



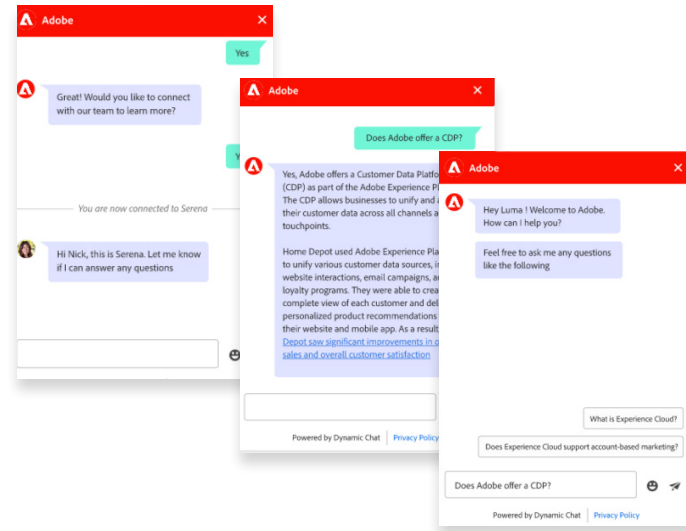
OVERVIEW

# Adobe Dynamic Chat

Capability | Adobe Marketo Engage

## End-to-end conversation automation built inside Marketo Engage and powered by Adobe Sensei GenAI.

Extend your marketing automation strategy to include Marketo Engage's latest native engagement channel, Adobe Dynamic Chat. Reimagine the way you drive growth and work together with sales by engaging customers with real-time personalized conversations sooner in their buying journey to build more pipeline faster and better together as one team.



### PROBLEM

#### TRADITIONAL B2B WEBSITES AND MEETING BOOKING EXPERIENCES ARE BECOMING LESS EFFECTIVE

Today's web browsing experiences can be slow, boring and lack personalization that's expected by modern-day B2B buyers. Lead generation forms are static and can be perceived as invasive and intimidating, and scheduling meetings with sales takes days, especially with multiple stakeholders involved.

### SOLUTION

#### ADD REAL-TIME CONVERSATIONS TO YOUR MARKETING AUTOMATION STRATEGY

Allow your website visitors to have conversations with your brand, including live sales agents, to create the most efficient, engaging and valuable self-serve browsing experience possible. Qualify customer conversations using more data and book meetings with sales in seconds way sooner in the buying journey.

## More pipeline, faster revenue, better customer experience

20%  
Increased  
Conversion Lift

10x  
Faster  
Meeting Bookings

50%  
Faster  
Deal Velocity

15%  
Lower  
Cost-per-lead

# Streamline growth with self-serve conversational experiences

## PREVIOUS CHALLENGES

- Static websites and landing pages struggling to convert
- Lengthy scheduling process for sale meetings
- Unqualified meeting bookers
- Expensive and disconnected chat point solutions
- Siloed sales and marketing engagement

## NEW ADVANTAGES

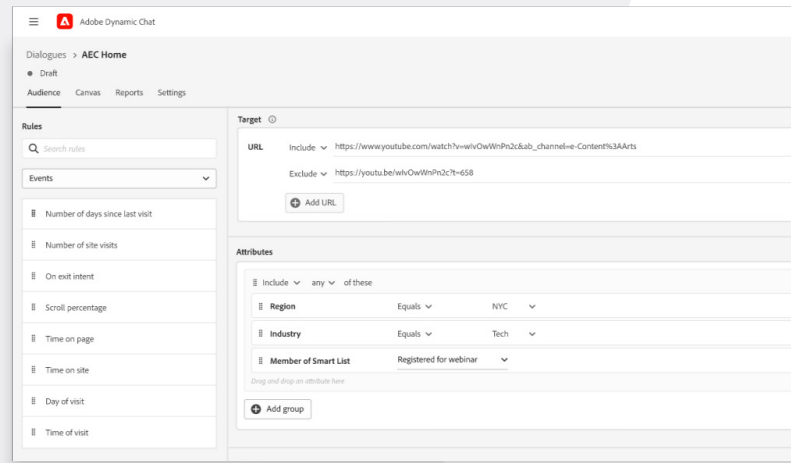
- Dynamic conversational and qualifying experiences
- Immediate, self-serve meeting bookings
- Highly qualified hand-rasiers
- Built-in and included inside Marketo Engage with upgrade options
- Coordinated chat qualification and opportunity creation



## Real-time Conversation Data & Segmentation

Create lead and account-based audiences, target conversations and trigger automation workflows using Marketo Engage's real-time engagement data, integrated CRM data and ABM data.

