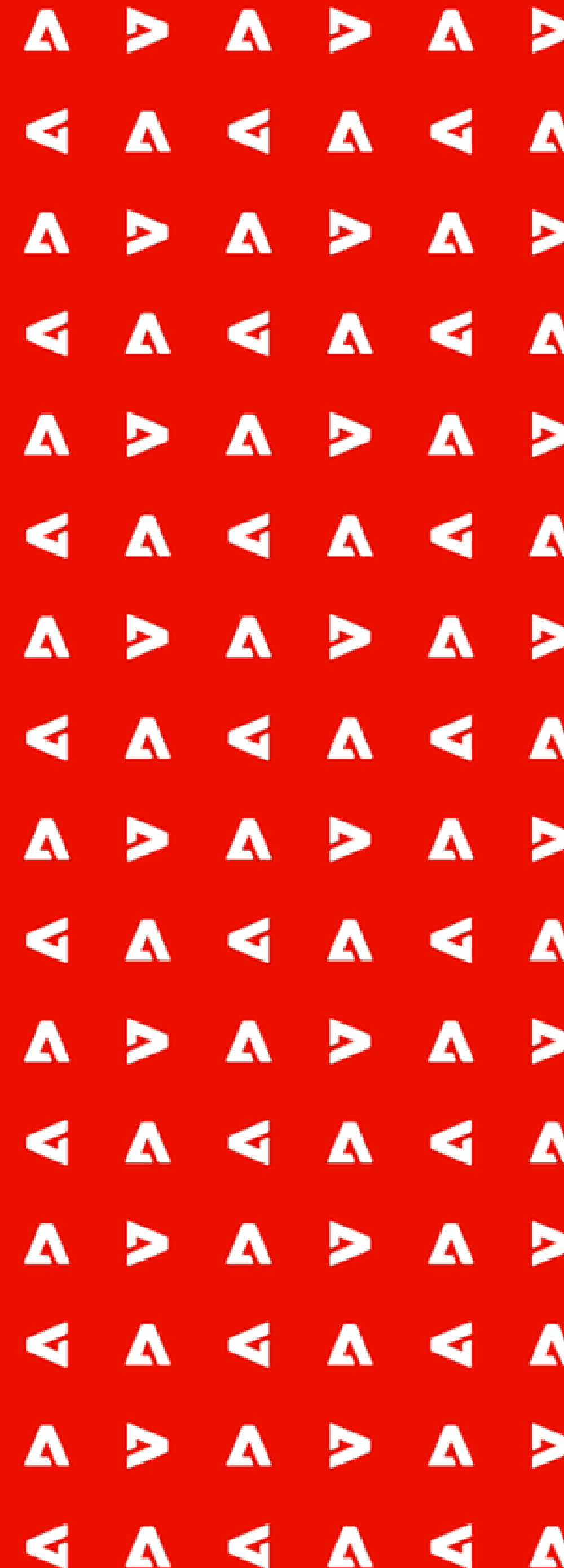




Spanish Marketo User Group

Eduardo Baquedano | September 2024



Adobe Marketo Engage User Group House Rules

Para asegurar que nuestros MUGs se mantengan centrados en el usuario y sean un espacio seguro para que los miembros de Marketing Nation aprendan, se conecten y resuelvan problemas, pedimos a todos los asistentes que sigan estas reglas:

- No se permite ningún tipo de autopromoción o venta en los eventos MUG.
- No contactes a personas fuera del Grupo de Usuarios sin su consentimiento.
- Si los miembros de MUG comparten su caso de uso en el Grupo de Usuarios, por favor no compartas esa información sin su consentimiento.

Este MUG está siendo grabado.

- Para asegurarnos de que cumplimos con el Código de Conducta del MUG, os informamos a todos los asistentes de esta reunión en la fecha 25 de septiembre de 2024 que será grabada y publicada en el Canal de YouTube del MUG para promover la capacitación, educación y aprendizaje futuro.
- **Si no deseáis participar en una sesión grabada EN VIVO**, después de que concluya la reunión, enviarnos un correo al contacto ebaquedano@kapturall.com y os excludiremos de la grabación.

¡Mantente conectado con nuestra comunidad de Marketo!

