Maximizing B2B Growth with AI-Powered Customer Engagement

Adobe

Buying group

Account: Non-user
Estimated account: 500

Generated email

Secure your data with cloud-based storage.

Generated body copy

Learn about data storage security at our upcoming webinar.

Our speakers

Alex Erickson

Head of Product Strategy and
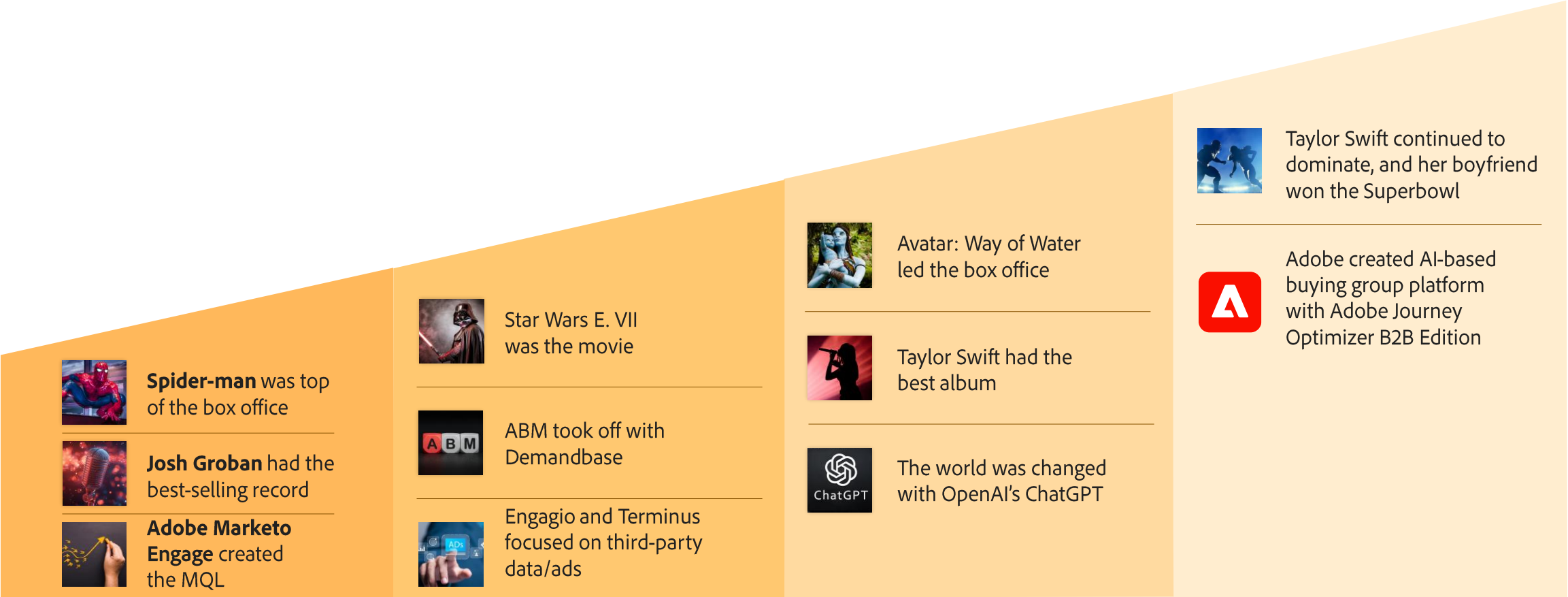Marketing, B2B

