



OVERVIEW

2023 Pricing & Packaging

Adobe Marketo Engage | Adobe Experience Cloud

Elevate your customer experience and drive demand with capability-rich packages.

Adobe Marketo Engage offers tailored packages to help marketing teams deliver exceptional experiences in concert with sales at every stage of the customer journey to drive demand and growth with efficiency and scale.

| GROWTH | SELECT | PRIME | ULTIMATE |
|---|--|---|---|
| Foundational marketing automation & measurement w/ intelligent cross-channel nurturing & lead routing. | Essential marketing automation and measurement w/ AI-powered personalization | Complete lead- & account-based marketing with advanced journey analytics and AI-powered audiences | Advanced and powerful experience automation in combination with Marketo Measure Measure |
| Great for Small Business Marketers | Great for Experienced Marketers | Great for Progressive Marketers | Great for Advanced Marketers |
| <ul style="list-style-type: none"> Elevate your marketing programs using automation targeting fewer than 50k contacts Take advantage of included onboarding, consulting and education services Unlock new potential for accelerated growth and continued success | <ul style="list-style-type: none"> Scale your marketing efforts and personalization using artificial intelligence Upgrade from freemium marketing tools with too many usage limits Prove impact on revenue and growth | <ul style="list-style-type: none"> Switch from other limiting marketing automation point solutions Support both lead- and account-based strategies from the same application Streamline the customer lifecycle with sales and use AI to maximize performance | <ul style="list-style-type: none"> Maximize the full potential of marketing automation and measurement Includes discounted Marketo Measure to prove the most accurate ROI possible with sales from every touchpoint Test & validate strategies before full campaign deployment |
| Pricing based on database size | Pricing based on database size | Pricing based on database size | Pricing based on database size |

✓ Included | \$ Available | ✗ Not Available

| Capability | PACKAGES | | | |
|-------------------------------------|-----------------|-----------------|-----------------|-----------------|
| | Growth | Select | Prime | Ultimate |
| Users | 10 | 25 | 25 | 25 |
| API Calls (Daily) | 20k Calls / Day | 50k Calls / Day | 50k Calls / Day | 50k Calls / Day |
| Lead & Account Database | ✓ | ✓ | ✓ | ✓ |
| Native CRM Integration (SFDC & MSD) | ✓ | ✓ | ✓ | ✓ |
| Audience Segmentation & Targeting | ✓ | ✓ | ✓ | ✓ |
| Advanced Dynamic Content | ✓ | ✓ | ✓ | ✓ |
| Advanced Personalization | ✓ | ✓ | ✓ | ✓ |
| Custom User Roles & Permissions | ✓ | ✓ | ✓ | ✓ |
| Campaign & Journey Automation | ✓ | ✓ | ✓ | ✓ |
| Intelligent Cross-channel Nurturing | ✓ | ✓ | ✓ | ✓ |
| Scoring, Routing & Alerts | ✓ | ✓ | ✓ | ✓ |
| Email Marketing | ✓ | ✓ | ✓ | ✓ |
| Social Marketing | ✓ | ✓ | ✓ | ✓ |
| Landing Pages & Forms | ✓ | ✓ | ✓ | ✓ |

| Capability | Growth | Select | Prime | Ultimate |
|---|--------|---------------------------|---------------------------------|---------------------------|
| Search Engine Optimization | ✓ | ✓ | ✓ | ✓ |
| Paid Media Targeting | ✓ | ✓ | ✓ | ✓ |
| Campaign Reporting & Insights | ✓ | ✓ | ✓ | ✓ |
| Secure Domains | ✓ | ✓ | ✓ | ✓ |
| Custom Data Objects & Fields | \$ | ✓ 10 Objects - 2M Records | ✓ 10 Objects - 2M Records | ✓ 10 Objects - 2M Records |
| Event & Webinar Marketing | \$ | ✓ | ✓ | ✓ |
| Marketing Calendar | \$ | ✓ | ✓ | ✓ |
| Attribution & ROI Dashboards | \$ | ✓ | ✓ | ✓ |
| Predictive Content | \$ | \$ 50 Assets | ✓ 50 Assets | ✓ 50 Assets |
| Dynamic Chat | \$ | ✓ | ✓ | ✓ |
| Target Account Management | \$ | \$ | ✓ | ✓ |
| Predictive Audiences | \$ | \$ | ✓ | ✓ |
| Advanced Journey Analytics | \$ | \$ | ✓ | ✓ |
| Sandbox | \$ | \$ | ✓ | ✓ |
| Premium Multi-touch Attribution | \$ | \$ | ✓ | ✓ |
| Workspaces & Partitions | \$ | \$ | ✓ | ✓ |
| Marketo Measure | \$ | \$ | \$ | ✓ (Discounted) |
| Performance Add On | ✗ | ✗ | \$ | \$ |
| Performance Plus Add On | ✗ | ✗ | \$ | \$ |
| Website Retargeting | | | \$ | |
| Website Personalization | | | \$ | |
| Advanced BI Analytics | | | \$ | |
| Sales Insight | | | \$ | |
| Sales Connect | | | \$ | |
| Account Profiling | | | \$ | |
| Email Deliverability | | | \$ | |
| Email Reputation | | | \$ | |
| Email Informant | | | \$ | |
| Email Relay | | | \$ | |
| Dedicated IP Address | | | \$ | |
| Mobile Push Messaging | | | \$ | |
| SMS Text Messaging | | | \$ Multiple Tiers Available | |
| Database Encryption | | | \$ | |
| Encrypted Authentication | | | \$ | |
| Extended Data Retention | | | \$ | |
| SAP C4C CRM Integrations | | | \$ Multiple Tiers Available | |
| VerifyCRM Integration | | | \$ Multiple Tiers Available | |
| Managed Service Provider Instance | | | \$ | |
| Marketo Measure Data Warehouse | | | \$ | |
| Marketo Engage CET Head | | | \$ | |
| Add'lAdvanced Journey Analytics Model | | | \$ (1 Model) | |
| Add'lMarketing Users (5 Pack) | | | \$ (5 Users) | |
| Add'lSecured Domain (Landing Pages) | | | \$ (1 Domain) | |
| Add'lSecured Domain (Tracking Links) | | | \$ (1 Domain) | |
| Add'lWeb Limits Per Domain (Landing Pages) | | | \$ (30 Campaigns & 30 Segments) | |
| Add'lAPI Calls (10K Pack) | | | \$ (10k Calls) | |
| Add'lCustom Object Records (1M Records) | | | \$ (1M Records) | |
| Add'lPredictive Content Assets (50 Pack) | | | \$ (50 Assets) | |
| Add'lWebsite Personalization Visitors (100k Pack) | | | \$ (100K Visitors) | |

