



EXPERIENCE MAKERS^{LIVE}





Marketo Engage Innovation 2020

Louay Bachir

Product Marketing, Digital Experience

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Marketo Engage

Demand Marketing | Adobe Experience Cloud

End-to-end engagement for demand marketing

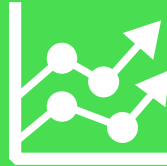
Deliver exceptional experiences across every stage of the customer journey to drive efficient growth in concert with Sales.

2020 Roadmap Themes

MARKETO ENGAGE | FY2020 ROADMAP



**Connecting People
& Content**



**Powering Sales
Experiences**



**Foundation for
Growth**

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**Connecting People
& Content**



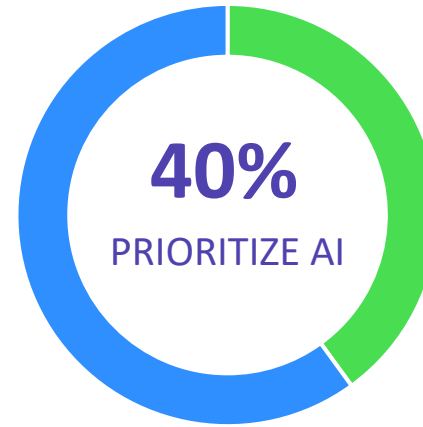
**Powering Sales
Experiences**



**Foundation for
Growth**

Overcome AI complexity for high impact and return

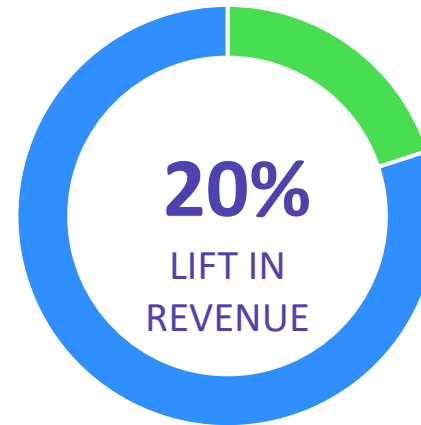
- AI is a priority for Sales and Marketing
- Intelligent targeting is critical to success
- Better experiences = higher revenue



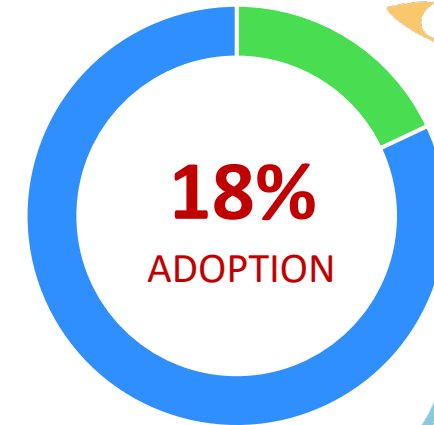
40% of Marketing and Sales prioritize AI and machine learning – higher than any other department



66% of marketers want their AI applications to help them identify the right accounts and individuals to target



Marketers who leverage AI see a 20% or more lift in revenue within 2 years



Only 18% of B2B marketers have adopted AI-driven personalization

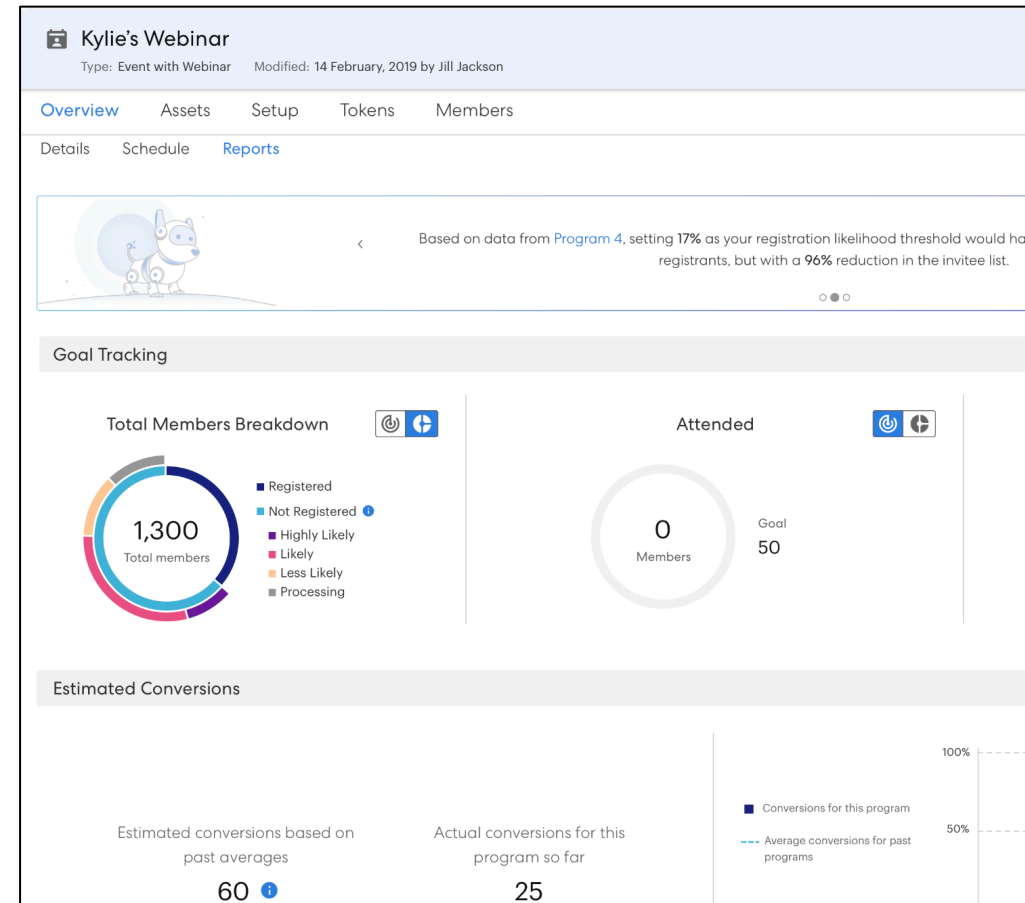
Predictive Audiences

Confidently engage the right customers for the right programs, every time

Audience Segmentation & Targeting

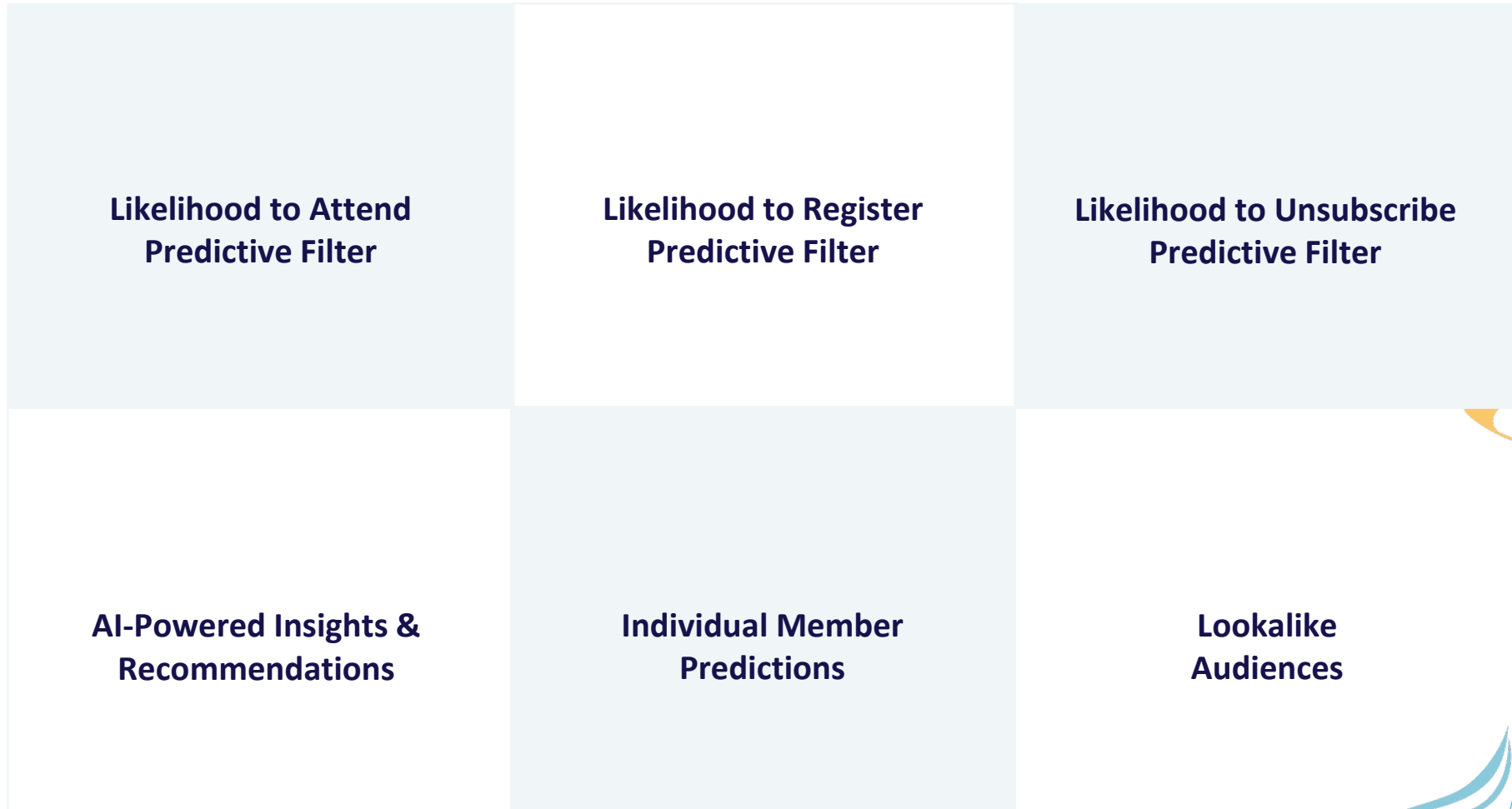
AI-powered audience segmentation filters, goals & recommendations for the marketing data environment

