



The art of boosting B2B experiences.

Explore how integrating marketing automation into your digital asset management system can simplify workflows and deliver untapped value.

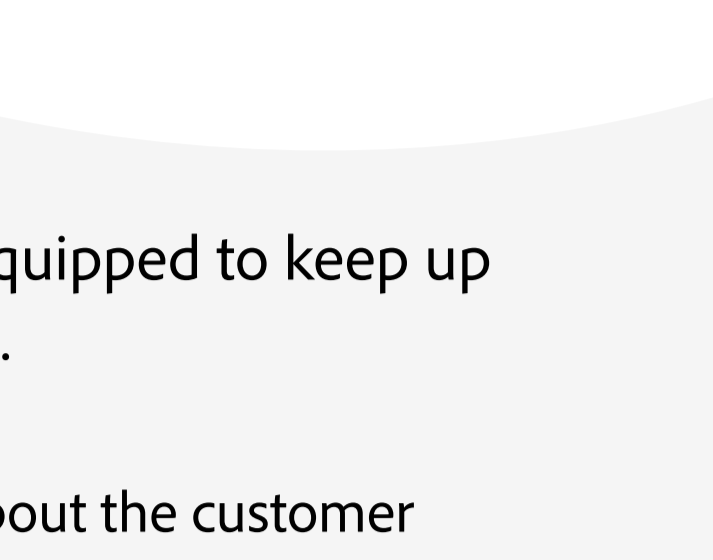


Today's customers expect a personalized digital journey. And B2B customers are no exception. Digital asset management platforms allow B2B marketers to manage media assets that create customer experiences. But often, marketers work across multiple channels—and then spend extra time consolidating them. Save time by combining marketing automation with your digital asset management system. That way, marketers can instead build impactful experiences seamlessly.

Digital experiences are constantly in flux.

According to Adobe and Econsultancy, customers are interacting increasingly with organizations through new and existing digital channels.

Surge in digital customer interactions



Source: Adobe and Econsultancy

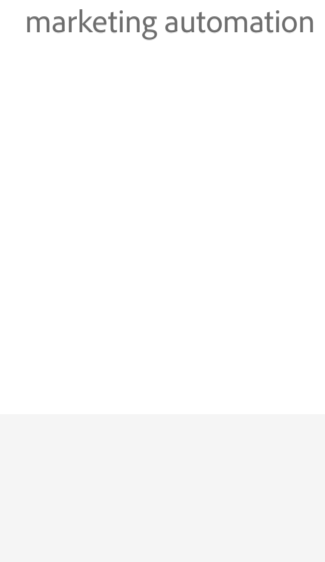
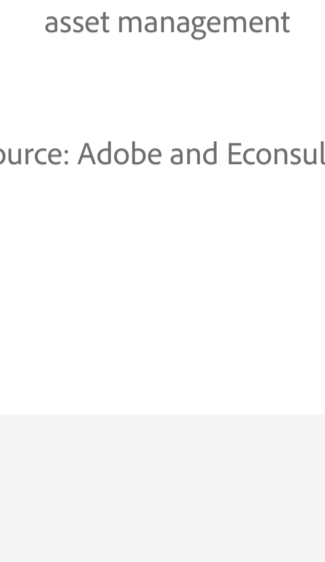
Organizations need to be equipped to keep up with changing expectations.

“If you're not thinking about the customer holistically, you will fail the customer in a big way.”

Ajit Sivasadan
Vice President at Lenovo

Content operations are key factors for success.

Top technology priorities for B2B organizations in 2022:



Source: Adobe and Econsultancy



“We've seen explosions in content operations and organizations really focusing on [that]. You've got to have that be as mature as your audience systems to deliver personalization. That's really, in today's digital marketing, the driver or the outcome CMOs aspire to.”

Colin Reid
Senior Director Analyst of Marketing Technology, Gartner

Smooth out your content operations.

Integrating a marketing automation tool—like Adobe Marketo Engage—with Adobe Experience Manager Assets makes for a seamless marketing workflow that saves marketers time and resources.

28 days for IBM to implement Marketo Engage

Months of development eliminated by Trane Technologies using turnkey Marketo Engage integrations

Build workflows using fewer resources.

2 hours saved by IBM building a single view of marketing efforts for customer interaction follow-up, instead of multiple days

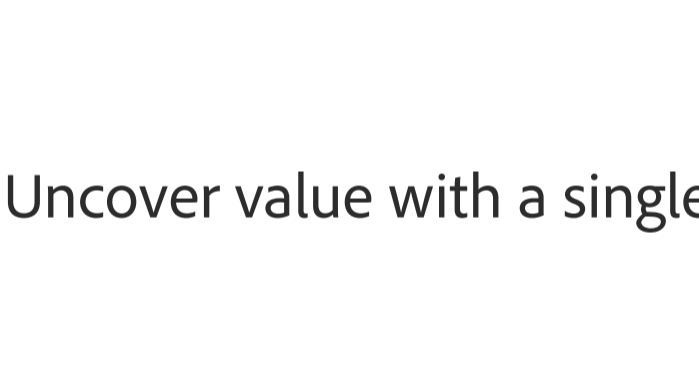
No reliance on IT with Western Digital marketers equipped to introduce creative experiences across channels

75% less time required for Relativity to get critical communications to customer base

“We wanted to centralize logic so we could have reliable insights across departments, teams, and groups.”

