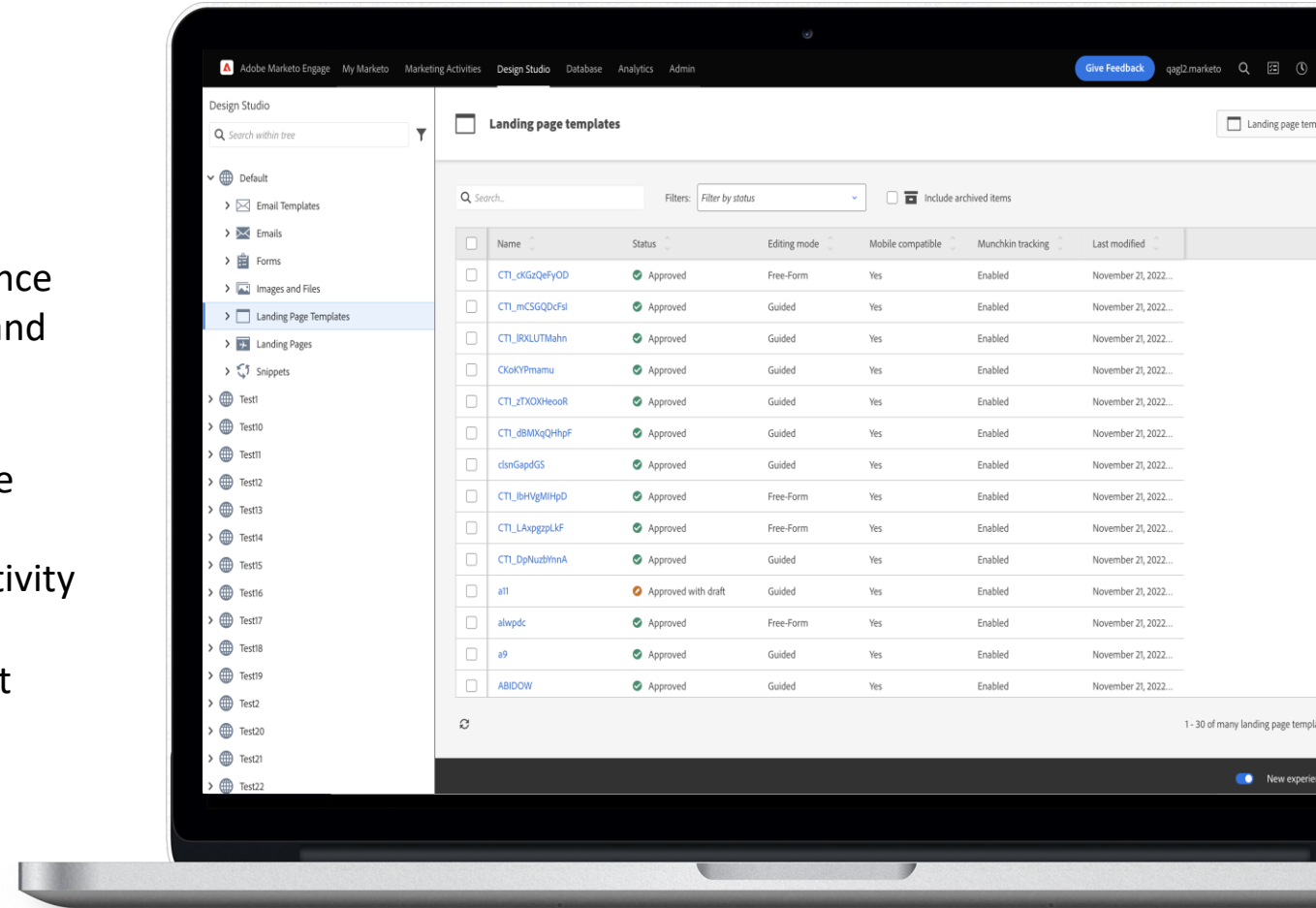
Modern UX: Landing Page Template List View

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



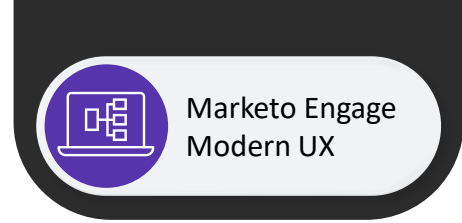
Discover Landing Page Template List View in a brand-new experience to enhance usability through uncluttered view and quick actions without accessing individual landing page templates

