Adobe Marketo Engage and Marketo Measure November 2023 and January 2024 Release Updates

January 24 Release Highlights

ADOBE MARKETO ENGAGE AND MARKETO MEASURE

Scale Marketing Teams

- NEW! Interactive Webinars On-Demand Functionality
- Compute formula flow step service

Reimagine Marketing & Sales Partnership

- NEW! Dynamic Chat feature enhancements
- Dynamic Chat Email Bot Activity filtering
- Dynamic Chat-Conversational flows in Landing Pages

Maximize Revenue Impact

- Marketo Measure In-app Reporting Enhancements

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Meet the Team

Nilesh Dalvi
Product Manager

John Dictson
Sr. Product Manager

Sreekanth Reddy
Sr. Product Manager

Steven Vanderberg
Product Manager

Kenneth Elkington
Sr. Product Manager

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Marketo Engage
Modern UX

Nilesh Dalvi

Senior Product Manager

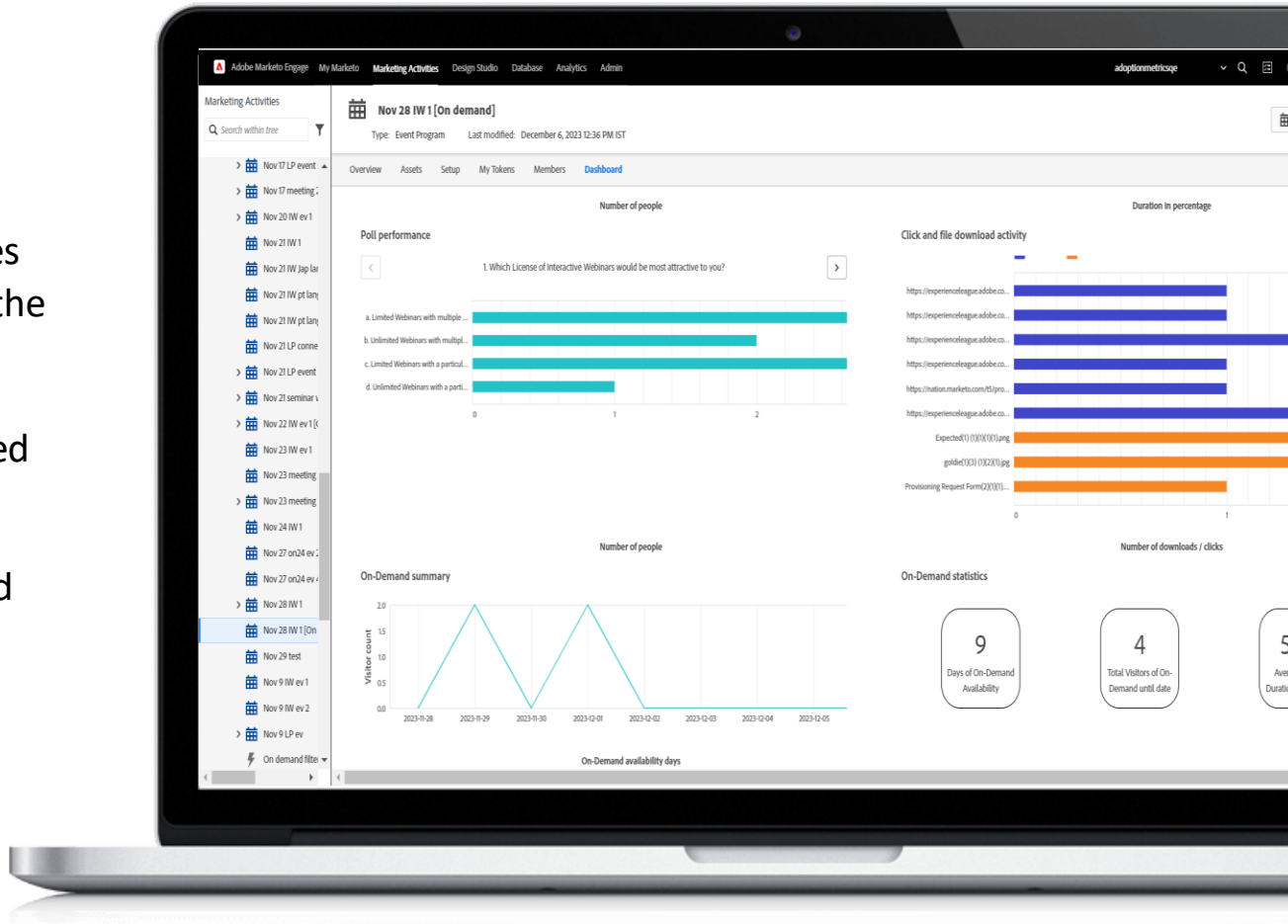
Interactive Webinars: On-Demand Webinars