| Glossary | |
|---|--|
| Account Profiling | <p>Target Account Management capability add-on that provides predictive analytics for ABM containing an AI-powered ideal customer profile (ICP) model that automatically identifies and recommends best-fit target accounts. Allows users to discover both net-new and existing best-fit accounts in a matter of seconds using custom predictive ICP modeling. User can view which accounts have the highest chance of turning into revenue based on shared attributes of current customer accounts, add recommended accounts to their lead and account database, turn fit and intent data indicators from each recommended account into ABM audience and campaign filters, then activate the account lists across Marketo Engage for end-to-end ABM planning, targeting, engagement, and measurement. (Requires Target Account Management)</p> <p>Includes AI-powered ICP modeling, known account discovery, new account discovery, easy-to-use custom model tuning, account-level fit and intent data enrichment, propensity scoring, account rankings, automatic account selection and prioritization, fit and intent data campaign filters, and more.</p> |
| Add'l Advanced Journey Analytics Model | <p>Advanced Journey Analytics capability enhancement. Allows user to create one additional revenue cycle models to support separate and/or additional buying funnels based on business processes, organizational units, demographic regions, etc. (Requires Advanced Journey Analytics)</p> <p>Includes one additional model for Advanced Journey Analytics (Lifecycle Modeler)</p> |
| Add'l API Calls (10K Pack) | <p>Core Marketo Engage enhancement. Allows users to add monthly API calls per instance for customers who exceed or plan to exceed the included default amount of monthly API calls per individual Marketo Engage package.</p> <p>Includes 10k additional monthly API calls.</p> |
| API Calls (Daily) | <p>Included amount of daily integration calls allowed between Marketo and other compatible data repositories using REST or SOAP API calls. Allows users to pass data to and from Marketo Engage for data storage, segmentation, automation, measurement, reporting and various other use cases. Users can access Marketo Engage data via external software applications within their technology stack.</p> <p>Includes a set amount of daily API calls per Marketo Engage package. Amount of daily API calls is based on which Marketo Engage package is purchased.</p> |
| Add'l Custom Data Object Records (1M Records) | <p>Custom Data Object & Field capability enhancement. Allows users to add records for their custom data objects and fields for customers who exceed or plan to exceed the included amount of records initially provided by their individual Marketo Engage package.</p> <p>Includes 1 million additional records for custom data objects.</p> |
| Advanced BI Analytics | <p>Advanced and fully integrated business intelligence, custom reporting and data visualization capabilities. Allows users to create custom, flexible, ad-hoc reports and dashboards across every Marketo Engage program, account and person. Users can create, export and share virtually any basic or advanced report with infinite data dimensions and custom visualizations using a drag-and-drop pivot table user interface and a native data store of everything that takes place inside, or gets synced to, Marketo Engage.</p> <p>Includes natively integrated Marketo Engage program data including cost data, 25 pre-configured reports, customizable charts, reports and visualizations, single- and multi-touch attribution models, and more.</p> |
| Advanced Dynamic Content | <p>Advanced content blocks that automatically adjust and personalize content in real-time. Allows users to dynamically personalize images and assets in real-time across multiple channels including email, web, landing pages, and more, based on specific lead- and account-based audience segments and customer behavior.</p> <p>Includes dynamic email, web and landing page content blocks, landing page, email & form asset manager, web page image crawler, box integration, Adobe Experience Manager integration, and more</p> |
| Advanced Journey Analytics | <p>Customer journey mapping and lifecycle modeling capabilities with opportunity analyzer, revenue modeler and success path analyzer. Allows users to map and automate their entire unique customer lifecycle with Sales using a drag-and-drop model builder, model templates, model phases, stages and transition types, and real-time data from active Marketo Engage campaigns. Users can track where known and anonymous buyers are in their journey across active campaigns. View overall funnel traffic and measure stage performance with deal velocity charts, and identify potential bottlenecks across each buying stage for SLA management with Sales. Track marketing activities that influence opportunity creation and closed/won revenue, and drill into each touchpoint to prove marketing's contribution to each opportunity and account creation, including paid media performance data from Google AdWords and Facebook Ads.</p> <p>Includes 1 lifecycle model, drag-and-drop model builder & cloning, model templates & custom models, multiple phase, stage & transition types, anonymous visitor stage & tracking, lifecycle stage transition automation, integrated campaign data, opportunity influence analytics, success path analytics, deal velocity charts, model stage conversion rates, SLA stage performance, Google AdWords & Facebook Ads Integration, and more.</p> |
| Add'l Marketo Engage Users (25 Pack) | <p>Core Marketo Engage enhancement. Allows users to add 25 additional Marketo Engage users to their Marketo Engage instance.</p> <p>Includes 25 Marketo Engage users.</p> |
| Advanced Personalization | <p>Advanced messaging personalization engine that automatically tailors copy, images, snippets, and design templates in real-time. Allows users to leverage out-of-the-box and advanced custom token scripting to dynamically personalize messaging on virtually any channel for individuals using any data attribute from the lead and account database, including customer behavior data.</p> <p>Includes lead & account-level personalization tokens, dynamic email, web, landing page, and form personalization, pre-built & advanced custom personalization tokens, custom data object and field personalization tokens, cross-channel personalization tokens, and more. x</p> |
| Add'l Predictive Content Assets (50 Pack) | <p>Predictive Content capability enhancement. Allows users to add predictive content assets for customers who exceed or plan to exceed the included default amount of predictive content assets per individual Marketo Engage package. (Requires Predictive Content)</p> <p>Includes 50 additional predictive content assets.</p> |
| Add'l Secure Domain (Landing Pages) | <p>Landing Page & Form capability enhancement. Allows users to add additional secure domains for landing page and form creation.</p> <p>Includes one additional secure landing page domain for Marketo Engage's Landing Page & Form capabilities.</p> |