- Use Toggle Switch to easily transition from previous experience to new experience without losing context of your activities and retaining changes across experiences
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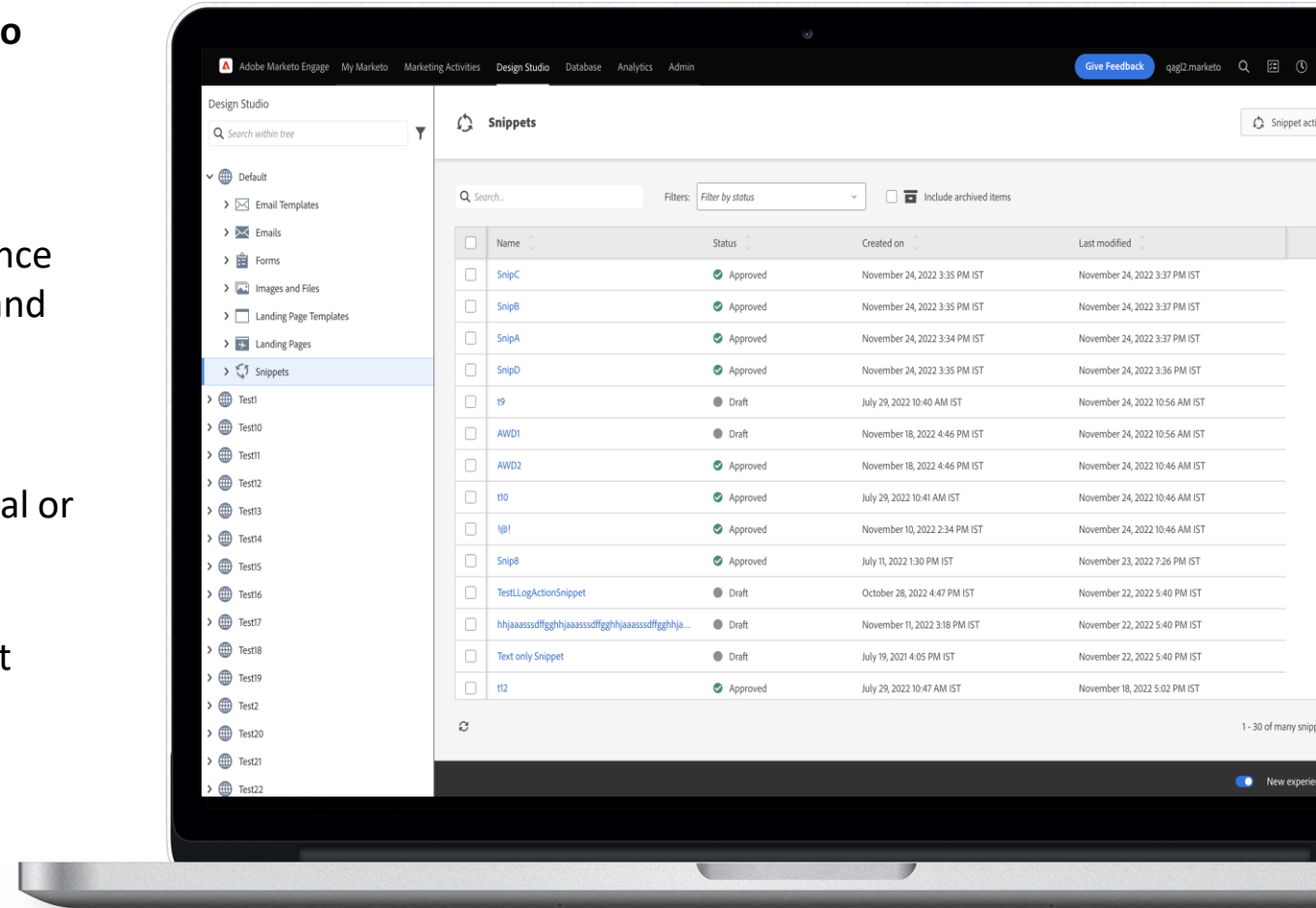
Modern UX: Snippet List View