- Native Marketo Engage Profile & Engagement Data
- Drag & Drop Audience Segmentation
- Marketo Engage Smart Lists
- Custom Data Objects & Fields
- Native CRM Integration
- Target Account Management Integration

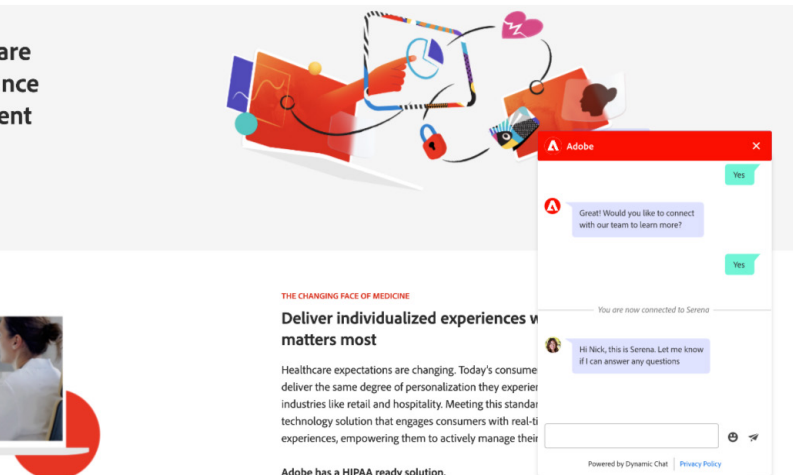
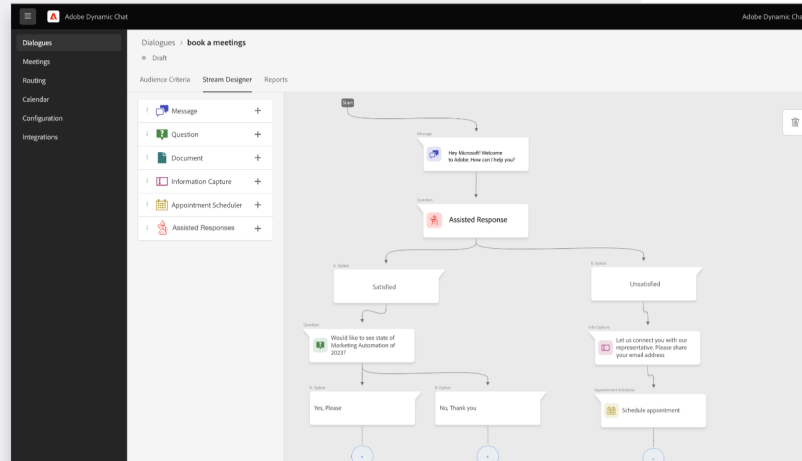




## Conversation Management, Automation & Personalization

Orchestrate and automate personalized conversation campaigns using Marketo Engage's automation engine and real-time personalization.

- Conversation Campaign Management
- Drag & Drop Conversion Builder
- Conversation Templates & Campaign Cloning
- Real-time Lead and Account-based Targeting
- Anonymous Visitor Targeting & Retargeting
- Cross-channel Conversation Automation
- Smart Campaign Automation Triggers & Filters
- Dynamic Personalization



## Cross-channel Conversations

Engage customers with many types of real-time conversations to provide enjoyable self-serve experiences using a chatbot or embedded on any digital channel