- Understand which audiences are more likely to convert for specific programs
- Engage the right buyers based on AI-powered predictions without fear of unsubscribes
- Replicate marketing success from prior campaigns using Lookalike Audiences



Predictive Audience's drives program success

Create exceptional customer experiences with features including ...



Making Artificial Intelligence part of marketing fundamentals

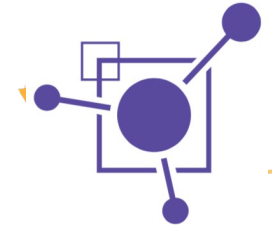
Predictive Audiences offers unique value to Marketo Engage customers



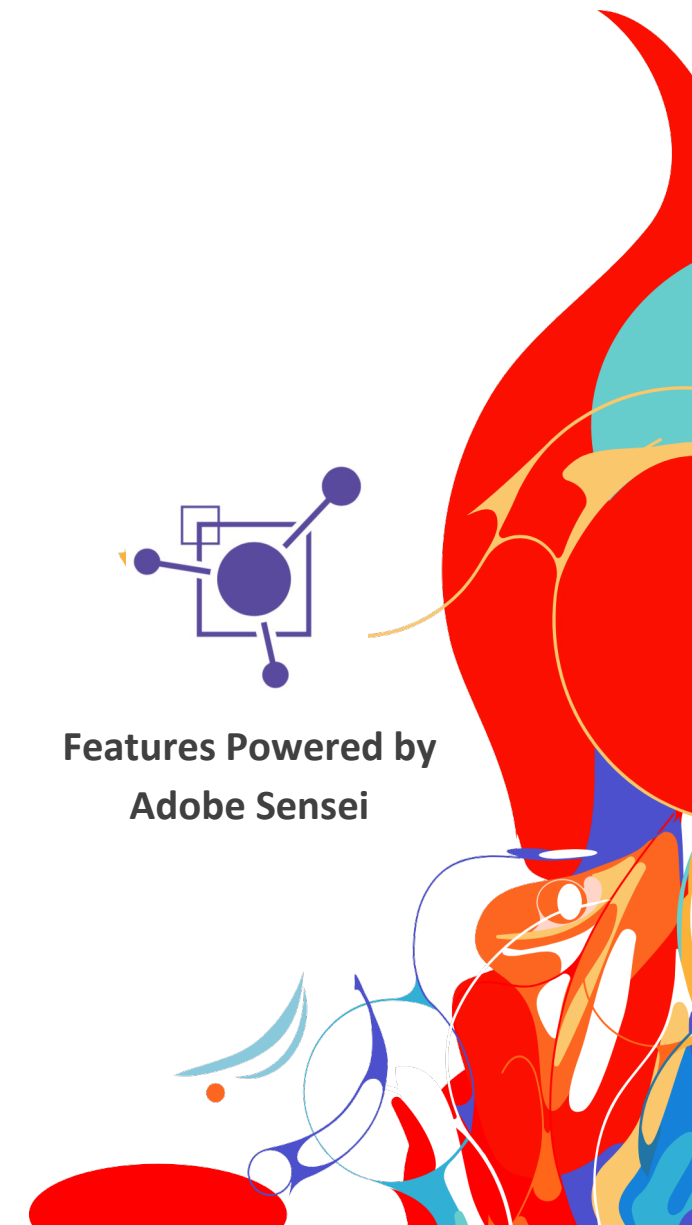
**Foundational and
Accessible**



**Predictive goal tracking based on your
unique goals**



**Features Powered by
Adobe Sensei**

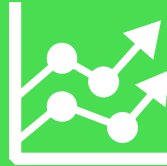


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Trends Transforming Marketing & Sales Alignment



**Customer Expectations
are on the Rise**

- **Digital Transformation Is Empowering Buyers**
- **Expectation of Streamlined & Continuous Journeys**
- **Deeper Understanding with Personalized Experiences**

51%

OF BUYING GROUP INFLUENCERS DON'T
INTERACT DIRECTLY WITH A SALES REP

(TrustRadius research)

Sales Insight boosts sales impact

Provides sales reps with the intelligence needed to maximize productivity and drive results by:

1. Gaining deeper insight into buyer behavior and interests
2. Prioritizing leads & activities
3. Personalizing engagements

The screenshot displays the Marketo Sales Insight interface. At the top, there's a navigation bar with the Marketo logo and various menu items like Sales, Home, Accounts, Calendar, Campaigns, Contacts, Marketo Sales Insights (selected), Leads, Opportunities, Marketo SalesOutbox, and Tasks. Below this, the 'Marketo Sales Insight' section is active, showing tabs for Best Bets, My Watch List, Web Activity, Anonymous Web Activity, and My Email. The main area features a table of leads with columns for Name, Account, Last Interesting Moment, Status, Engagement, and Hide. The table lists 15 leads, each with a brief description of their activity and a star rating. To the right, a 'Lead Feed' sidebar shows a detailed view of the selected lead, including their name, account, and a list of recent activities with timestamps.

Name	Account	Last Interesting Moment	Status	Engagement	Hide
Eric Williamson	EZ Logistics	Web: Filled Out Form: Asset Download on www.marketo.c...	AQL	☆☆☆	
Robert Blesse	PatientPop, Inc.	Web: Heavy web activity in past 3 days	Customer	☆☆☆	
Naomi Outlaw	Showpad	Web: Heavy web activity in past 3 days	Inquiry	☆☆☆	
Beki Scarbrough	SecureAuth Corporation	Web: Heavy web activity in past 3 days	TAL	☆☆☆	
Michelle Silverstein	Criteria Corp	Web: Heavy web activity in past 3 days	Recycled	☆☆☆	
Beth Bruss	Assurity Life Insurance Co.	Web: Downloaded asset from Content Syndication: The De...	TAL	☆☆☆	
Margaret Rejnowska	Netrix	Web: Downloaded asset from www.marketo.com/cheat-sh...	AQL	☆☆☆	
Audra Solarski	Spencer Stuart	Milestone: Registered for Marketing Nation Live 2020	Recycled	☆☆☆	
Morgan Tebbetts	BeyondTrust	Web: Downloaded asset from Content Syndication: The De...	Customer	☆☆☆	
Rachel Pradhan	SmartDrive Systems, Inc.	Milestone: Attends Webinar: GL Web ALL ALL 2019 tbd...	AQL	☆☆☆	
Michelle Hoshi	Liferay	Milestone: Person Engaging + High Account Intent	Recycled	☆☆☆	
Mike Benedetto	Netrix	Milestone: Person Engaging + High Account Intent	AQL	☆☆☆	
Phyllis Cottonson	Directive Consulting	Web: Visited Capabilities page: www.marketo.com/softw...	Customer	☆☆☆	
Marvin Dabrough	Yonge Street Group	Milestone: Person Engaging + High Account Intent	TAL	☆☆☆	
Heather Watkins	Bay Securities	Milestone: Registered for Marketing Nation Live 2020	Customer	☆☆☆	

