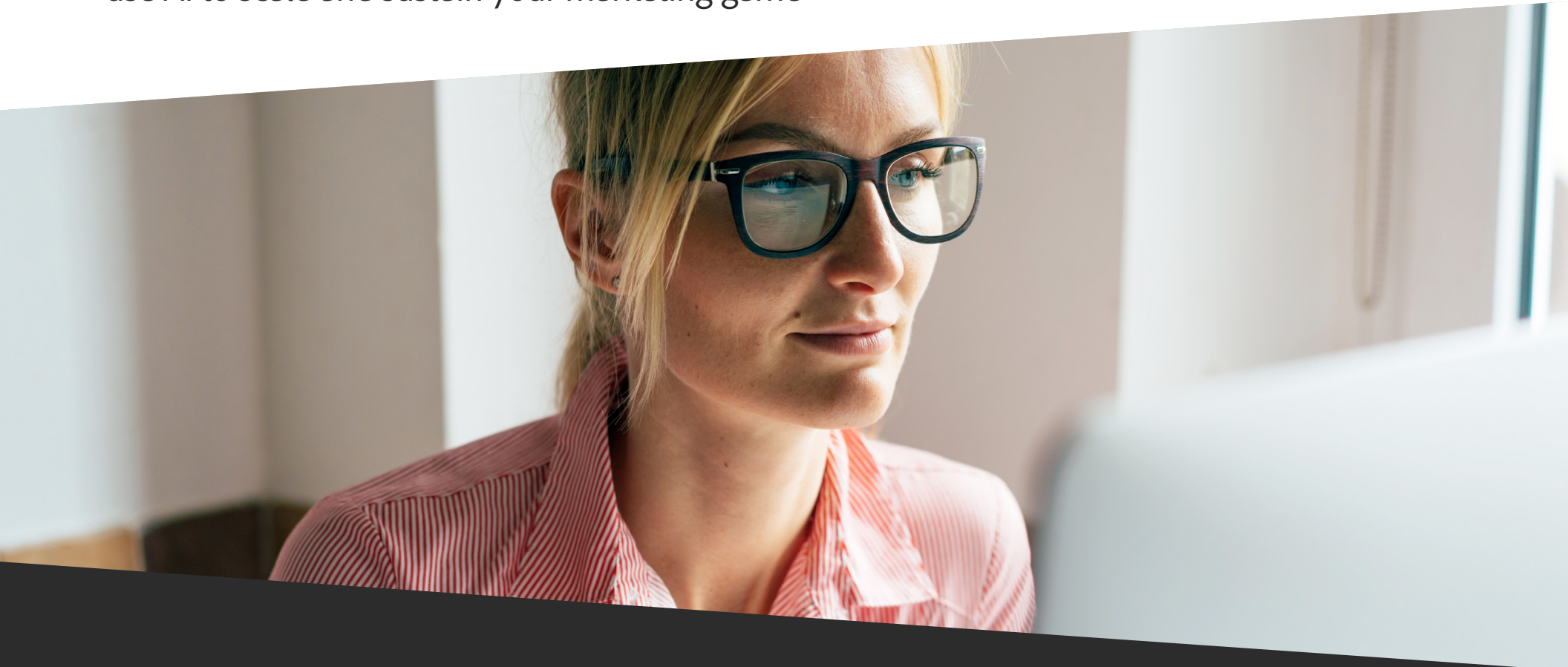**Marketo Engage**

Adobe

EBOOK

Going Bigger with AI and Marketo Engage

Discover how Predictive Content and Predictive Audiences use AI to scale and sustain your marketing game

Your content strategy should be built on three pillars: right content, right audience, right time

And underlying those three pillars are two principles: content personalization and audience segmentation.

Personalization can reduce customer acquisition costs by as much as 50 percent,[1] and most marketers agree that it's a valuable, effective tool. A whopping 97 percent of 300 marketers recently surveyed reported that they got a measurable lift from their content personalization efforts.[2]

But for many marketers, it isn't easy to personalize content and find the right audience to deliver it to. They often rely on manual, spreadsheet-based analyses, which quickly grow stale as customer behavior and priorities change. Marketo Engage effectively harnesses AI so marketers can adopt sophisticated personalization and segmentation strategies even without the help of a team of data scientists.

