2023-24 Pricing & Packaging
Adobe Dynamic Chat | Adobe Marketo Engage

Leverage out-of-the-box functionality or upgrade to more advanced capabilities to fit your conversational marketing needs.

Take advantage of Adobe Dynamic Chat capabilities already included in your Marketo Engage package, or upgrade to Dynamic Chat Prime to get more advanced functionality and increased performance thresholds to boost results.

SELECT

Foundational conversational marketing automation, engagement and reporting including live chat and conversational forms

Great for
Experienced Marketers and smaller sales teams

- Setup and deploy automated chat conversations in a matter of minutes

- Let customers book sales meetings directly through automated chat, live chat and conversational forms

- Trial live chat to further qualify and speed up opportunity creation

Included with Marketo Engage Select, Prime and Ultimate Packages

PRIME

Complete conversational marketing suite powered by Adobe Sensei GenAI with advanced targeting, routing and reporting

Great for
Advanced Marketers and large enterprise sales teams

- Let generative AI drive your real-time conversations and meeting bookings

- Target conversations based on ABM accounts and Marketo Engage Smart Lists

- Create custom routing rules and trigger conversational flows on any digital channel

Pricing based on # of Engaged Conversations

✓ Included | $ Available

	PACKAGES	
Core Capabilities	Select	Prime
Users (Administrators)	50	50
Real-time Marketo Engage Profile & Engagement Data	✓	✓
Custom Data Objects & Fields	✓	✓
Drag & Drop Audience Segmentation	✓	✓
Real-time Audience Segments & Targeting	✓	✓
Cross-channel Conversation Campaign Management	✓	✓
Conversation Templates & Campaign Cloning	✓	✓
Anonymous and Pseudonymous Visitor Targeting	✓	✓
Conversation Retargeting	✓	✓
Cross-channel Conversation Automation	✓	✓

Core Capabilities	Select	Prime
	✓ Included	$ Available
Lead and Account-based Personalization	✓	✓
Conversation Automation Triggers & Filters	✓	✓
Drag & Drop Conversation Builder	✓	✓
Sales Meeting Scheduler	✓	✓
Sales Routing	Automated Chat	All Conversation Types
Sales Calendar Integrations	25	250
Sales Agent Workbench	5 Seats	$ (25 Seats Included)
Automated Chat	250 Engaged Convos / Month	$ (Multiple Tiers Available)
Live Chat	100 Engaged Convos (Trial)	$ (Multiple Tiers Available)
Conversational Forms	✓	✓
Conversational Flows SDK	✓	✓
Sales Intelligence & CRM Integration	✓	✓
Automated Chat Reporting & Insights	✓	✓
Live Chat Reporting & Insights	✓	✓
Sales Agent and Team Reporting & Insights	✓	✓
Meeting Reporting & Insights	✓	✓
Integrated Cross-channel Campaign Reporting & Attribution	✓	✓
Multiple Language Support	✓	✓
Adobe Experience Cloud Integrations	✓	✓
3rd Party Integrations	✓	✓
Custom User Roles & Permissions	✓	✓
Customization & Administration	✓	✓
Enterprise Security & Privacy	✓	✓
Generative AI Chat		✓
Generative AI Workflows		✓
Advanced Audience Targeting & Personalization		✓
Advanced Cross-channel Conversation Automation		✓
Advanced Sales Routing & Meeting Booking		✓
Account-based Marketing Routing		✓
Additional Sales Agent Workbench Seats		$
Sales Insight Integration*	$	$

