

Boost your business growth like a leader

Powerful marketing automation that separates you from the rest



Marketing leaders are boosting their business growth by delivering personalisation at speed and scale. How? By automating those processes. Enabling them to fast-track results and deliver truly great customer experiences.

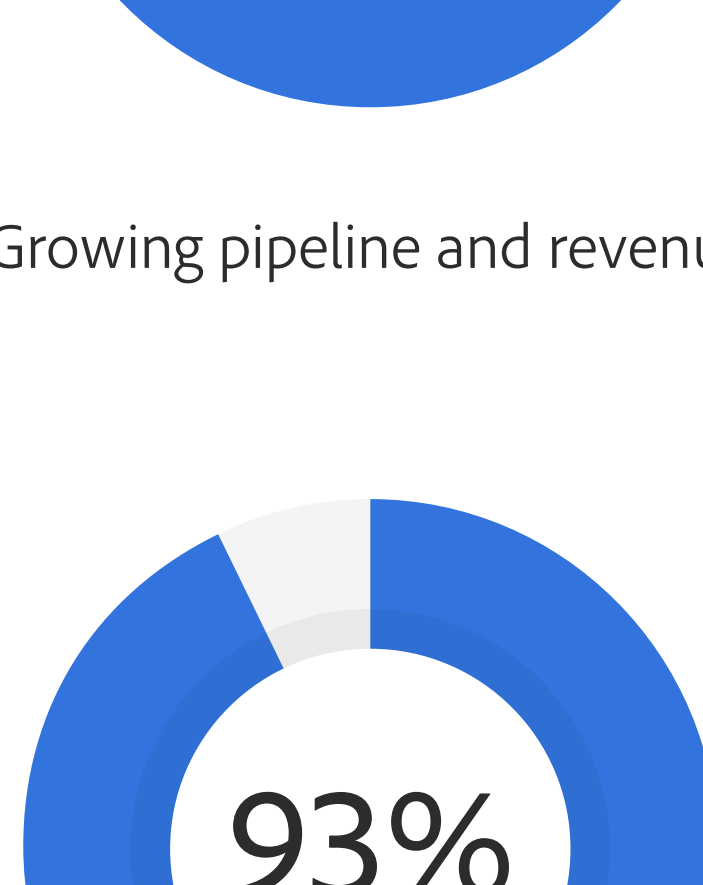
Here is what they had to say.

Changing priorities

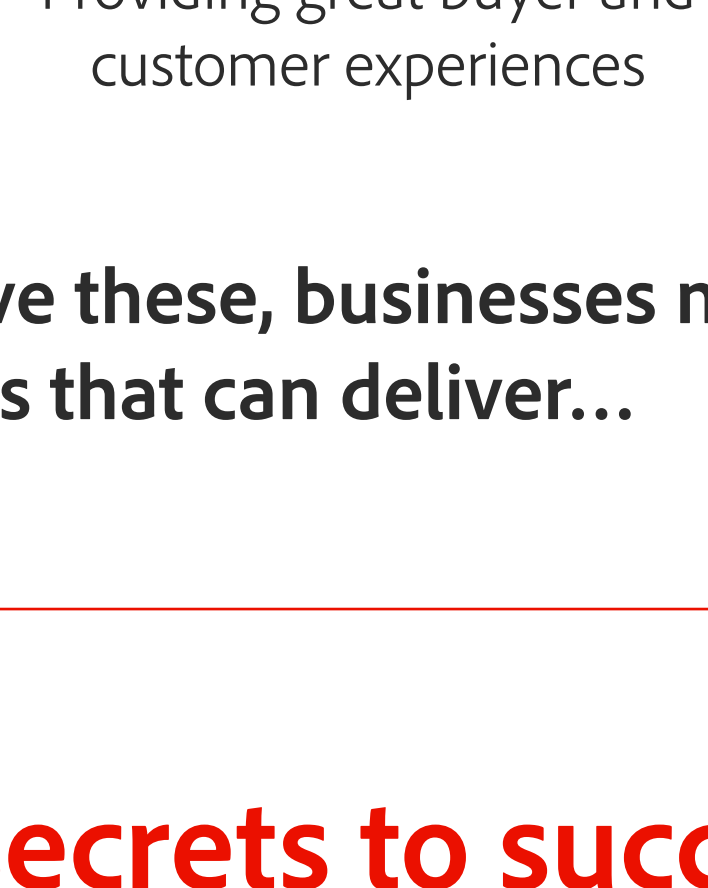
What are the top-rated marketing objectives for your business in the next 12 months?