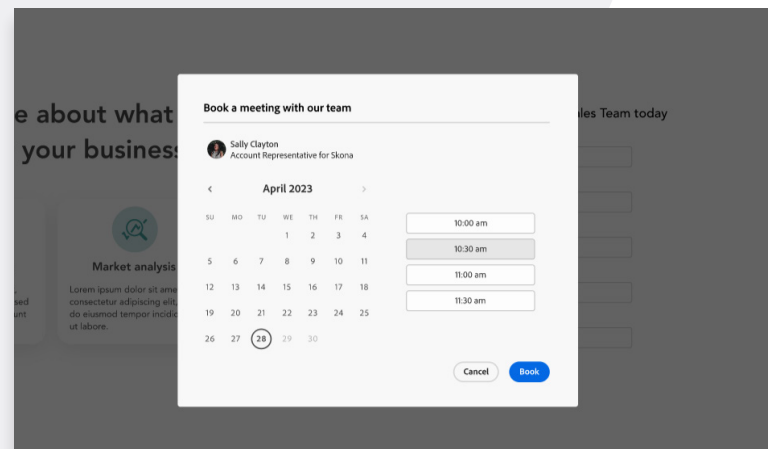
- Automated Chat
- Live Chat
- Adobe Sensei GenAI Chat
- Conversational Forms
- Conversational Flows SDK



## Conversation Routing & Meeting Bookings

Allow customers to schedule their own meetings, and route their conversations and meeting bookings to the right sales rep aligned with your ABM strategy

- Round-Robin & Custom Sales Routing
- Account-based Marketing Routing
- One-to-One Sales Meetings
- Sales Calendar Integrations
- Chat & Web-based Sales Meeting Scheduler

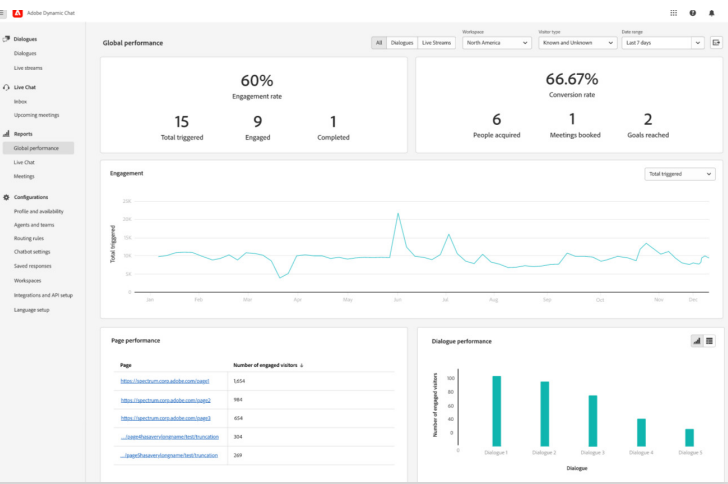
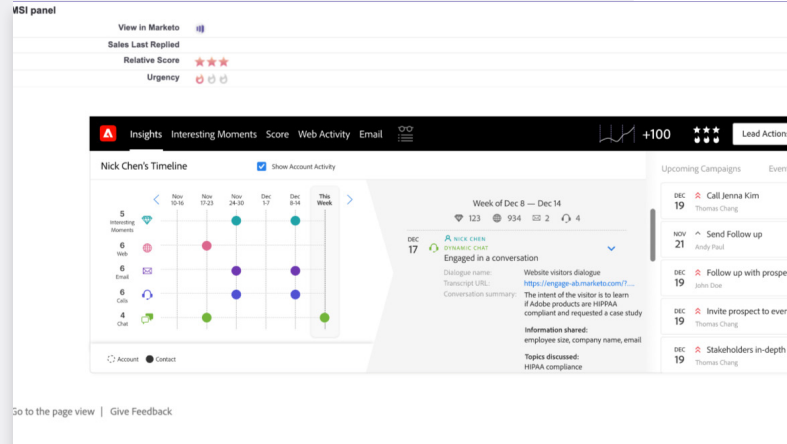




## Sales Intelligence & Engagement

Arm sales with dedicated conversation tools and real-time marketing insights that are powered by Marketo Engage to have conversations with customers as a unified revenue team

- Sales Agent Workbench
- Assisted Responses (Adobe Sensei GenAI)
- Conversation Summaries (Adobe Sensei GenAI)
- Sales Insights Integration
- Integrated CRM Data (Via Marketo Engage)



## Integrated Conversation Reporting & Insights

View the performance of your conversations and sales agents using pre-built dashboards, and compare the revenue impact against other Marketo Engage campaigns and channels.

- Cross-channel Reporting & Attribution
- Automated Chat Reporting & Insights
- Live Chat Reporting & Insights
- Sales Agent and Meeting Booking Reporting
- Global Conversation Reporting



## Adobe Sensei GenAI for B2B

Powerful conversational marketing capabilities and use cases powered by marketing-controlled generative AI.



