The state of marketing automation.

Secrets to marketing success and B2B growth in 2023 and beyond.

Welcome to *The State of Marketing Automation.* Whether you're a hardcore business-to-business (B2B) marketer or a consumer marketer using B2B tools and tactics to convert non-transactional opportunities, this report is for you!

We've gathered insights and best practices from more than 600 organizations using a variety of marketing automation platforms. This research included both focus groups and a comprehensive double-blind survey. Our mission: find out what best practices separate leading marketing teams from everyone else.

We learned a lot and we hope you will, too. Enjoy!
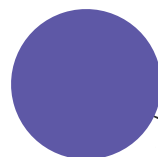
– The Adobe Marketo Engage Product Team
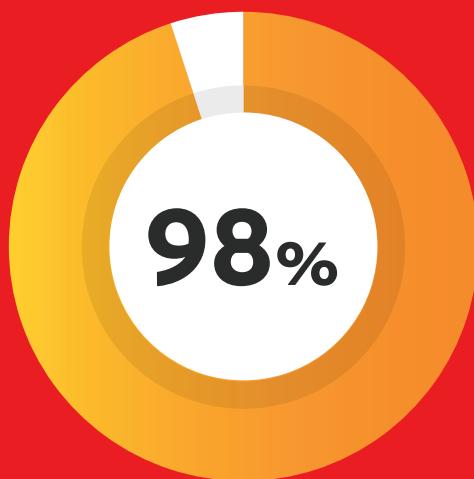
98% of marketers say that marketing automation is very important or extremely important to success.
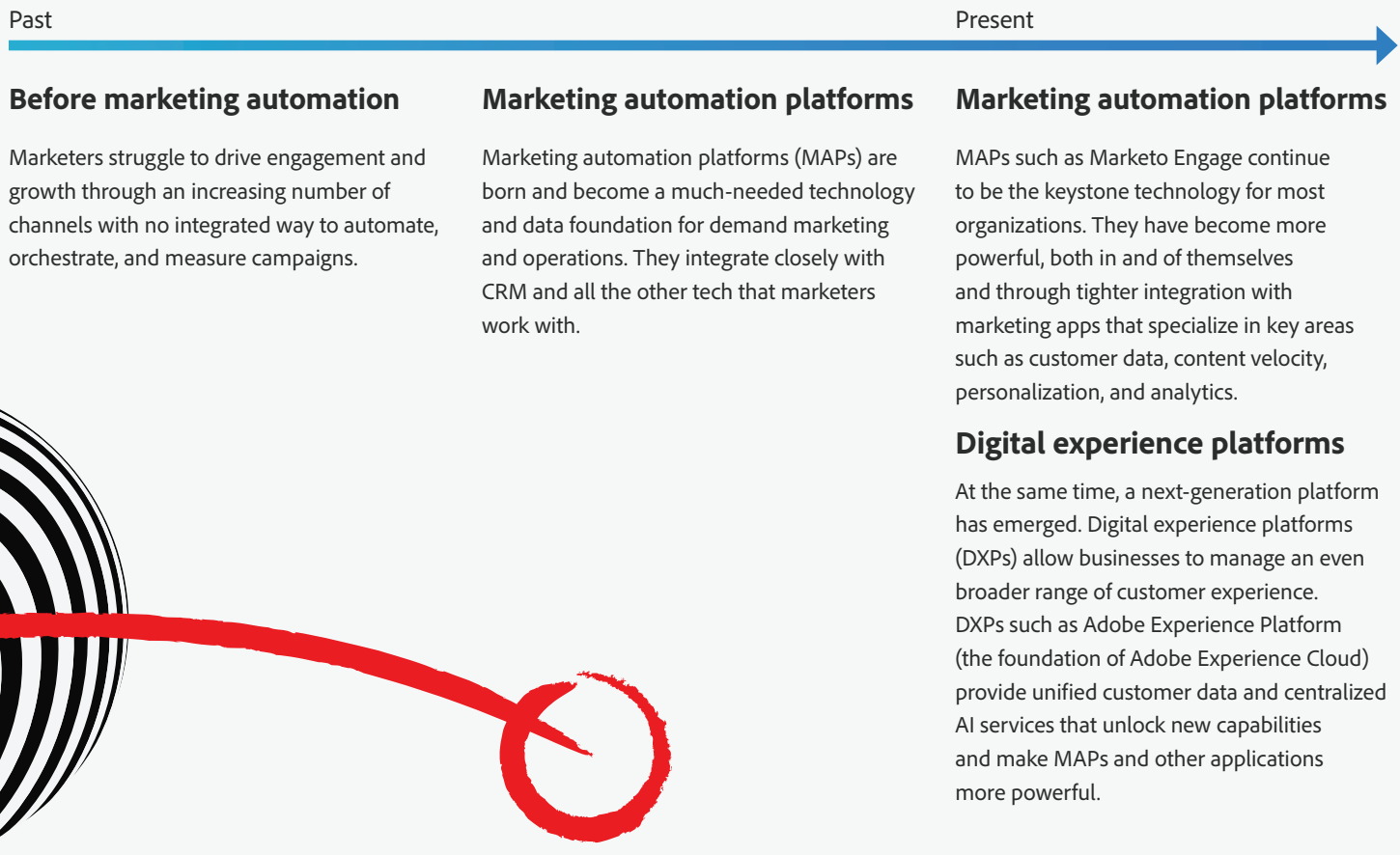
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Before we dive in

What is marketing automation?