May require the purchase of other Marketo Engage add-on capabilities

Glossary	
Account-based Marketing Routing	Route all lead conversations and meeting bookings of the same account to the appropriate target account sales agent, team or group of sales teams.
Additional Sales Agent Workbench Seats	Add additioanl sales agent seats to increase the amount of agents that can participate in live chat with your customers. (Note: These seats can only be added to Adobe Dynmic Chat Prime)
Adobe Experience Cloud Integrations	Sync Marketo Engage audiences made up of Dynamic Chat activity data across your Adobe tech stack using Adobe's exclusive Adobe Experience Cloud Audience Sync.
Advanced Audience Targeting & Personalization	Target your dialogues and trigger chat activities based on your Marketo Engage Smart Lists membership to incorporate chat into your other cross-channel marketing automation programs and channels.
Advanced Cross-channel Conversation Automation	Unlock action cards inside your dialogues to trigger operational tasks and automated workflows including passing hidden data attributes to Marketo Engage person fields during automated conversations. Pass values including Cookie ID, Dialogue Description, Dialogue ID and many others to collect additional profile data for refining audience segmentation and targeting for future chat and cross-channel campaigns inside Marketo Engage.
Advanced Sales Routing	Configure custom routing rules for agents, teams and groups of teams based on multiple criteria including custom data, targets accounts for ABM, and other parameters to ensure the right sales rep gets notified of site visitors, conversations or meeting bookings for the right leads and accounts.
Anonymous and Pseudonymous Visitor Targeting	Recognize, target and personalize engagement based on first-time site visitors and un-authenticated site visitors.
Automated Chat	Automated 2-way conversations between your website visitors and your chat bot using pre-defined dialogues powered by decision-tree logic.
Automated Chat Reporting & Insights	View the performance of all your automated chat programs using pre-built dashboards showing a breakdown of which dialogues triggered the most engagement, booked the most meetings and iniatiated the most live chat conversations. Dashboards also include engagement rates, conversion rates and which web pages contain the most engagement dialogues.
Conversational Flows SDK	Turn any digital channel into a conversational marketing experience using a developer-friendly software development kit that enables call-to-actions to trigger conversational flows including dynamic form fills, meeting bookings and live chat prompts to further qualify buyers.
Conversational Forms	Turn your static forms, landing pages and email into conversational experiences that prompt customers with dynamic content, allow meeting bookings and suggest actions to take in the moment without needing a chat bot.
Conversation Automation Triggers & Filters	Leverage native out-of-the-box Dyanmic Chat triggers and filters that don't require custom activities or daily API calls for automating engagement and internal workflows based on real-time customer behavior from conversations and other channels and programs.
Conversation Campaign Management	Setup, manage and schedule your conversational marketing campaigns alongside all other engagement campaigns inside Marketo Engage to ensure a connected and seamless customer experience according to your larger cross-channel engagement strategy. Set your dynamic chat programs to activate and deactivate based on other cross-channel campaigns and customer behavior qualification criteria.
Conversation Retargeting	Recognize, target and re-target personalized dialogues based on past conversational marketing activity including previous live and automated chat bot conversations, conversational form interactions, document and web activity, booked meetings and more.