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



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

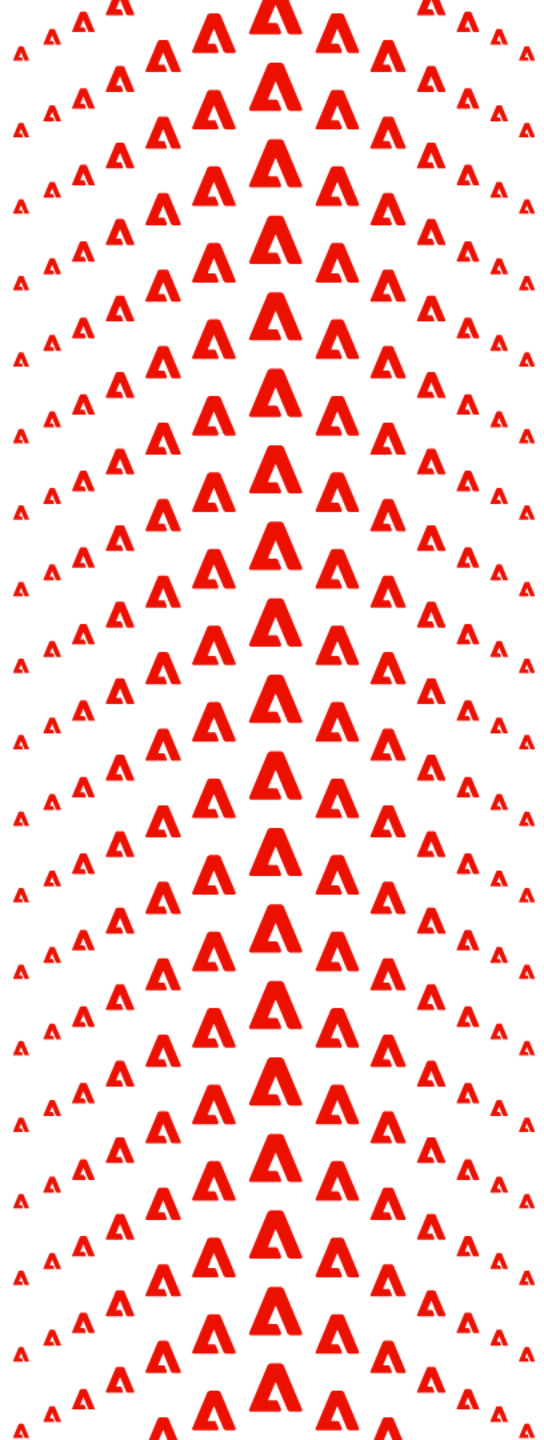
- Use Toggle Switch to easily transition from previous experience to new experience without losing context of your activities and retaining changes across experiences
- Obtain comprehensive view of all the Snippet Assets at one place along with their details to perform immediate individual or bulk actions 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 Snippet Assets





**Marketo Engage Modern
UX**

Tina Tseng
Product Manager



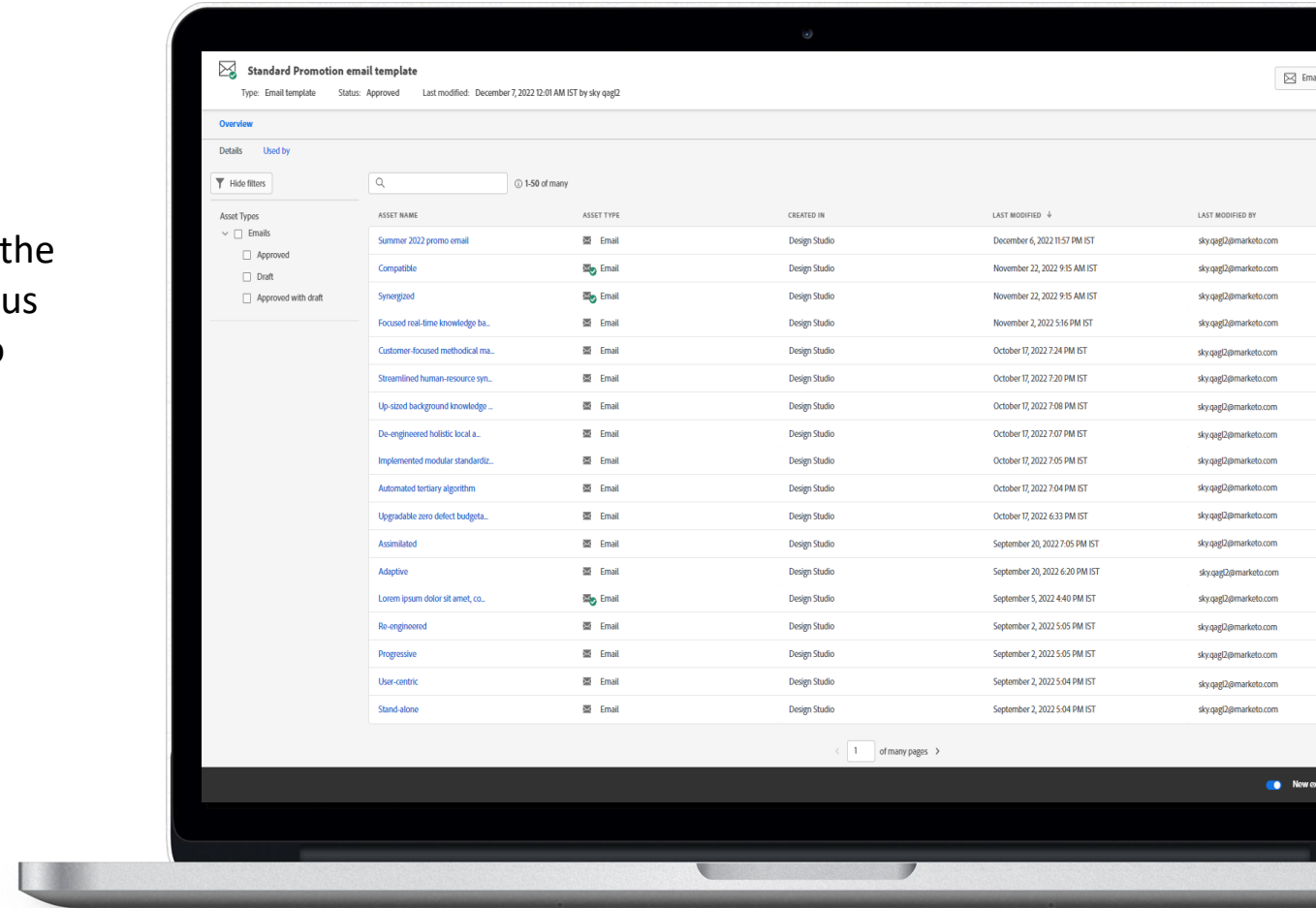
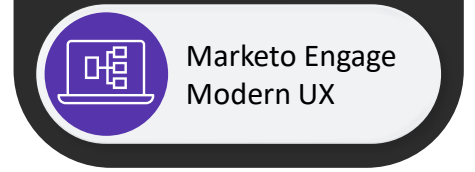
Modern UX: Enhanced Used by tab in Email Template Details and Snippet Details