A [marketing automation](#) platform is a software-as-a-service (SaaS) application designed to help marketing organizations orchestrate personalized cross-channel engagement to drive growth, often in concert with sales. Automation, analytics, and artificial intelligence help organizations do this efficiently and at scale.

Marketing automation is most often found at the very center of an organization's marketing technology stack. Demand generation, marketing/revenue operations, and growth marketing professionals rely on marketing automation to do their jobs every day. Marketing leaders rely on marketing automation to hit pipeline, revenue, and ROI targets predictably while delivering great buyer and customer experiences.

Marketing automation has evolved significantly over the years.

Past   Present

Before marketing automation

Marketers struggle to drive engagement and growth through an increasing number of channels with no integrated way to automate, orchestrate, and measure campaigns.

Marketing automation platforms

Marketing automation platforms (MAPs) are born and become a much-needed technology and data foundation for demand marketing and operations. They integrate closely with CRM and all the other tech that marketers work with.

Marketing automation platforms

MAPs such as Marketo Engage continue to be the keystone technology for most organizations. They have become more powerful, both in and of themselves and through tighter integration with marketing apps that specialize in key areas such as customer data, content velocity, personalization, and analytics.

Digital experience platforms

At the same time, a next-generation platform has emerged. Digital experience platforms (DXPs) allow businesses to manage an even broader range of customer experience. DXPs such as Adobe Experience Platform (the foundation of Adobe Experience Cloud) provide unified customer data and centralized AI services that unlock new capabilities and make MAPs and other applications more powerful.

What is Adobe Marketo Engage?

Adobe Marketo Engage is Adobe's marketing automation platform. It's been a leader in the Gartner Magic Quadrant for B2B Marketing Automation Platforms for 10 consecutive years. Its ROI was recently documented in a Total Economic Impact Study by Forrester Consulting. Marketo Engage can be found in companies of all sizes and industries all around the world. B2B marketing automation platforms such as Marketo Engage are most typically used in B2B go-to-market execution, though there are numerous examples of non-transactional consumer marketing use cases for which Marketo Engage is perfectly suited.

Through the years, we've stayed on the forefront of marketer needs by working closely with our favorite people—our incredibly passionate, smart, and fearless customer community.

Marketing automation provides a comprehensive set of capabilities augmented by an extensive ecosystem of integrations.

Marketo Engage capabilities

Powered by automation and AI

Content personalization

Present best-fit content for 1:1 personalized experiences.

Cross-channel engagement

Coordinate engagement across human and digital channels.

Lead and ABM management

Dynamically nurture customers and score engagement at every stage of the journey.

Sales partnership

Arm sales with prioritized leads, customer insights, and recommended content.

Marketing impact analysis

Prove and improve impact with attribution across touchpoints.

Marketing data environment—integrated profiles and engagement history to segment and activate audiences

Research methods and demographics

With this research, our goal was to dig deeper than a typical state of marketing report. We wanted to hear specifically from marketing leaders, demand gen teams, growth teams, and marketing/revenue ops teams about their experience and perspectives in driving growth and great customer experiences using marketing automation and other tools.

As expected, participants reported using a wide variety of B2B marketing automation platforms, including Adobe Marketo Engage, Eloqua, Pardot, and HubSpot.

600 survey respondents

All of our research participants were:

Users of (or leaders of teams that use) marketing automation

Managers, directors, VPs, CMOs, or heads of marketing

Based in North America

Research demographics

Respondents' current job titles

- Head of marketing **44%**
- Vice president **32%**
- Director **19%**
- Manager **5%**

Company size by number of employees

- 10,000 or more **8%**
- 5,000 – 9,999 **16%**
- 1,000 – 4,999 **36%**
- 999 or fewer **40%**

Industries

- Technology **33%**
- Business services **23%**
- Financial services **12%**
- Manufacturing **11%**
- Health and life sciences **9%**
- Other **12%**

Types of marketing

- B2B marketing **52%**
- B2C marketing (considered purchase) **10%**
- Combination of B2B and B2C **38%**

Aside from considered purchase use cases where B2B-style tactics are deployed, B2C marketers traditionally do not use a marketing automation platform. Instead, they typically use applications specifically designed for consumer marketing, such as Adobe Campaign.

Marketing objectives

The definition of success for B2B marketers (or consumer marketers using B2B tools and tactics) has changed quite a bit over the last few decades. In this digital economy, marketing has taken its place at the revenue table. As buyers and customers have grown to expect digital engagement, marketing has also taken on a key role in buyer and customer experiences.