Rama Krishna

Senior Director,
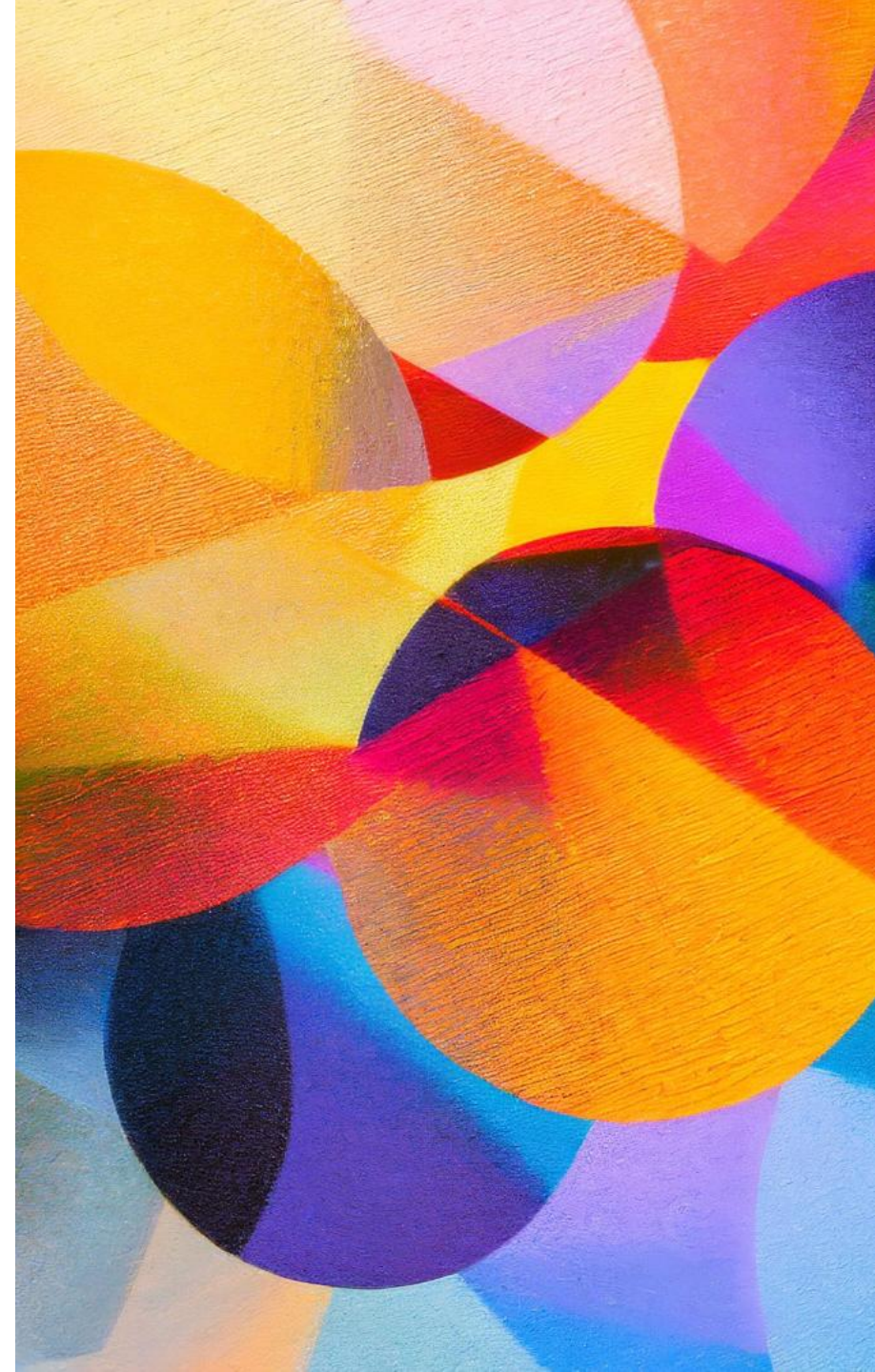Customer Data and
Marketing Technology