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| <p>Add'l Secure Domain (Tracking Links)</p> | <p>Landing Page & Form capability enhancement Allows users to add secure tracking link domains for customers who exceed or plan to exceed the included default amount of secure domains per individual Marketo Engage package.</p> <p>Includes 2 additional secure tracking link domains for Marketo Engage's Landing Page & Form capabilities.</p> |
| <p>Add'l Web Personalization Campaigns</p> | <p>Website personalization capability enhancement. Allows users to add domains, campaigns and segments for Web Personalization for customers who exceed or plan to exceed the included default amount per individual Marketo Engage package. (Requires Website Personalization)</p> <p>Includes 30 additional campaigns and 30 additional segments per domain.</p> |
| <p>Add'l Website Personalization Visitors (100k Pack)</p> | <p>Website Personalization capability enhancement. Allows users to add website personalization visitors. (Requires Website Personalization)</p> <p>Includes 100k additional visitors for website personalization.</p> |
| <p>Attribution & ROI Dashboards</p> | <p>Pre-configured and highly visual single- and multi-touch attribution dashboards that display essential performance insights purpose-built for marketers containing flexible filters, interactive charts and analytics, and easily tunable data sets. Allows users to view data insights that share revenue credit across multiple key Marketo Engage touchpoints in a sales cycle from top-of-funnel metrics, like engagement and acquisition, down to pipeline and revenue, to help understand campaign and channel success and ROI. View built-in trend analysis to see changes in performance over time, campaign and, channel successes, and cost per successes. Leverage one-click filtering to customize the data set and output adjustments, and abilities to save charts, download data, and export visual reports.</p> <p>Includes engagement, pipeline, revenue & ROI dashboards, year-over-year trend analysis, success metric, pipeline, revenue data with one-click filtering, export and share, single- an multi-touch attribution models, and more.</p> |
| <p>Audience Segmentation & Targeting</p> | <p>Static and dynamic lead- and account-level audience filtering. Allows users to build static and dynamic audience segments using data from the lead and account database for data insights, activation, content personalization and campaign targeting across Marketo Engage for both lead and ABM campaigns. Automated campaigns and activity workflows can be setup to pair audience filters with activity triggers and the CRM integration to keep audience segments up-to-date in real time as sales, marketing and customer engagement happens.</p> <p>Includes lead and account-level filters, activity filters, custom data object and field filters, dynamic and static audiences, dynamic CRM account list sync, audience import / export, lead- and account-level filters, fit and intent data filters (See Company Surge & Account Profiling), engagement filters, marketing & sales CRM activity filters, persona-based filtering & targeting (See Target Account Management), and more.</p> |
| <p>Bizible Data Warehouse</p> | <p>Premium multi-touch attribution capability add-on for Bizible. Allows users to push all Bizible attribution data, including granular impression, pageview and web session data, into a centralized Snowflake data warehouse (hosted by Bizible) to connect Bizible data with other company datasets for fully custom and aggregated web activity data reporting. (Requires Premium Multi-touch Attribution (Bizible))</p> <p>Includes one Snowflake data warehouse hosted by Bizible.</p> |
| <p>Campaign & Journey Automation</p> | <p>Advanced customer experience automation engine built with out-of-the-box and custom triggers and filters, and drag-and-drop smart campaign creation. Allows users to setup lead- and account-based marketing campaigns that automatically engage customers, streamline internal marketing workflows, tasks and operations, and automate internal activities that update customer data profiles, all in real-time as marketing, sales and customer engagement happens. Setup campaigns to listen, adapt, and respond to customers in real-time using behavioral, audience, CRM and custom activity triggers and filters. Clone entire, best-performing automation campaigns with a single click to boost team productivity and decrease campaign time-to-value.</p> <p>Includes multiple advanced engagement program types, batch and trigger campaigns, smart lists, smart campaigns and flow actions, drag-and-drop customer journey builder, campaign scheduling and cloning, multiple real-time behavior, audience, CRM, custom data and activity triggers and filters, custom flow actions and alerts, automated webhooks, and more.</p> |
| <p>Campaign Reporting & Insights</p> | <p>Single reporting view containing revenue, cost, pipeline and conversion insights. Allows users to conveniently and quickly analyze campaign and channel effectiveness, ROI and marketing impact from a single view to find the best and worst performing campaigns and channels. Users can view turn-key visualizations that demonstrate driven pipeline, revenue, cost per acquisition, and more using a 4 dimensional chart, 20+ metrics, and first-, last- and multi-touch attribution models.</p> <p>Includes program & channel analyzer, 4-D metric dashboard, with 20+ data metrics, basic revenue attribution with first- & multi-touch attribution models, cost, revenue, pipeline and conversion analysis, and more.</p> |
| <p>Custom Data Objects & Fields</p> | <p>Customizable data entries and relationship management inside the lead and account database. Allows users to create and track custom one-to-many data relationships between Marketo Engage contacts and custom data entries via the Marketo Engage API. Users can add, link and track virtually any custom metric to a contact record such as purchase history, account balances, product color preference, etc. Users can pair Marketo Engage's campaign and journey automation engine with custom data objects and fields to trigger custom automation workflows, create custom personalization and audience targeting filters, and report on custom attributes. Users can also sync custom data objects and fields with 3rd party integrations, including CRM integrations.</p> <p>Includes 10 custom objects, custom fields & records, custom activities, one-to-many and many-to-many data affiliations, custom object automation triggers & filters, custom object audience segmentation filters, custom object email scripting, dedupe fields, custom object import wizard, custom object API, and more.</p> |
| <p>Custom User Roles & Permissions</p> | <p>Advanced user management and access controls across multiple Marketo Engage accounts and workspaces. Allows users to tailor the access of Marketo Engage to fit the unique design of multiple marketing team structures and maintain good data hygiene. Create and manage custom users and roles, as well as set unique permissions to restrict specific functionality across different workspaces and partitions, including API-only users. Set permissions to help accommodate full-time, part-time and short-term employees, and to avoid unwanted and accidental campaign changes or database entries.</p> <p>Includes advanced user, role & permission management, built-in roles & permissions, custom roles & permissions, cross-workspace user management, user expiration and more.</p> |
| <p>Dedicated IP Address</p> | <p>Email marketing capability enhancement that offers a dedicated IP address branded with a unique domain to provide superior control of email reputation and email deliverability. Allows users to monitor, optimize and control email security, deliverability and sending reputation with user-specific IP addresses, and ensure email deliverability rates are not affected by other senders. Recommended for customers with a monthly email volume of >50K-100K per 30 days. (Required for customers with an email volume >1M per 30 days)</p> <p>Includes feedback loop & whitelisting, email monitoring, receiver & ISP relations, branded email routing, guided IP warm up, 24/7 blacklist alerting, and more.</p> |