Lead Feed

EZ Logistics
[Eric Williamson](#) ☆☆☆
Web: Filled Out Form
Asset Download on [www.marketo.com/highgrowth](#)
12/17/2019 11:24AM PST

EZ Logistics
[Eric Williamson](#) ☆☆☆
Web: Filled Out Form
Asset Download on [www.marketo.com/highgrowth](#)
12/17/2019 10:14AM PST

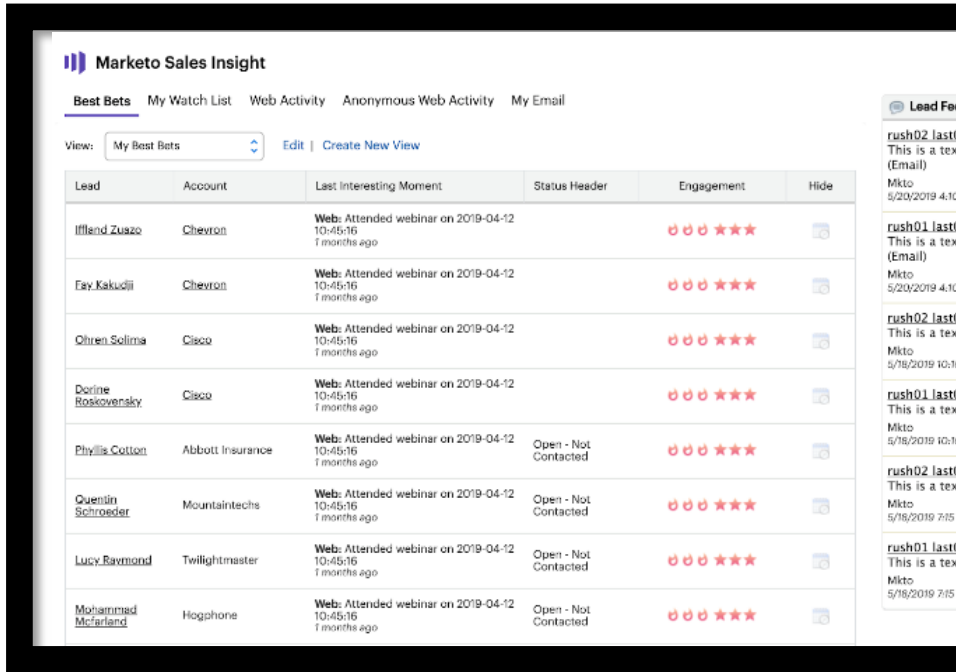
PatientPop, Inc.
[Robert Blesse](#) ☆☆☆
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Asset Download on [www.marketo.com/highgrowth](#)
12/16/2019 11:24AM PST

Criteria Corp
[Michelle Silverstein](#) ☆☆☆
Web: Filled Out Form
Asset Download on [www.marketo.com/highgrowth](#)
12/15/2019 11:20AM PST

EZ Logistics
[Eric Williamson](#) ☆☆☆
Web: Filled Out Form

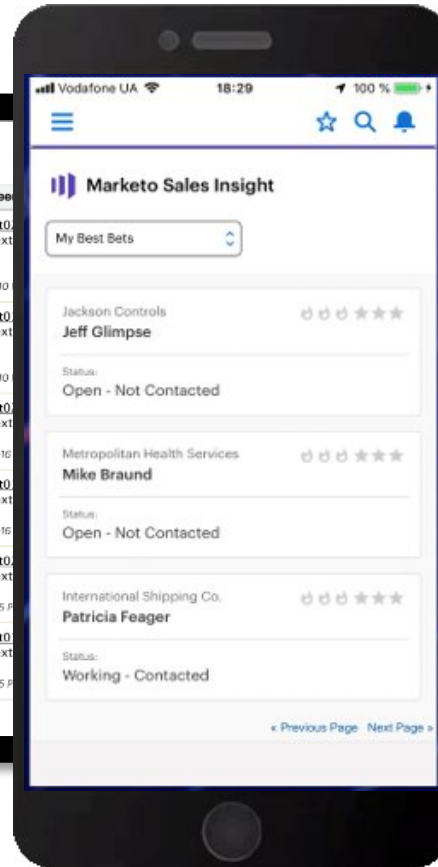
Next-Gen Enhancements driving accessibility and productivity

Refreshed UI



Lead	Account	Last Interesting Moment	Status Header	Engagement	Hide
Iffland Zuzzo	Chevron	Web: Attended webinar on 2019-04-12 10:45:16 1 months ago		☆☆☆☆	
Fay Kakudji	Chevron	Web: Attended webinar on 2019-04-12 10:45:16 1 months ago		☆☆☆☆	
Cliren Solima	Cisco	Web: Attended webinar on 2019-04-12 10:45:16 1 months ago		☆☆☆☆	
Dorine Rodkovsky	Cisco	Web: Attended webinar on 2019-04-12 10:45:16 1 months ago		☆☆☆☆	
Phyllis Cotton	Abbott Insurance	Web: Attended webinar on 2019-04-12 10:45:16 1 months ago	Open - Not Contacted	☆☆☆☆	
Quentin Schroeder	Mountaintechs	Web: Attended webinar on 2019-04-12 10:45:16 1 months ago	Open - Not Contacted	☆☆☆☆	
Lucy Raymond	Twilightmaster	Web: Attended webinar on 2019-04-12 10:45:16 1 months ago	Open - Not Contacted	☆☆☆☆	
Mohammed McFarland	Hogphone	Web: Attended webinar on 2019-04-12 10:45:16 1 months ago	Open - Not Contacted	☆☆☆☆	

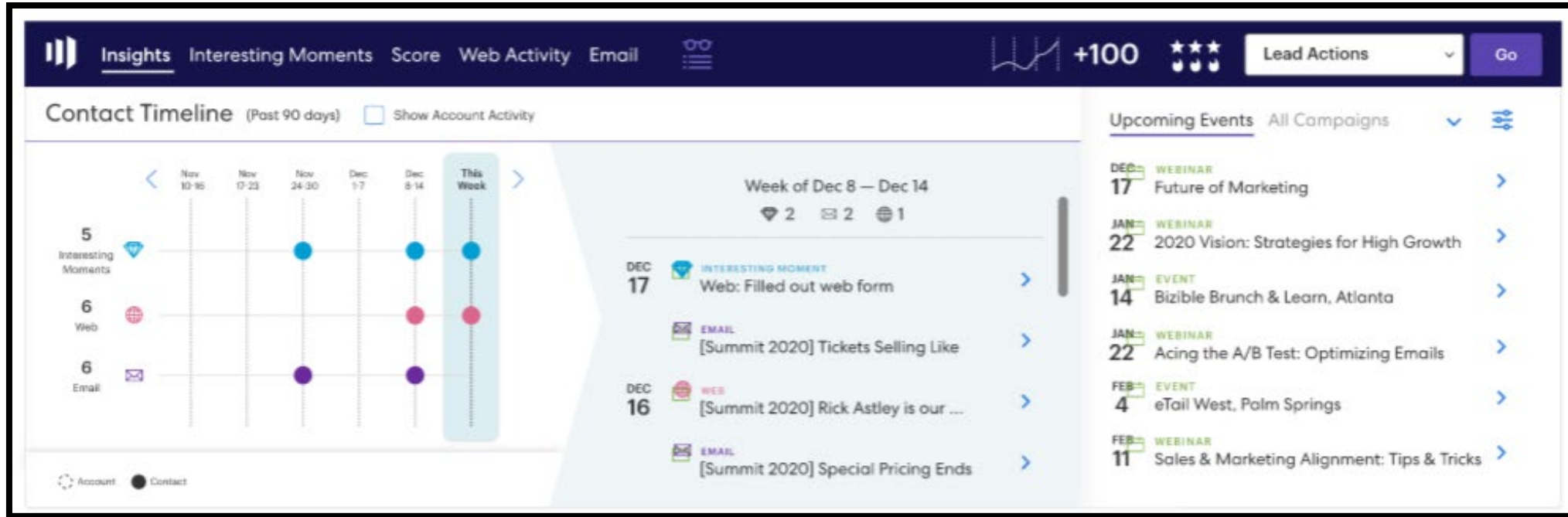
Mobile Design



- ✓ **SFDC Lightning Compatibility**
 - ✓ w/ Mobile Responsive Design
- ✓ **Bulk Actions for Lightning**
 - ✓ Add up to 200 contacts to a campaign or email!
- ✓ **Admin Governance Features**
 - ✓ Control user visibility into engagement and upcoming event options