Niranjan Kumbi

Director of Product Management, B2B
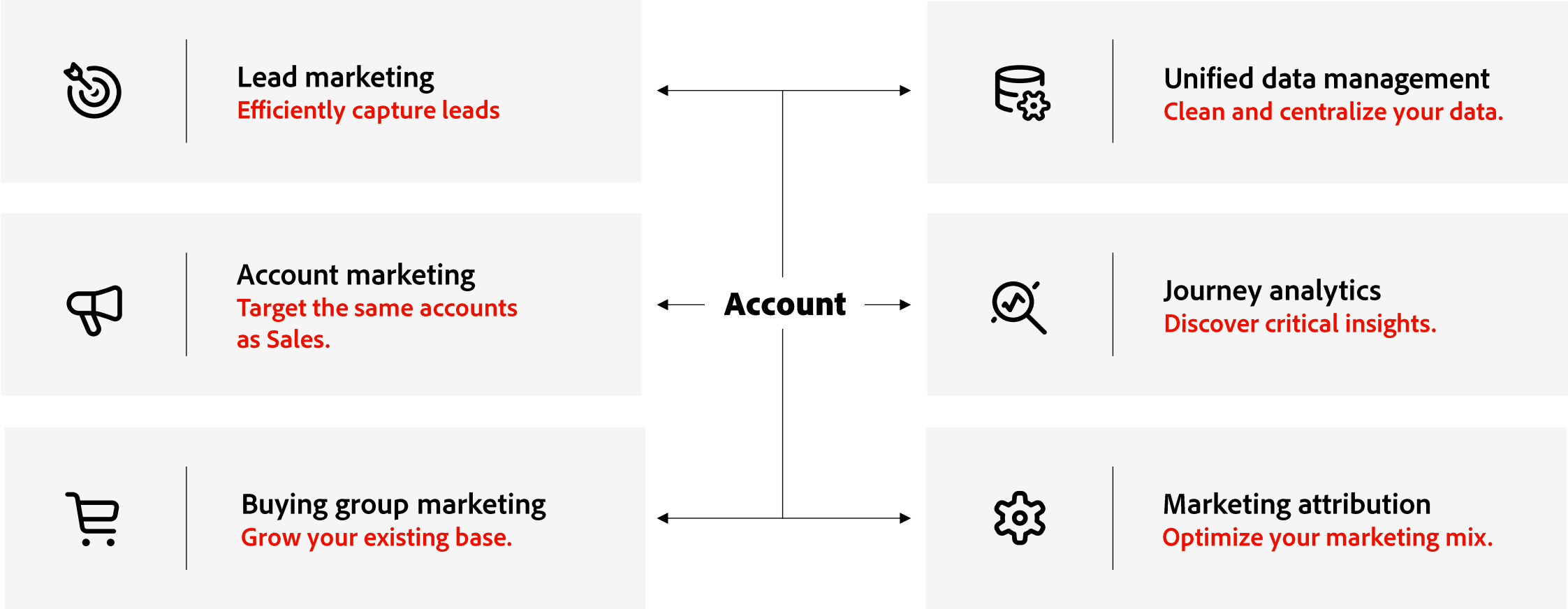
Brief history of movies, music, and marketing

Taylor Swift continued to dominate, and her boyfriend won the Superbowl

Adobe created AI-based buying group platform with Adobe Journey Optimizer B2B Edition

Avatar: Way of Water led the box office

Taylor Swift had the best album

The world was changed with OpenAI's ChatGPT

Star Wars E. VII was the movie

ABM took off with Demandbase

Engagio and Terminus focused on third-party data/ads

Spider-man was top of the box office

Josh Groban had the best-selling record

Adobe Marketo Engage created the MQL

Leads	Accounts	AI	Buying groups
2007	2015	2022	Last year

Leads.
Accounts.
Buying Groups.
AI.

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Account orchestration

Lead marketing
Efficiently capture leads

Account marketing
Target the same accounts
as Sales.

Buying group marketing
Grow your existing base.

Account

Unified data management
Clean and centralize your data.

Journey analytics
Discover critical insights.

Marketing attribution
Optimize your marketing mix.

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Leading through innovation.

1 Single data platform and AI powering a comprehensive suite for customer journey management.

2 Buying group centric foundation that reimagines the sales and marketing workflow.

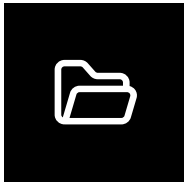**3** Natively integrated content and generative AI to accelerate time to market.

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Our world looks a lot like yours

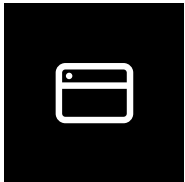B2B buyers want relevant, digital interactions throughout their buyer's journey.