This eBook explains how Predictive Content and Predictive Audiences can help you deliver the right content to the right audiences better, faster, and at scale.

Why it's so hard to deliver personalized content

It's no secret that personalization improves an organization's marketing strategy. But creating effective personalized experiences is difficult because it's hard to get the right content to the right people.

Traditional approaches—like matching content to people based on demographics and buying habits—can help you roughly approximate potential buyers' interests. But it's often very time-consuming and takes large amounts of data to know which content works best for different audiences at different stages of the buyer's journey. In many cases, you also have to collect and normalize data from several different sources.

Moreover, your customers' interests may shift depending on the season, current events, or where they are in the buying cycle. Without reliable content personalization, you may be sending your buyers content that they simply don't care about. These experiences can hurt your engagement rates—and therefore your team's ability to drive pipeline.

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One-to-one content personalization made simple

Predictive Content powered by Adobe Sensei helps match the right content to the right people at the right time, whether they're visiting your website or opening an email. You don't need to know anything about AI to use it. Plus, it works with real-time data, continually learning and optimizing your content strategy.

Quick and easy to set up

Predictive Content automatically discovers and tags your existing content. Think of it as an automated content audit.

Once your existing content has been identified and tagged, you can select and approve the assets that you want Predictive Content to pull in for content recommendations—excluding content that's outdated or pertinent only to specific use cases—and set your business goals to measure your content's performance. Then, let it run in the background to get personalized, recommended content for different audiences for your web pages and emails.

Refining strategies and improving results

Over time, Predictive Content collects data to inform your content strategy for different leads and accounts. It can help you gauge which content tends to move prospects through the sales funnel and which may signal purchase intent.

Predictive Content uses location, company, and behavioral data to inform personalized content recommendations for anonymous website visitors and to help you add personalized content to your nurture emails. Plus, Predictive Content's analytics and reporting help you identify top-performing material and then create the right content based on those insights.

Hatch Early Learning drives quality leads through personalized content

Hatch, a major provider of learning materials for young children from infancy to kindergarten age, used Predictive Content to increase their prospects' content consumption, nurture and educate their prospects to accelerate the sales cycle, and generate more qualified leads.

Hatch had a primary marketing goal of generating more qualified leads by doing a better job of engaging visitors on their website. They realized that being able to personalize high-value content for their site's most promising visitors would give the company a solid strategy for moving more customers through the sales cycle faster— and at less expense.

The Predictive Content engine uses machine learning and predictive analytics to auto-deliver the right content to each Hatch visitor. In their first few months of using Marketo Engage, during which the Hatch marketing team created 30 personalized campaigns, Predictive Content discovered and tracked 300 content assets, 25 of which were set up for predictive recommendations. With the help of Marketo Engage, the team's campaigns resulted in higher web engagement and a larger number of leads.
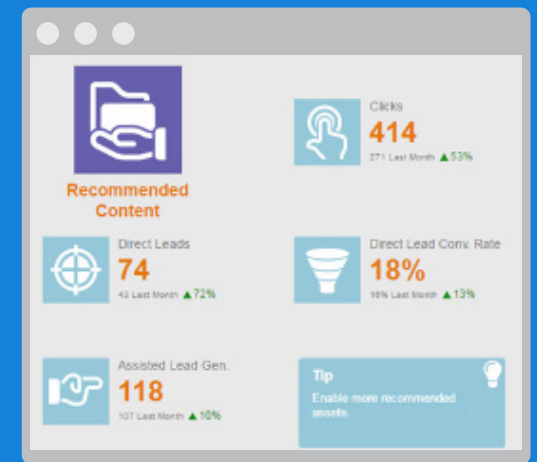
Personalized web campaigns alone brought Hatch an additional 10 percent new marketing leads, driving $100,000 in new opportunities. The company also saw an 18 percent increase in clicks on recommended content. Its top-performing "Take a Test Flight" campaign created $400,000 in open opportunities—and 33 percent of those led to sales.