Conversation Templates & Campaign Cloning	Select from a library of proven conversation templates, purpose-built and designed for lead generation, qualification and event registration to speed up time-to-market and avoid starting from scratch. Clone entire dynamic chat programs including all the dialogue settings, creative, personalization tokens and more with a click of a button to replicate successful campaigns in a matter of seconds.
Cross-channel Conversation Automation	Leverage Marketo Engage's built-in automation engine, engagement channels and unique B2B audience data to target Dynamic Chat audiences across multiple channels with personalized experiences that maximize conversions for your Dynamic Chat campaigns.
Customization & Administration	Customize the look and feel and branding of your chat experience for customers including the live chat experience for sales agents, including the avatar, color styling, font, size, page anchor position, and more.
Custom Data Objects & Fields	Use your custom data objects, fields and activities from Marketo Engage to segment chat audiences, trigger chat engagement and personalize chat experiences according to data that is unique to your business.
Custom User Roles & Permissions	Manage global settings for all agents, teams, groups and workspaces spread across your enterprise organization including adding and removing users, setting permissions for specific functionality and more.
Drag & Drop Audience Segmentation	Create and refine audiences segments for your chat campaigns using a user-friendly drag and drop interface and multiple sales and marketing data filters powered by real-time marketing and CRM data, including ABM data, inside Marketo Engage.
Drag & Drop Conversation Builder	Build engaging automated dialogues efficiently with an easy-to-use WYSIWYG dialogue canvas to drag and drop different dialogue cards and widgets based on the conversations type and goal.
Enterprise Security & Privacy	Adobe Dynamic Chat's messaging framework is excrypted by 256-bit AES encryption during rest and SSL/TLS during flight.
Generative AI Chat	Freeform 2-way conversation between your website visitors and your own generative AI-powered chat bot based on knowledge training powered by GenAI and approval that's marketing-controlled.
Generative AI Workflows	Let GenAI summarize conversations, build generated response libraries, and assist with live chat responses to speed up time-to-market for marketing teams and streamline response times for your live sales agents.
Lead and Account-based Personalization	Personalize your real-time conversations based on real-time lead and accoun data from Marketo Engage, including integrated CRM data and ABM data from Target Account Management, to simulatenlsouly support both growth strategies together with sales.
Live Chat	Freeform 2-way conversation between your website visitors and your live sales agents including conversation summaries and assisted responses for sales agents powered by Adobe Sense GenAI.
Live Chat Reporting & Insights	View the performance of all your live chat conversations using pre-built dashboards showing a breakdown of which sales agents and teams are having the most conversations including the source of each live conversations. Dashboards include total live chats, average chat time and average response times across all agents and teams.
Sales Agent and Team Reporting & Insights	View the performance of all your sales agents and sales teams using pre-built dashboards showing a breakdown of individual agent activity and team activity including total live chats, average chat time and average response times across all agents and teams.
Meeting Reporting & Insights	View the performance of all your meeting bookings using pre-built dashboards showing a breakdown of which sales agents and automated chat dialogues are booking the most meetings. Dashboards include total meetings booked, recent meetings booked, meeting details and more across sales teams.

Multiple Language Support	Support multiple common languages in your dialogues for your conversational marketing programs to further personalize the customer experience across global enterprise brands and lines of business.
Native Cross-channel Campaign Reporting & Attribution	View chat activity data inside all of Marketo Engage's campaign reporting and attribution capabilities to compare the revenue impact with your other channels and programs.
Real-time Audience Segments & Targeting	Target your conversations using audience segments that continuously refresh membership in real-time based on engagement and conversions to include and exclude the right people in your cross-channel conversation automation campaigns.
Real-time Marketo Engage Profile & Engagement Data	Power all your real-time conversation automation campaigns using audience segments created with Marketo Engage's lead and account data, including all your profile attributes and real-time engagement activity collected from other cross-channel campaigns.
Sales Agent Workbench	Arm sales reps with their own agent inbox to manage live conversations, view real-time customer insights and previous marketing activity and use Sensei GenAI-powered conversation summaries and responses.
Sales Calendar Integrations	Allow sales agents to integrate their calendars with site visitors to book meetings directly from the chat bot and conversational content.
Sales Insight Integration	View dynamic chat engagement activity data directly inside Sales Insight including dialogue activity, meeting bookings, live chat notifications, conversation summaries and more to arm sales reps with marketing insights and to keep sales and marketing teams in sync as engagement is happening.
Sales Intelligence & CRM Integration	Enable sellers with real-time chat activity and history, Sensei GenAI-powered conversation summaries, meeting booking notifications and live chat notifications directly inside CRM.
Sales Meeting Scheduler	Allow site visitors to book one-on-one, group or collective meetings with your sales teams based on shared calendar availability using the chat bot, Marketo Engage forms and landing pages, or any digital channel and web page
Sales Routing	Route conversations to the right sales agent, team or group of teams using round-robin or custom routing rules that align and scale with your unique sales organization.
Third Party Integrations	Enrich your 1st party Dynamic Chat audiences inside Marketo Engage with integrated data from your 3rd party tools and data enrichment vendors for even deeper segmentation and targeting.
Users (Administrators)	The amount of administrators allowed to login to Adobe Dynamic Chat. (Note: These users are not the same as Marketo Engage users.)