Interactive Webinars

Target interested leads that missed the webinar but are potential converts that marketers can engage with based on interaction with webinar recordings.

Share Webinar Recordings with interested leads that couldn't attend the webinar but are potential targets

- Share the original webinar URL with all the non-attendees to be able to view the recording. Recording available at the same link.
- Track their first visit and watch duration and take targeted actions through smart lists for enhanced nurturing.
- Obtain aggregated summary and statistics on on-demand performance with daily visit view and average watch duration.



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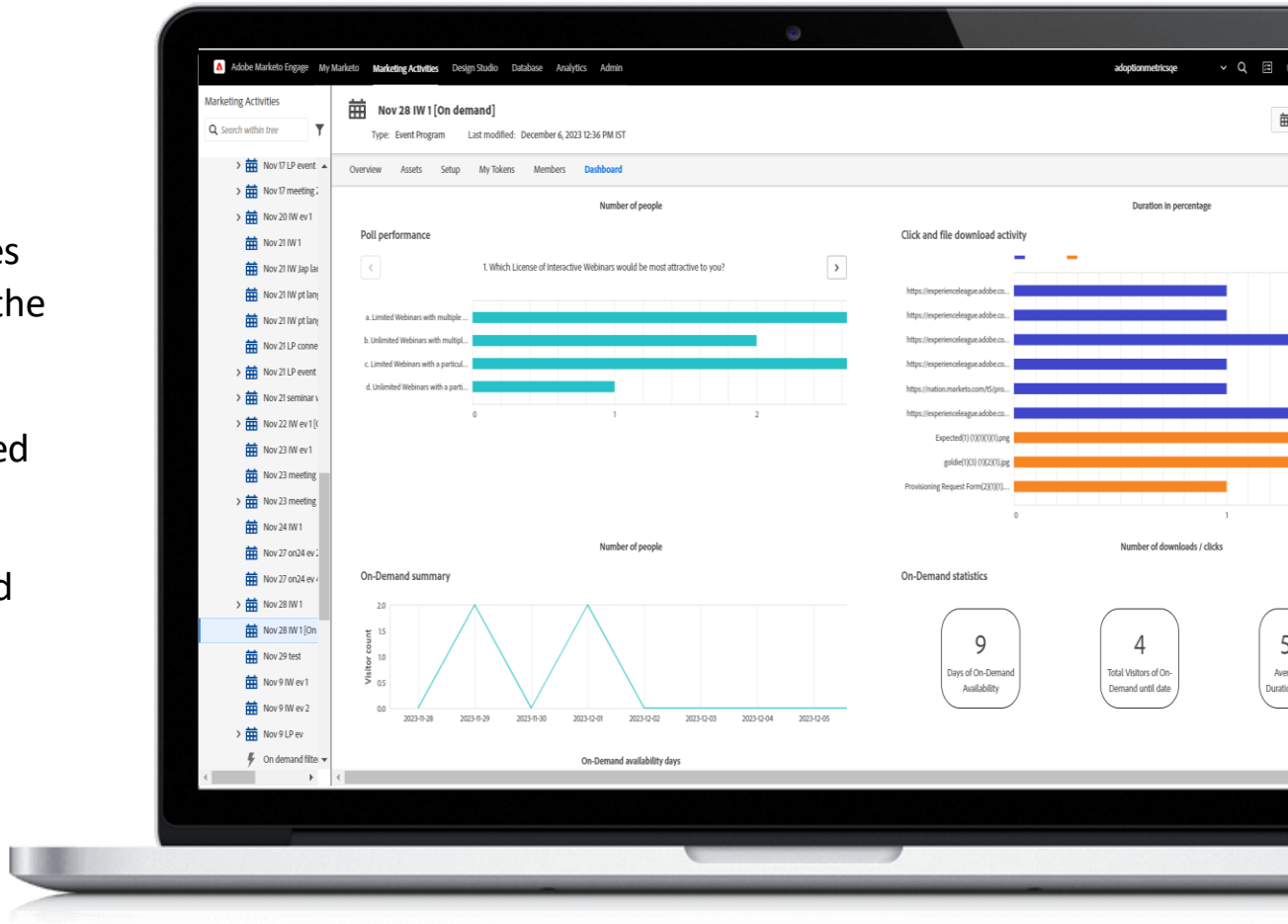