So, what does success look like today? We asked this question in our survey and focus groups. As you can see below, four objectives rose to the top of the list for B2B growth/demand marketers using marketing automation.

ROI surpassed growth (although just barely) for the first time in years—not a surprise given a global pandemic and the resulting economic disruption of recent years. This quest for ROI has spawned even greater interest in automation, AI, performance measurement, and optimization.

The strong presence of buyer and customer experiences in this list is very exciting because it speaks to the growing strategic importance of the marketing function. Quarterly revenue performance is critical, but it is ultimately great experiences that will win the long game. Consumer businesses learned this lesson first, but most B2B teams are now onboard. That's great to see. Indeed, in the business-to-business world where trust is paramount and large, high-value deals rule the day, each and every customer relationship is precious.

Top-rated marketing objectives

Objectives rated very important or extremely important by 90% or more of respondents:

Improve marketing ROI	**98%**
Grow pipeline and revenue	**97%**
Provide great buyer/customer experiences	**97%**
Keep pace with marketing tools and techniques	**93%**

> " ROI has always been the real goal. Revenue is great, but not at any cost—especially today.
>
> **CMO**
> Business services industry

Marketing performance segments

In the previous section we isolated top marketing objectives, and they were fairly consistent across different industries and company sizes. Of course, though, objectives are just expressions of intent. It's performance that really matters.

To fulfill our research mission of finding out what separates leading marketing teams from everyone else, we had them rate their performance against each of the key objectives. From this, we created a distribution and identified segments highlighting behavior. Throughout this report, we will most often refer to the highest-performing segment (leaders) and the lowest-performing segment (laggards) to demonstrate contrast and isolate best practices.
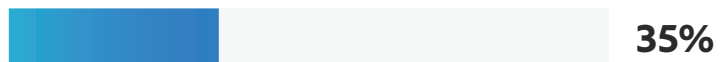
Leaders
This segment had high performance against top marketing objectives. Their priorities and practices (secrets to success) are the focus of the remainder of this report.
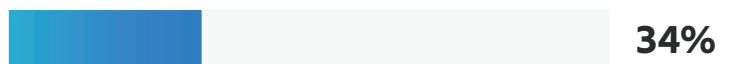
15%

Upper majority performers
With lower performance than leaders, this group's marketing maturity was quite high, but their marketing had less consistency and sophistication.
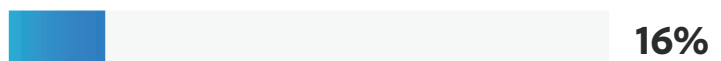
35%

Lower majority performers
This segment was on a good path, but still early in their journey and just beginning to tap into the full potential of marketing automation.

34%

Laggards
This group had low performance against top marketing objectives. These teams were—among other things— often early in their development and/ or spread too thin to be effective.

16%

Secrets to success—how leaders lead

With the leading marketing organizations identified, now it's time to dig into their secrets for success. Through our focus groups and survey, we found that leaders excelled in five areas—we'll call them best practices—all underpinned by data and technology.

Best practice #1. Purposeful strategy and tactics (see page 11)

Leaders embrace experimentation, but their strategies are grounded in the needs of their business.

Best practice #2. Marketing and Sales alignment (see page 14)

Leaders are investing more time than ever in alignment, nurturing the overall relationship and keeping a close eye on the evolution of operations..

Best practice #3. Personalization at scale (see page 17)

Leaders understand that personalization is at the core of today's B2B marketing. They are investing in ways to better create, deliver, and measure personalized content.

Best practice #4. Orchestration mastery (see page 20)

Leaders meet their B2B customers on the channels they prefer and orchestrate engagement to ensure a seamless experience.

Best practice #5. Marketing measurement (see page 23)

Leaders use multi-touch attribution to prove and improve marketing impact. Now, they're investing in completeness and automation.

Data excellence and technology adoption (see page 26)

Leaders' success across the five best practice areas above is underpinned by smart martech management and a relentless focus on data.

Purposeful strategy and tactics

Leaders embrace experimentation, but their strategies are grounded in the needs of their business.

B2B marketers live in a world where customer expectations, marketing strategies, marketing tactics, and marketing tools are all evolving rapidly. It can be hard to know where to start or what to prioritize. The answer, though, stares us in the face every day. "Marketing," after all, starts with "market."

