



# Marketo Engage Market Report

As a highly rated, TrustRadius award-winning platform, Adobe Marketo Engage is designed to enable marketing teams to scale engagement, attract buyers, and deliver insights. Reviewers consistently praise its strong return on investment and robust automation capabilities. This, on top of their commitment to customer success, contributes to their high rates of customer satisfaction, solidifying it as a quality choice for Marketing Automation.

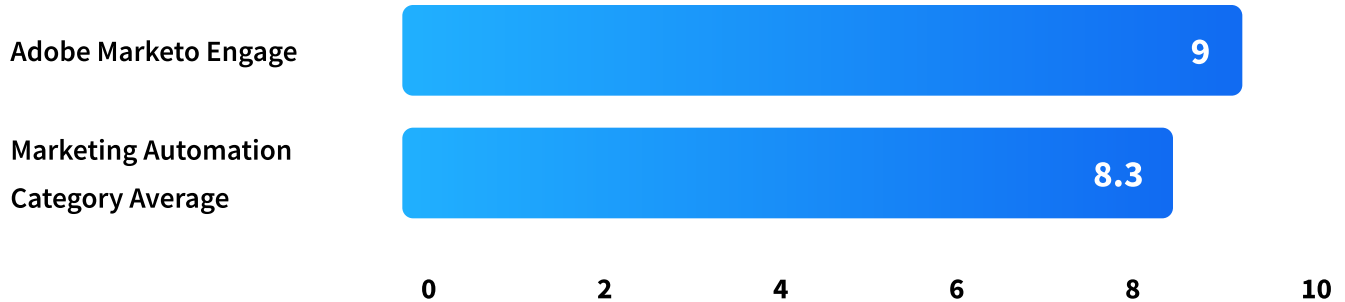


## Return on Investment (ROI)



Adobe Marketo Engage is rated a 9/10 for its performance in TrustRadius' Marketing Automation category, outperforming their category average rating of 8.3/10. This indicates that Adobe Marketo Engage's customers are satisfied with the products performance, reliability, and the ROI they experienced while using it.

### Performance Rating



## Adobe Marketo Engage saved this company time and improved performance.

“Our organization uses Adobe Marketo Engage to switch from running marketing campaigns manually to running them on automation. Return on investment [includes] reduced overall time for some tasks by almost 20%-30%, improved performance around 30% of the team, [and] helped us to achieve more goals as a small team.”

Verified User | Engineer | Computer Software Company, 201-500 employees Incentivized



## This organization improved efficiency via automation with lead processing and data compliance.

“We use Adobe Marketo Engage to automate our entire Marketing Operations lead flow to sales and Microsoft Dynamics CRM. Adobe Marketo Engage is an incredibly powerful tool and is so versatile. Return on investment [includes] improved efficiencies in terms of speed of lead processing, data compliance, and handling this at scale, [and] automation to save on FTEs in my org.”

Charlie Oakham | Chief Martech Officer at Kainos Software | Computer Software, 1001-5000 employees Incentivized



## Adobe Marketo Engage boosted pipeline and reduced SDR effort for this business.

“Being able to speak to the lead journey has helped us better map what is marketing attributed versus sales attributed, and therefore has increased our marketing attributed pipeline numbers, where otherwise we would not have counted certain opportunities as marketing sourced. Having campaigns run in the background for the SDR while they work their one-to-one programs has decreased the amount of touch points SDR needs to book a meeting.”

Verified User | Vice-President of Marketing | Computer Software Company, 501-1000 employees Incentivized



## Automation Capabilities



Adobe Marketo Engage reviewers highlight easy automation for marketing campaigns and workflows that allow for easy integrations and customizations. Additionally, users appreciate a robust set of features that enable client segmentation and tailored communications.

### Adobe Marketo Engage enables customized campaigns with an integrated marketing environment and efficient workflows.

“Using Adobe Marketo Engage helped us break free from manual marketing campaign management and has enabled us to automate them more easily. It also lets us customize our decisions according to our needs, which helps us build a more integrated marketing environment that is easier to manage and has a more efficient workflow.”

