



Marketo Engage Segmentation Deep Dive



Agenda

- How to build and edit a Segmentation
- Use Cases and Examples
- Best practices for maintaining your segmentation

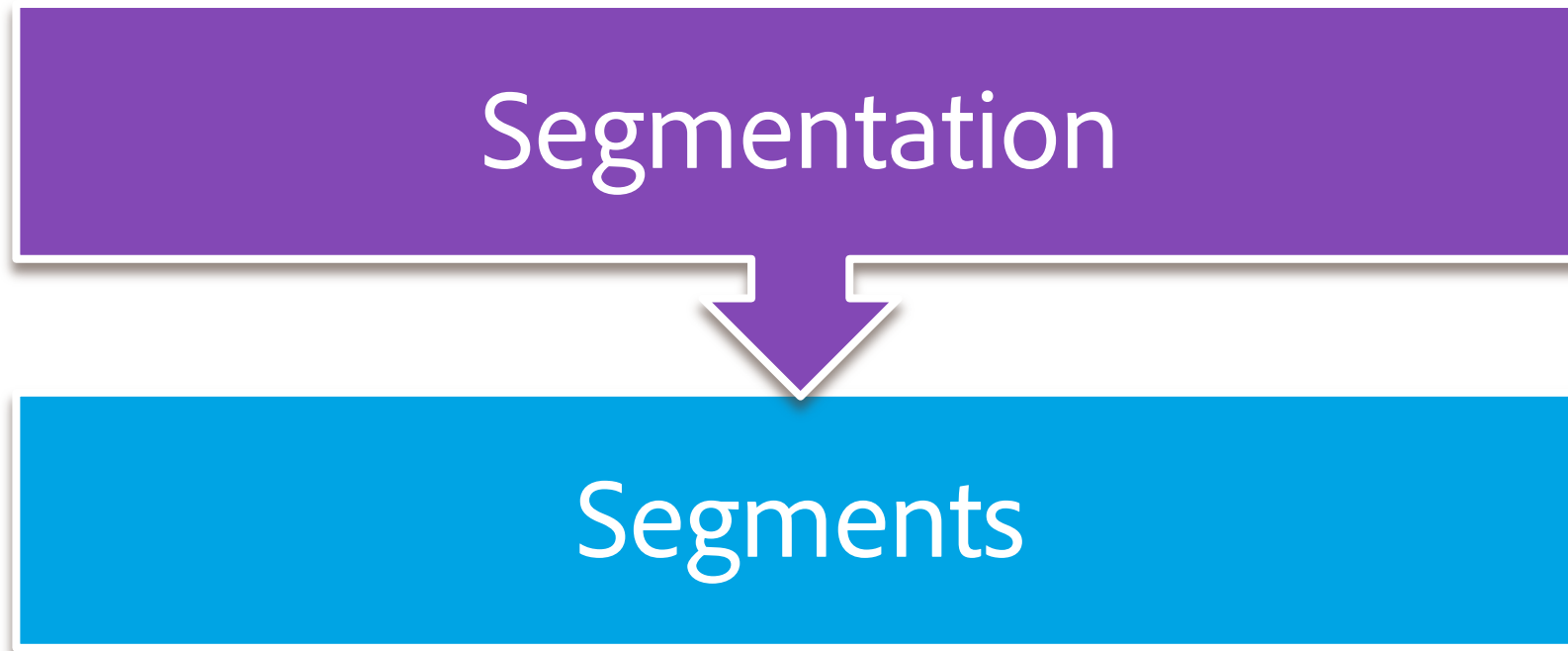


Segmentation Marketo Engage

- Way to target and group your database
- Updated in real time as the data in the system changes
- Limit of 20 allowed per Marketo instance
 - 100 segments per segmentation
- Created in the database
- Uses Known Person data



Segmentation Components



Building a Segmentation



CREATE SEGMENTATION



DEFINE SEGMENTS AND
PRIORITY ORDER



DEFINE RULES FOR
SEGMENTS

Editing

- Function like other assets in Marketo engage
 - **Draft Status**
 - **Approval Status**
- To Edit you'll create a draft
- Changes don't go "live" until you approve the changes

Example Segmentations



Vertical



Product



Buyer's Journey

Persona



Geography



Use Cases

- Deliver Dynamic Content in Emails
- Filter Standard Reports
- Provide Personalized Landing Page Experiences

Best Practices for Maintaining Segmentations

- Create/Approve Drafts at least 1 day before needing to use the segmentation
- Consider the Criteria of the segmentation
- Evaluate your use case
 - Are you using Dynamic Content
 - Complex Grouping Requirements for Targeting

Live Demo!

- Create Priority Order
- Edit an Existing Segmentation
- Add 2 Different Segmentations to an Email
- Filtering Reports



Questions?





Adobe