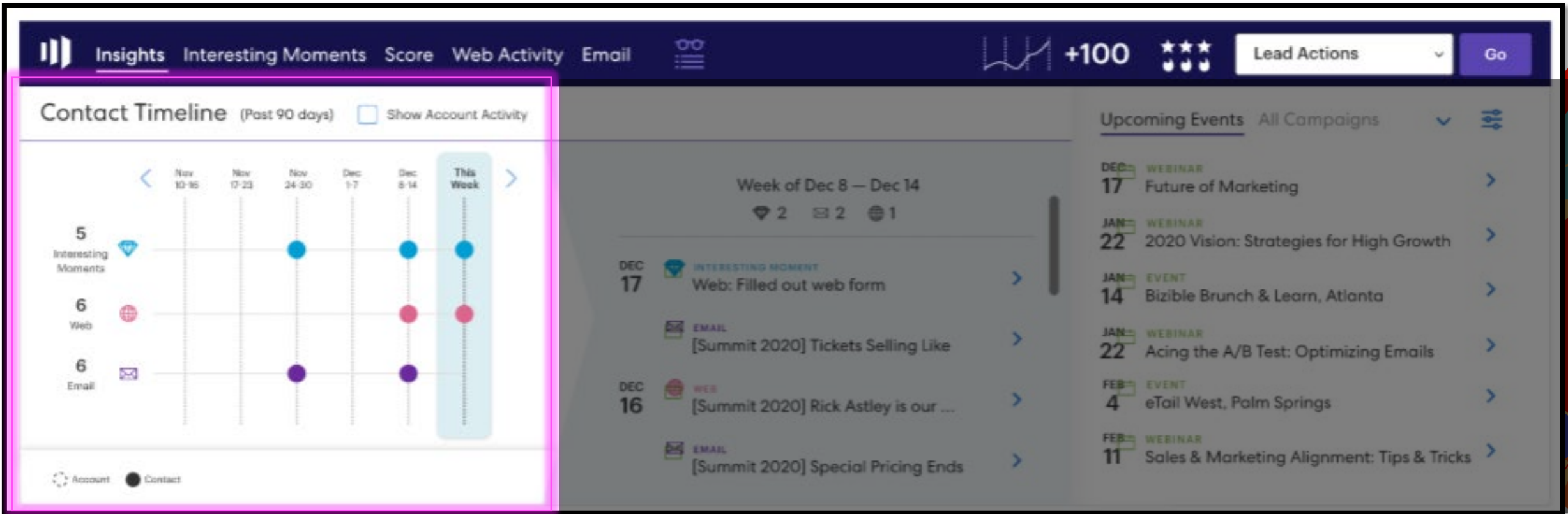
*Update for Salesforce CRM Users

Take sales further with the all new Insights Dashboard!



*Update for Salesforce CRM Users

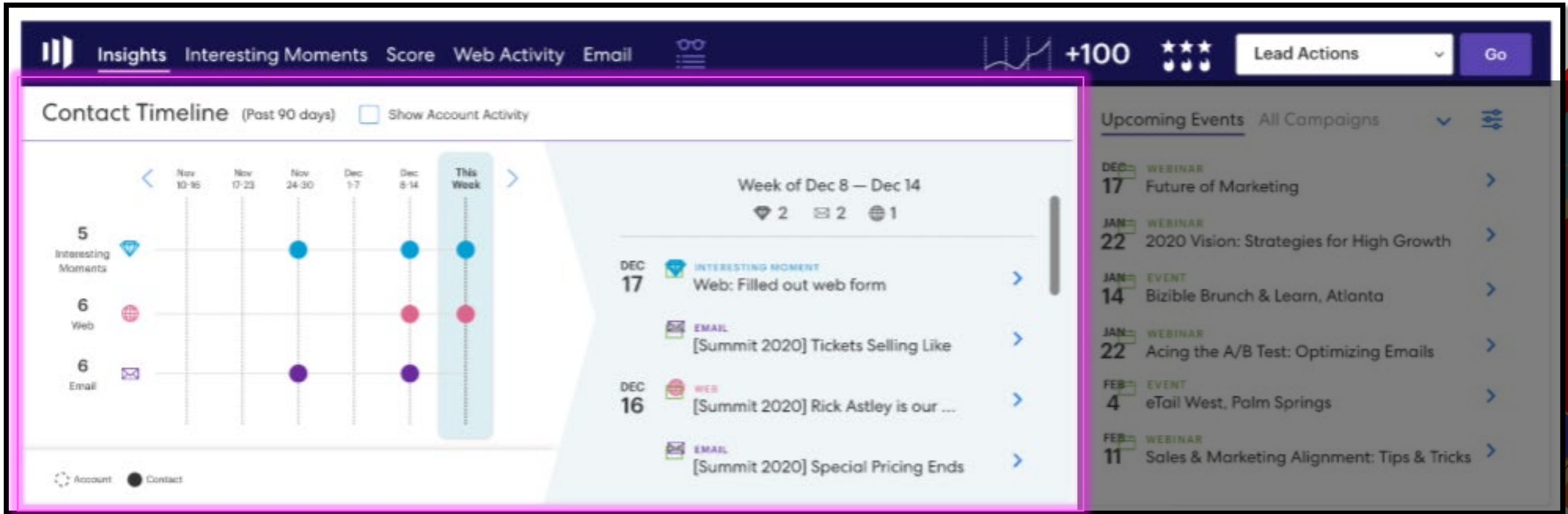
Think fast with the contact & account activity timeline



*Update for Salesforce CRM Users

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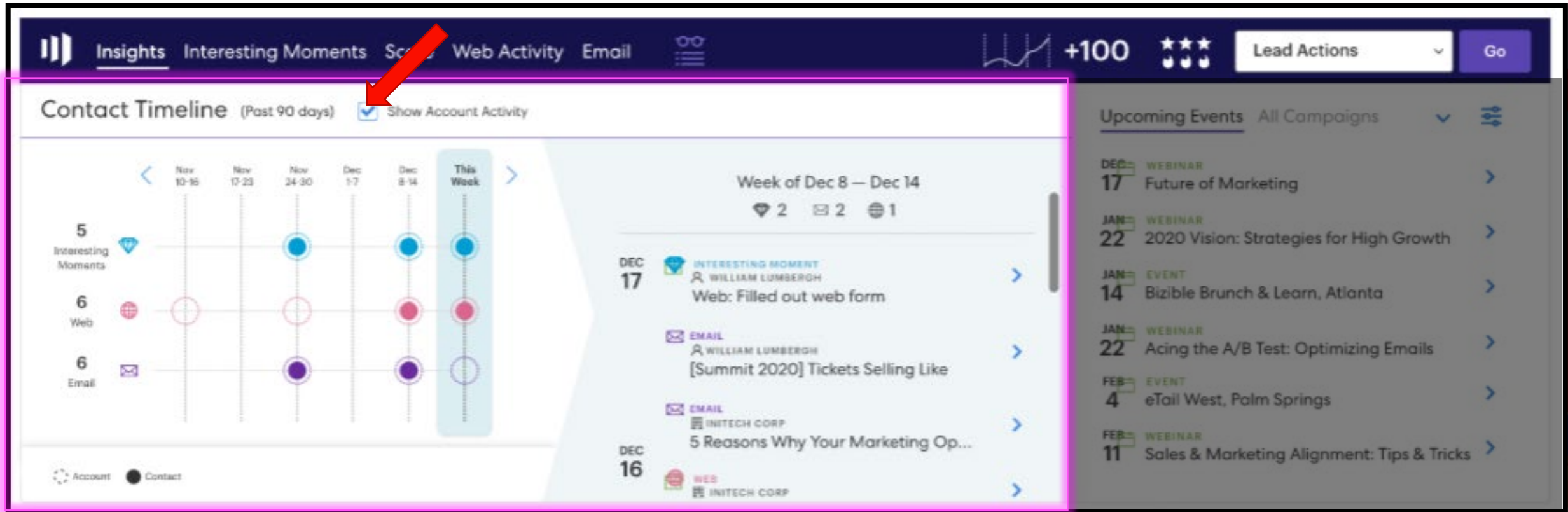
Deeper understanding with engagement details