Updated Used by in New Experience provides insights and improved productivity



Brand new Used by experience brings additional capabilities which help you understand and manage your assets more effectively

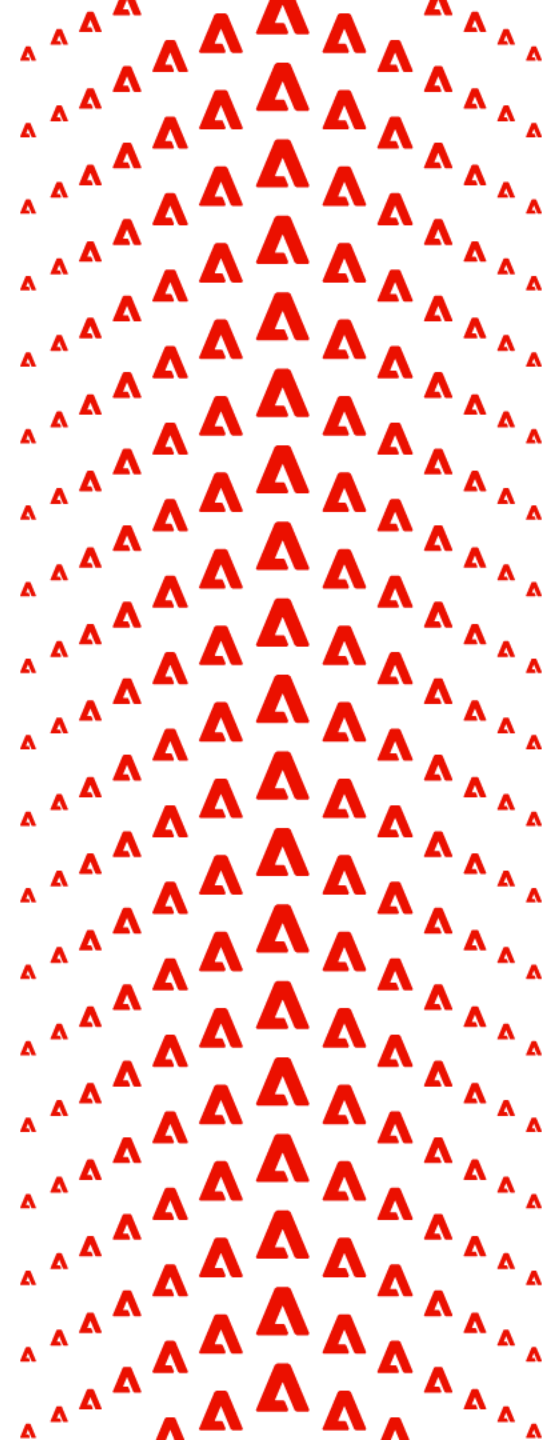
- In the new experience, users can see information related to the assets using the Email template or Snippet including the status of the asset, the date and time it was last modified, and who modified it
- Search, sort, and filter capabilities enable users to perform analysis of the assets using the Email template or Snippet
- Significant improvement in page load performance for large asset lists