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| Database Encryption | A lead and account database capability enhancement. Allows users to add an extra layer of security by encrypting data at rest without affecting everyday operations to prevent database visibility while it is started in the data center. Users can be sure that their Marketo Engage database is secure and complies with regulations across industries such as HIPAA, FINRA, & SEC even when sensitive data is not in transit. |
| Email Deliverability | Email marketing capability enhancement powerpack offering a full suite of email deliverability capabilities. Allows users to test, monitor, detect and prevent email deliverability issues before they arise to maximize inbox placement, and ensure that emails render correctly across different email clients, mobile and desktop devices, and web browsers. Users can identify if any HTML or content will cause issues with spam filters before sending to prevent hitting spam traps. Validate hyperlinks and ensure redirects are working to minimize load times. Includes real-time monitoring, inbox folder reports, image and link reporting, customizable benchmarking dashboard, 15 monthly inbox tests, 15 monthly render tests, and more. |
| Email Informant | Email marketing capability enhancement. Allows users to add additional email performance and optimization metrics with granular, actionable, & real-time data including time spent reading emails, most popular email client, and top platforms and operating systems. Users can drill down to the individual recipient, device and platform levels to identify which links or calls-to-action perform the best, and track devices, email clients, and browser usage across the entire emailing list. Includes additional data and metrics including opens & engagement data by device, email client, recipient, time spent reading metrics, geo-location analysis, and more. |
| Email Reputation | Email marketing capability enhancement powerpack. Allows users to maintain their email reputation by improving email deliverability rates and sender scores across the web when using a dedicated IP address. Users can monitor spam trap hits, phishing attempts, and blacklisting to protect your email reputation and recipients, and to deter fraudulent mailing activity with a DMARC policy. Track performance against a spam trap network of 35 million+ domains, identify questionable sending behavior that damages your email sending reputation, and get real-time notifications to immediately resolve blacklisting. Includes monitoring spam trap hits, real-time blacklisting reporting, Microsoft Smart Network Data Services (SNDS), extensive spam trap network & reporting, and DMARC compliance for up to one IP/domain monthly. |
| Email Relay | Email marketing capability enhancement. Allows users to seamlessly integrate Marketo Engage's email functionality into their existing infrastructure while avoiding the appearance of third-party vendors sending their emails which helps fulfill auditing requirements and maintain company branding guidelines. Users can leverage their own internal mail servers by forwarding to their domain first to route emails to their own mail servers. Apply existing content filters that scan messages for data and content, and append data to messages such as email headers or disclaimers to maintain fully branded company emails. Includes custom integration configuration for up to one IP/domain monthly |
| Email Marketing | Full suite of email marketing and automation capabilities. Allows users to design, personalize, send, measure and optimize batch and triggered email experiences by pairing Marketo Engage's core audience segmentation, campaign journey and automation engine, and reporting capabilities with an easy drag-and-drop email designer, multiple proven email templates, and responsive desktop and mobile designs. Use rich insights based on data from the lead and account database to create and dynamically personalize email messaging, images, snippets and content. Trigger emails automatically in real-time based on activity – or lack of activity – in any channel, or changes to your audience segments and CRM data. Leverage A/B/n testing, real-time dashboards and turn-key reports for quick and accurate optimization. Includes automation triggers and filters, drag-and-drop email designer (WYSIWYG), batch, trigger & nurture campaign types, dynamic content & personalization, predictive content (See Predictive Content), responsive design template library, rich text & HTML editor, A/B/n testing, email performance dashboards, individual & program-level reporting, email insights and analytics, and more |
| Encrypted Authentication | Email marketing capability enhancement. Allows users to authenticate encryption of email sent from Marketo Engage to user's mail servers. Ensure emails are not read by other entities other than the intended recipient by letting Marketo Engage securely host an authentication key on the users behalf to authenticate encrypted emails sent using email relays. Users can provision encrypted authentication of mail sent from Marketo Engage's mail servers on a dedicated Marketo Engage IP or relay. Includes key-based TLS support and SMTP AUTH support, and more. |
| Event & Webinar Marketing | Full suite of event and webinar marketing and automation capabilities. Allows users to create, automate and streamline both online and offline events including webinars, virtual and in-person event programs. Users can easily create and manage invitations, reminders, on-site check-ins, active event engagement and follow-ups using Marketo Engage's existing channels, native event partner integrations, and capabilities such as campaign and journey automation, intelligent cross-channel nurturing, landing pages, forms, analytics, reporting, and more. Drive awareness, registration and attendance before, during and after events happen, using registration and attendance goals and tracking, and a mobile check-in application for Android and iOS. Includes automation triggers and filters, webinars, virtual & in-person event types, cross-channel event engagement, program, registration & attendance data sync, event program management & cloning, multiple native event marketing integrations, event check-in mobile application (iOS & Android), predictive attendance & lookalike audiences (See Predictive Audiences), registration and attendance goals & tracking, event capacity & wait listing and more. |
| Extended Data Retention | Lead and account database capability enhancement. Allows users to retain specific activity data and campaign membership data up to 37 months instead of the default 25 month time period. Helps support longer sales cycles with the ability to look back at the last 37 months of data. Includes the following data categories: Web, Smart Campaigns, Social, Email, CRM and Segmentation. |
| Intelligent Cross-channel Nurturing | Configurable, rules-based marketing automation logic designed to automatically engage and qualify leads and accounts over long periods of time at the appropriate cadence based on certain stages of the entire demand marketing funnel. Allows users to create multiple nurture streams that qualify buyers using drag-and-drop transition rules, automation triggers and filters, and content prioritization settings to simultaneously engage millions of customers across all Marketo Engage and 3rd party channels with personalized content. Nurture lead- and account-based audience segments based on real-time customer behavior, engagement scores, scheduled engagement and all the customer data profile attributes from inside Marketo Engage's lead and account database. Drag and drop content across your nurture streams to prioritize the correct order of content and set the proper engagement cadence so that certain buyers skip streams that are not relevant and avoid repetitive content. Includes multiple native engagement channels, simultaneous nurture programs & streams, drag- and-drop nurture content and prioritization, content cadence, drag-and-drop stream transition rules, engagement-based transition rules, custom CRM & workflow transition rules, and more. |
| Landing Pages & Forms | Full suite of custom landing page and lead generation form design capabilities. Allows users to design, test and optimize responsive landing pages that dynamically update messaging, images and content based on known and anonymous site visitors without any advanced technical skills. Users can embed custom forms to automatically collect lead and account-level data to trigger automation campaigns and internal workflows using Marketo Engage's campaign and journey automation capabilities. Includes drag-and-drop landing page designer (WYSIWYG) with guided & free-form editing, dynamic content and personalization, responsive web and mobile design templates, A/B/n testing, HTML import, desktop & mobile preview, progressive form profiling & form fills, integrated custom embedded forms, secure domains (See Secure Domains), and more. |