> " Person-/Lead-based marketing and account-based marketing are two sides of the same coin. It's more a process of knowing your buyers and choosing the right balance of inbound and outbound tactics for your business.
>
> **Director, demand center of excellence**
> Technology industry

Across both our focus groups and survey, we found that the leaders nourished an outside-in perspective. They were able to untangle themselves from the day-to-day operations of marketing, look up and out, and shape their strategies and tactics around the big questions that matter. Where is the market opportunity? What are the target accounts? Which personas make and influence decisions? How can we best guide them through a personalized journey to achieve their goals—and our own?
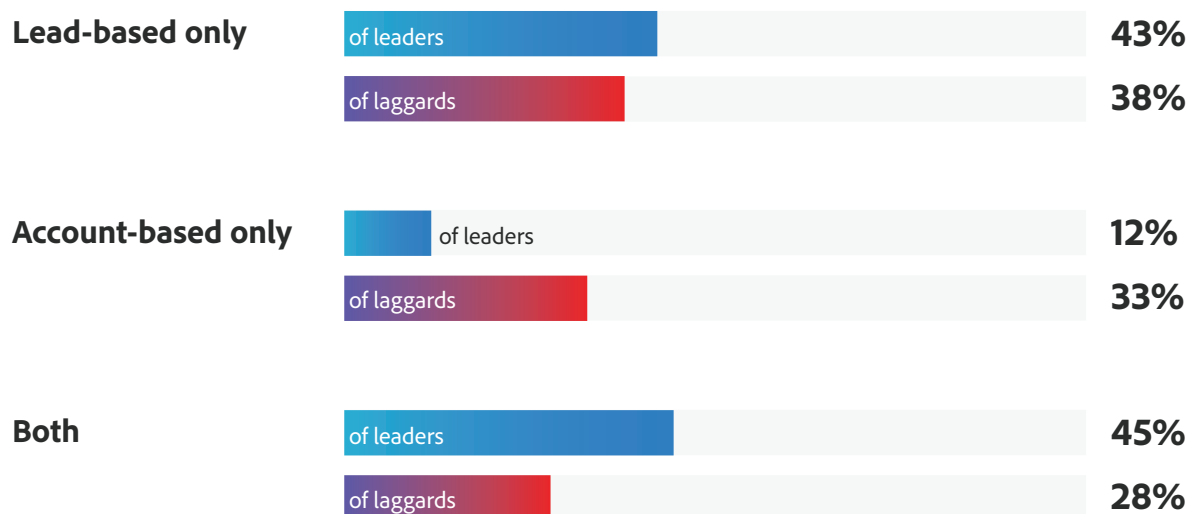
Ultimately, leaders recognized the need for a balance between people-based and account-based strategies. People come first. They will decide whether to buy from you or not. They will decide whether to stay with you or not. They're not waiting for you to reach out to them. They are taking ever-increasing control of their own journeys. While all of that is true, better marketing always starts with better targeting—and that's where account-based marketing shines brightest. Leaders continue to invest in ABM while also navigating a changing relationship with sales. We'll dig into that relationship in the next chapter.

> " The most exciting trend is how marketing automation is allowing customers and prospects to be more precisely targeted and engaged.
>
> **VP growth marketing**
> Financial services industry

What engagement strategy does your marketing team use?

Leaders are much more likely than laggards to use BOTH people-based and account-based marketing strategies.

Lead-based only

| of leaders | 43% |
| of laggards | 38% |

Account-based only

| of leaders | 12% |
| of laggards | 33% |

Both

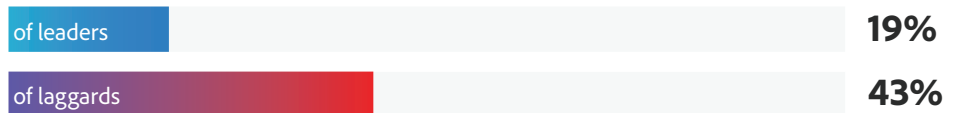| of leaders | 45% |
| of laggards | 28% |

Ideally, how would you like to manage your lead- and account-based engagements?

The vast majority of leaders seek a single marketing automation platform with increasingly powerful people-based and account-based capabilities.

A single platform

of leaders	**81%**
of laggards	**57%**

Two separate platforms

of leaders	**19%**
of laggards	**43%**

Marketo Engage spotlight: Account-based marketing

As marketers have added account-based strategies and tactics to their repertoire, Marketo Engage has been evolving too. Today, it provides the most flexible solution and integrations to help marketers strike just the right balance between lead-based and account-based approaches as well as inbound and outbound channels. Learn more

Marketing and Sales alignment

Leaders are investing more time than ever in alignment, nurturing the overall relationship and taking control of the future of operations.

Partnership between marketing and sales has always been crucial in B2B. Some B2B organizations are just now emerging from the old world of purely sales-driven growth—while in others, marketing has been central to driving growth for years. But either way, they have had especially interesting waters to navigate over the last few years. Looking forward, an overwhelming 98% of leaders (who tend to already have good marketing/sales alignment) believe that even closer alignment between sales and marketing will be needed this year and in those ahead. Why? They cited a few reasons.

> " COVID has definitely changed things. Sales has become more dependent on the marketing team. That opened the door to changing our relationship. Now we're viewed as full partners. That's great for marketing and for the company.
>
> **VP marketing**
> Financial services industry

First on the list was customer expectations. Disjointed buyer and customer experiences are no longer tolerated. The pandemic has driven the adoption of digital selling methods, which is fantastic, but digital sales require great care to ensure that every engagement is well coordinated, stays on brand, and respects customer privacy. All engagements need to tie back to one plan and one measurement system. While sales is growing in digital maturity, it is still up to marketing to orchestrate what is an increasingly digital customer experience.