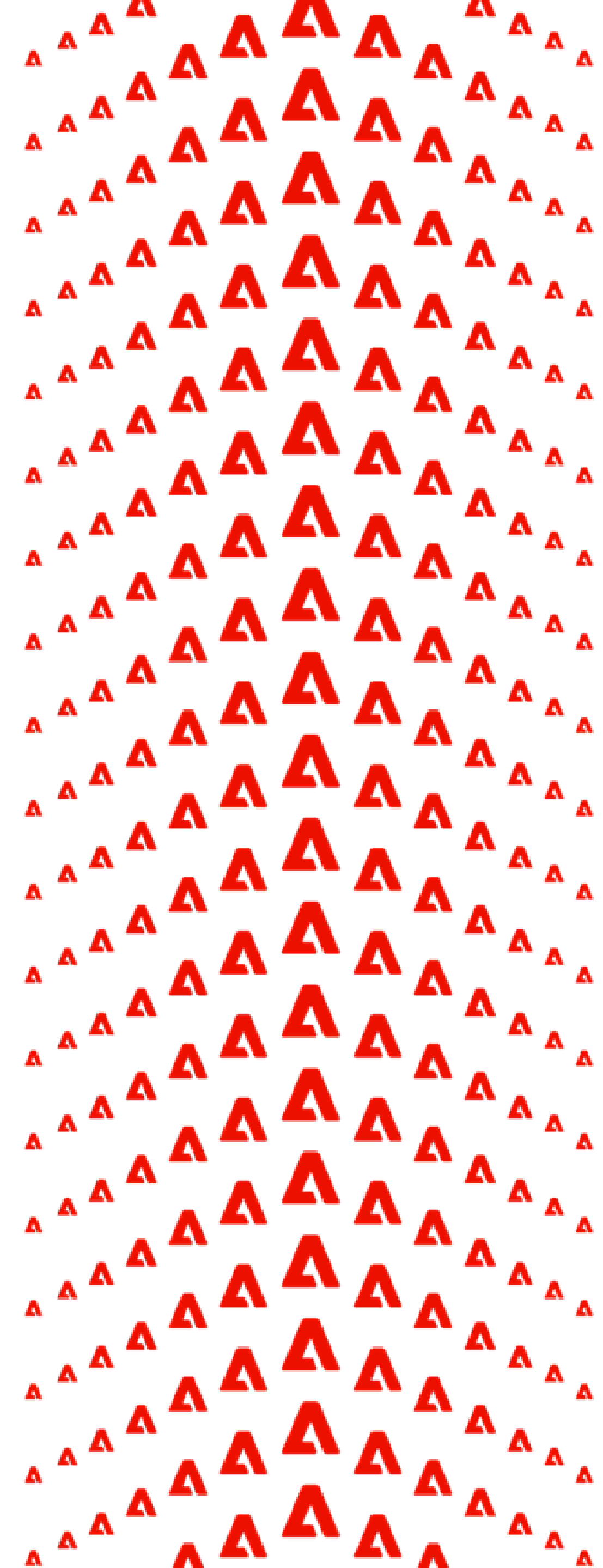
¡Regístrate en Bevy, la nueva herramienta para los Grupos de Usuarios de Adobe Marketo Engage!

- Paso 1: Navega a <https://mugs.marketo.com/spain-virtual-mug/>
- Paso 2: Crea una cuenta usando un correo electrónico asociado a tu cuenta de Adobe Marketo Engage.



Una vez que te unas a la comunidad, recibirás notificaciones y recordatorios sobre nuevos eventos que publiquemos.

Próximas oportunidades
para los miembros de la
comunidad



Extraordinario es solo el comienzo.

Las inscripciones ya están abiertas para los Adobe Experience Maker Awards 2025.

El futuro de la experiencia del cliente está siendo moldeado por innovadores digitales. Estamos buscando a aquellos que han revolucionado sus organizaciones e industrias con estrategias digitales de vanguardia utilizando las aplicaciones de Adobe Experience Cloud durante el último año. Si eres uno de ellos, postúlate para ser reconocido en una o más de nuestras 9 categorías para los Adobe Experience Maker Awards 2025.

Obtén más información y postúlate hoy: adobeexperienceawards.com



Participación en Entrevistas con Clientes

- Nuestro equipo de Marketing de Adopción está interesado en conocer tu opinión sobre cómo hacer que el aprendizaje sea más fácil para los administradores, más allá de la implementación de la instancia.
- Estamos llevando a cabo una serie de entrevistas con administradores para comprender mejor cómo avanzaste en tus habilidades con Marketo Engage después de la etapa de incorporación y cualquier brecha u oportunidad para mejorar tu experiencia de aprendizaje. Los comentarios que compartas se utilizarán para mejorar nuestros recursos de aprendizaje.
 - **Criterios:** Eres un administrador que implementó o heredó una instancia de Marketo Engage, idealmente en el último año.
 - **Formato:** Entrevista en línea de 45 minutos.
 - **Temas clave:**
 - What was your knowledge gap after implementation?
 - How did you bridge the gap after implementation?
 - What can Adobe do better in supporting your learning?

Esta es una oportunidad para influir en la experiencia de aprendizaje de otros administradores de Marketo. ¡Agenda tiempo con un producto manager de Marketo [AQUÍ](#) para compartir tus opiniones!

Office Hours: Interactive Webinars

Nos complace anunciar que los seminarios web interactivos ahora están disponibles para todos los usuarios de Adobe Marketo Engage a nivel mundial.

