

## Marketo Engage features powered by Adobe Sensei

Powerful machine learning capabilities from Adobe Sensei in Marketo Engage provide each of your users with the content most relevant for them across all your digital marketing channels.

Marketo Engage, part of Adobe Marketing Cloud, is a complete solution for lead management and B2B marketers looking to transform customer experiences by engaging across every stage of complex buying journeys. Natively supporting both demand and account-based marketing strategies, Marketo Engage brings together marketing and sales to orchestrate personalized experiences, optimize content, and measure business impact across every channel, from acquisition to advocacy.

Marketo Engage leverages the power of Adobe Sensei, Adobe's artificial intelligence and machine learning technology, to offer Predictive Content, providing automated content curation to attract your customers.

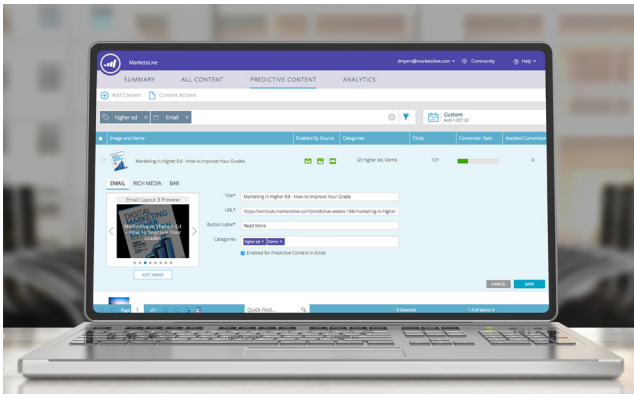
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### Predictive Content

Predictive Content, powered by Adobe Sensei, curates your content to engage your customers, serving their needs while optimizing the effectiveness of your marketing communications. Predictive Content scans your website and automatically catalogs your content assets: pages, images, videos, e-books, blog posts, case studies—whatever you've got. You control the results, tagging and selecting which content is used for recommendations. Predictive Content then uses machine learning and predictive analytics to find the right content for each of your customers across all your engagement channels: desktop, mobile, email, and more.

To get started with Predictive Content, you generate a JavaScript tag, then add that to your website's header. Then, enable

content discovery: as visitors to your website navigate and view pages, videos, documents, blog posts, and other content types, Predictive Content automatically discovers text, image, media, and documents, and tracks how each is used. You can set up categories for this content as you like, which enables you to group and filter your discovered content; you can also set up URL patterns, which enables Predictive Content to auto-discover web pages using patterns in the URL. Finally, you can choose to add particular content assets manually. Predictive Content then gathers all the content into an All Content panel, which lets you review and select which content you'd like to include in its recommendations. Predictive Content takes its content tracking data as well as your input and performs predictive analytics to create recommendations.



Once you've selected content from among the auto-discovered set, you can enable Predictive Content for use in email communications, to appear in the Web Rich Media component, a configurable content module for your web site, or to appear in the Content Recommendation Bar, a configurable UI feature. Each of these vectors surfaces content from the set you've selected, chosen for each user based on their behavior patterns. Predictive Content recommends what will be most likely to lead that user to view or convert: you can set Predictive Content to optimize its recommendations for either clicks or conversions.

Predictive Content takes the results of users' behavior into account, updating its analysis to improve its accuracy for each user. It also uses firmographic data (information about a user's organization) inferred from a user's account, including industry, account size, and other factors. Finally, Predictive Content gives you analytics on each content item: views, conversions, and conversion rate let you see whether your content is being optimized as you wish.

With Predictive Content, you get more ROI from your content. Predictive Content correlates user profiles with content consumption and behavior patterns to learn which content works best for each user, accelerating their customer journey. In the process, you get to learn which content works best, as Predictive Content provides audience insights and AI-powered suggestions that guide you to optimize your existing content and create new content that speaks directly to your customers' interests. Better content delivers happier users more likely to become happy customers.

Find out more about [Predictive Content in the Marketo Engage documentation](#).

## Conclusion

Predictive Content, powered by Adobe Sensei, helps you deliver the right pages, media, and digital documents to the right customer in the right context. This allows you to realize the potential of your existing content to engage your customers by analyzing their behavior to predict what content they'll find most interesting and be most likely to respond to. With machine learning driving its recommendations, Predictive Content leverages your content assets to derive the best value from the content you've got and to engage customers with information they want, enhancing both your customers' experiences and your return on marketing dollars.