Second, in regard to alignment, operations was vital. 90% of those surveyed said that marketing operations will only become more important—and for leaders, that number rose to 100%. We couldn't agree more! It's the key to driving growth and personalized experiences in today's world. Organizations were split, however, on how to drive tighter connections between marketing ops and sales ops.

98% of leaders predict even closer marketing and sales partnerships over the years to come.

100% of leaders say marketing operations will only become more important.

90% of all respondents said that they and sales will need to adapt because ecommerce will increasingly be used to complete certain B2B transactions previously handled by sales reps.

What is the organizational structure of marketing and sales operations?

When leaders combine marketing ops and sales ops, someone with marketing operations experience is most often in charge. Many, though, maintain separate groups.

47% keep separate groups reporting to different people

35% combine into a single group led by someone with a marketing ops background

18% combine into a single group led by someone with a sales ops background

Finally, marketing and sales aren't just about creating new customers. Most industries have been undergoing a shift in focus toward recurring-revenue business models and customer lifetime value. This change in focus—along with account-based marketing—continues to move us all in the direction of ongoing collaboration between marketing and sales rather than a simple handoff from one to the other. At the same time, many B2B businesses are increasingly using ecommerce to support more self-service experiences. Demand marketers and marketing operations need to be involved in this shift toward ecommerce, because it's a change that needs to be accounted for in the broader buyer journey and engagement powered by marketing automation.

Marketo Engage spotlight: Sales alignment

We learned in Marketing 101 that personal selling (sales) was one of many "channels" a company could use as part of a promotional marketing mix. In B2B, it's a critical one. While marketing and sales may be functionally separate, their engagement must be well orchestrated. Marketo Engage offers industry-leading capabilities including Sales Insight, which runs atop the CRM systems that reps use every day. Learn more

Personalization at scale

Leaders understand that personalization is at the core of today's B2B marketing. They are investing in ways to better create, deliver, and measure personalized content.

B2B buyers and customers expect the same great personalized experiences in their work lives that they enjoy as online consumers. In fact, expectations in a B2B setting are often even higher, given the financial and career consequences of business purchase decisions. For this reason, almost every company in our research performed some level of personalization—but there's a big difference between dipping a toe in the pond of personalization and diving in, as leaders appear to do. According to a November 2021 McKinsey study, "Personalization drives performance and better customer outcomes. Companies that grow faster derive 40% more of their revenue from personalization than their slower-growing counterparts."

> " For us, content creation and the associated workflow is the limiting factor of our personalization efforts. So, we're doing everything we can to apply technology to that problem. Marketing automation is an important part of that puzzle.
>
> **Global director of digital**
> Healthcare industry

To achieve success, leaders are addressing all the aspects of great personalization, including centralized customer data, content creation, omnichannel customer journeys, and measurement. Of course, one key objective is to be able to do all of this as efficiently as possible at scale.

Leaders are also careful to ensure that the solutions they're implementing can handle the complexities of B2B, including associations between people, opportunities, and accounts. These relationships are not only central to the B2B go-to-market model—they are also essential to effective personalization in B2B, where it is often up to a buying group—not a single person—to make decisions. Also crucial is stage-specific content, given the typically long buying cycle.

> " We've seen a direct correlation between personalization and engagement in core channels such as our website, advertising, and email. Next, we'd like to add new channels and get visibility into revenue impact.
>
> **Associate director of marketing**
> Manufacturing industry

To what degree do you perform content personalization in your marketing?

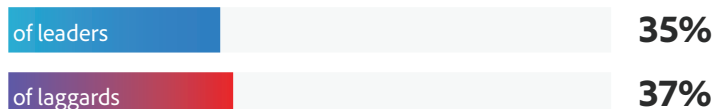Leaders are making great strides in personalization.

High personalization
person-specific, deep data,
all or most channels

| of leaders | 64% |
| of laggards | 7% |

Medium personalization
specific segments, moderate data
depth, multiple channels

| of leaders | 35% |
| of laggards | 37% |

Low personalization
broad customer categories, one or two
customer insights in use, single channel

| of leaders | 1% |
| of laggards | 55% |

Where do you look for personalization solutions?

Marketers look to marketing technology to solve their top content personalization challenges.

Challenges that leaders are addressing with technology

73%

Having the customer data/ insights needed to create effective personalized content

73%

Serving the right personalized content to the right person at the right time

73%

Measuring the revenue impact of different content assets and variations

72%

Streamlining internal content creation workflows

72%

Using automation and AI wherever possible as content creation can be extremely labor-intensive

Marketo Engage spotlight: Content personalization

Let's face it—successful personalization at scale would be impossible without automation that can serve up the right content in the right place at the right time. Of course, it's even better if that content is informed by AI and the combined power of data regarding fit, intent, behavior, stage, score, testing outcomes, and more. When it comes to content personalization and integrations to optimize broader content workflows, Marketo Engage and Adobe lead the pack. Learn more

Orchestration mastery

Leaders meet their B2B customers on the channels they prefer and orchestrate engagement across channels to ensure a seamless experience.