Tim Furrow
Former Senior Manager of Optimization Analytics, Western Digital

Create new marketing programs quickly.



created **10x more marketing programs 3x faster** after implementing Marketo Engage

Uncover value with a single view of marketing.

600% increase in website traffic
PitchBook experienced after investing in marketing channels

112% increase in email click rate
Value IBM gained by in delivering consolidated core messaging across channels



150M interactions now organized into account intelligence packages
Account-based marketing capabilities gained by IBM using Marketo Engage

“Marketo Engage became a business transformation and a tool for driving process change. What we're building with Marketo Engage is an entire process with governance and organizational change. This is about bringing great communication to people who want to engage with IBM.”

Ari Sheinkin
Vice President of Global Demand, IBM

Invest in expertise.

Forrester named Adobe a Leader in digital asset management—and an expert in technologies to enhance your B2B experiences.

82% of CX practitioners have observed new and changing customer journeys

72% have seen a surge in new customers using digital channels

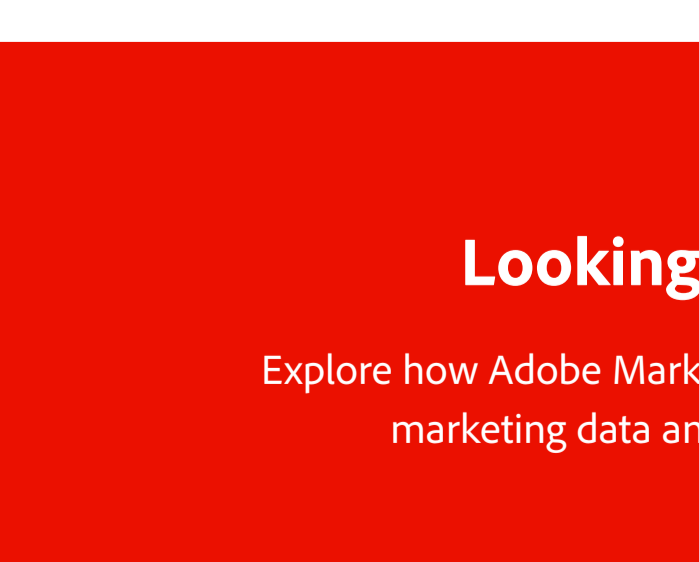
Source: Adobe and Econsultancy

“Adobe leads with strong usability and integrations. It's a visionary vendor with a portfolio of complementary products that help deliver on the promise of content atomization and scale.”

Source: Forrester

See what Adobe can do for you.

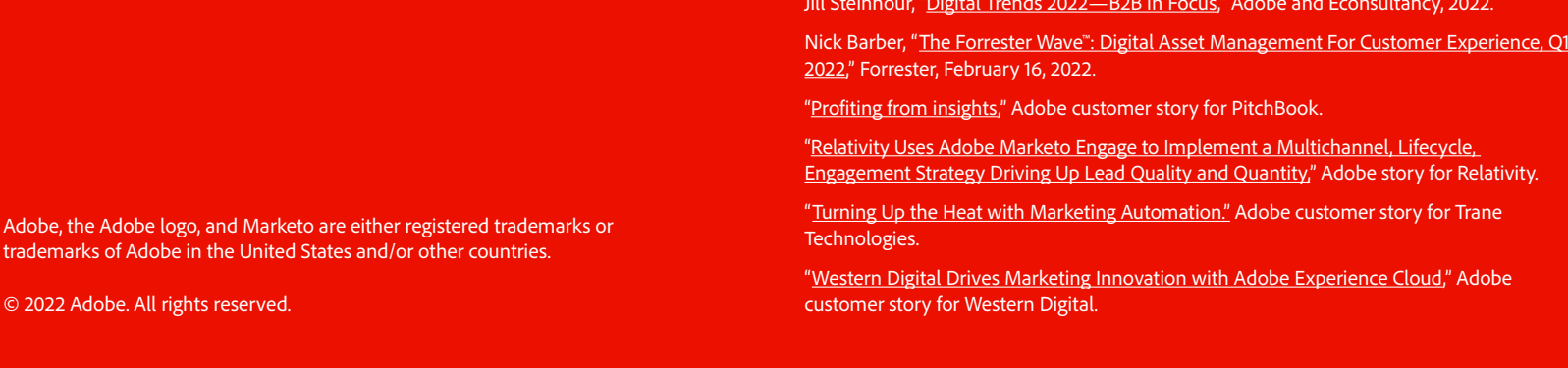
Marketo Engage enhances workflows for marketers through a seamless integration with Experience Manager Assets. Once integrated, the platform creates a bridge to efficiently drag and drop assets into automated experiences.



Marketo Engage gives marketers the complete toolkit to deliver lead-based and account-based marketing across every channel from acquisition to advocacy.



Experience Manager Assets is a cloud-native DAM that easily manages thousands of assets to create, manage, deliver, and optimize personalized experiences at scale.



Looking to get started?

Explore how Adobe Marketo Engage can help consolidate your marketing data and resources into a single view.

[Learn more](#)



Sources

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