Our challenges as a business
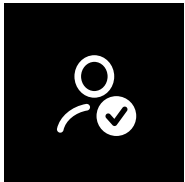
100% of B2B technology buyers want to self-serve all or part of the customer journey and access content online.

94% say demos tailored to their specific use cases and preferences are important when evaluating different products.

Buyers' groups are bigger and more diverse than ever — and they require more content than ever before.

Source: 2023 Trust Radius report

Customer profile

Anna Khan

Address
akhan@bodea.com

Loyalty status
Silver

Last purchase date
November 12

Last-touch channel

1. Homepage	1,003	91.0%
2. Shopping cart	66	6.0%
3. Shopping checkout	43	3.9%
4. Search results	22	2.0%

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Our vision transforms Adobe marketing operations, data, and technology

		From		To
1	**Adobe on Adobe**	Multi-vendor architecture, bespoke integrations increasing complexity and decreasing value	→	A leading example of using our own B2B/B2P marketing capabilities and demonstrating how Adobe enables personalization at scale
2	**A single view of customers**	Disparate customer data duplicated across systems making it impossible to see an entire account	→	Unified customer profiles in a single place mapping contacts to accounts optimized for use by marketers
3	**Smarter spending across channels**	Broad-reach engagement strategies and *post-hoc* measurement not synchronized across channels	→	Real-time segmentation and focused targeting, with performance optimization based on customer signals across Adobe touchpoints
4	**Customer insights facilitating connected experiences**	Inability to understand and align to the buying committee customer lifecycle due to siloed analytics across teams and campaigns; manual processes limiting performance	→	A deeper understanding of Adobe customers and accounts to deliver progressively personalized and self-guided experiences throughout their buying journeys — reported with self-service data

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An always-on solution to orchestrate journeys

1

Select accounts
AI assistant predicts best-fit.

2

Profile and segment audiences
Segment based on solution
of interest.

THE WHO

3

Orchestrate digital experience
One-stop for journey creation.

THE WHAT

4

Activate direct marketing
Tailored content triggered
by activity,

THE WHERE
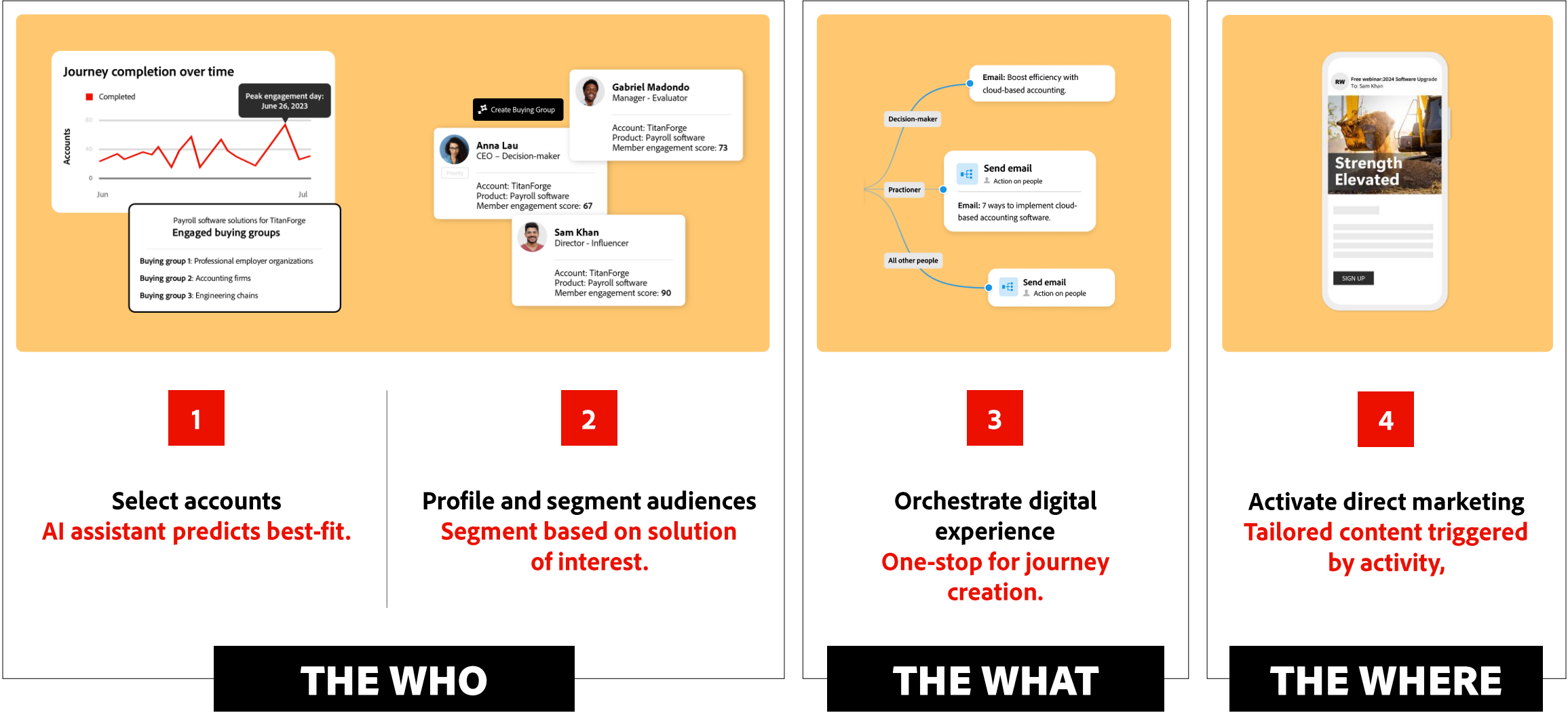
B2B marketing strategies need to evolve to achieve better alignment with Sales through a buying group focus