Marketing automation connects a vast ecosystem of marketing and sales applications to orchestrate B2B journeys. Adobe's *2022 Digital Trends* research found customer journeys to be a top priority of senior executives. This is where the rubber meets the road. This is where engagement happens. The same research found that 82% of marketing practitioners have observed new and changing customer journeys as a result of the pandemic and accelerated digital transformation. So this is important—and it's dynamic. Not surprisingly, it's an area that leaders invest in more than others.

" Marketing automation, above all else, is about orchestrating cross-channel engagement. When the pandemic accelerated the shift to digital, we were ready.

VP growth marketing
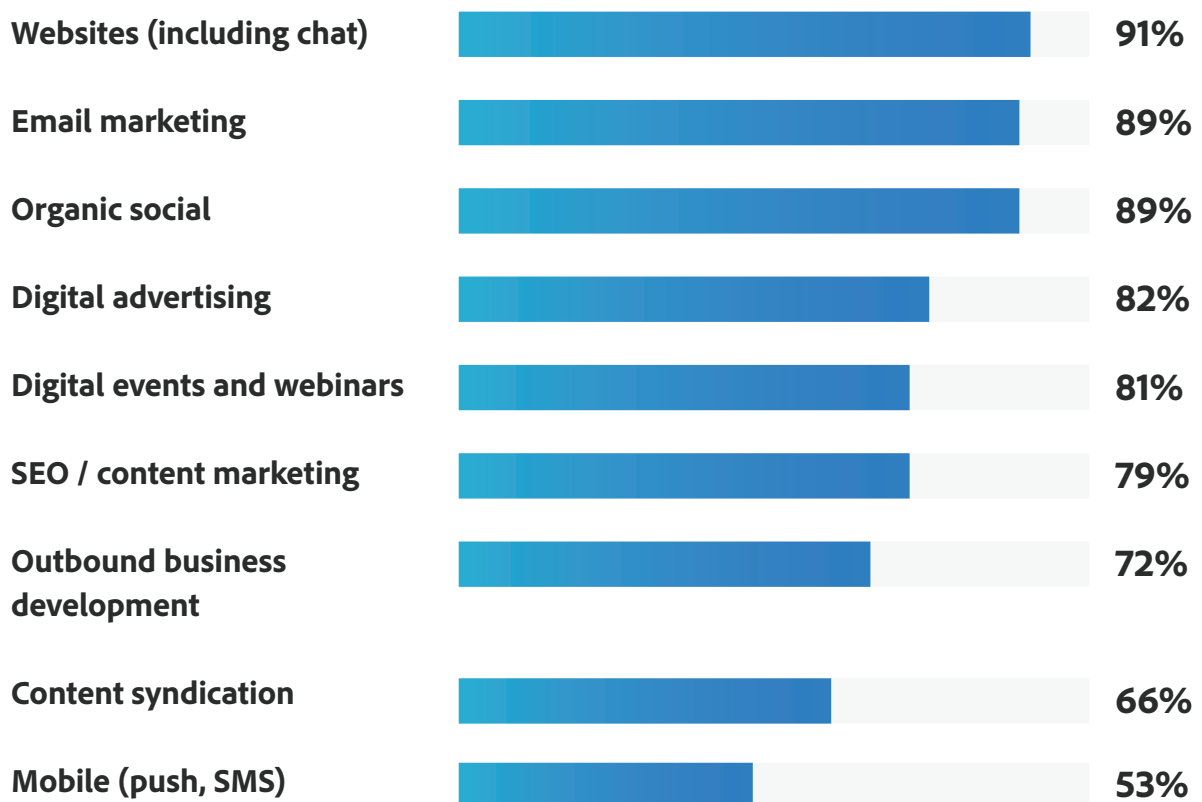Media/Communications industry

Buyer and customer journeys span more channels than ever. With the exception of in-person events and meetings, the core B2B channels such as search/display ads, websites, and email have remained relatively consistent.

One channel getting a lot of attention now is chat. On average, a web page has have about 10 seconds to get a visitor's attention. Chat creates immediate engagement. In addition, it can help shortcut lead progression by reducing reliance on gated content and by speeding customer response. This is engagement on the customer's own terms.

Of course, using an increasing number of channels creates an increasing need for orchestration between them. We passed the point long ago where it was possible to do all of this manually. As with personalization, leaders are making use of automation and AI to deliver results. Whether they are using lead-based marketing, account-based marketing, or both, many of the same capabilities are needed for great orchestration. Scoring, stage tracking, routing, and audience and activity triggers help leaders to listen, adapt, and respond.

Which channels have become more important or significantly more important due to the pandemic?