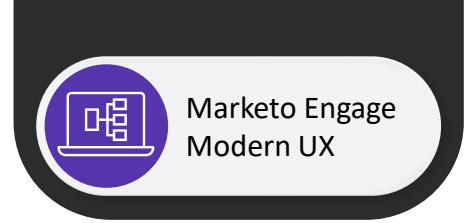
Marketo Engage
Modern UX

Steven Vanderberg
Product Manager



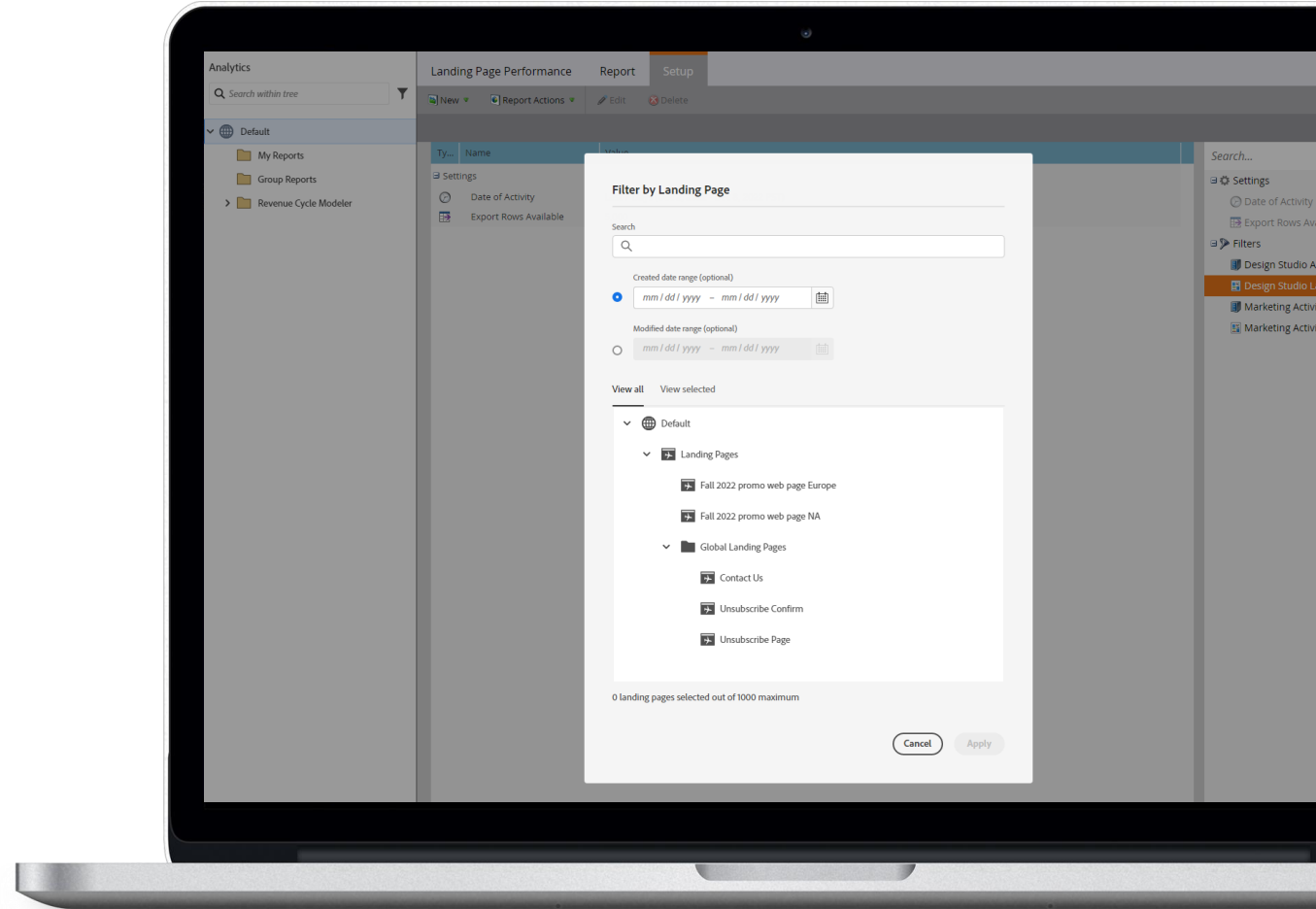
Modern UX: Enhanced Report Filter Menus

Configure reports with new filtering options



Redesigned asset filter menus for Marketo Engage Analytics reports

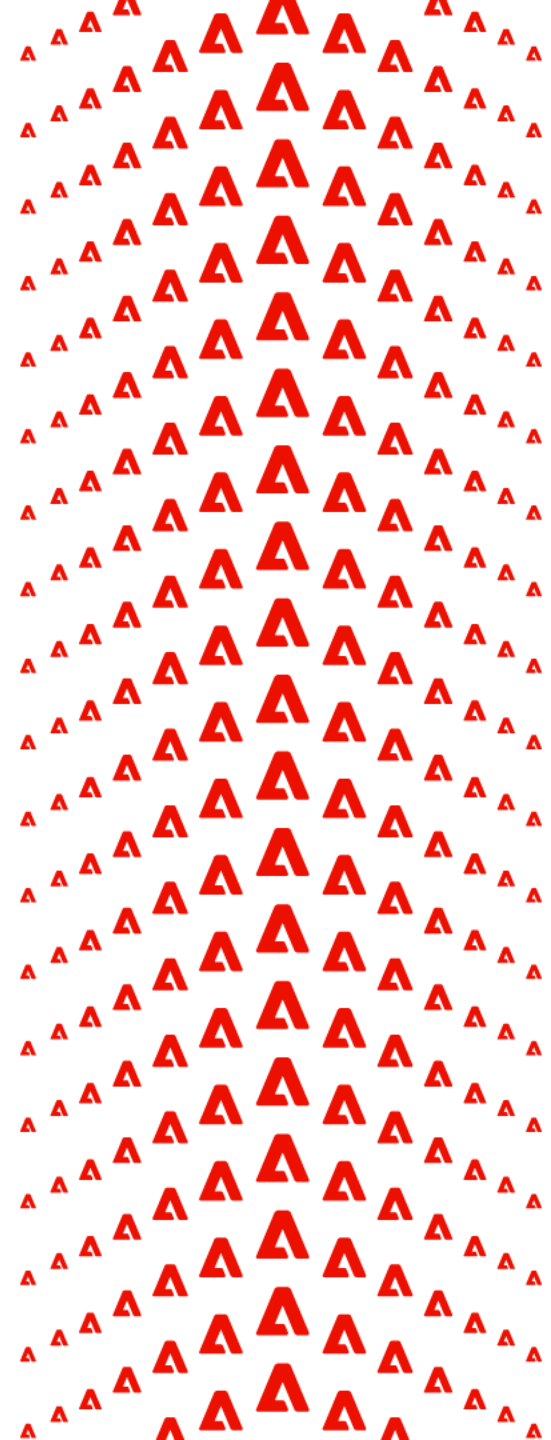
- Filter assets by Created Date range or Modified Date range
- Easily see which assets are already selected for reporting
- More performant asset tree with faster load times