Buying groups

Leads

Lead

❌ Too narrow

Account

Product A │ Group 1

Role A | Role B (Missing Member!)
Role C | Role D
Role E (Missing Member!) | Role F

Non-Members:
Contact | Contact

Product B │ Group 2

Role A (Missing Member!) | Role B
Role C | Role D

Non-Members:
Contact | Contact
Contact

✓ Just right!

Accounts

Account

Contact | Contact | Contact
Contact | Contact | Contact
Contact | Contact | Contact

❌ Too broad

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How Account Engagement Stages (AES) framework works

Model inputs: Engagement and account attributes

Web activity

Marketing channels & tactics

DX contacts & personas

Email activity

Campaign activity

Adobe events

Account attributes

Opportunity

Example Q4'23 6-month engagement lookback

Model output: MQA

Opportunity creation propensity (SS3+)

OPG: All DX products
GEO/Segment: All

Example Q4'23 6-month engagement lookback

Model ingests a rolling 6-month historical lookback & predicts opportunity creation (SS3+) for the next 12 weeks

Example Q1'23

Example Q2'23

Example Q3'23 Scored

Example Q4'23, Week 1

AES/Marketing qualified account (MQA)

A **marketing qualified account** is…
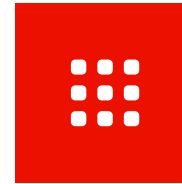
4x more likely to produce SS3+ pipe.

at

23% larger deal sizes.

These accounts are **active and sufficiently engaged**; responding to **Adobe marketing** and telling us they're **ready to learn and/or buy more**.

Demo: Adobe Journey Optimizer B2B Edition – Next GenAI

- **Buying group intelligence**

- **Agentic lead and account journeys**

- **AI assistant for email copy**

Questions and answers

Related Content

Maximize your impact with marketing qualified buying groups
https://business.adobe.com/blog/maximize-your-marketing-impact-with-marketing-qualified-buying-groups

Boost marketing efficiency at every stage of the funnel
https://business.adobe.com/resources/reports/forrester-the-seven-must-dos.html

Forrester Wave Report B2B Revenue Marketing Platforms
https://business.adobe.com/resources/reports/forrester-wave-b2b-revenue-marketing-platforms-2024.html