



OVERVIEW

What's New inside Adobe Dynamic Chat?

Adobe Dynamic Chat | Adobe Marketo Engage

Congratulations, your Marketo Engage just got even better!

As you know, Adobe Dynamic Chat (Select Package) comes included with Marketo Engage. It was originally designed to offer foundational conversation automation capabilities that make chat easy use and quick to setup inside your cross-channel marketing automation strategy. **But we felt it wasn't enough, so we added more, all at no extra cost to you!**

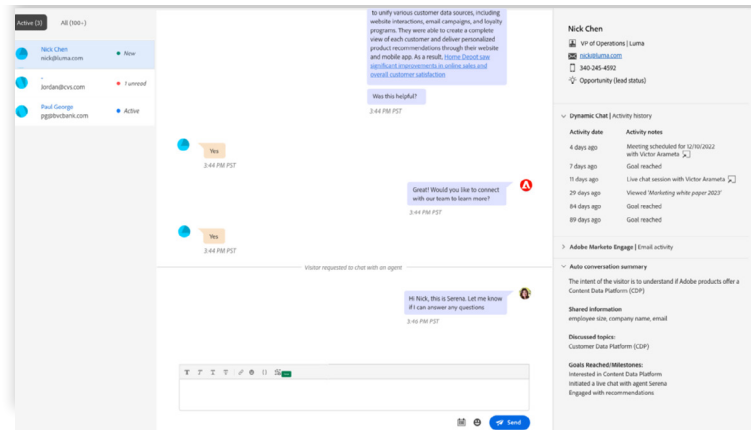
You now have access to:



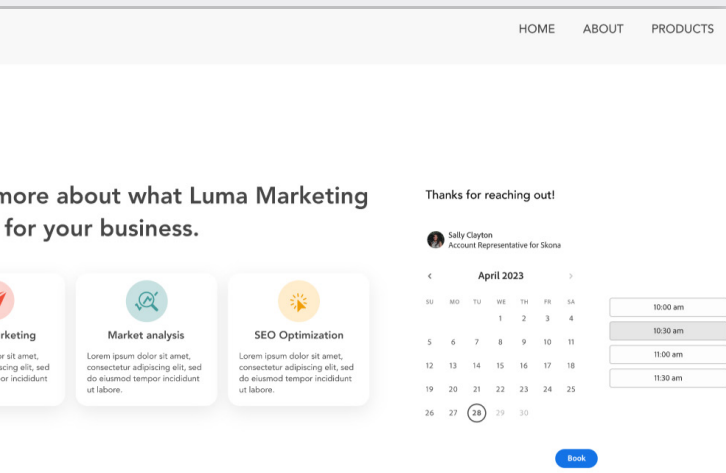
More types of conversations

- **Live Chat** – Allow site visitors to chat with live sales agents as they browse your website to speed up qualification, meeting bookings and opportunity creation.
- **Sales Agent Workbench** – Provide live agents with a dedicated inbox to manage multiple live conversations, analyze real-time insights, and view previous marketing activity.
- **Includes 5 Live Chat Seats** – Arm up to 5 sellers with live chat seats.

Sales Agent Workbench



Conversational Forms



Faster ways to qualify and book meetings

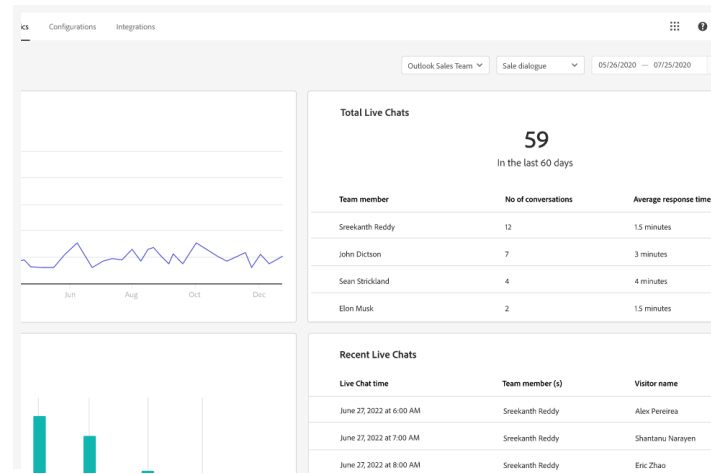
- **Conversational Forms** – Turn static Marketo Engage forms into dynamic experiences that collect additional lead information, allow meeting bookings and suggest actions to take in the moment without needing a chatbot.
- **Conversational Flows SDK** – Turn any digital call-to-action into a conversational marketing experience embedded inside web pages using a developer-friendly software development kit that triggers conversational flows including dynamic form fills, meeting bookings and live chat prompts to further qualify buyers, all without needing a chatbot
- **100 Engaged Conversation Trial** – Receive up to 100 engaged conversations with customers using Conversational forms and conversational flows, or upgrade to Adobe Dynamic Chat Prime to unlock higher thresholds



Increased measurement and visibility

- **Live Chat Performance Dashboard** – View the performance of your live chats including total live chats, live chat per dialogue, live chats per page, meetings booked, and more.
- **Sales Agent Performance Dashboard** – View sales agent breakdowns, including conversations and meetings booked per agent, average chat time, average response times and more
- **Native Lead Source Tracking** – Treat dynamic chat as a native lead source instead of generic “Web Service API” to view and track activity the same way as other native engagement channels inside Marketo Engage to increase visibility inside reporting and enhance automation inside smart lists and smart campaigns.