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| <p>Lead & Account Database</p> | <p>Dedicated B2B marketing-specific database that contains lead- and account-level customer profiles controlled and managed by Marketo Engage users per workspace. Allows users to view customer counts, create and manage custom data objects and fields, and ingest 1st and 3rd party marketing, sales, online and offline data conveniently into a single, centralized data environment without needing to involve IT or any technical team. Users can enrich customer profiles with firmographic, technographic, geographic, fit, intent, behavior, CRM data and more for audience insights, segmentation and campaign activation across all Marketo Engage channels including sales, paid media and integrated 3rd party channels.</p> <p>Includes ability to contain customer behavior data, marketing & sales CRM activity data, firmographic, technographic, geographic, offline & 3rd party data, lead and account list management, target and named account list management (See Target Account Management), Intent data (See Company Surge & Account Profiling) audience enrichment and activation, turn-key partner integrations (LaunchPoint™), and more.</p> |
| <p>Managed Service Provider Instance</p> | <p>Additional Marketo Engage production instance designed for managed service providers of Marketo Engage. Allows users to use Marketo Engage on behalf of their clients.</p> <p>Includes one additional Marketo Engage production instance.</p> |
| <p>Marketing Calendar</p> | <p>Unified, integrated marketing activity calendar with multiple views of all active and planned Marketo Engage activities. Allows users to gain a global, bird's-eye view of all customer experience programs across multiple workspaces from one centralized place including events, campaigns, big-picture goals and real-time success metrics. Users can schedule, modify and track campaigns with on-the-fly editing without needing to leave the calendar view so you can conveniently make adjustments during planning meetings and quickly adapt to unforeseen changes. Display high definition calendar dashboards in presentation mode built for large TVs/monitors across your office walls to provide detailed program and goal visibility to the C-suite and external stakeholders.</p> <p>Includes unified calendar & agenda views, drag-and-drop calendar editor, integrated planned & active campaigns, quick campaign snapshots, on-the-fly editing, custom Filters & view sharing, calendar HD (For HDTV/Monitor Displays), custom goal widgets, Real-time success metrics activity, workspace-specific presentation modes, and more.</p> |
| <p>Mobile Push Messaging</p> | <p>Mobile software development kit (SDK) for iOS and Android mobile applications that offers a full suite of automated mobile messaging capabilities for mobile phone applications. Allows users with existing iOS and Android mobile phone applications to create, send and measure personalized lead and account-based in-app and mobile push messages based on marketing, sales and customer activity. Users can leverage Marketo Engage's existing campaign journey and automation engine, along with segmentation and connected channels, to segment lead and account-based audiences, and automatically trigger timely mobile messages based on marketing activity, customer behavior, customer data profile attributes and current location.</p> <p>Includes batch and trigger-based messaging, automation triggers and filters, message preview, mobile performance dashboards, geo-fencing triggers, beacon technology support, mobile app user tracking, and more.</p> |
| <p>NetSuite CRM Integration</p> | <p>Bi-directional, real-time data integration with NetSuite CRM in partnership with Verify. Allows users to continuously sync both lead- and account-level CRM data to empower sales teams with rich marketing insights, improve sales and marketing campaign targeting, and improve coordinated buying experiences. Users can leverage Verify's middleware API connector to enable a closed loop connection that syncs Contacts, Leads, Accounts, Campaigns, Activities, Opportunities, Custom Objects, and more. Leverage NetSuite's CRM data across all existing Marketo Engage capabilities including segmentation, personalization, automation, engagement and reporting.</p> <p>Includes unlimited Verify users, custom data objects & fields sync, lead-to-contact conversion, hot leads, real-time notifications & alerts, interesting moments, account-level insights, automatic schema change management, unified reporting, available additional customization, rich activity logs, CRM opportunity influence and more.</p> |