Para apoyar a nuestros clientes, el equipo de producto está organizando horas de oficina. [Sign up here](#)

Recursos adicionales:

Experience League Documentation

- [Prouduct Overview](#)
- [Video Tutorials](#)
- [Step by Step Demo](#)



Calendario de próximas reuniones de grupos de usuarios (internacional)

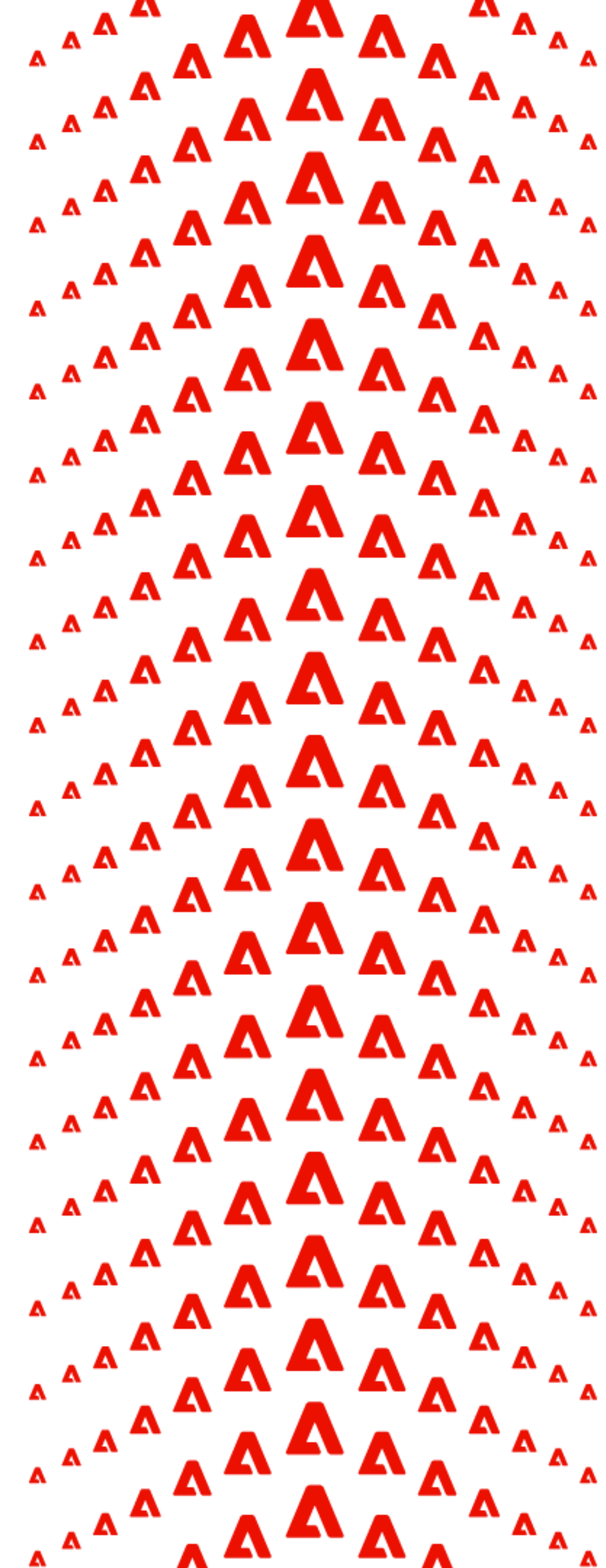
DATE	MUG CHAPTER	FORMAT	TOPIC
09-27	Japan - MUG	Virtual	MUG Day - Adobe Marketo Engage User Group Day
10-10	Germany MUG	In Person Meeting	Marketo Engage User Group (MUG) , 10 Oktober 2024 in München

RSVP HERE



Agenda

Ponente	Sección	Hora
Zahra Ben Khallouq	¿Cómo Marketo puede impulsar el desarrollo y la implementación de una estrategia global eficiente y efectiva?	3:15 – 4:00 pm
Sara Barriuso	Lead scoring: Qué es, cómo implementarlo, cómo rehacerlo y ajustarlo	4:00 – 4:45 pm
Break	Café y Marketo Trivia	4:55 – 5:30 pm
Jose Tarzian	Visión general de AJO B2B, la nueva plataforma de adobe enfocado en cuentas	5:30 – 6:00 pm
Networking	Bebidas en Lateral de Caleido	6:00 – 8:00 pm



Mejora tus estrategias globales:
¿Cómo Marketo puede impulsar el
desarrollo y la implementación de una
estrategia global eficiente y efectiva?