*Update for Salesforce CRM Users

EXPERIENCE MAKERS LIVE

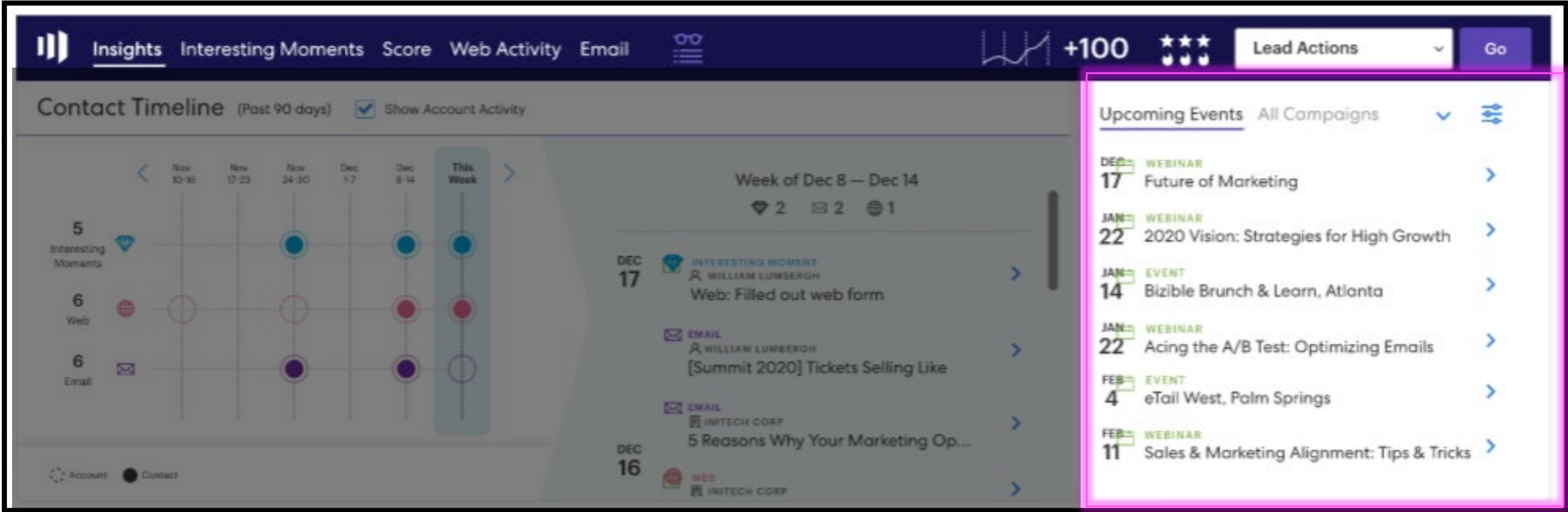
Understand the buyer group with account activity insights



*Update for Salesforce CRM Users

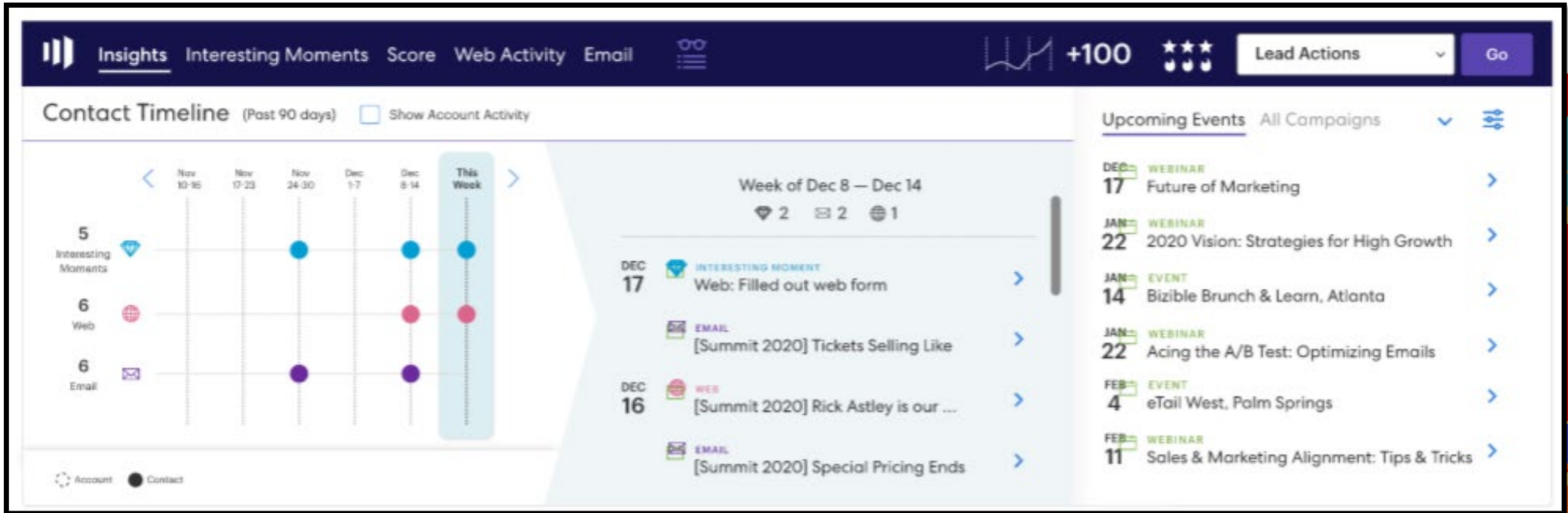
EXPERIENCE MAKERS LIVE

Act as a trusted advisor with upcoming events & campaigns



*Update for Salesforce CRM Users

Insights Dashboard drives more productivity, insights, and value!



*Update for Salesforce CRM Users

EXPERIENCE MAKERS LIVE

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Foundation for
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Marketers still faced with attribution challenges

- ROI measurement gaps
- No credit to successful strategies
- One dimensional reporting
- Time consuming / resource constraints

15%

Only 15% of marketers say they can effectively measure their marketing performance

30%

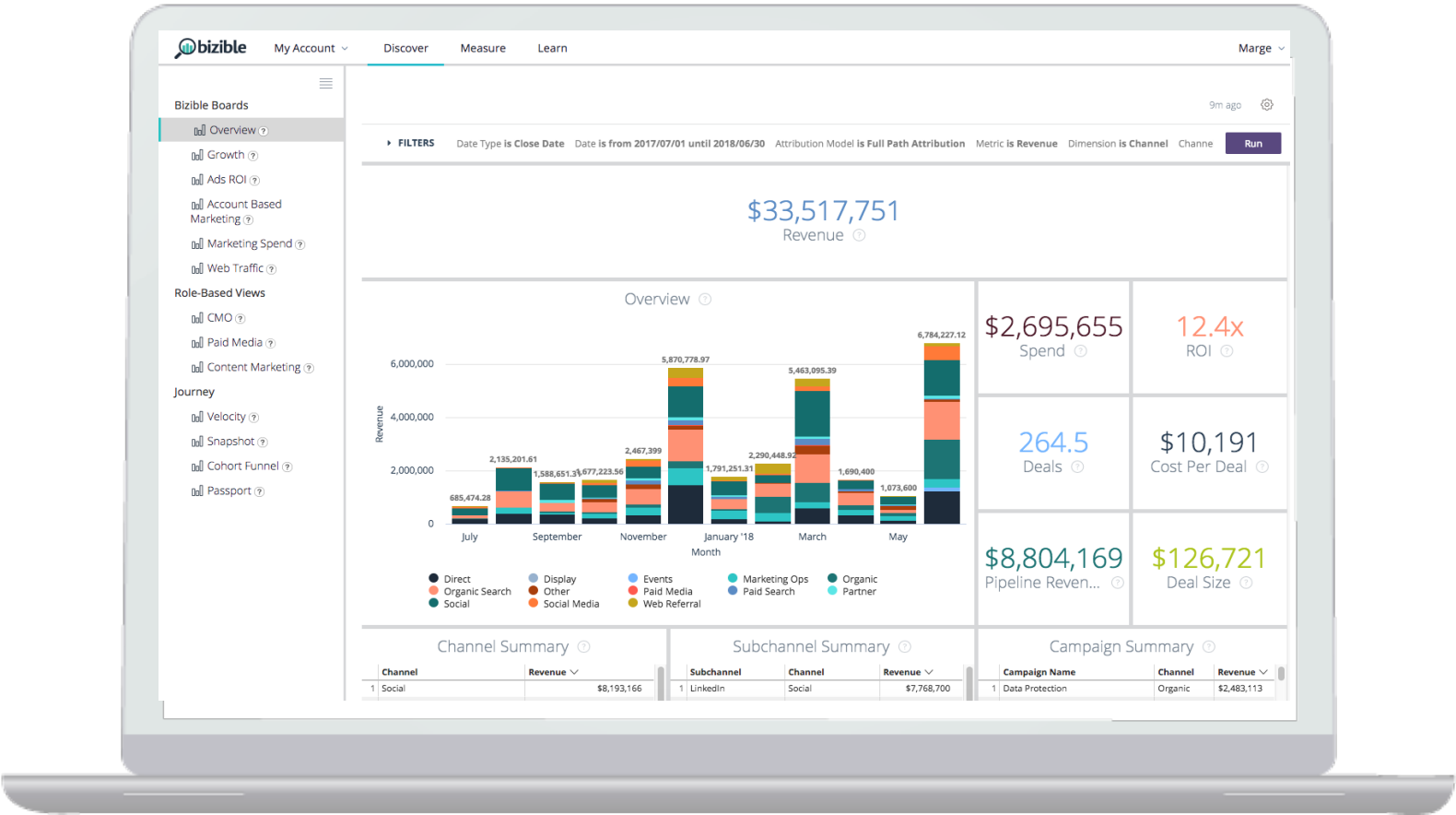
Only 30% of marketers say they are confident in the quality of their data