| <p>Native CRM Integration (SFDC & MSD)</p> | <p>Native, bi-directional and real-time data integration with Salesforce CRM and Microsoft Dynamics CRM. Allows users to continuously sync both lead- and account-level CRM data including Contacts, Leads, Accounts, Campaigns, Activities, Opportunities, Custom Objects, and more with Marketo Engage. Users can leverage CRM data across all existing Marketo Engage capabilities including segmentation, personalization, automation, engagement and reporting.</p> <p>Includes custom object & field data sync, lead-to-contact conversion, hot leads, real-time notifications & alerts, interesting moments, account-level insights, automatic API schema change management, unified reporting, real-time campaign membership management (Salesforce Only), self-healing capabilities (Salesforce Only), pre-built integration templates, available additional customization, scheduled, on-demand and event-driven data sync, rich activity logs, CRM opportunity influence and more. Included in all Marketo Engage packages.</p> |
| <p>Paid Media Targeting</p> | <p>Native ad network integrations with Google, Facebook and LinkedIn. Allows users to activate and match lead and account-based audiences from Marketo Engage into Google, Facebook and LinkedIn to run targeted, personalized ad campaigns. Users can automatically match lead and account audiences using existing Google AdWords, Facebook Custom Audiences and LinkedIn Campaign Manager accounts. Integrate lead generation forms into ad creative assets, export 1st party offline marketing conversion data back into ad platforms for ad spend optimization, and leverage paid media activity triggers and filters to automate engagement and internal workflows based on advertising engagement and conversion activity.</p> <p>Includes native Google, Facebook & LinkedIn integrations, paid media activity automation triggers & filters, lead and account audience matching, integrated lead ad forms & routing, 1st party offline marketing conversion export, integrated retargeting audience sync (See Website Retargeting), 1st party data onboarding & ID sync (See LiveRamp), Account Audience Matching (See Target Account Management), Ad Performance Data Attribution (See Bizible), available LaunchPoint™ integrations, and more.</p> |
| <p>Predictive Audiences</p> | <p>AI-powered audience segmentation and targeting capability with predictive filters, goal tracking, and in-flight optimizations. Allows users to intelligently create, analyze, and optimize programs that hit and exceed their goals. Users can leverage a variety of predictive filters such as likelihood to attend, likelihood to register, likelihood to unsubscribe, and lookalike audiences for both email and events. Additionally, Predictive Audiences provides predictive goal tracking and recommendations to predict when marketers will not reach their goals and provide intelligent recommendations on how to optimize while in-flight to reach those goals.</p> <p>Includes Predictive Filters, Predictive Member Breakdown, Goal-Based Recommendations, Event Insights, Estimated Conversions, Goal-Based Predictions, and more.</p> |
| <p>Predictive Content</p> | <p>Real-time, AI-powered content personalization models powered by Adobe Sensei's machine learning algorithms for email and website channels. Allows users to use AI to continuously learn, predict and recommend the highest performing content for each individual web visitor and email recipient in real-time to maximize chances of conversion. Users can automatically show content that has the highest chance of conversion for a specific individual based on historical content performance with previous similar audiences that share profile attributes and digital behavior patterns including content preferences, CRM data, firmographic data and more. View a summary of content performance to see which content is driving the most conversions for specific audiences.</p> <p>Includes 50 predictive assets, 3 types of AI-powered content blocks across web and email channels (rich media, web bar and email content blocks), automatic content discovery and tagging, lead- and account-based targeting, anonymous visitor targeting, custom content patterns and algorithm goals, content performance summary dashboard, advanced content analytics, and more.</p> |
| <p>Premium Multi-touch Attribution</p> | <p>Premium multi-touch attribution tracking, measurement and visualization capabilities. Allows users to track, capture, unify and attribute every lead and account-based touchpoint and conversion to revenue including digital and offline, paid and organic interactions using AI-powered every-touch attribution models. Users can report on attribution data from marketing, sales, paid media, and offline event activity inside Bizible, their CRM or 3rd party BI tools beginning from anonymous first touch to closed won revenue. Attribution models include U-shaped, W-shaped, and full-path multi-touch attribution tracking and modeling. View out-of-the-box, persona-based dashboards to visualize marketing, paid media, sales, digital marketing, content marketing, ABM performance and others.</p> <p>Includes digital, offline and sales channel tracking, content tracking, JavaScript tracking, custom and machine learning-based attribution models, multiple native paid media and CRM integrations, multiple domain and cross-domain tracking, custom journey map stages, and much more.</p> |