As the number of engagement channels continues to grow, the majority of respondents viewed these as having recently grown in importance:

Channel	
Websites (including chat)	**91%**
Email marketing	**89%**
Organic social	**89%**
Digital advertising	**82%**
Digital events and webinars	**81%**
SEO / content marketing	**79%**
Outbound business development	**72%**
Content syndication	**66%**
Mobile (push, SMS)	**53%**

What marketing channels are you excited about doing more with in the next year?

An overwhelming 90% of B2B marketers are implementing or improving website chat this year. Three other channels—in-person and hybrid events, email marketing, and LinkedIn advertising—were next most often cited by leaders.

90% | **81**% | **73**% | **67**%
Website chat | In-person or hybrid events | Email marketing | LinkedIn ads

From this mix, we can see that leaders continue to optimize their channels at every stage of the funnel.

Marketo Engage spotlight: Automating cross-channel journeys

Before you can orchestrate engagement, you need to be working within the channels of your customers' choosing. Marketo Engage provides the channels and channel integrations that B2B marketers love best. When you're ready to create campaigns and activate engagement in one or multiple channels, that's where automation comes in. Marketo Engage helps automate not just campaigns, but complete experience—and includes one-click program cloning and real-time triggers that make it easy to do.

Learn more about cross-channel engagement

Learn more about experience automation

> " While digital is the overriding trend, we also can't wait to do in-person events again. There's nothing like direct contact for driving pipeline progression and closing big deals. That, and we just really need to get out!

Director, demand generation
Technology industry

Marketing measurement

Leaders use multi-touch attribution to prove and improve marketing impact. Now, they're upgrading to capture all channels.

When marketing leaders get attribution right, it becomes an important part of their professional playbook. It differentiates them as effective, data-driven marketers in a vast sea of campaign slingers. If engagement is the heart, soul, body, and blood of marketing, then measurement is the brain. Attribution tells us what campaigns, channels, and content are having business impact—and which are not. It tells us what tactics work best at different stages of our lead- and account-based demand funnels with different types of buyers. This gives us the insight we need to optimize engagement—and grow our revenue, budgets, and careers.

> " The ability to tie marketing to pipeline, revenue, and ROI changes everything.
>
> **CMO**
> Technology industry

But B2B attribution can be tough. According to Gartner, a typical buying group for a B2B solution involves 11 members. With each of those people engaging with the vendor through online and offline channels over the course of a multi-week or multi-month buying cycle, the number of marketing and sales touchpoints can easily grow to dozens or even 100 or more. And that's just for one deal! It takes multiple campaigns, multiple channels, and multiple content assets—a lot of marketing investment—to get every B2B deal done.

Attribution, done right, provides visibility to the revenue impact of every trackable touchpoint—and, thus, every campaign, channel, and content asset, including the performance of, for instance, different email and ad variations. Couple this information with cost data and ROI is revealed. This is the insight of every marketer's dreams. It's the enabler of true data-driven marketing and, given current technology, it's very much possible today.

Leaders know that a crawl / walk / run approach to performance measurement is best. They start by trying campaign-based, multi-touch attribution reporting. Some marketing automation platforms include this capability, which makes it easy to get started. 71% of leaders have made the move to multi-touch attribution. That's just the "walk" phase, though. Not all marketing and sales activities are tracked as marketing automation campaigns. Leaders who are ready to run have either made the move to a more holistic touchpoint-based approach or made plans to, because that is ultimately a move we all need to make.

95%
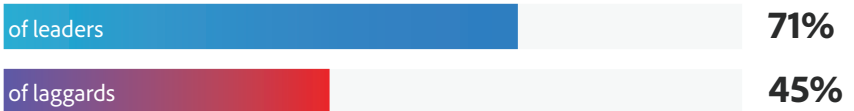of B2B marketers rate the automation of marketing reporting and analytics as important to very important.

100%
of leaders plan to work to improve marketing attribution this year.
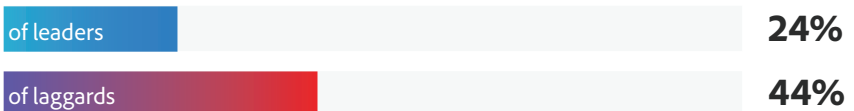
How do you measure the pipeline and/or revenue impact of different marketing campaigns, channels, and content?

Most leaders (and even laggards) now use multi-touch attribution.
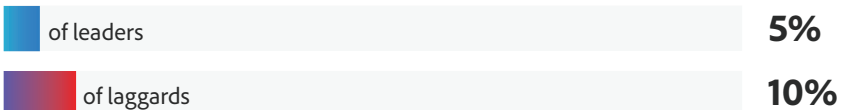
We use multi-touch attribution

| of leaders | **71%** |
| of laggards | **45%** |

We use single-touch attribution

| of leaders | **24%** |
| of laggards | **44%** |

We don't attribute pipeline/revenue

| of leaders | **5%** |
| of laggards | **10%** |

> " There is always pressure to get campaigns out the door, but you need to take a breath and work on better measurement if you want to improve.