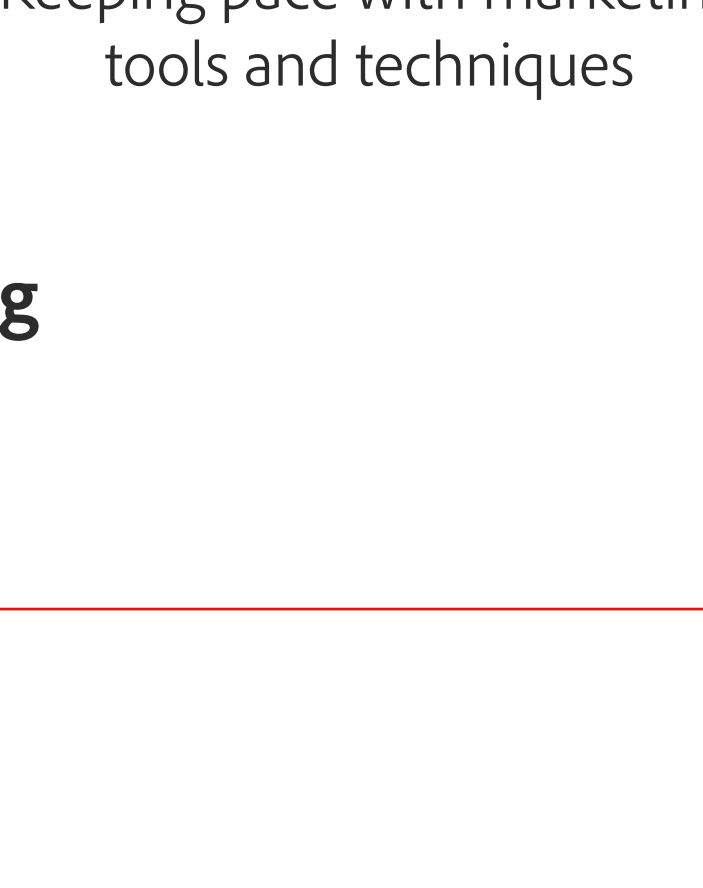
Improving marketing ROI



Growing pipeline and revenue



Providing great buyer and customer experiences

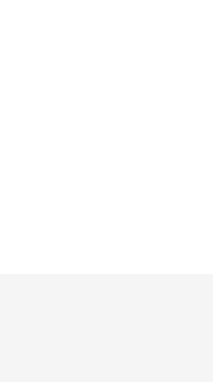


Keeping pace with marketing tools and techniques

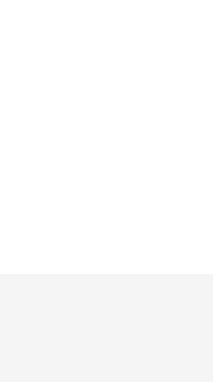
To achieve these, businesses need marketing processes that can deliver...

Five secrets to success – how marketing leaders lead

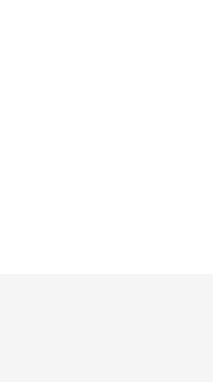
Here are five areas – we'll call them best practices – that you need to think about when it comes to your marketing strategy.