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| Sandbox | <p>Additional Marketo Engage instance with mirrored provisions designed for development and testing. Allows users to test campaigns prior to launch, train on new capabilities, establish stable data integrations, train new users, and more prior to running live campaigns without affecting the main production instance of Marketo Engage.</p> <p>Includes one Marketo Engage testing sandbox instance.</p> |
| Sales Connect | <p>Sales engagement application. Allows sales and marketing teams to combine real-time marketing & sales engagement data and insights with digital playbooks and analytics, all in Marketo Engage. Increase sales productivity by identifying the right prospect with timely and complete lead follow up, all in a single screen. Prioritize and engage in relevant conversations using digital playbooks to drive best practice engagements across email, phone, social and direct mail with the right cadence, and following your SLAs. Engage buyers with the latest approved content templates from marketing for each interaction, including personalized emails and approved assets and messaging. Sales and Marketing managers can measure performance, understanding what interactions and content are driving performance and what should be improved.</p> <p>Includes 5 users, lead insights live-feed, digital playbooks, content templates, cross-channel engagement (including email, add-to marketing campaign, add-to sales campaign, and even an integrated dialer), engagement insights, and more.</p> |
| Sales Insight | <p>Social sales application for Salesforce and Microsoft Dynamics 365 CRM. Allows sales users to quickly understand, prioritize and interact with the hottest leads and opportunities. Sales reps are provided a real-time dashboard of their best leads and opportunities, prioritized by quality and urgency. Using Best Bets and Watch Lists, sales reps can follow and focus instantly on the hottest leads and opportunities they care about most. Monitor Interesting Moments, offering ticker-style status updates about key activity that indicate buying interest. Provides lead detail and activity tracking to help sellers understand the interests and activity of each prospect, and monitor behaviors such as email opens, website visits, and other activities throughout the sales cycle. Natively integrated in Salesforce & Microsoft Dynamics 365 CRMs.</p> <p>Includes five licenses, best bets list, live lead feed, interesting moments, engage with Marketo Engage email, add to Marketo Engage campaign, anonymous web activity tracking, and more.</p> |
| SAP C4C CRM Integrations | <p>Bi-directional, real-time data integration with SAP C4C CRM in partnership with Software AG. Allows users to continuously sync both lead- and account-level CRM data to empower sales teams with rich marketing insights, improve sales and marketing campaign targeting, and improve coordinated buying experiences. Users can leverage flexible data integration recipes from Software AG's middleware API connector, WebMethods, to enable a closed loop connection that syncs Contacts, Leads, Accounts, Campaigns, Activities, Opportunities, Custom Objects, and more. Leverage SAP's C4C CRM data across all existing Marketo Engage capabilities including segmentation, personalization, automation, engagement and reporting.</p> <p>Includes 11 out-of-the-box integration recipes, custom object & field data sync, lead-to-contact conversion, hot leads, real-time notifications & alerts, automatic API schema change management, unified reporting available additional custom integration recipes, scheduled, on-demand and event-driven data sync, rich activity logs, SOC II type 2 certification and more.</p> |
| Search Engine Optimization | <p>Full suite of search engine optimization capabilities. Allows users to quickly analyze and optimize the current state of their brand's SEO strategy using keyword and inbound link analyzers that suggest intelligent optimization recommendations for each web page. Users can analyze keyword rankings and inbound links opportunities in comparison to their competitors, automatically discover recommended new keywords and backlink opportunities, and optimize individual web pages based on intelligent suggestions, level of impact and SEO scores to improve overall search ranking.</p> <p>Includes 500 keywords, 5 competitors for 3 domains, SEO dashboards, SEO optimization scoring, top page optimization issues, top link opportunities, keyword analyzer & recommendations, keyword rankings & impact rating, individual web page optimizer, inbound link analyzer & recommendations, and more.</p> |
| Scoring, Routing & Alerts | <p>Intelligent lead and account scoring and qualification models that automatically add and subtract points for particular activity, or inactivity. Allows users to configure custom weighted scoring models based on virtually any customer activity, or inactivity, that update dynamically in real-time for qualifying leads and accounts as quickly and accurately as possible. Automatically route leads, including leads from target accounts for ABM, to the right sales rep via email and CRM integration alerts. Automate timely alerts to notify customer-facing teams when leads and accounts perform qualifying actions, reach a specific score threshold, or express intent using intent data enrichment.</p> <p>Includes lead & account engagement scoring, custom weighted scoring, 3rd party scoring support, lead- and account-level routing & processing, triggered email sales alerts, triggered CRM sales alerts and more.</p> |
| Secure Domains | <p>Landing Page & Form capability enhancement that offers automated SSL certificate renewal and management capabilities. Allows users to shift ownership of SSL certificates to Adobe, eliminating the need for your Marketing and IT teams to worry about certificates expiring or causing downtime, and ensuring all Marketo Engage-hosted landing page domains are served via Hyper Text Transfer Protocol Secure (HTTPS). Secured Domains SSL certificates are provisioned by Cloudflare and renewed automatically. Ensures landing pages won't crash as a result of expired SSL certificates to protecting reputation of users and customers. Includes a enterprise-class managed Web Application Firewall that is automatically updated as new security vulnerabilities are released to keep web pages secure by monitoring, filtering, and blocking malicious HTTP traffic moving to and from your website.</p> <p>Includes 1 secure domain for landing pages, 1 secure domain for tracking links, automated SSL certificate management, HTTPS for all Marketo-hosted landing page domains, managed web application firewall (WAF), DDoS protection, content delivery network (CDN), load balancing, and more</p> |
| SMS Text Messaging | <p>Full suite of automated SMS text messaging capabilities in partnership with Vibes SMS. Allows users to create, send and measure personalized lead and account-based SMS text messages to opt-in audiences based on marketing, sales and customer activity. Users can leverage Marketo Engage's existing campaign journey and automation engine, along with segmentation and connected channels, to segment lead and account-based SMS subscriber audiences, and automatically trigger timely SMS text messages based on marketing activity, customer behavior and customer data profile attributes.</p> <p>Includes batch and trigger-based SMS text messaging campaigns, automation triggers and filters, SMS text message performance dashboards, built-in compliance, permission and opt-in management, a Tier 1 SMS aggregator, pre-built SMS reporting and analytics, and more.</p> |
| Social Marketing | <p>Social media marketing integration with Facebook. Allows users to automate personalized engagement with leads and account audiences across Facebook using integrated forms, social polls, social sweepstakes, share buttons, and video sharing activity. Users can view their social funnel and analyze social media engagement activity at every stage inside Marketo Engage to conveniently view which campaigns are driving the most conversions, and incorporate social media data inside Marketo Engage's lead and account database for insights, campaign automation and measurement.</p> <p>Includes integrated social form fills, social polls, social sweepstakes, Facebook publishing, social share buttons, video sharing, social referral programs, reporting dashboards, funnel and share metrics, and more.</p> |
| SugarCRM Integration | <p>Bi-directional, real-time data integration with SugarCRM in partnership with Verify. Allows users to empower Sales teams with rich marketing insights, improve campaign targeting, and better coordinated buyer experiences by continuously syncing both lead- and account-level CRM data. Users can leverage Verify's middleware API connector to enable a closed loop connection that syncs Contacts, Leads, Accounts, Campaigns, Activities, Opportunities, Custom Objects, and more. Leverage SugarCRMs data across all existing Marketo Engage capabilities including segmentation, personalization, automation, engagement and reporting.</p> <p>Includes unlimited Verify users, custom data objects & fields sync, lead-to-contact conversion, hot leads, real-time notifications & alerts, interesting moments, account-level insights, automatic schema change management, available additional customization, rich activity logs, CRM opportunity influence, unified reporting and more.</p> |

