

# Measuring and Perfecting Your Cross-Channel Strategy

These Marketo Engage features can help you deliver multi-channel campaigns, measure their performance, and get better results

Today, all marketers are cross-channel marketers. Marketo Engage is designed with this truth in mind. It has the tools you need to deliver behavior-driven multi-channel experiences, track your performance, and continually improve your results.

**The average customer engages with 7.9 touchpoints a before making a purchase decision<sup>1</sup>**

**77% percent of buyers say B2B shopping is too complex<sup>2</sup>**

**B2B buyers use websites more commonly than email at the start of their buying journey<sup>3</sup>**

**In a typical buyer's group for a complex B2B solution, 6 to 10 people with diverse roles and personas will review 4-5 pieces of information during the purchase decision-making process<sup>4</sup>**

## Improve engagement and results with experience automation

Marketo Engage lets you quickly build thoughtful multi-channel experiences around sophisticated behavioral triggers to create, helping you to do the following:

- Launch cross-channel campaigns in real time based on activity—or lack of activity—in your marketing channels or on changes captured in your CRM system
- Deliver unique campaigns depending on where prospects are in their buying journeys
- Ensure that data is updated correctly as prospects take action and move through their buying journeys
- Avoid sending the same content repeatedly to the same prospects and buyers
- Spend less time on campaign management

[Learn more about marketing automation >](#)

## Personalize content across your digital channels

The **Predictive Content** capability in Marketo Engage, powered by **Adobe Sensei**, uses behavioral data, location data, company data, and more to match the right content to the right people across web, email, and mobile channels.

You can use it to do all this:

- Automatically discover and tag your existing content
- Set performance goals for personalized content
- Automatically deliver “best fit” content to people who visit your website
- Automatically recommend related content to people who receive your emails
- Understand which content interactions are associated with moving further into the sales funnel

[Read about Predictive Content >](#)

## Match people to events based on how they interact with all your channels

The **Predictive Audiences** capability in Marketo Engage uses AI to help get the right people to your webinar or other event—live or online—and to minimize opt-outs and unsubscribes. Embedded into existing Marketo Engage workflows, it uses historical and real-time data to identify the contacts in your list who are more likely to register and to attend events. Real-time data insights empower you to change your event marketing strategy on the fly.

[Get more information on Predictive Audiences >](#)

## Attribute pipeline and revenue to your channels

Using data from up to two years of marketing activity, **Marketo Engage Performance Insights** helps you to evaluate marketing's contribution to revenue. It looks at marketing's performance as a function of customer acquisition, influence, conversion, and installed base growth that drives closed-won opportunities.

Included reports let you track performance by engagement, pipeline, or revenue. Seeing long-term trends lets you spot consistently winning strategies and, with one click, export data and charts to PowerPoint, Excel, or Quick Charts.

[Find out more about Marketo Engage Performance Insights >](#)

## Ready to learn more?

- [Marketo Engage >](#)
- [Predictive Content >](#)
- [Predictive Audiences >](#)
- [Adobe Sensei >](#)
- [The Definitive Guide to Marketing Automation >](#)
- [Performance Insights >](#)

### Does your cross-channel performance need improvement?

Ask yourself these questions:

- Do your most-used channels meet your intended audience where they already are?
- Are you following best practices for each specific channel (e.g., content frequency, length, messaging)?
- Is the buyer's experience personalized where appropriate?
- Are automated activities connected and able to pause or recalibrate across channels based on customer actions?
- Are you looking at the right metrics, such as engagement and attribution reports?
- Are you creating multi-channel strategies for different roles and personas within buyer groups?
- Have you identified the key performance indicators (KPIs) you need to track?

Every "no" answer is an opportunity to improve.

<sup>1</sup>"B2B and B2C Companies Can Face Similar Hurdles with Complex Buyer Journeys," Forrester, May 2019.

<sup>2</sup>"The New B2B Buying Journey," Gartner, 2019.

<sup>3</sup><https://www.marketo.com/analyst-and-other-reports/the-state-of-engagement/>

<sup>4</sup>"The Growing Buyer-Seller Gap: Results of the 2018 Buyer Preferences Study", Miller Heiman Group, 2018.