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Dynamic Chat

John Dictson
Senior Product Manager

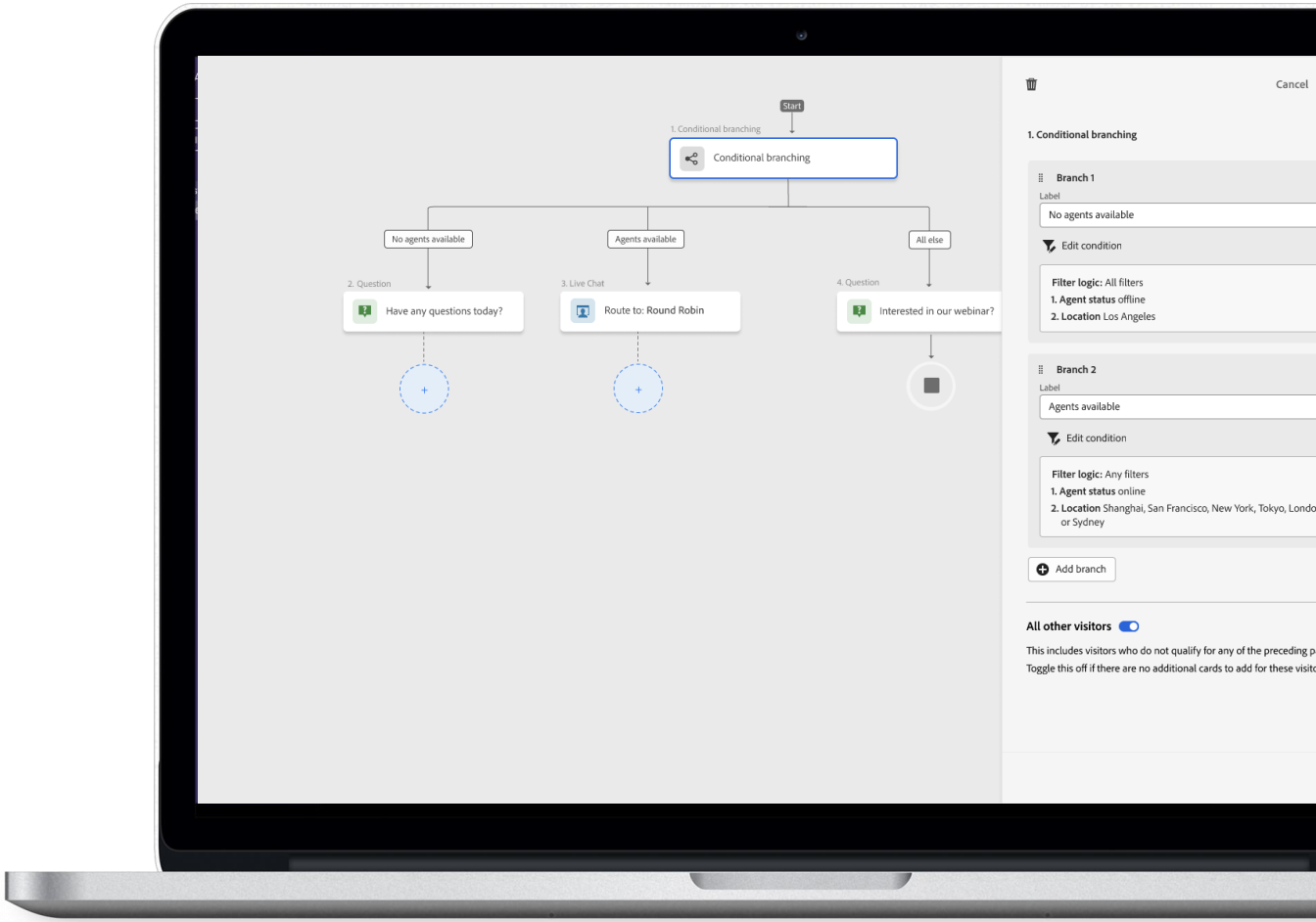
Dynamic Chat

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

Dynamic Chat

Features and enhancements coming in Q1

- Improved conversation personalization with **Conditional Branching**
- Better visibility into conversation history with **All Conversations** view
- More context for sales agents with **recent Marketo activities** in Agent Inbox
- Additional control over automated conversation behavior with **Repeat Dialogue** option
- Font color options, end live chat session, and more...!