44%

44% of marketers don't know the ROI of their marketing

Bizable everytouch revenue attribution

Reveal the ROI of every channel, campaign and content asset



Why marketers prefer Bizible

- ✓ Capture every touchpoint
- ✓ Reflect your unique business
- ✓ Unlock more insights

43.0%

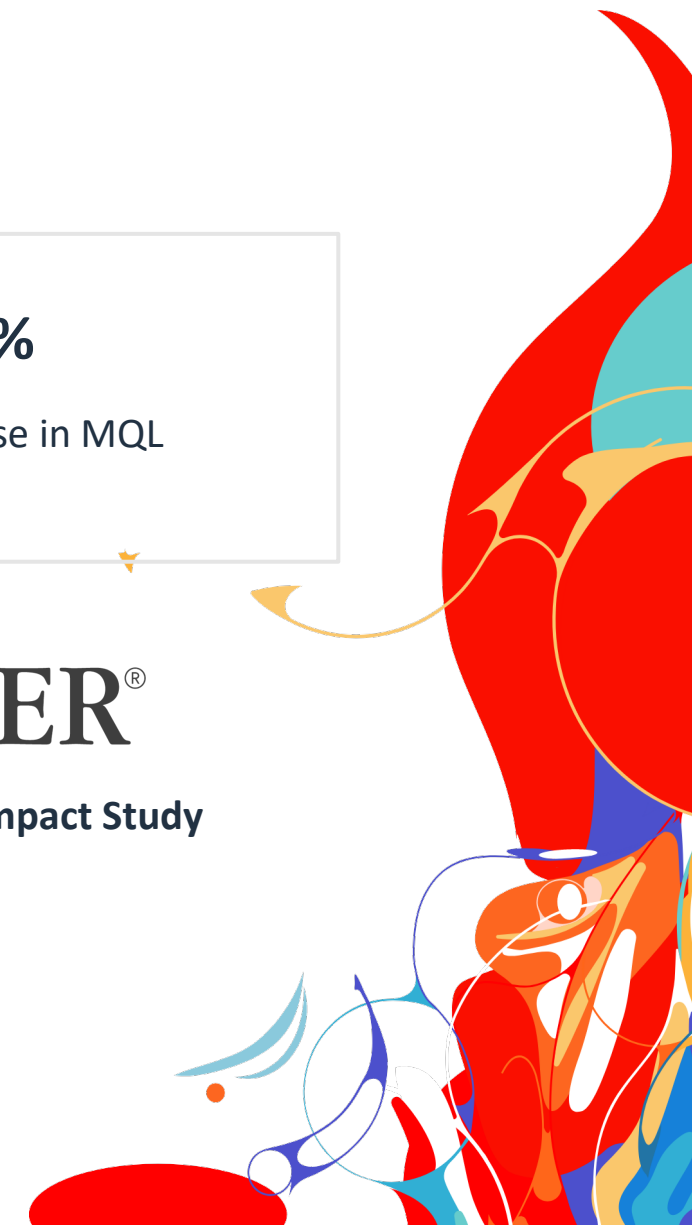
increase in MQL
volume

36.0%

decrease in MQL