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| <p>Target Account Management</p> | <p>Full suite of target account management capabilities that unlock native account-based marketing (ABM) and automation functionality throughout Marketo Engage. Allows users to execute an end-to-end ABM strategy with Sales leveraging existing Marketo Engage capabilities. Build account lists, manage buying groups, personalize content, target and automate ABM campaigns across existing marketing, sales and paid media channels, and measure engagement and performance, all at the account level using account data from inside the lead and account database. View account-level insights, select and manage the right target account lists with sales, and activate your lead and account audiences across native paid media integrations to discover new contacts and accounts. Deploy cross-channel ABM campaigns and nurture programs, share account-level insights with sales engagement tools including Sales Insights and Sales Connect, and measure ABM success using turn-key dashboards and custom reports, all while coexisting with your current lead-based programs.</p> <p>Includes automation triggers and filters, target and named account selection & list management, all-channel account personalization & segmentation, lead-to-account matching & CRM sync, account insights & sales engagement integrations (See Sales Insights and Sales Connect), account engagement scoring & persona targeting, people & account audience matching, intelligent account-based nurture automation, basic & advanced account-level Attribution, account-level dashboards & reporting, and more.</p> |
| <p>Users</p> | <p>Included amount of Marketo Engage users that have unique login credentials for a specific Marketo Engage account</p> |
| <p>Website Personalization</p> | <p>Real-time, rules-based content personalization capabilities for website channels. Allows users to identify website visitors based on lead- and account-level attributes, then match personalized content, imagery, messaging and offers to each individual visitor. Users can configure rules to identify and engage known, anonymous and first-time web visitors in real-time with personalized content based on behavioral, demographic, geographic, referring URLs, and firmographic data, as well as the full customer profile data for known visitors.</p> <p>Includes 60 campaigns, 60 audience segments, 4 domains, automation triggers and filters, 3 types of drag-and-drop website content blocks (In-zone, Widget and Dialog), lead and account audience segmentation and targeting, anonymous and known visitor targeting, drag-and-drop campaign designer, A/B/n testing, Campaign Auto-tune and asset winner, web campaign analytics, visitor audience insights, website retargeting (Requires Website Retargeting), predictive fit and intent data targeting (Requires Account Profiling), and more.</p> |
| <p>Website Retargeting</p> | <p>Native paid media retargeting integrations with Google AdWords and Facebook Retargeting Audiences. Allows users to automatically sync retargeting audiences to target known and anonymous web visitors with personalized display advertising based on who they are and what they did on the users website. Users can create retargeting audiences inside Marketo Engage based on 1st party data including referring URLs, firmographic, technographic, geographic, behavioral, industry, and named account data, then sync the audience with Google and Facebook to retarget anonymous visitors. Retarget known visitors based on their full customer profile in your lead and account database, as well as their behavior on your website.</p> <p>Includes integrated Google AdWords and Facebook retargeting audiences, anonymous and known visitor segmentation and retargeting, firmographic, geographic, technographic, behavioral, and full customer profile retargeting data, Website Personalization integration (See Website Personalization), and more</p> |
| <p>Workspaces & Partitions</p> | <p>Custom sub-divisions of a Marketo Engage database and programs that contain specific data and marketing assets. Allows users to partition the Marketo Engage database and programs to support regional and global business unit and team needs. Users can separate Marketo Engage work environments to contain its own marketing assets, programs, landing pages, emails, and more. Partition your leads, creating separate databases each with its own leads that can't be mixed with other partitions' leads. Access one or multiple workspaces, and share items across workspaces including audience segments, smart campaigns, smart lists, email templates, landing page templates, lifecycle models, and snippets.</p> <p>Includes custom access controls, data partition assignment rules, custom database partitions, data & audience sharing, multiple workspace support, people partitions, and more.</p> |