Zahra Ben Khallouq





2X Marketo Expert Certified

Pasión por los idiomas, los viajes y la diversidad cultural

Hablo casi 7 idiomas y he vivido en 3 países

Agenda

01 Definir una estrategia de marketing global

02 Activar una estrategia de marketing global

03 Escalar una estrategia de marketing global

04 Ronda de preguntas



**Definir una estrategia
de marketing global**

¿Qué es una estrategia global?

- Conexión
- Contexto
- Culturalización



Globalización: ¿amenaza u oportunidad?

- Aumento de la competencia
- Proliferación de contenidos



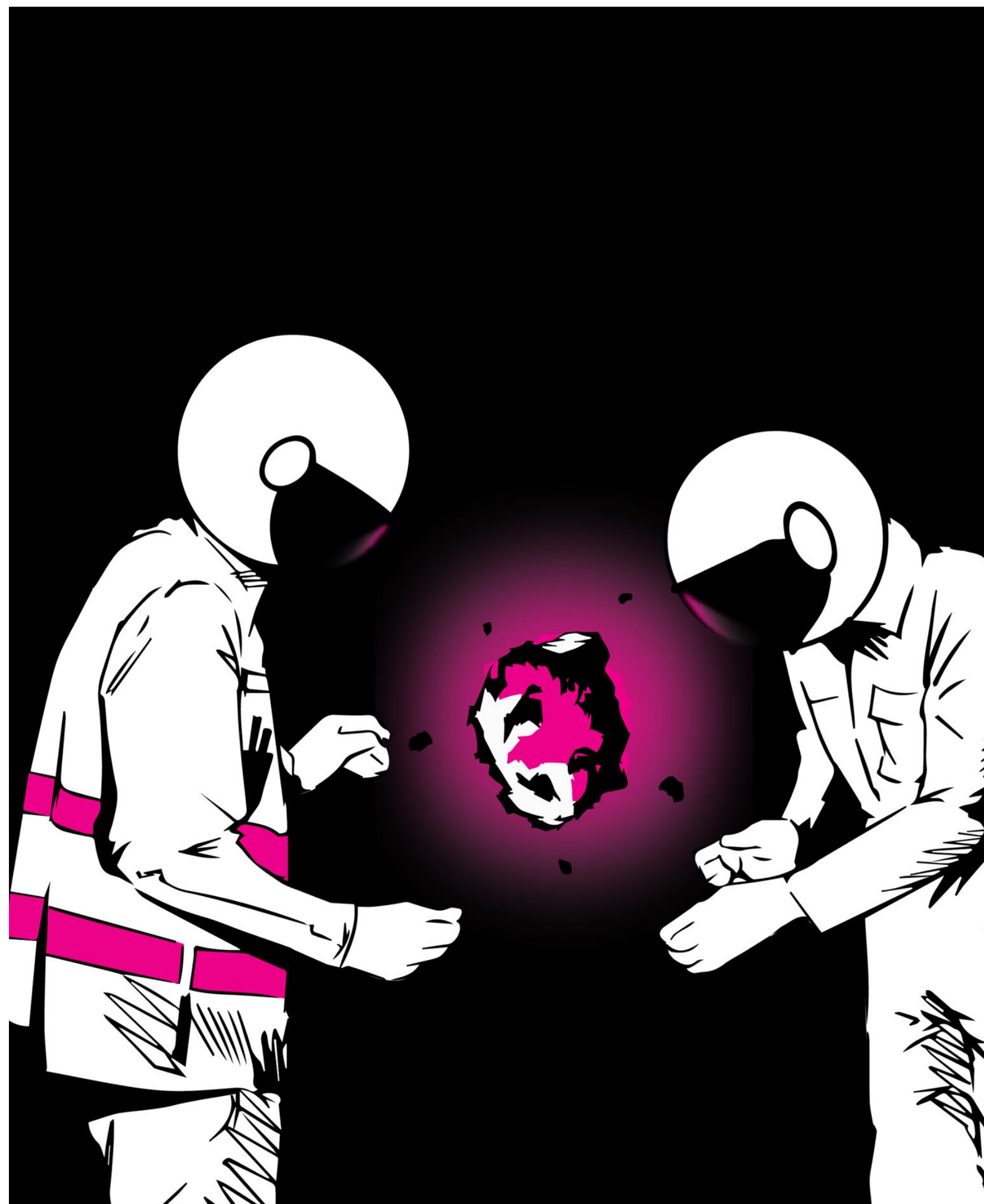
Localización

Traducción





**Activar una estrategia
de marketing global**



Coherencia de marca

Estrategia de localización de marcas

Ejemplo: Netflix

Esto contribuye a aumentar el engagement rate, proporcionando una experiencia de usuario más personalizada y más oportunidades para cerrar acuerdos comerciales.

Tecnología global

Tecnología de localización (traducción automática, localización de software, memoria de traducción, y ahora IA (ChatGPT 4 O etc.)