Sergey Levy | Project Manager at GRSP Tech | Computer Software, 11-50 employees Incentivized



### This Marketing Director praises Adobe Marketo Engage’s feature set and integration capabilities.

“Adobe Marketo Engage has established a solid foundation as the Marketing Automation solution for B2B companies. It offers all necessary features and integrates well with other platforms without requiring significant investment. Both from a price and feature perspective, Adobe Marketo Engage stands up against those [alternatives].”

Verified User | Marketing Director | Marketing & Advertising Company, 51-200 employees Incentivized



### Adobe Marketo Engage’s robust features and automation capabilities met all the marketing needs for this organization.

“Designed with a simple UI and thorough support, Adobe Marketo Engage is a potent marketing automation tool for us. Its client segmentation and tailored communications allow us advertisers to craft quite interesting campaigns. Marketo has a large feature set which meets all of our marketing needs.”

Kirthik Raja | Digital Marketing Executive at Exemplifi | Publishing, 11-50 employees Incentivized

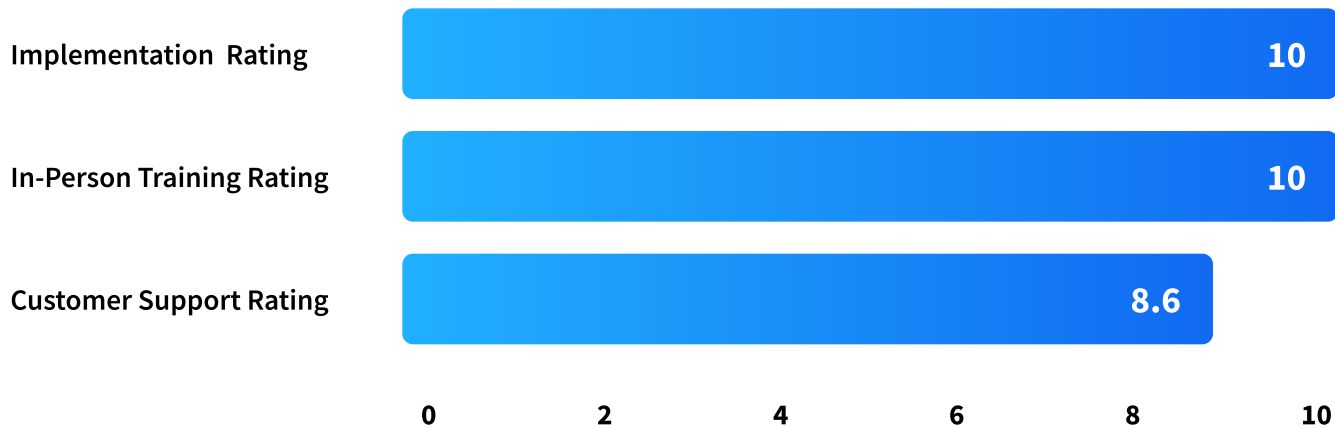


## Commitment to Success



Reviewers of Adobe Marketo Engage highlight the platform's excellent implementation assistance, customer support, and helpful training programs, with an emphasis on a customer support team dedicated to user success.

### Adobe Marketo Engage Customer Support Attributes



### This executive highlights Adobe Marketo Engage’s training program, implementation, and support teams.

“I would want to highlight the helpful training program offered by Adobe Marketo Engage, which helped me to certify and gave me reference materials to go over following the test. The implementation specialist and the support team at Marketo went out of their way to help us maximize the platform, and hence truly enhanced my experience with the firm.”

Verified User | C-Level Executive | Information Technology & Services Company, 51-200 employees Incentivized



### Adobe Marketo Engage provides quality customer support.

“[Adobe Marketo Engage] provides good customer support, so our goal to stay active most of the time is easily achieved. If you have a marketing team and you are running all campaigns manually, you can choose Adobe Marketo Engage to Automate your marketing and sales processes.”

