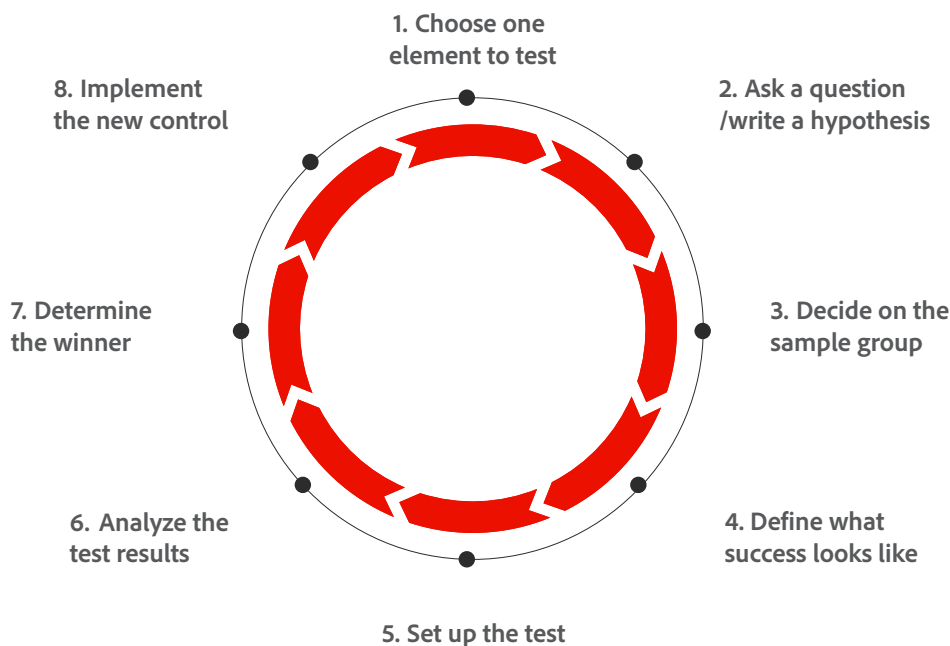**Marketo Engage**

Adobe

Secrets to Scalable Demand Generation

Operating a successful demand generation program is a must-have in B2B business. But how do you scale and grow revenue? That's where marketing automation comes in. Through marketing automation, you can streamline routine processes to be less "manual" and turn your website into an automated, revenue-making machine. Incorporating automation into your demand generation strategy improves both team productivity and your ability to scale across regions. Here are Marketo Engage's secrets to making this a reality.

Run A/B Tests that Scale

A/B testing is extremely important. If done correctly, it can both increase engagement with buyers and enhance campaign effectiveness. Like a car with good gas mileage, A/B testing can be the fuel that drives your demand gen programs further. And it makes you a better marketer; by being plugged into your audience, you can quickly respond to their needs and their wants. At Marketo Engage, we use the below framework to execute our testing. Don't forget to test results for statistical significance—without it, you can't be sure that the changes you make will improve conversions.

1. Choose one element to test
2. Ask a question /write a hypothesis
3. Decide on the sample group
4. Define what success looks like
5. Set up the test
6. Analyze the test results
7. Determine the winner
8. Implement the new control

Drive Revenue with Triggers

Setting up email triggers based on website activity can drive three times as much engagement as batch or nurture emails. Let's say a site visitor lands on a product page. Here's the workflow we would use:

1. Organic Behavior: Known subscriber visits the email product page.

2. Segmentation: Confirm that they have the target status of the marketing decision maker, have not been emailed in the last 30 minutes (ensures they arrived organically), and that they meet vertical-specific criteria.

3. Action: If all conditions are met, we wait four minutes before sending an email. This length of time allows us to stay top-of-mind without being too intrusive.

7,675%

Marketo Engage triggers have achieved 833% higher click-through rates and been 7,675% more efficient at generating opportunities than standard batch and

With complementary language to the visited page, your trigger email should offer a related resource and contain a call-to-action to something like a demo. This style gives prospects a few different avenues to decide where they want to go. By listening instead of overwhelming, Marketo Engage triggers have achieved **833%** higher click-through rates and have been **7,675%** more efficient at generating opportunities than standard batch and nurture emails.

Consider Your Content Strategy

For the most effective distribution, your content strategy needs to map to buyers. At Marketo Engage, we have three types of buyers: early, mid, and late stage. Stages are determined by behavior score, which includes factors like email clicks, webinar attendance, form fills, and more. Having a robust lead scoring model is essential to your demand generation efforts, ensuring you get people what they want, when they want it. Remember that content is all about investment. Only those who have interacted with your brand are going to be willing to give you their time. New prospects should only be receiving low-barrier short content, such as blog posts and cheat sheets. Only introduce meatier pieces as prospects move along the buyer journey.
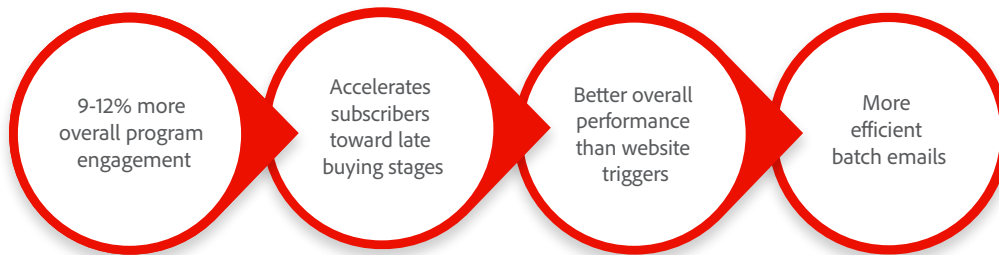
Optimize Email Operations

We recently executed a series of campaigns aimed at identifying and cleaning up soft bounce emails. In this process, we found a direct correlation between email deliverability and open rates. By increasing deliverability from 93% to 99%, we boosted open rates from 13.5% to 17.3%. This goes to show that something as simple as email deliverability can be a huge revenue driver.

We also sent out over 200,000 emails across several campaigns and time periods to determine the best time of day to send emails. We found 1 p.m. to be the winner, with **14%** higher open rates and **20%** higher clickthrough rates.

Create Conversions with Batch Emails

You can't always rely on what is automated or nurtured—sometimes you must supplement those efforts with batch emails. However, you can do even more by adding triggers into these emails. For instance, if someone downloads the asset in your email, send them another email with a new, complementary piece. By giving prospects more after they express interest, you're able to create and capitalize on a mini conversation. This allows you to engage them in the moment in ways that aren't possible within the bigger story told by a nurture campaign. The results speak for themselves:

9-12% more overall program engagement → Accelerates subscribers toward late buying stages → Better overall performance than website triggers → More efficient batch emails

Helpful Resources

Eager to learn more about supercharging your demand generation efforts at scale?
Check out the resources below.

Webinar: How the Right Cross-Channel Mix Makes Every Marketing Dollar Go Further

Demand Generation Success Kit

Smarter Marketing with AI

Marketo Demand Generation Blog Posts