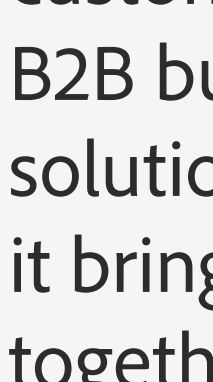
Purposeful strategy and tactics



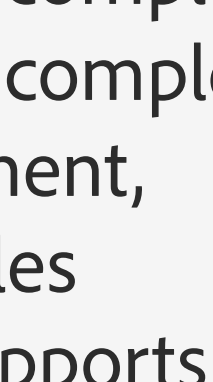
Marketing and sales alignment



Personalisation at scale



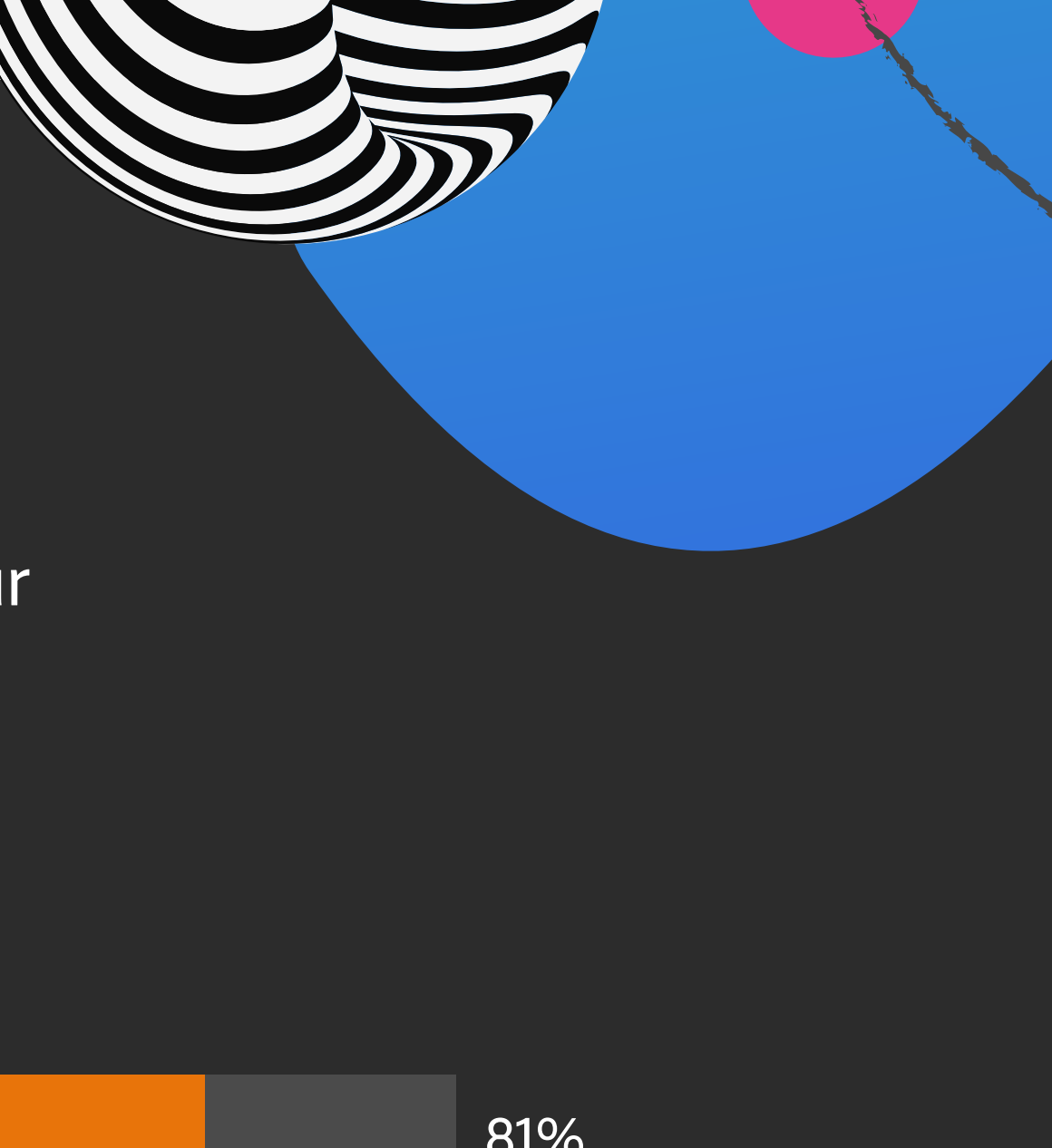
Orchestration mastery



Reliable marketing measurement

What is Adobe Marketo Engage?