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Marketo Engage

Sreekanth Reddy

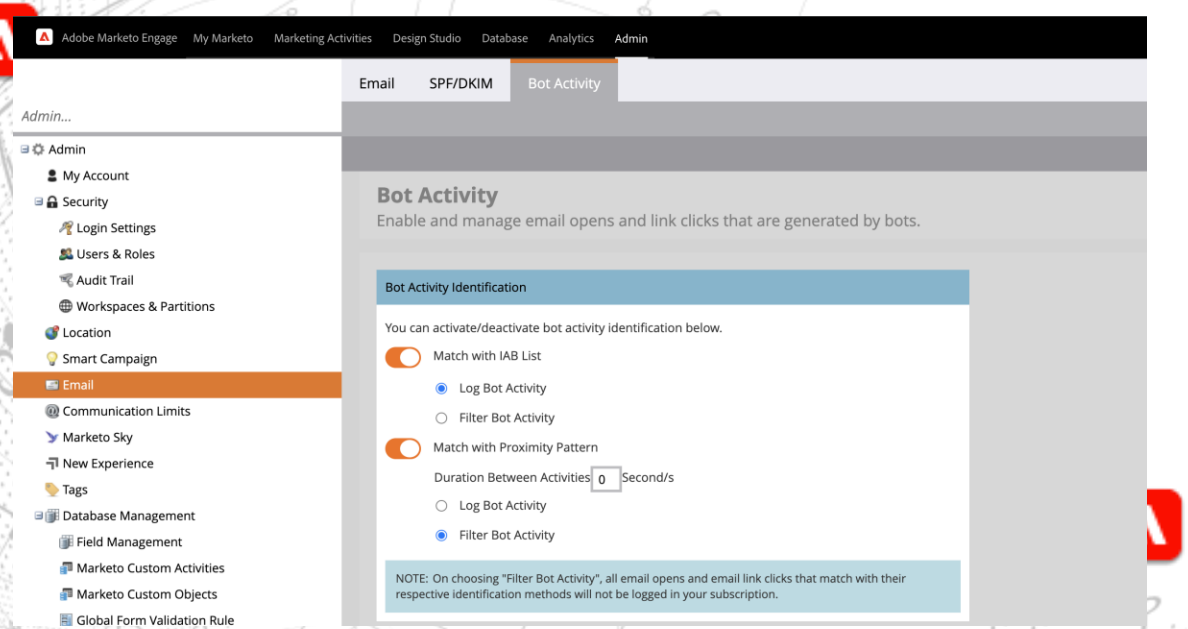
Senior Product Manager

Marketo Engage

Marketo Engage: Email Bot Activity Filtering

Identify and filter out fake email engagement that is being generated by bots

- Identify, flag or filter email activities that happen between a specific duration
- Set your own duration between 0 seconds (happening exactly at the same second) to 3 seconds
- By default value will be set to 0 seconds i.e activities happening exactly at the same second



Identifying and filtering bot activity

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Dynamic Chat

Steven Vanderberg

Senior Product Manager

Conversational Flows in Landing Pages

Embed Dynamic Chat Conversational Flows directly into Marketo Engage Landing Pages

Landing Pages

More Dynamic Chat experiences outside the chatbot

- Support for Conversational Flow module in Freeform and Guided Landing Page Templates and Editors
- Embed Conversational Flows directly into Landing Pages to making meeting booking pages, track embedded PDFs, collect information from leads, and more!

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Compute Formula Flow Step Service

Kenneth Elkington

Senior Product Manager

Overview and Prerequisites

Compute Formula Flow Step Service Overview

Flow Step Service for Marketo Engage

Built for use on Adobe IO Runtime

Computes Excel-style Formulas and Writes Results Back to Person Records

- Next Anniversary: EDATE("{{lead.Date of Birth}}", (DATEDIF("{{lead.Date of Birth}}", "{{system.date}}") +1) * 12)

Works in Batch, Trigger, and Executable Campaigns

This is an Open-Source, Community-Supported Application. Marketo Support Can Only Assist in Troubleshooting Marketo-Side Functionality

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Prerequisites

A Marketo Engage Subscription and Admin Permissions

An Adobe IO Runtime Account and Developer Console Access