Verified User | Engineer | Computer Software Company, 201-500 employees Incentivized

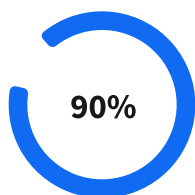


## Overall Customer Satisfaction



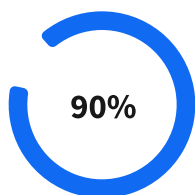
Every review on TrustRadius asks 5 key insights questions to give buyers a good look at how that product performs. Adobe Marketo Engage had high ratings all around:

### Adobe Marketo Engage Key Insights



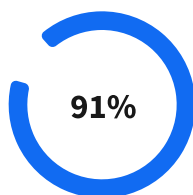
#### Would Buy Again

90% of TrustRadius reviewers said they would buy Adobe Marketo Engage again.



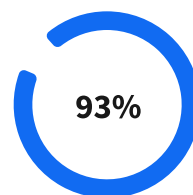
#### Happy with the Features

90% of TrustRadius reviewers indicated being happy with Adobe Marketo Engage's feature set.



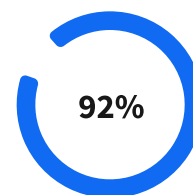
#### Implementation Went as Expected

91% of TrustRadius reviewers said implementation of Adobe Marketo Engage went as expected.



#### Delivers Good Value for the Price

93% of TrustRadius reviewers said Adobe Marketo Engage delivers good value for the price.



#### Lived up to Sales and Marketing Promises

92% of TrustRadius reviewers stated that Adobe Marketo Engage lived up to sales and marketing promises.

### Adobe Marketo Engage is praised for its usability, real-time analytics, and flexibility.

“I recommend Adobe Marketo Engage because it is easy to use for beginners and it enables real-time data analytics. Its flexibility allows highly configurable workflows and segments; its API interfaces simplify operations and raise general efficiency.”

Jalpa Solanki | Team Lead at Intuz | Information Technology & Services, 51-200 employees Incentivized



### This IT Manager highlights Adobe Marketo Engage as “the best marketing automation solution.”

“Adobe Marketo Engage is the best marketing automation solution [and] helps us target the right audience. It has been an easy-to-use solution that helps us reach our audience effectively. With Adobe Marketo Engage, we are able to achieve new markets that allow us to have a broader customer base.”

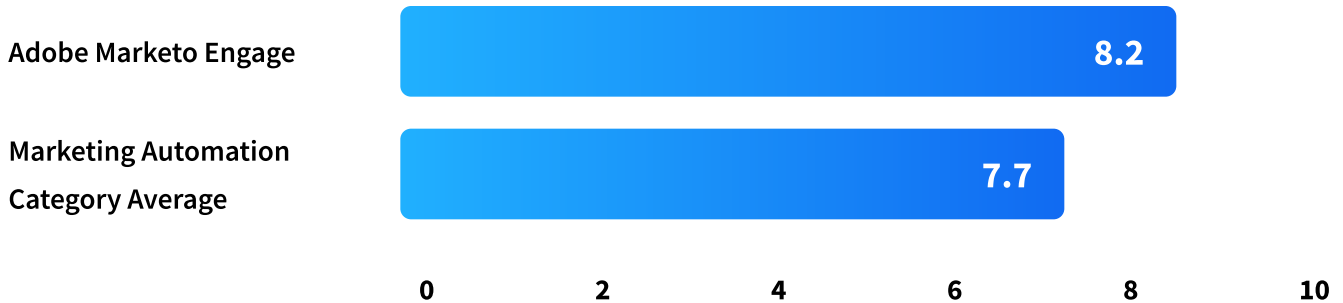
Verified User | Information Technology Manager | Hospital & Health Care Company, 201-500 employees Incentivized





TrustRadius uses trScore as an indicator of overall satisfaction. Adobe Marketo Engage scores an impressive 8.2/10, out ranking the Marketing Automation category average of 7.7/10.

### trScore Ratings



### Adobe Marketo Engage is essential for this company’s success.

“Adobe Marketo Engage is essential to our success. It helps us with data management, automation of repetitive tasks, and seamless integration with other tools. With its intuitive interface and robust feature set, our team can work more productively to grow revenue. Adobe Marketo Engage is perfect for B2B SaaS at every stage of growth, from startups to the enterprise.”

**Lauren McCormack** | Vice-President at RP | Computer Software, 11-50 employees



[Learn More](#)

This report was created using TrustRadius reviews and data by the TrustRadius Research Team in August 2025.