Live Chat Performance Dashboard



Chat Transcript & Details

Chat Data
 Dialogue: Steven Dialogue
 PageURL: http://650-xcr-055.mktoweb.com/ps/650-xcr-055/Nature-Campaign_livechat.html
 Visitor ID: alba.com
 DateTime Initiated: Aug 29, 2023 2:56 PM PDT
 Visitor timezone: America/Los_Angeles



Additional insights for sales

- **Live Feed Activities (Sales Insight Actions)** – View chat activities inside the live feed of Sales Insight Actions including scheduled meetings to keep sales and marketing teams in sync as engagement is happening.
- **Chat Transcripts (Sales Insight)** – Provide Sales Insight users with conversation transcripts and information to arm sellers with more data before meetings and sales follow-up engagement



Smarter segmentation and automation

- **New Automation Triggers & Filters** – Take advantage of 6 new activity filters and triggers for smart lists and smart campaigns to refine audiences, trigger more cross-channel engagement and enhance internal workflows
- **New Trigger Tokens** – Leverage new trigger tokens to customize internal automation workflows based on Dynamic Chat activity including creating tasks, customizing descriptions for interesting moments and more.

Native Dynamic Chat Smart List Filters inside Marketo Engage

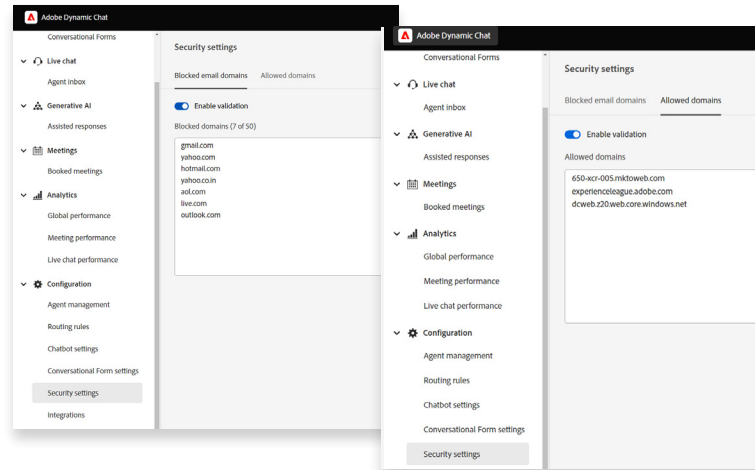
- 1 - Engaged with a Conversational Flow
 - Conversational Flow Name: is [Select...]
 - Date of Activity: in past [30 days]
- 2 - Engaged with an Agent in Conversational Flow
 - Conversational Flow Name: is [Select...]
 - Date of Activity: in past [30 days]
- 3 - Engaged with an Agent in Dialogue
 - Dialogue Name: is [Select...]
 - Date of Activity: in past [30 days]
- 4 - Interacted with Document In Conversational Flow
 - Document Name: is [Select...]



Stronger control of your conversations

- **Blocked Email Domains (Conversational Flow SDK)** – Prevent conversational flows from collecting personal email domains and competitor email domains to maintain data hygiene and protect against competitive situations
- **Allowed Domains (Conversational Flows SDK)** – Specify which domains have permission to offer conversational flows to maintain control of your conversational experience across digital channels
- **Sales Agent Meeting Availability Settings** – Sales agents can set their own daily availability hours to accept meetings along with preferred meeting duration length and breaks between meetings

Blocked & Allowed Domains



Have you heard about **Adobe Dynamic Chat Prime**?

In addition to providing you with the capabilities above at no extra cost, we launched a new upgrade option called Dynamic Chat Prime that offers even more advanced capabilities in case your outgrow the included capabilities or want to boost performance and results.

Unlock the following:



Higher engaged conversation thresholds



Smart List Targeting



More live chat seats and calendar integrations



Team-based & Account-based Routing



Adobe Sensei GenAI



...and much more...

For more information including how to upgrade to Adobe Dynamic Chat Prime, please reach out to your Adobe account representative, or visit [Adobe Dynamic Chat](#) on [Adobe.com](#)