Why marketers scramble to fill events

Until recently, crafting an invite list for live events and webinars has been more of an art than a science. Even today, many marketers use traditional market segmentation techniques to identify the audiences for their events. They recycle old contact lists from past events or divide contacts and accounts into groups based on some shared characteristics, such as demographic profiles, common interests, or needs. In many cases, this approach falls short.

If an event's response rates and registration numbers fall below expectations, marketers find themselves scrambling to boost attendance. Often, they'll send an email blast to their entire list, risking unsubscribes or selective opt-outs from recipients who have no interest at all in the event.

If an event's response rates and registration numbers fall below expectations, marketers find themselves scrambling to boost attendance

Attracting an engaged audience to your next webinar

In addition to personalizing content, AI can help event marketers target the right audiences and fill events.

Predictive Audiences puts automation and AI to work for you to perform intelligent audience segmentation. This capability can help fine-tune your audiences for both virtual and in-person events. With Predictive Audiences, you can build highly targeted audiences by using predictive filters, such as **Likelihood to Register, Likelihood to Attend,** and **Likelihood to Unsubscribe,** to predict each user's likelihood to register for or attend a certain event. Simply layer the predictive filters into your Smart Lists and Smart Campaign—along with other audience segmentation triggers and filters, and then choose a threshold you are comfortable with—for example, "I only want to invite people who are X percent or more likely to register." The filters use historical and real-time data to predict who will be your most engaged customers for different events.
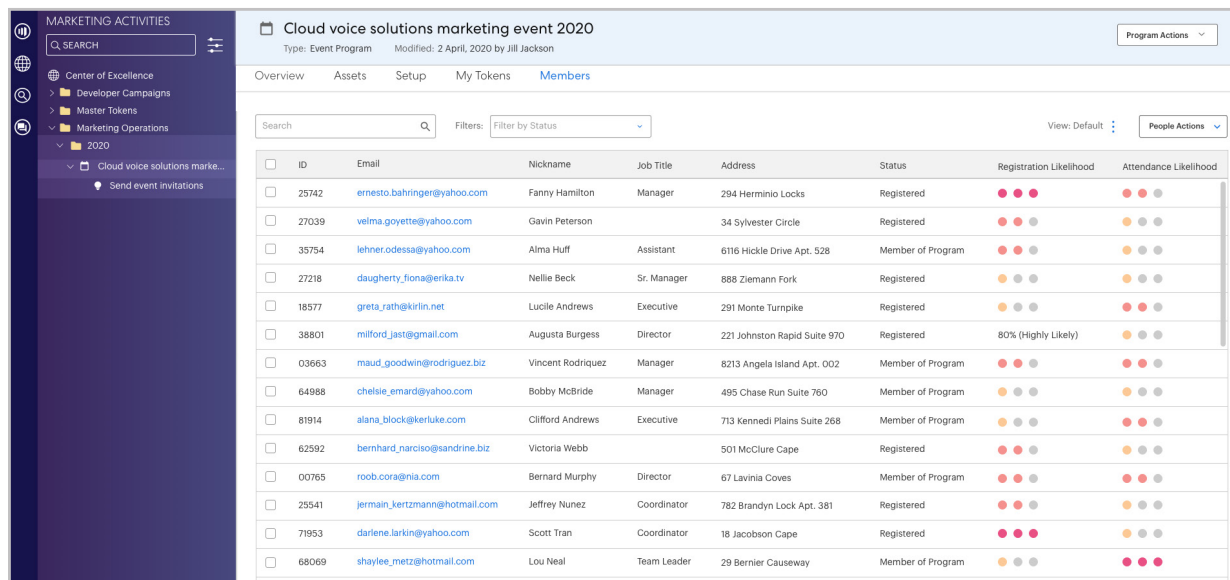
Getting started with Predictive Audiences