Ejemplo: Integración Transperfect en Knak

Integración de la estrategia de localización en Marketo y A/B testing

Ventajas de la tecnología de localización

- Verificación
- Optimización
- Integración
- Centralización
- Normalización
- Sinergia

Campaña de marketing global

- Selección intuitiva y rápida en los campos de formulario
- Evitar errores de personalización
- Componentes culturales
- Formato del texto
- Normativa lingüística local
- Selección del diseño
- Aspectos relacionados con el deliverability
- Zonas horarias para envío
- Cumplimiento normativo de datos

Cómo Marketo puede impulsar la implementación de una estrategia global

Sus funcionalidades globales:

- Preferencias lingüísticas
- Contenido dinámico
- Script de correo electrónico Tokens
- Snippets
- Uso de formularios globales
- Opciones adicionales (con API y webhooks)

Ventajas:

- Generación de demanda (programas) en todos los idiomas y regiones
- Eliminación de largos procesos de localización manual
- Generación de más ingresos y engagement mediante programas globales
- Plazos cortos de GTM para convertir más rápidamente usuarios

Preferencias lingüísticas

- Idioma del sitio web o del navegador
- Formularios: incrustados o LP de Marketo
- Permitir a los usuarios actualizar sus preferencias lingüísticas en cualquier momento

Contenido dinámico

- Crear segmentación lingüística
- Los campos de país son correctos y claros (data hygiene)
- Las plantillas de correo electrónico y LP deben tener funcionalidad HTML

Ventajas:

- Control de la calidad lingüística de las campañas y de la conformidad de los datos
- Medir el rendimiento de las campañas en todas las regiones e idiomas

Limitaciones:

- Número de segmentaciones a 20 por instancia
- Número de segmentos a 100 para cada segmentación

Tokens

- Crear y mantener un archivo offline de los tokens
- Correos electrónicos HTML personalizados (con herramientas de la IA) con placeholders para las variables dinámicas
- Las plantillas de correo electrónico y LP deben tener funcionalidad HTML

Ventajas:

- Mostrar un contenido específico en función de la región en la que se encuentre el cliente

Limitaciones:

- No se pueden reutilizar los tokens de programa que no son parte de una carpeta principal
- No se pueden utilizar tokens en los snippets o en el contenido dinámico.

API de JavaScript

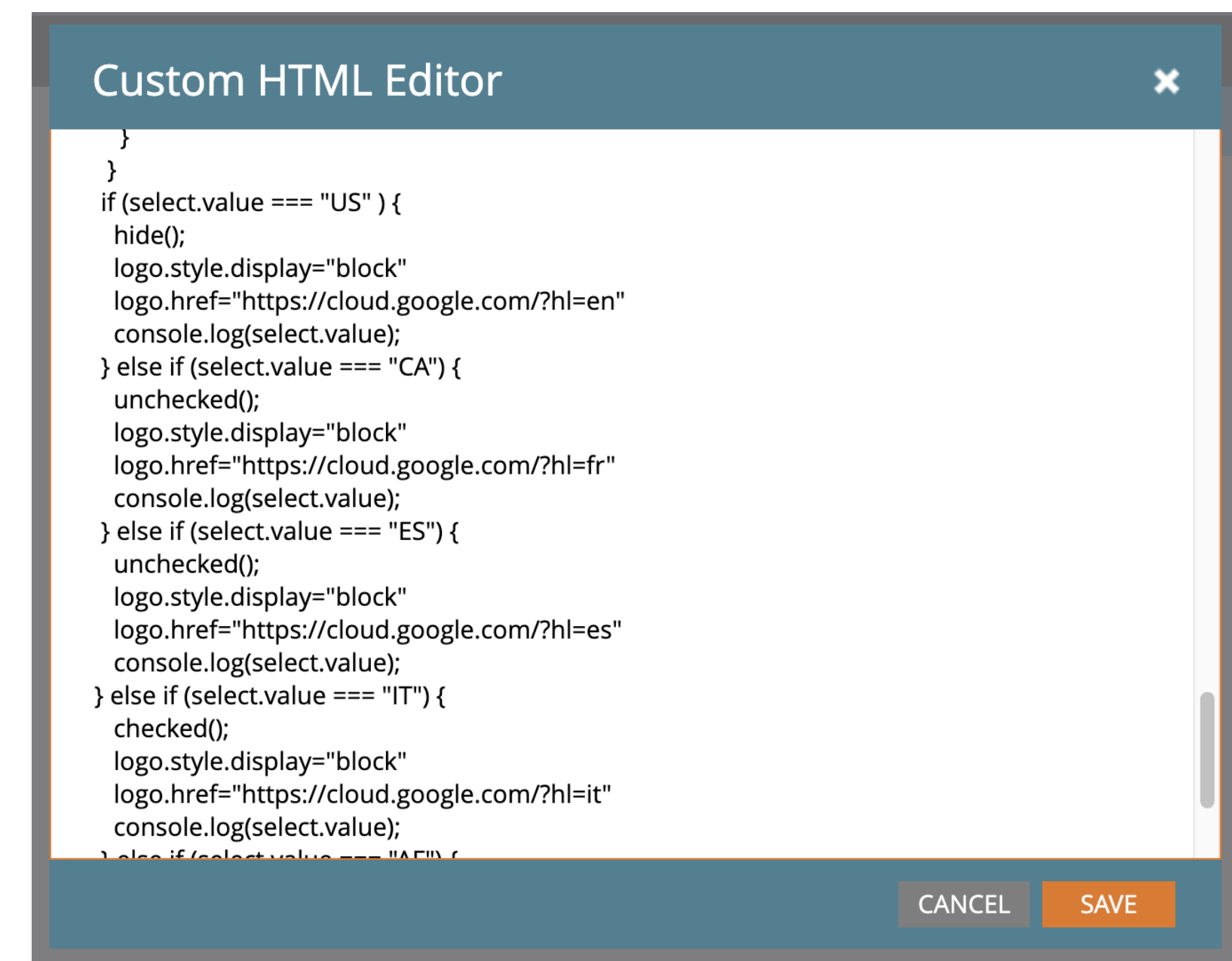
- se ejecuta en el navegador del usuario, no en Marketo