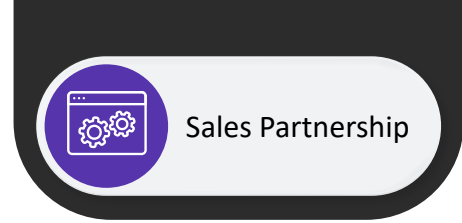
CRM Integration

Prasanna Belkale
Senior Product Manager

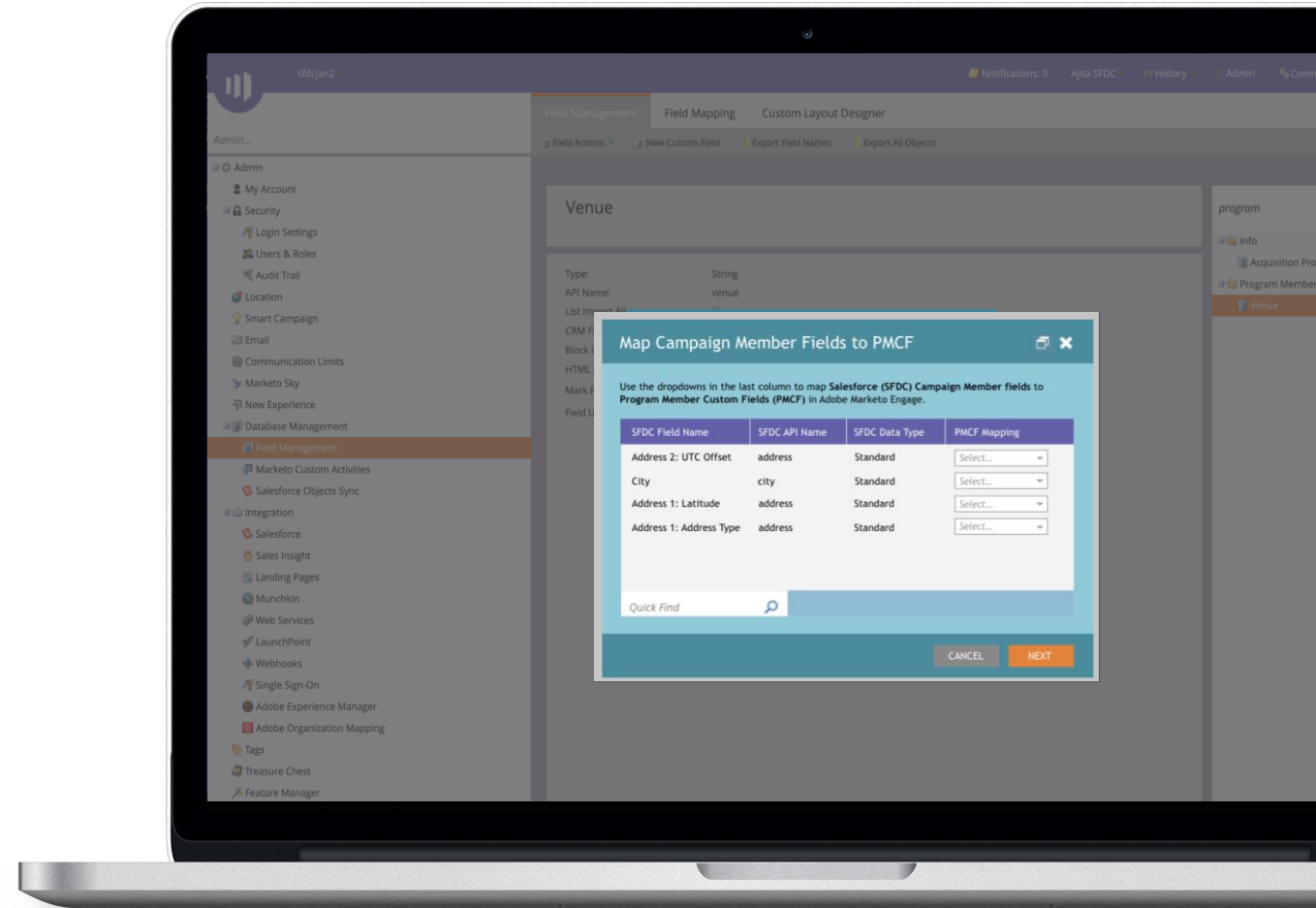


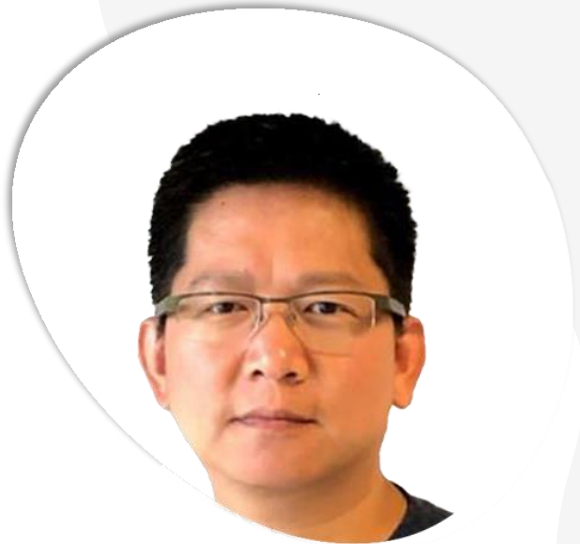
Salesforce Program Member Custom Field Sync

Improve accessibility of campaign-context data for sales to make informed decisions about their prospects



- Leverage the power of Program Member Custom fields to automatically capture rich contextual information about leads and use that in defining great customer experience
- Bi-directional sync of Program Member Custom Field data with Campaign Member field data
- Define and manage mapping for the Campaign member fields in Admin section.

