Upgrade to Adobe Dynamic Chat Prime

Adobe Dynamic Chat | Adobe Marketo Engage

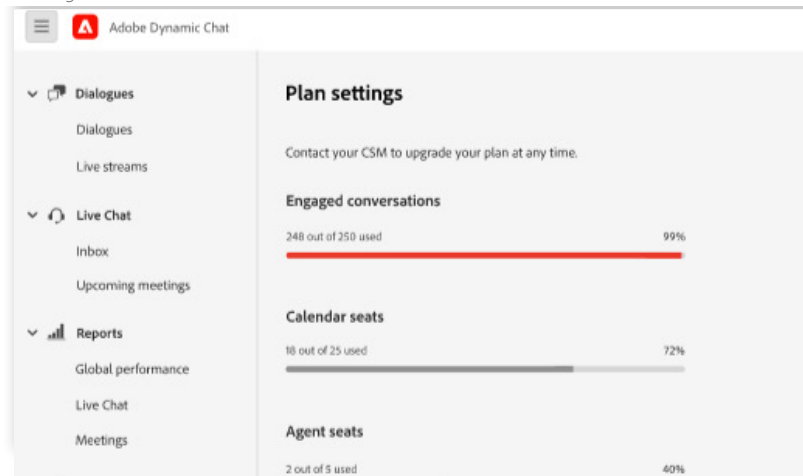## Unlock advanced capabilities powered by Adobe Sensei GenAI to boost results

Have you outgrown the included chat capabilities or want to unlock more advanced capabilities? Upgrade to Adobe Dynamic Chat Prime to remove the engaged conversation limits and maximize the full potential of your conversation automation strategy using advanced functionality.

Usage Dashboard

Increase conversations, seats and calender integrations

- **Higher Conversation Threshold**: Remove the trial to increase the number of engaged conversations for live chat, conversational forms and conversational flows SDK campaigns.
- **25 Live Chat Seats**: Enable more sales agents to have live conversations with customers.
- **250 Sales Calendar Integrations**: Boost meeting books with more integrated sales agent calendars.

Conversation Summary in Sales Agent Workbench (Live Chat)

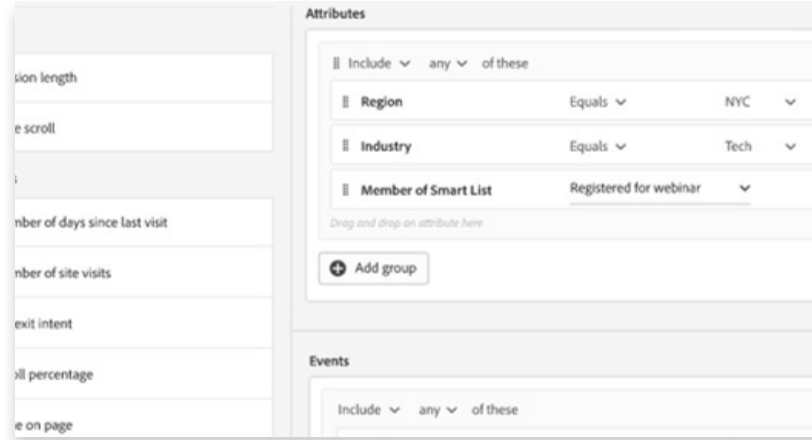### Activate Adobe Sensei GenAI

- **Conversation summary**: Give sales agents summarized conversations ahead of meetings to cut down prep time.
- **Generative AI chat**: Turn your chatbot into a brand ambassador to answer questions in a natural, contextual way that matches your brand's personality and tone using marketing-controlled responses.
- **Assisted responses**: Create a marketing-approved library of AI-generated questions and answers to setup generative AI chat campaigns in minutes.
- **Conversation assist**: Help sales agents respond during live conversations using responses generated by Sensei GenAI and approved by marketing.
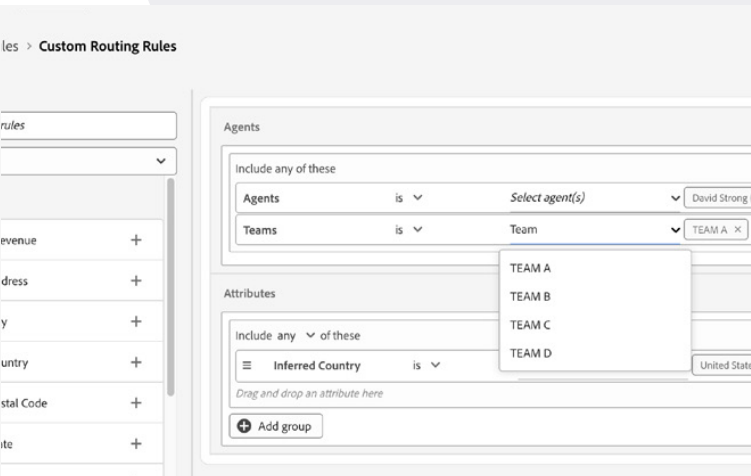
Dynamic Chat Dialogue Targeting - Marketo Engage Smart Lists

Enhance targeting and personalization

- **Marketo Engage Smart List Targeting**: Target your dialogues and conversational flows based on your Marketo Engage Smart Lists and trigger additional engagement on other Marketo Engage channels based on real-time chat activity.

Team-based Sales Routing

Enable advanced routing for live conversations and meeting bookings

- **Team-based Sales Routing**: Route conversations and meeting bookings to specific teams of sales agents using round-robin or custom routing rules.
- **Account-based Marketing Routing**: Route conversations and meeting bookings from different leads of the same account to the appropriate target account agent, team or group.

Add more chat automation workflows

- **Action Cards for Dialogues**: Trigger operational tasks and automated workflows that send hidden data attributes to Marketo Engage person fields during automated conversations.

Dialogue Action Card

Pricing & Packaging

Adobe Dynamic Chat Prime is priced using a single, transparent, value-based metric called Engaged Conversations. We offer multiple conversation tiers to fit your unique marketing needs and business growth goals.

Includes:

End-to-end conversation automation purpose-built for marketing automation inside Marketo Engage with integrated data and powered by Adobe Sensei GenAI

✓ **50** users

✓ **25** Live Chat Seats

✓ **250** Sales Calendar Integrations

Avoids:

Separate marketing tool with disconnected user interface, reporting, data and data model.

✗ Expensive, Black Box Platform Fees

✗ Expensive, Individual Sales Seats

✗ Oversold features and services

For more information including pricing and packaging, please reach out to your Adobe account representative, or visit Adobe.com.