It's easy to begin using Predictive Audiences—simply follow these steps

1. Create your event program, using your usual workflow in Marketo Engage.

2. Define your unique program goals.

3. Build your audience using existing predictive filters plus existing Marketo

   Engage filters, such as products previously purchased from your company and purchasing status (current customer or sales prospect).
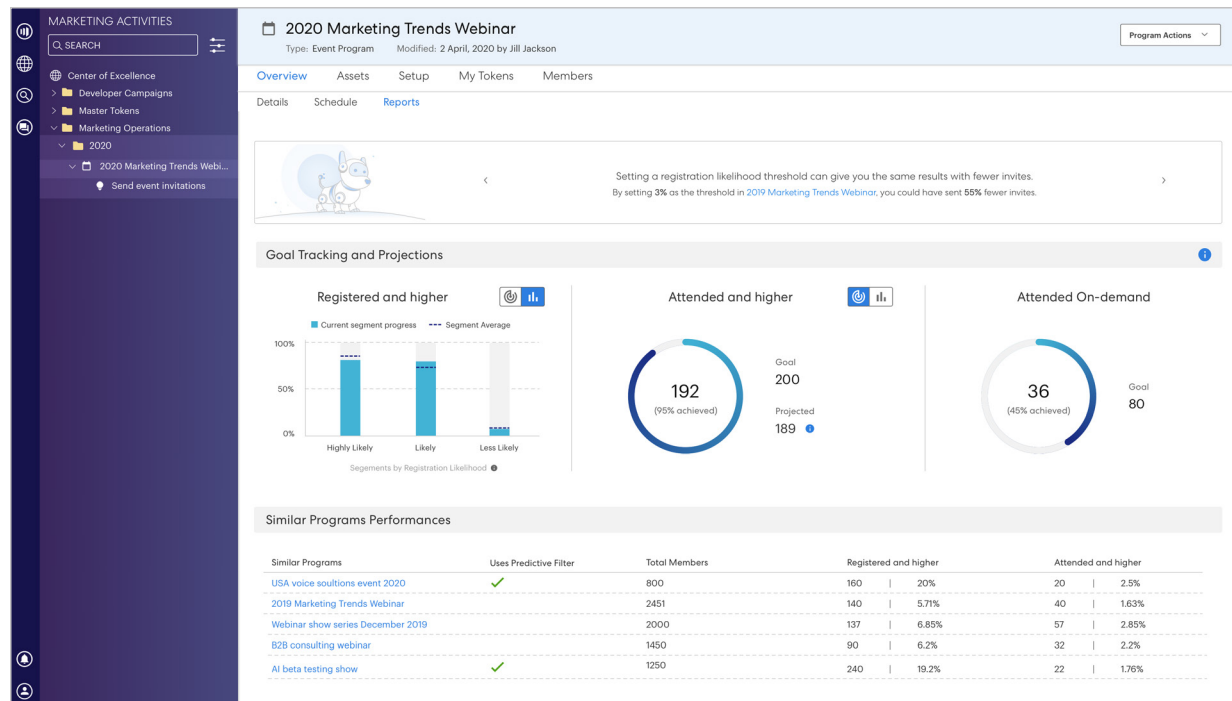
4. Send your event invitations and track your progress toward your goals.

Sample event invitatation status screen

Sample event program reports screen

Predictive Content, powered by Adobe Sensei, allows marketers to continually recommend the highest-performing content to the right buyers at the right time across web and email.

4. Send your event invitations and track your progress toward your goals.

5. Invite those who are considered at least X percent likely to register and Y percent likely to attend.

6. Track your goals and predict how you are going to perform.

7. Get recommendations on how to fine-tune your invitation list to hit and exceed your goals if you are predicted to miss.

8. Get insights into your audience segmentation—for example, you may learn that setting your registration likelihood threshold at XX for a particular program would have resulted in the same number of registrants with a YY percent reduction in the invite list.

9. Replicate success from one email campaign to the next by using the Lookalike Audiences feature to identify similar audiences who are also likely to engage.

REAL-WORLD RESULTS

# How Bandwidth drove higher event registration with less manual effort

Bandwidth is a Tier 1 telecom provider and software vendor that sells voice, messaging, and 911 access services. Customers include other telecom carriers, network resellers, Fortune 5000 companies, software-as-a-service (SaaS) providers, and software vendors.