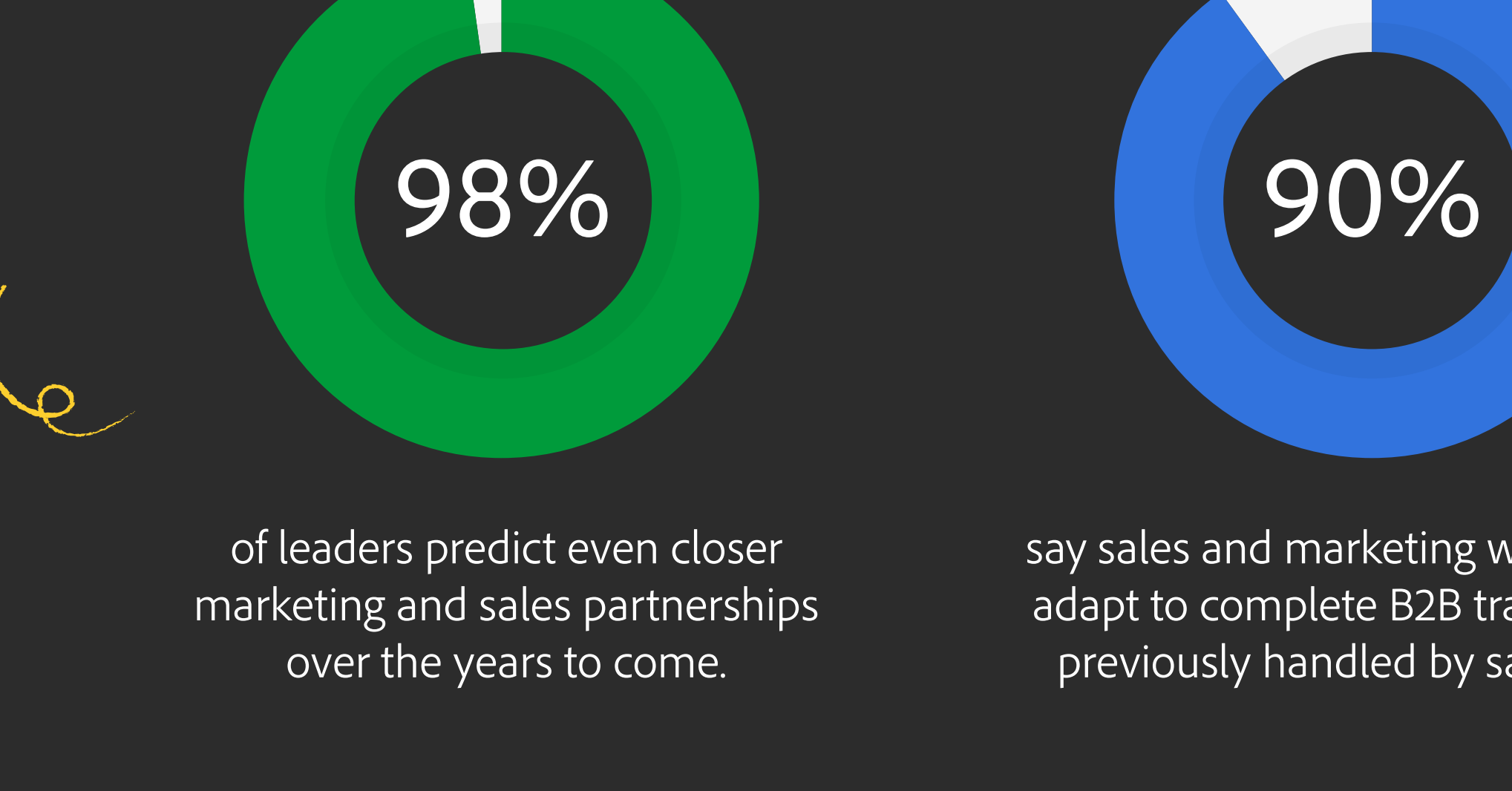
Adobe Marketo Engage specialises in customer engagement for complex B2B buying journeys. As a complete solution for lead management, it brings marketing and sales together – and natively supports both demand and account-based marketing strategies. Providing a single, integrated lead management platform from acquisition to advocacy. Enabling you to build engaging, personalised experiences at scale and prove impact.