- IO Runtime is not packaged with Marketo Engage. Reach out to your account manager if you need more information.

You or your team will need experience using a Command Line, (Bash, Powershell…etc.)

Experience using git and GitHub

Have NodeJS, Node Package Manager (NPM), and the Adobe IO Command Line Application

More information in the User Guide on nation.marketo.com

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Compute Flow Support

Compute Flow is an open-source application built Self-Service Flow Steps and Adobe I/O Runtime

SSFS Framework is fully supported by Adobe

Compute Flow is Community Support Only

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Deployment

Installation

Usage

Formulas

Composite Score

ROUND(SUM (PRODUCT ({{lead.Behavior Score}}, 0.3) , {{lead.Demographic Score}}) , 0)

Time in Stage

DAYS("{{lead.SQL Date}}“ , "{{lead.MQL Date}}“)

All FormulaJS Functions are Supported

- Lookup and Column-Based Functions are Not Supported
- Do Not Use a Leading Equals Sign (=) in Your Formulas
- Numbers between -1 and 1 should include a leading zero, e.g. 0.3
- Strings and String-like Fields should be surrounded by quotation marks (“).

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Demo: Composite Score

Composite Score Formula

Behavior Score: 30%

- Coefficient: 0.3

Demographic Score: 100%

- Coefficient: 1 (Omitted)

ROUND() to an integer for our score field

ROUND(SUM (PRODUCT ({{lead.Behavior Score}}, 0.3) , {{lead.Demographic Score}}) , 0)

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Demo: Time In Stage

Time In Stage Formula

DAYS() function calculates the difference in days between the end date and the beginning date

SQL Date is the ending date for “Time in MQL” and MQL Date is the Beginning

Remember to wrap your tokens with quotation marks

DAYS("{{lead.SQL Date}}“ , "{{lead.MQL Date}}“)

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User Guide

Find the Complete User Guide on nation.marketo.com

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