Bandwidth's marketing team found it difficult to target audiences for events and webinars. Lists were aging, and audience fatigue was starting to set in. As a result, campaigns were getting high unsubscribe rates. The features in Predictive Audiences helped them reach out to smaller, targeted audience segments without manual filtering and guesswork. They were able to scale up their marketing efforts and increase engagement and event registration, hitting and even exceeding their goals.

One project included putting together a Smart List for a 911 service webinar audience. The Product Interest filter contained "911 service." Then they set up an Audience Lookalike filter based on the characteristics of an audience for a similar webinar held the year before. The AI features in Predictive Audiences found members of that webinar and added them to the Smart List.

The threshold for the Likely to Register filter was set at 5 percent or greater, based on recommendations in the tool. Similar thresholds were set for the Likelihood to Attend and Likelihood to Unsubscribe filters. Predictive Audiences showed the team how similar programs had performed based on various thresholds, so the Bandwidth marketers could predict whether their projected registration list would allow them to meet the audience goals they had set for their event. They then tested Predictive Audiences for the 911 webinar using different Smart Lists and different webinar topics.

73%

80%
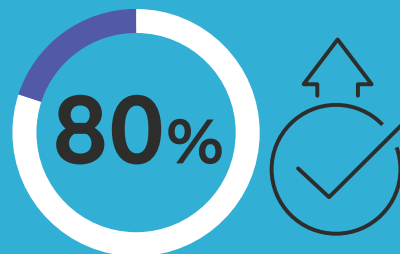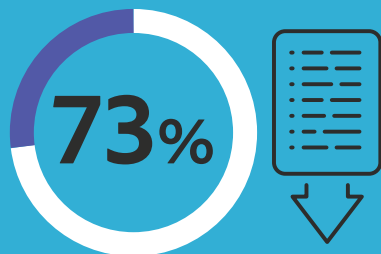
When the 911 webinar invite email went live, Bandwidth was able to reduce their audience list size by 73 percent while still getting an 80 percent registration rate.

Key takeaways

- Marketo Engage uses AI to automate and accelerate content personalization and audience segmentation.

- Predictive Content lets you automatically match website visitors and contacts who receive your email campaigns to personalized content. Results can be tracked and your content strategy can be changed in real time.

- Predictive Audiences helps marketers replicate past successes in email campaigns and helps maximize attendance at live events and webinars while minimizing unsubscribes and opt-outs.

- Both of these capabilities empower marketing teams to easily adopt sophisticated strategies powered by AI and machine learning.

Ready to learn more?

Marketo Engage >

Predictive Content >

Predictive Audiences >

[1] Harvard Business Review, 2015, https://hbr.org/2015/11/how-marketers-can-personalize-at-scale
[2] Evergage, 2020, https://www.evergage.com/resources/ebooks/trends-in-personalization-survey-report/

ADOBE EXPERIENCE CLOUD

Leveraging deep customer intelligence, Adobe Experience Cloud gives you everything you need to deliver a well-designed, personal, and consistent experience that delights your customers every time you interact with them.

Built on the Adobe Experience Platform, leveraging Adobe Sensei machine learning and artificial intelligence, Adobe Experience Cloud gives you access to the world's most comprehensive suite of solutions across three clouds—Adobe Analytics Cloud, Adobe Marketing Cloud, and Adobe Advertising Cloud. And because it's from Adobe, it's integrated with Adobe Creative Cloud and Document Cloud so that the design of a great experience is inextricably linked to its delivery.

MARKETO ENGAGE

Natively supporting both lead- and account-based marketing strategies, Marketo Engage, as part of Adobe Experience Cloud, brings together marketing and sales in a comprehensive solution designed to orchestrate personalized experiences, optimize content, and measure business impact across every channel, from consideration to conversion and beyond. To learn more about Marketo Engage, the vast community of passionate marketers in the Marketing Nation, and Marketo Engage's robust partner ecosystem, visit **www.marketo.com.**