Precision targeting – it's what the customer wants

Ideally, how would you like to manage your lead – and account-based engagements?

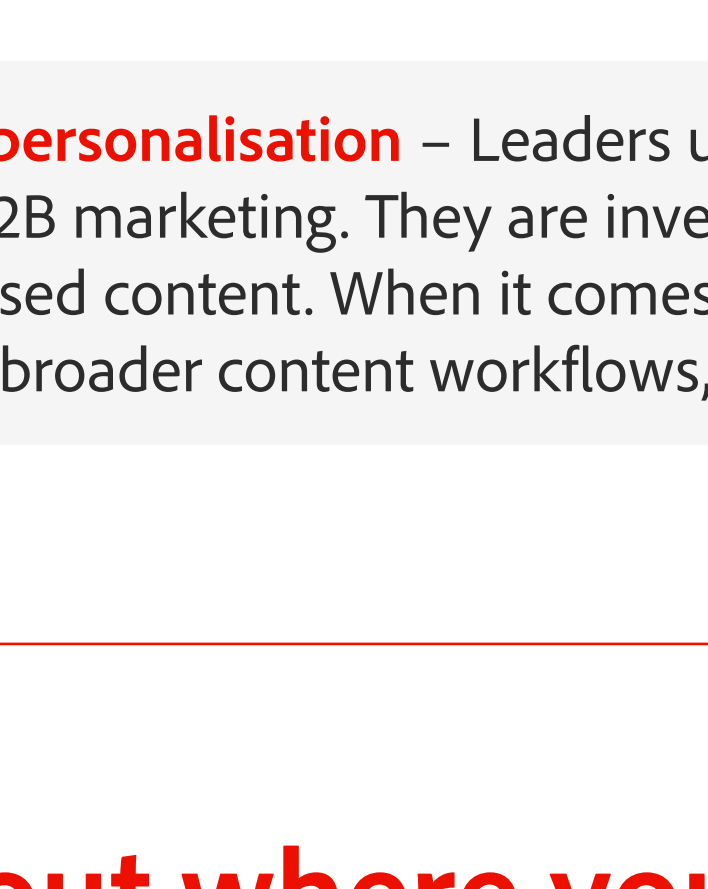
How important are customer preferences to your customer experience approach?



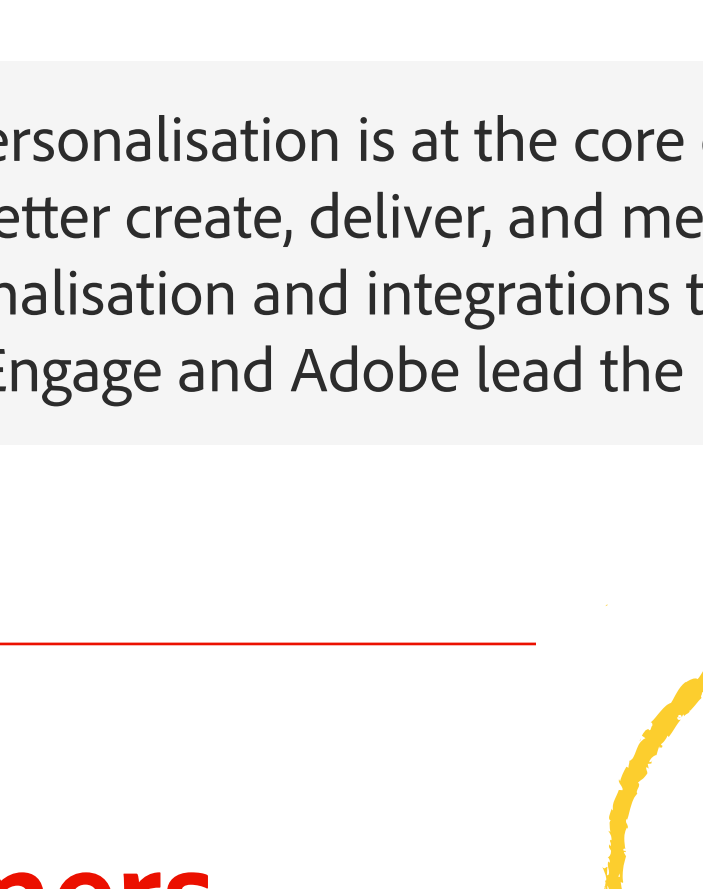
Account-based marketing – The vast majority of leaders seek a single marketing automation platform with increasingly powerful people-based and account-based capabilities. Adobe Marketo Engage provides the most flexible solution and integrations to help marketers strike the right balance between lead-based and account-based approaches.