cost

FORRESTER®

Results from a Total Economic Impact Study
of Bizible Customers



Bizable delivers more value and scale in 2020

**Bizable Now in 6
Languages**



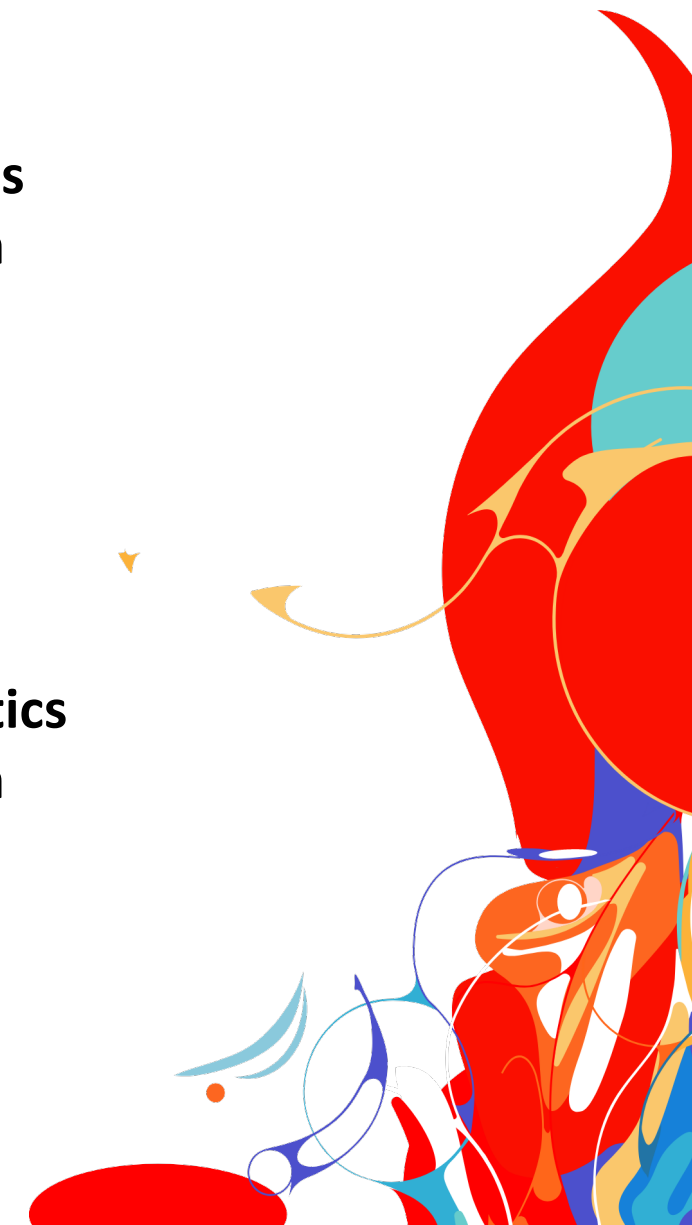
**LinkedIn Ads
Integration**



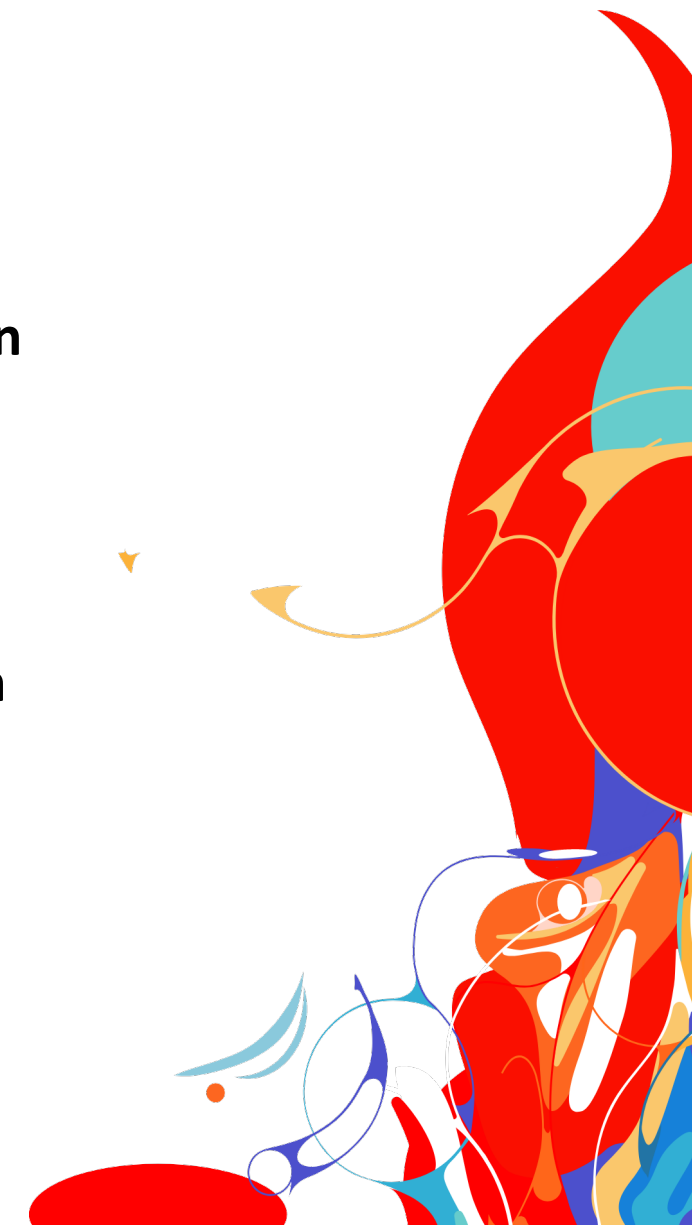
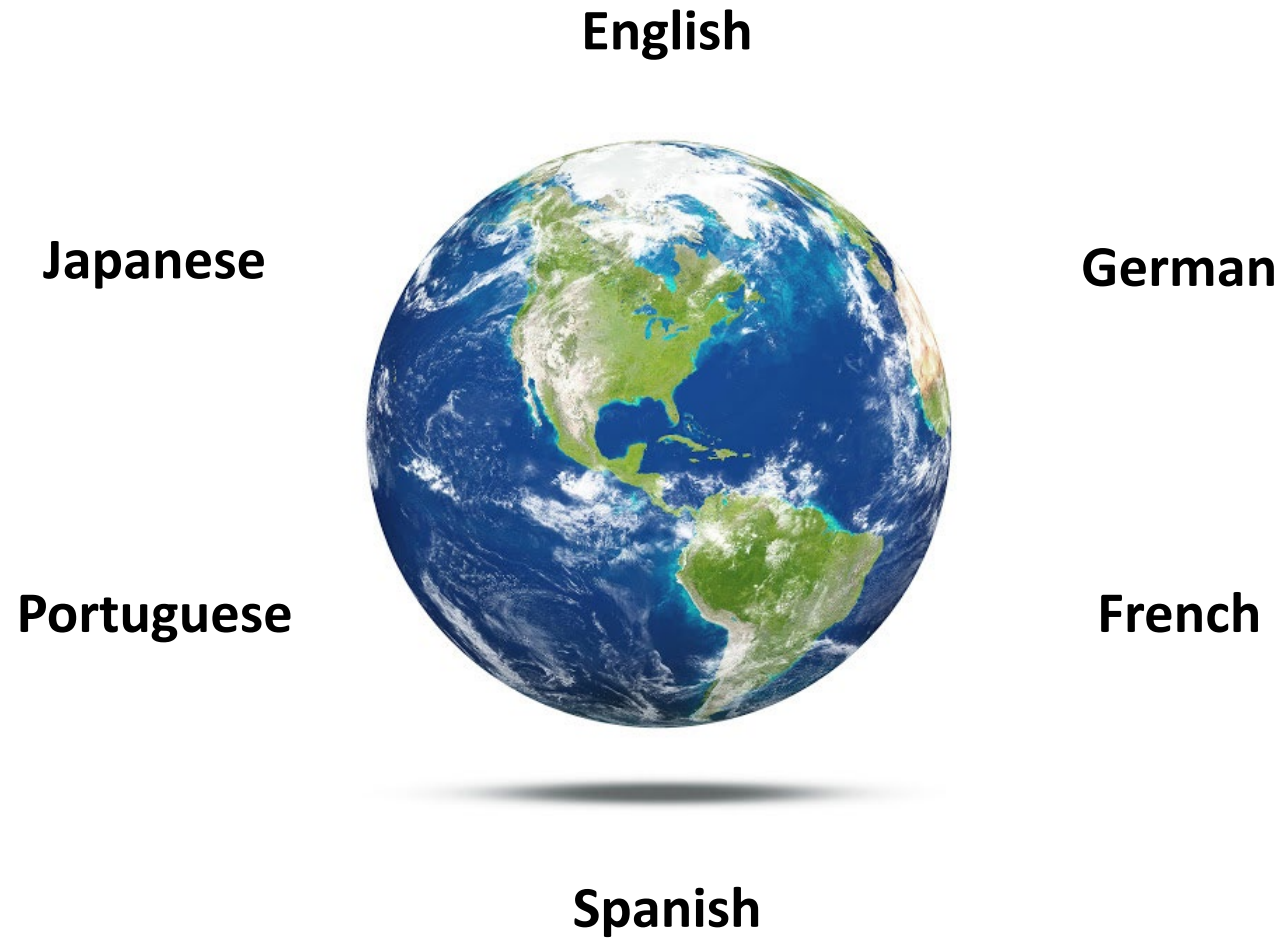
**Microsoft Dynamics
Activities Integration**