VP marketing operations
Communications industry

Marketo Engage spotlight: Attribution—built in

Marketo Engage was the first marketing automation platform to make multi-touch attribution available to all customers regardless of subscription level. Marketers who are ready to step up to more powerful touchpoint-based attribution can do it with Adobe Marketo Measure (formerly Bizible). It's included in the Marketo Engage Ultimate package, or it can be purchased standalone for use with other marketing automation platforms.

Learn more about all Marketo Engage analytics capabilities

Learn more about Marketo Measure (formerly Bizible)

Data excellence and technology adoption

Underpinning leaders' success is smart martech management, AI, and relentless focus on data.

With so many great tools out there, it's easy for a martech stack to become a bit unwieldy as it grows. Leaders take the time to manage their martech stack, and they push to get the most out of the martech they're already using. They do it by prioritizing these activities—and by having the necessary resources in place to escape being in full-time reactive mode.

Today's most complete B2B marketing automation platforms are extremely powerful and can grow to meet evolving needs. Leaders take full advantage of vendor training and customer success resources to create and stick with a capability adoption plan that's based on their priorities and evolution. AI-assisted marketing automation features showed particularly high adoption, with 91% of leaders indicating they are very or extremely satisfied with them. See below for the B2B marketing automation capabilities that marketers rated most important to use.

Leaders also know that it's customer data that fuels great planning, engagement, and measurement. When marketing automation was created, it gave marketers a far better marketing data environment than the CRM they had been trying to work with. For many B2B marketers, marketing automation is still all they need. Marketers with complex customer data requirements, though, are learning how to enhance the power of marketing automation and their overall martech stack through the addition of a dedicated customer data platform (CDP) that's designed for B2B data structures.

B2B marketers' 12 most critical marketing automation capabilities.

The following items were rated very important or extremely important (4 or 5 on a five-point scale) by more than 70% of respondents:

1. Account-based marketing
2. AI assistance
3. Audience creation/ segmentation
4. Completeness of automation
5. Content personalization
6. Data privacy controls
7. Ease of use
8. Email and cross-channel engagement
9. Lead management
10. Martech and CRM integrations
11. Reporting and analytics/ attribution
12. Workflows integrated with sales

How would you describe the adoption of a customer data platform in your organization?

B2B marketers are adopting CDPs and adapting their tech stacks to varying degrees.

42%
use B2B marketing automation, but don't have a CDP

40%
have B2B marketing automation and a CDP, but they are not yet integrated

18%
use B2B marketing automation that's integrated with a CDP

Marketo Engage spotlight: Adding a CDP to your martech mix

Marketing automation gave us a more centralized marketing data environment from which to run demand marketing. Done correctly, a customer data platform takes that idea of unified customer data and profiles up a notch—to, for example, resolve customer identities across multiple systems. If a CDP is the source of customer truth and marketing automation is the source of engagement orchestration, it's critical that the two work well together. To enable this, Marketo Engage enjoys a native bi-directional integration with Adobe Real-Time CDP and connects to other marketing and sales technologies through a broad set of pre-built integrations.

Learn more about Adobe Real-Time CDP

Turn insight into action

We hope you've enjoyed this report and will put it to good use in your planning and marketing execution.

Learn more

Adobe Experience Cloud

Adobe Marketo Engage

Adobe Marketo Measure (formerly Bizible)

Thank you

To all the marketing leaders who shared their opinions, stories, challenges, plans, and dreams with us. We look forward to working with you, and we can't wait to see what you do next.

Adobe Experience Cloud

We empower everyone to create impactful digital experiences. For decades, our creative products have helped our customers build the world's best brands. But there's more to customer experience than a well-designed app, ad, or webpage. Our comprehensive portfolio of customer experience products and services helps businesses put every customer interaction in context, understand what each customer needs right now, and then quickly design and deliver digital experiences that build customer loyalty and drive business success.

Adobe Marketo Engage

Adobe Marketo Engage specializes in customer engagement for complex B2B buying journeys. As a complete solution for lead management, it brings marketing and sales together to nurture leads, orchestrate personalized experiences, optimize content, and measure business impact across every channel. It natively supports both demand- and account-based marketing strategies, providing a single, integrated lead management platform from acquisition to advocacy. Build engaging, personalized experiences at scale and prove impact with Adobe Marketo Engage.

Adobe Marketo Measure

Adobe Marketo Measure (formerly Bizible) is the leading application for B2B marketing performance measurement. It's used by thousands of marketers around the world to prove and improve their impact. Driving the evolution from multitouch to Everytouch attribution, Marketo Measure uses best-in-class automation and AI to quantify pipeline, revenue, and ROI while also overcoming the manual reporting processes that hold many marketers back. Get the credible performance insights you need to protect and grow your budget, partner more effectively with sales, and optimize all your channels, content, and campaigns based on business impact.