Marketing and sales? It's a match made in B2B heaven

How important are customer preferences to your customer experience approach?



of leaders predict even closer marketing and sales partnerships over the years to come.

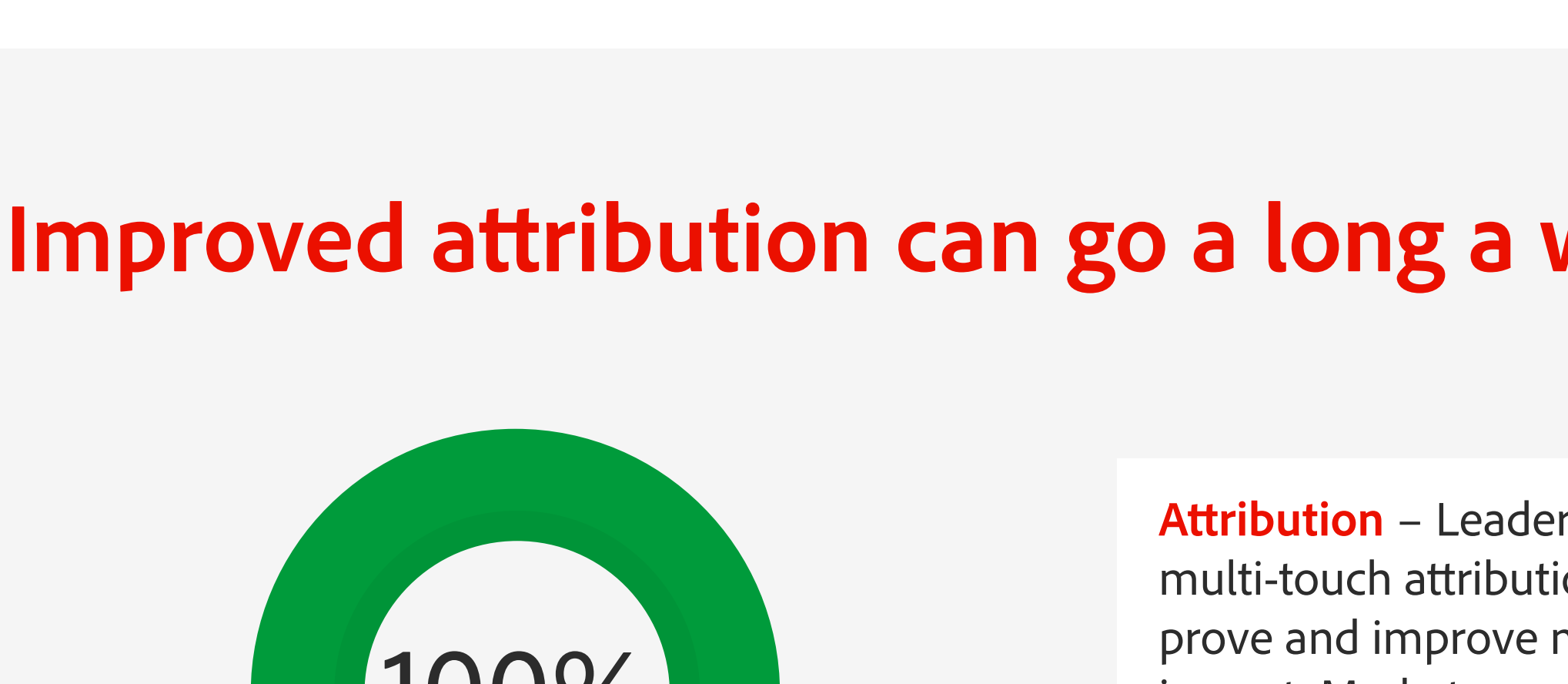


say sales and marketing will need to adapt to complete B2B transactions previously handled by sales reps.