**Adobe Analytics
Integration**

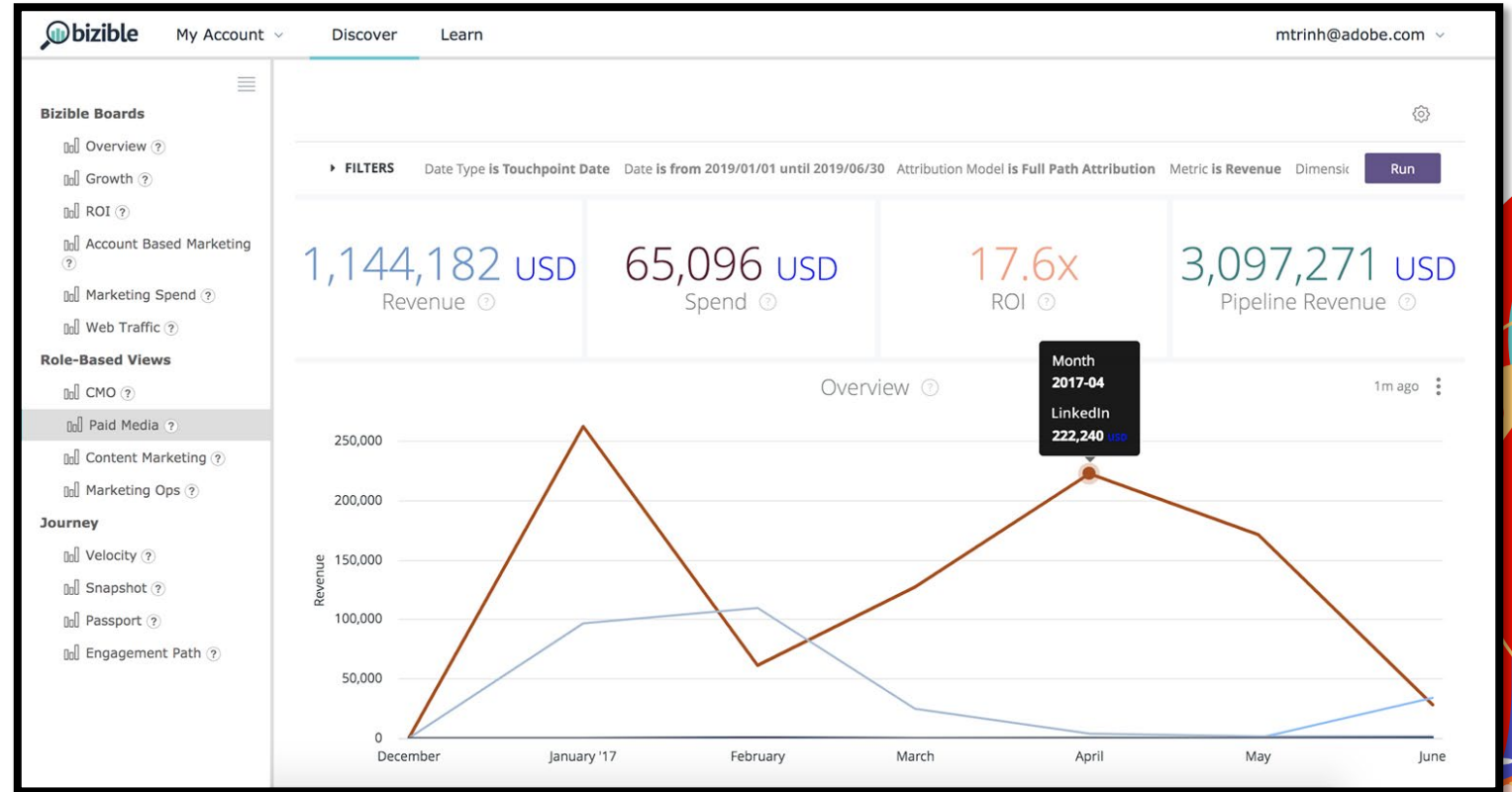


Bizable supports global users across six languages



Optimize ad spend with Bizible's new LinkedIn Ads integration

- Visibility to LinkedIn ad spend, revenue attribution and ROI
- Compare ROI of multiple campaigns and assets
- No additional cost. Easy to switch on and easy to use.



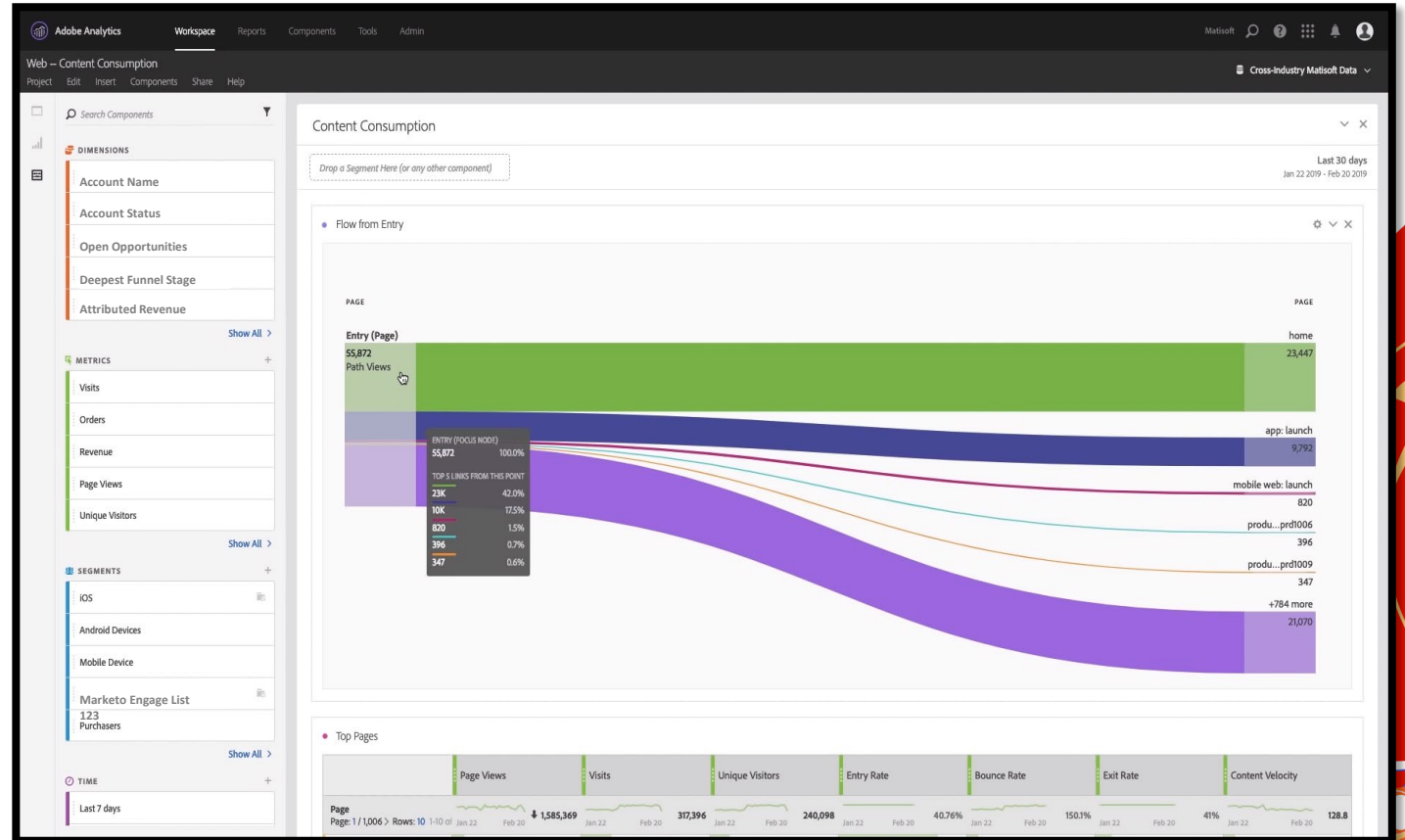
Analyze sales activity insights with Microsoft Dynamics integration

- Bizible integration enhanced to include Dynamics sales activity data
- Customizable touchpoint rules
- No additional cost and easy to setup



360° customer profiles now with Bizible + Adobe Analytics

- Easily enrich user profiles in Adobe Analytics
- **Attributes:** Account Name, Open Opps, Funnel Stage, Attributed Revenue and more
- **Use Cases:** Account-based site traffic, B2B content performance, Live deal support
- No additional cost. Easy to setup.



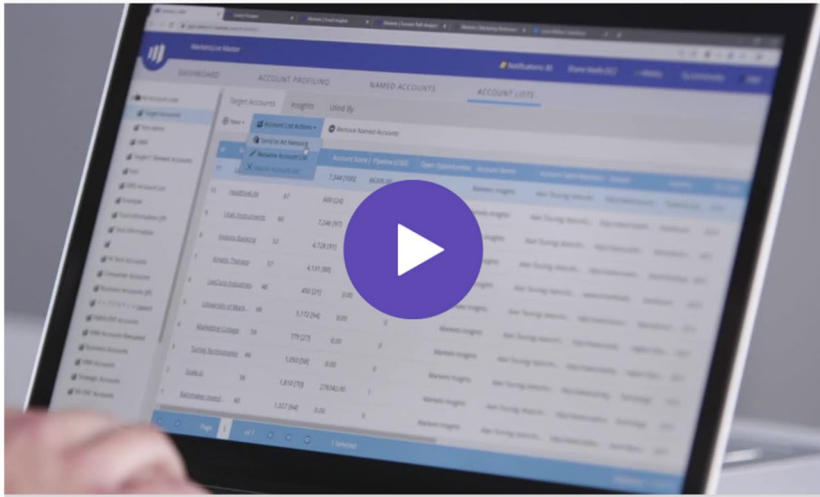
Stay Connected with Marketo Engage Innovation

Explore Marketo Engage

1. Interactive Demo

Marketo Engage Interactive Tour

Get a high-level overview of everything Marketo Engage has to offer. Learn how to use this best-in-class marketing solution to strategize, personalize, and streamline every part of your buyer's journey.



<https://www.marketo.com/product-tour/>

Current Customers

2. Release Webinar

A promotional banner for the Marketo Engage July 2020 Release Webinar. The banner has a blue header with the Marketo Engage logo and the Adobe logo. The main text reads 'July 2020 Release' in large white letters. Below this, it says 'Marketo Engage July '20 Release Innovations Webinar'. A blue button labeled 'Register Now' is on the right. At the bottom, it says 'Join us August 11th at 1:00PM PT / 4:00PM ET for a live webinar hosted by our product team where you'll see how to use all of the latest product innovations.' and 'First Name:'.

Marketo Engage

July 2020 Release

Marketo Engage July '20 Release Innovations Webinar

Join us August 11th at 1:00PM PT / 4:00PM ET for a live webinar hosted by our product team where you'll see how to use all of the latest product innovations.

Register Now

First Name: *

https://engage.marketo.com/July_20_Release_Webinar_Registration.html

Current Customers

3. Release Notes

docs.marketo.com

