



# What to know about how Adobe Marketo Engage uses AI.

A roundup of predictive features that make marketing faster, better, and easier.

## AI can take your marketing to the next level.

Marketing and sales teams prioritize AI and machine learning over any other department in enterprises today, according to a 2019 study by Dresnor Advisory Services. That's because AI can perform complex analyses rapidly that would otherwise take marketers hours or days. It can also learn quickly from its past performance and make improvements in real time.

When marketers embrace AI, they can adopt more sophisticated strategies while they save time and get continually better results. That's why Adobe has made AI a core part of Marketo Engage. This checklist provides an overview of three AI-powered features in Marketo Engage and explains what each can do for your business.

## Predictive content—getting the right content to the right people.

AI can help you identify your company's most relevant content and show it to the right people at the right time. This capability saves your team from spending endless hours auditing and tagging your content library. It also streamlines list segmentation, automatically analyzes your prospects' content preferences, and adjusts as those prospects move further into their buying journey.

Marketo Engage is the only marketing automation software that uses AI to predict which content your customers and prospects will best engage with at any given time. This capability, known as predictive content, is powered by Adobe Sensei, our AI and machine learning technology. It analyzes behavioral data, location data, firmographic data, and more to match the right content to the right people at the right time.

Use predictive content to accomplish all of these tasks:

- Automatically discover and tag your existing content.
- Set performance goals for personalized content.
- Deliver “best fit” content to people who visit your website.
- Recommend related content to people who receive your emails.
- Understand which content accelerates buyers through the sales funnel.

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**28% of top-performing companies use AI for marketing, compared to 12% of lower-performing companies**

Source: *Forbes*

**42% of marketers who have adopted AI say it has delivered an increased return on marketing spend**

Source: Digital Commerce 360

**18% of all marketers are using AI applications**

Source: Demandbase

**Data analysis and personalization are businesses' top uses for AI**

Source: Adobe

## Predictive audiences— getting the right people to the right events.

AI can help you find the people in your database who really want to attend your next webinar or event. It can also help you identify the people who are likely to unsubscribe when they receive an event invitation that's a less-than-perfect fit for them.

The predictive audiences capability within Adobe Marketo Engage uses AI to help get the right people to every event without driving opt-outs. It is embedded into existing Marketo Engage workflows, making it easy to use. Using historical and real-time data, predictive audiences identifies the contacts in your list who are most likely to register for and attend events.

Use **likelihood to register** and **likelihood to attend** filters to choose your best-possible list for each event. These filters become more accurate over time as they learn from your results.

## Account profiling— revealing your target accounts in seconds.

If you rely on account-based marketing (ABM) strategies, AI can help you identify the accounts that are most likely to buy. Account profiling leverages AI to discern automatically which accounts have the highest chance of turning into revenue. This means you can spend less time planning and more time engaging the right accounts.

Use account profiling to create customer lists such as these:

- **Predictive best-fit lists** based on similar attributes of your closed/won accounts
- **Predictive upsell/cross-sell lists** based on similar attributes of your existing customers who purchased upsell/cross-sell products
- **Predictive quick-win lists** based on similar attributes of your recent high-velocity closed-won accounts

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## Learn more about lead lifecycle management with Adobe Marketo Engage.

[Get details](#)

Check out these other features and resources:

[Predictive content](#) >

[Predictive audiences](#) >

[Account profiling](#) >

[Adobe Sensei](#) >

# Sources

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