



Collaborating with IT.

A conversation guide for marketing teams considering Adobe Marketo Engage.



You're on the hunt for a marketing automation platform to help you create, manage, and analyze your campaigns more efficiently and effectively. Your search has led you to Adobe Marketo Engage, a powerful, user-friendly solution that's flexible, scalable, and secure enough to meet the needs of both start-ups with a grand vision for growth and the largest enterprises in the world.

As a marketer, you appreciate the advantages of Marketo Engage, including its ability to manage high volumes of traffic and leads, automate complex marketing tasks and workflows, and deliver tailored content across channels. You're excited about its range of native, built-in capabilities such as intelligent nurturing, account-based marketing, an interactive webinar platform, and chat capabilities. Perhaps you've seen how easily it integrates with other marketing applications, like CRM, data enrichment tools, and content management systems, allowing you to track critical metrics and measure the impact of your marketing efforts. Thanks to its consolidated mix of offerings, with out-of-the-box native capabilities, integrated partner functionality, and open APIs, you'll have the flexibility required to build a [best-of-breed martech stack](#) that meets your specific needs.

And your IT partners will love it too—especially when they learn how seamlessly this platform can fit into the existing technology ecosystem. To facilitate a productive dialogue between your marketing and IT teams, this conversation guide provides fundamental answers to initial IT questions and valuable insights into how Marketo Engage can meet the high standards of your IT team.





IT questions answered.

How does Marketo Engage make it easier for IT to get marketers the data they need?

Marketo Engage frees developers from the task of actively managing data by creating a centralized marketing hub that consolidates buyer behavior data with lead management, account-based marketing, sales engagement, marketing attribution, and CRM data.

Marketo Engage is built to stand up quickly with limited IT support and to scale to handle large volumes of activity data from multiple sources. By using technologies such as Kafka, Spark Streaming, AI, and parallel data processing, Marketo Engage supports rapid data ingestion and high-scale query processing that provides real-time insights into customer behavior, so marketers can make data-driven marketing decisions that produce better business results.

How easy is it to connect other systems or data sources to Marketo Engage?

Marketo Engage was built from the start to be open and easily extensible. Aside from the native integrations to CRM and our own Adobe Experience Cloud solutions, hundreds of pre-built integrations already exist. You can find a sampling of them on our [partner marketplace](#).

Marketo Engage also offers a wide range of APIs that facilitate easy integration with third-party marketing solutions to support a multi-channel marketing strategy, including email, mobile, SMS, chat, event management systems, and more. The [RESTful API](#) is the primary API provided by Marketo Engage, providing various functionalities. The platform also offers webhooks for near real-time updates to help developers build custom integrations with other tools and systems. Once the connections are established, data automatically flows in and out to the correct channels.

“ CenturyLink has bought billion-dollar companies that used other marketing automation tools. We repeatedly came back to Marketo Engage, for its ease of use and more reliable integration with other tools.

Kate Federhar

Senior Manager of Marketing Operations,
CenturyLink

How does the Marketo Engage architecture help businesses respond to customer needs?

Marketo Engage is built to respond quickly to customer behavior across different channels the moment a customer takes action. It comes with pre-built connectors to easily access customer communication channels and uses Kafka event bus to collect and process customer data. Its parallel processing capabilities and Spark Streaming allow it to identify patterns of interest fast and process live data streams in near real time. This helps simplify marketing activities by managing the complexity of rapid data ingestion and in-the-moment sense-and-respond behavioral activities.

With Marketo Engage, you don't have to wait hours for complex queries. Its marketing engine calculates targets on the fly and executes marketing flow steps that span channels, partner systems, data, and system integrations. Marketo Engage's built-in business intelligence and AI help companies predict the next best engagements for customers, prospects, or leads.

Can Marketo Engage scale to meet our complex business needs?

Marketo Engage is designed to handle large volumes of activity data from multiple sources—both native channels and third-party integrations—and execute in key marketing channels like email, mobile, SMS, chat, event management systems, webinars, direct mail, and direct activation of sales in CRM solutions. It serves some of the largest and most demanding enterprises, including a large software firm managing more than 51 million contacts, a global logistics leader managing 42 million leads, and a cloud-based computing giant managing 32 million leads.

“ It was very important for us to select a marketing software that scaled quickly, could easily integrate with our other systems, and allow all of our marketers to become power users.

Nisha Ahluwalia

VP of Product Marketing,
RingCentral

How does Marketo Engage keep our data secure?

IT departments prioritize data security and compliance. Adobe Marketo Engage follows industry-leading security practices, including encryption, access controls, and vulnerability management. It also enables compliance with privacy regulations like HIPAA, GDPR, and CCPA, giving IT peace of mind regarding data handling.

What role will IT have in the implementation of Marketo Engage?

Marketo Engage has a cloud-based architecture that makes it simple to deploy and can handle complex marketing needs for global teams. As a fully managed, multi-tenant SaaS solution, IT involvement in the implementation process is usually minimal, limited to minor configuration tasks. If a pre-built integration is not available, Marketo Engage's secure and open APIs, webhooks, and mobile SDKs simplify custom integration efforts for IT.

How does Marketo Engage help optimize ROI and business impact?

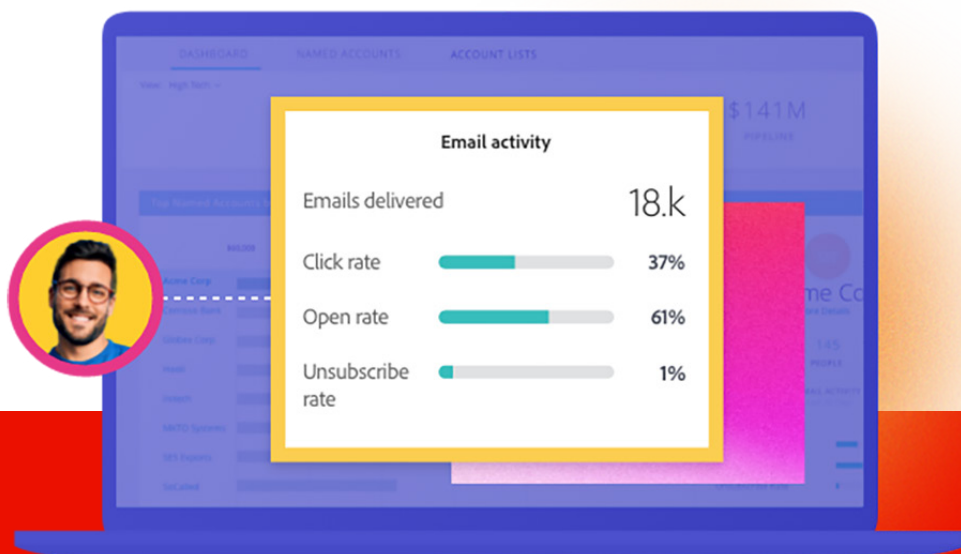
The infrastructure of Marketo Engage makes it easier for IT to support marketing and their own objections, so that ultimately the business gets maximum benefit from its marketing efforts, generating qualified leads and improving customer engagement.



Take the next steps.

Businesses can trust that Marketo Engage will seamlessly integrate with their existing martech stack, scale to handle their growing needs, and provide comprehensive APIs to support sophisticated marketing programs. With its flexibility and customization options, Marketo Engage can be tailored to meet the specific needs of your marketers and free IT teams from routine data management tasks.

To find out more about how Marketo Engage can help you create, manage, and deliver intelligently optimized campaigns, [join us for an interactive tour](#). Don't forget to invite your IT partners to take a closer look at everything Marketo Engage can do for your business.



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