Sales alignment – Leaders are investing more time than ever in aligning Marketing and Sales, nurturing the overall relationship, and keeping a close eye on the evolution of operations. Adobe Marketo Engage offers industry-leading capabilities including Sales Insight, which runs atop the CRM systems that reps use every day.

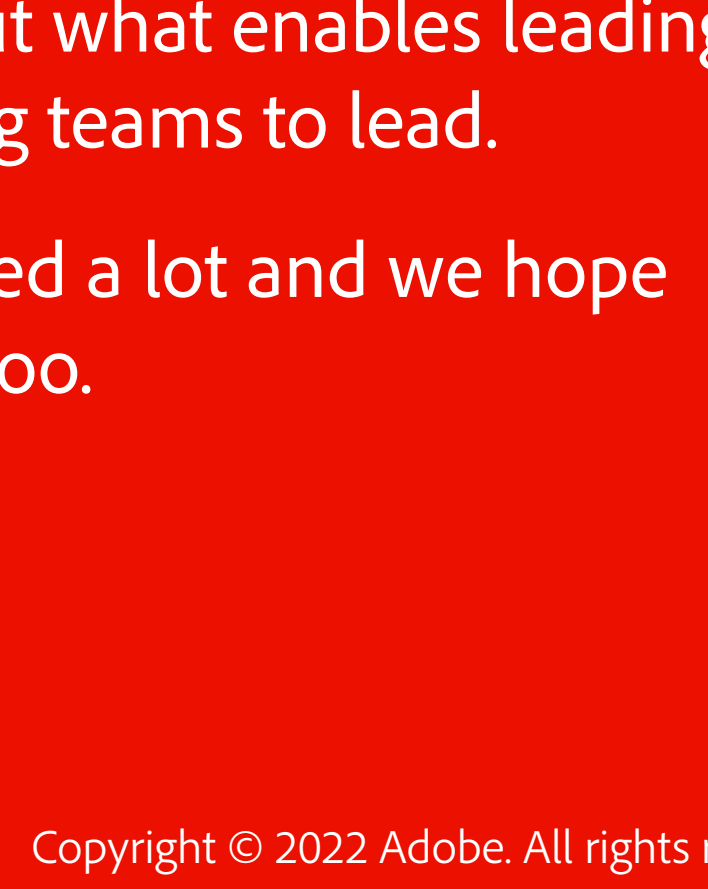
It's time to get personal – and fast

To what degree do you perform content personalisation in your marketing?



Content personalisation – Leaders understand that personalisation is at the core of today's B2B marketing. They are investing in ways to better create, deliver, and measure personalised content. When it comes to content personalisation and integrations to optimise broader content workflows, Adobe Marketo Engage and Adobe lead the pack.

Find out where your customers are – and meet them there



implementing website chat this year



engaging in in-person or hybrid events

Automating cross-channel journeys – Leaders meet their B2B customers on the channels they prefer and orchestrate engagement to ensure a seamless experience. Adobe Marketo Engage provides the channels and channel integrations that B2B marketers love best, helping automate not just campaigns, but complete experiences.

Improved attribution can go a long a way

of leaders plan to work on improving marketing attribution this year

Attribution – Leaders use multi-touch attribution to prove and improve marketing impact. Marketers who are ready to step up to more powerful touchpoint-based attribution can do it with Adobe Marketo Engage – included in the Adobe Marketo Engage Ultimate package.

Discover powerful marketing automation

Our mission in creating the state of marketing automation report was to find out what enables leading marketing teams to lead. We learned a lot and we hope you will too.