### Conversation Summary

Summarize conversations with customers and send them to the dedicated sales agent workbench and Marketo Engage Sales Insight to arm sales with contextual information for meeting preparation and future conversations.



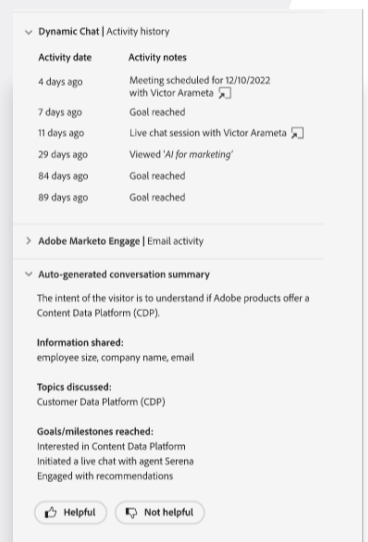
### Conversation Assist & Assisted Responses

Automatically create an approved library of generated, marketing-controlled questions and answers to help marketing setup generative chat campaigns and to help sales respond during live conversations with site visitors.



### Generative AI Chat

Turn your chatbot into the ultimate brand ambassador in a matter of minutes to answer questions in a natural, contextual way that's infused with your brand's product knowledge, personality and tone



## The Adobe Advantage: Built-in is Better!

Complete enterprise-grade conversation automation powered by Adobe Sensei GenAI and built inside Marketo Engage as a native engagement channel.



### Faster campaign deployment and management

- Build and launch chat campaigns in minutes
- Native built-in workflows and data
- Unified chat, sales and marketing data
- Sensei GenAI-powered workflows



### Faster engagement with more targeted personalization

- Sensei GenAI-powered chat
- Native chat activity data
- More granular activity data
- Anonymous-to-known profile data stitching
- Smart lists sync in minutes (instead of 24 hours)



### Try before you buy

- Included version inside Marketo Engage with option to upgrade
- Single, transparent, value-based pricing metric
- No black box platform fees
- No daily API or custom activity data consumption



### Exclusive Marketo Engage & Adobe Experience Cloud Compatibility

- Adobe-only use cases across Marketo Engage and Adobe Experience Cloud
- Exclusive access to Smart Lists, Marketo Sales Insights and Marketo Engage Forms
- Activate chat audiences using Adobe Experience Cloud Audience Sync



### More Than Just a Chat Bot

- Conversational Forms built-in to Marketo Engage Form builder
- Conversational Flows SDK
- Chat and web-based meeting scheduler
- Adobe Sensei GenAI-powered campaign setup workflows



### Faster, easier, more complete attribution reporting

- Native lead source tracking & segmentation
- New and enhanced reports across Marketo Engage
- Unified cross-channel reporting and attribution



## New things you can do, and do better, with Adobe Dynamic Chat

Popular conversational marketing and marketing automation use cases



### Greet home page visitors

Humanize our customer experience with a personalized greeting for home page visitors to immediately catch their attention and engage in conversation



### Chat with ABM accounts

Leverage Marketo Engage's unique ABM audience data and qualification to target your strategic accounts with relevant automated dialogues or live chat options



### Adjust lead and account Scoring

Enhance your lead and account scoring strategy with conversation activity data to refine and enhance your qualification strategy with sales



### Assist site visitors with live chat

Allow your sales teams to chat with site visitors and qualify them before offering a meeting booking or triggering an engagement campaign.



### Summarize conversations for sales

Leverage Adobe Sensei GenAI to summarize conversations with customers that save time prepping for follow up engagement or future conversations



### Book sales meetings

Allow web visitors to book meetings directly from a chat bot, lead form, landing page or any web-based experience to drastically speed up the time from web visit to sales call



### Turn chat into THE product expert

Train your chat bot on your product documentation using marketing-controlled Adobe Sensei GenAI to answer any product-related question from site visitors



### Trigger Marketo Engage campaigns

Define specific goals inside your dialogues that instantly trigger other cross-channel campaigns when customers achieve them during conversation



## Unlock new and improved Marketo Engage use cases

Adobe Dynamic Chat, including its real-time activity data, is naturally embedded with other Marketo Engage capabilities and channels so you can unlock new and improved conversational marketing use cases that can only be achieved with Adobe!