Ventajas:

- Personalización de formularios
- Cumplimiento normativo de datos a nivel global
- Modificación dinámica de los campos del formulario
- Registro programático del formulario

Limitaciones:

- Complejidad en la implementación
- Infraestructura backend de Marketo



Caso práctico:

First Name:

Last Name:

Email Address:

Country:

*

Select...

▼

I want to receive promotional emails

☐

Submit

RP.





**Escalar una estrategia
de marketing global**



Personas

Procesos

Sistemas

Datos

Estructura de MOPs

Tiempo

Presupuesto

Cultura de empresa

Empresas

Próximos pasos

- Seguimiento de la estrategia de localización
- Gestión centralizada de campañas globales en Marketo
- Análisis de las campañas y reporting
- Cumplimiento de las normativas y protección de datos

Supervisar y optimizar continuamente

- Análisis de los datos procedentes de los CRM
- Mejora continua de las campañas con objetivos específicos (mes a mes)
- Plan de la escalabilidad (trimestres de un año fiscal)
- Enfoques innovadores (integración de funciones/modelos de la IA)





Ronda de preguntas



¡Muchas Gracias!



Lead scoring

Qué es, cómo implementarlo, cómo
rehacerlo y ajustarlo.

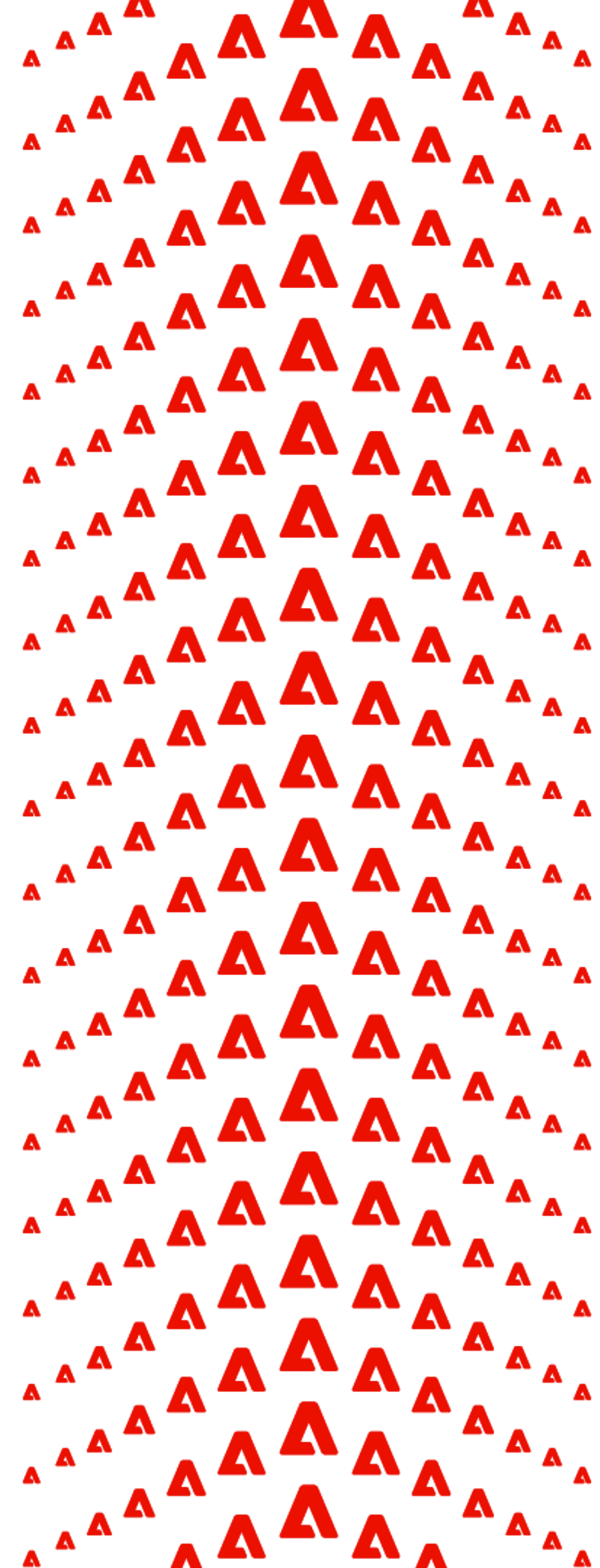
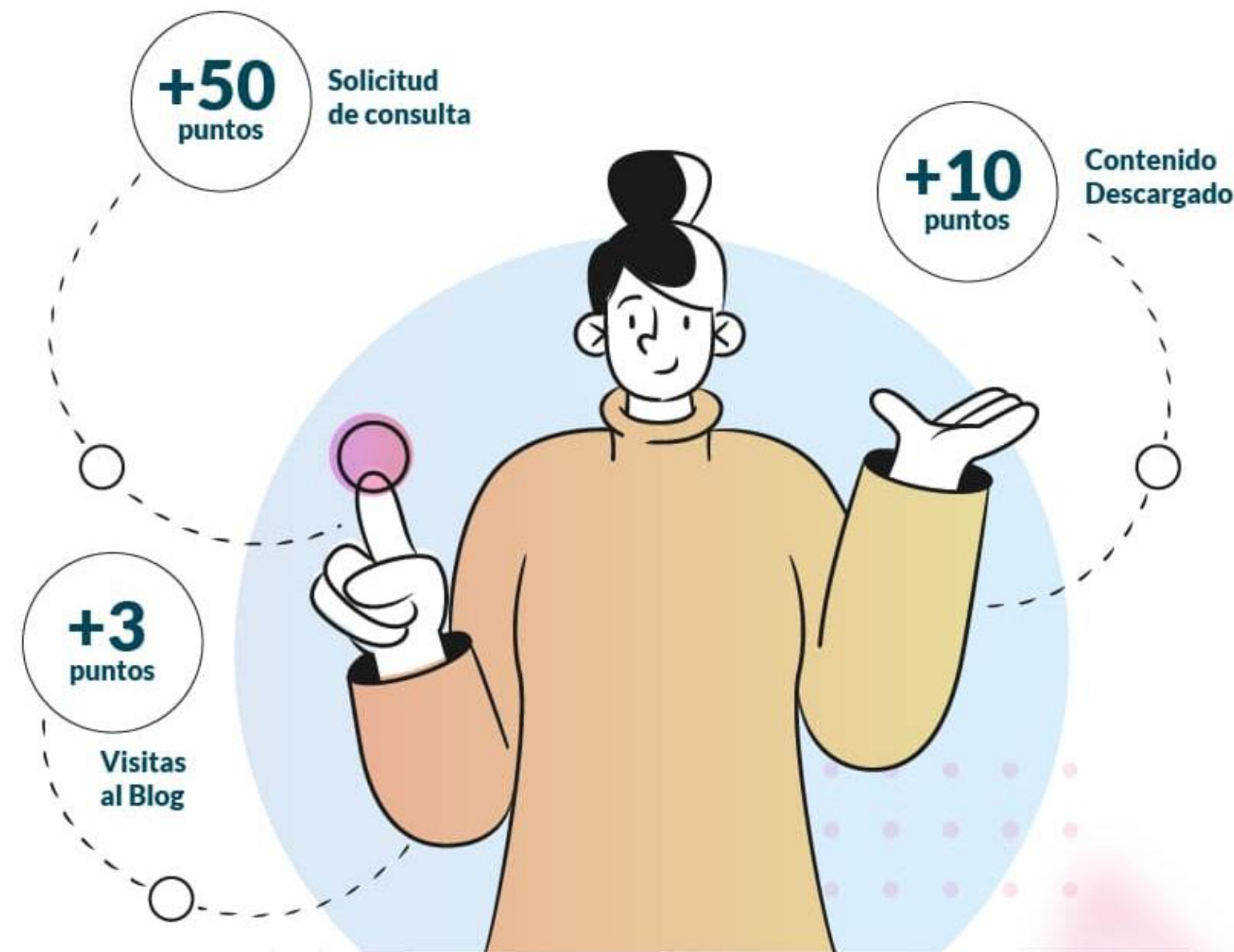
Consejos y best practices