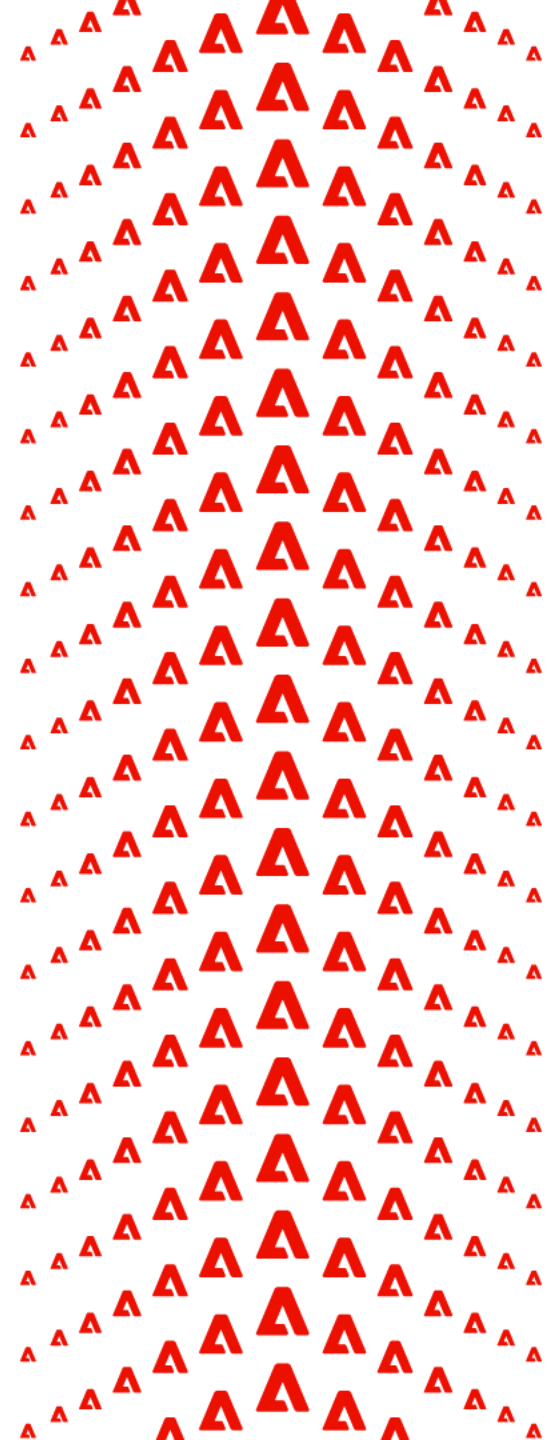




Marketeto Measure Ultimate

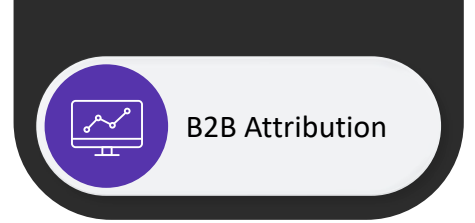
Li Gao

Principal Product Manager



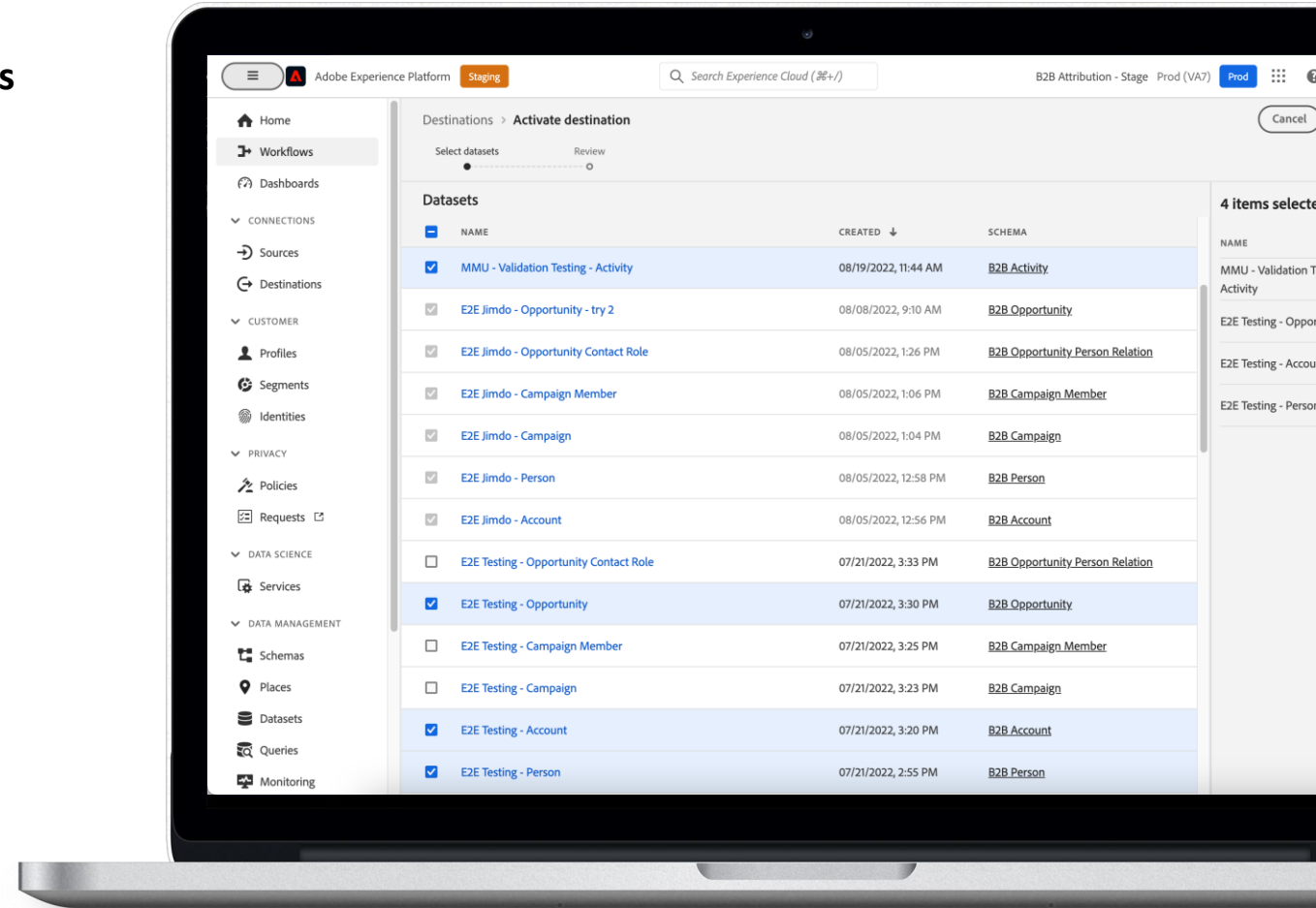
Marketo Measure Ultimate

Adobe Experience Platform as the universal B2B data source



Works with any kind of and any number of B2B systems

- Enable data from any CRM and Marketing Automation system for B2B Attribution
- Enable data from multiple CRM and Marketing Automation systems for B2B Attribution
- Include the Marketo Measure data warehouse



A

Q&A