Sara Barriuso Tapia



Key take aways

- Qué el scoring y porqué es importante
- Cómo implementar scoring
- Cómo rehacerlo, arreglarlo
- Cómo incrementar tus MQL



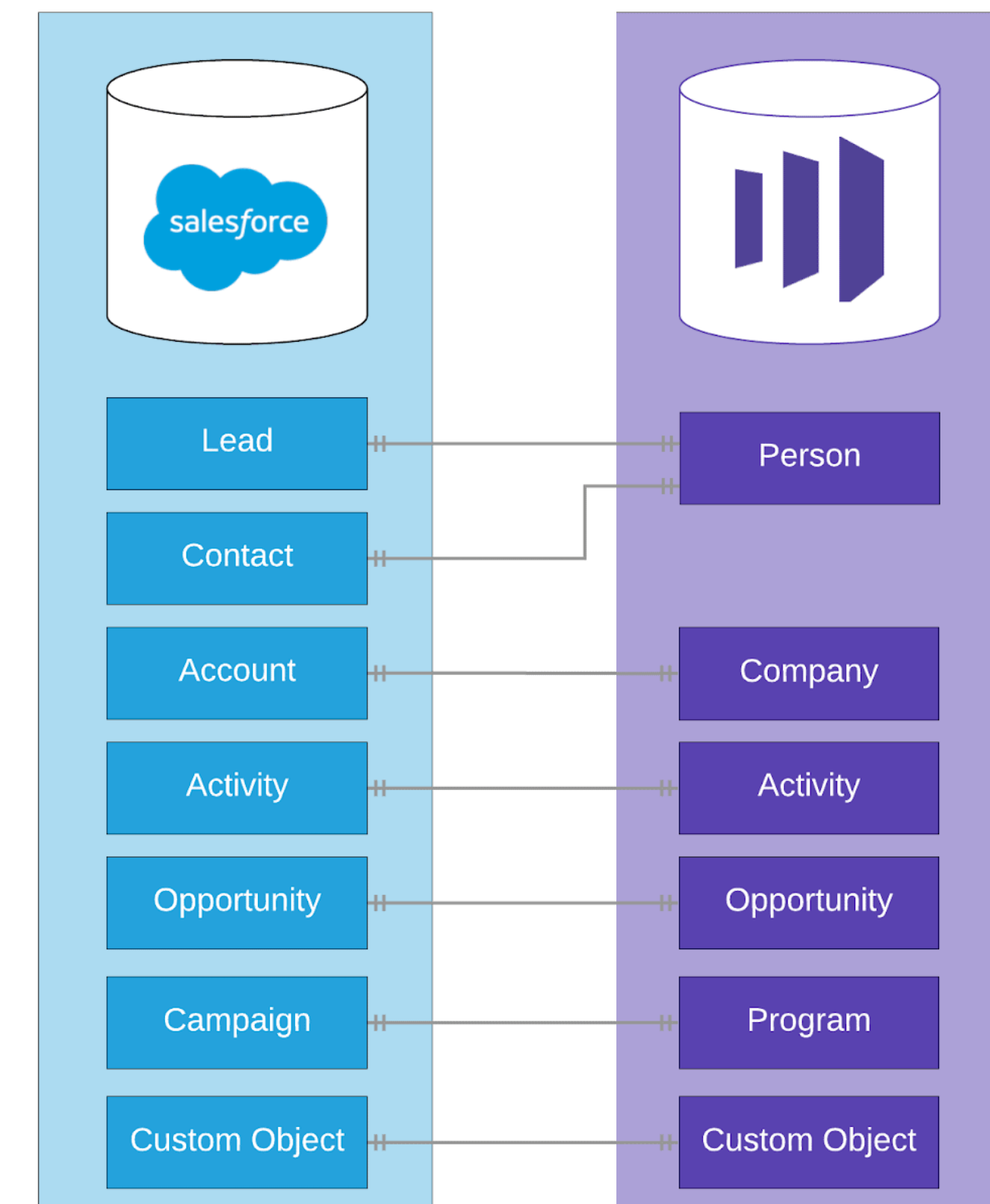
Cuestionario

- ¿Tienes scoring?
- ¿Quién le hizo?
- ¿Está tu equipo de ventas contento con él?
- ¿Tienes plan de rehacerle, mejorarle?



Lead - ¿Qué es un lead para Marketo?

- Lead = Person
- CRM
 - Lead – no cliente
 - Contact - cliente
- Para Marketo todos son LEADS
 - Cualquier persona en marketo puede recibir scoring
 - Nuevo contacto entra en la base de datos
 - Actualizacion de nueva informacion



Scoring?



Definition

- Methodology for ranking leads in order to determine their sales-readiness. **You score leads** based on
 - the **interest they show** in your business,
 - their current place in the **buying cycle**
 - and **their fit** in regards to your business.



Traducimos

- **Sales-readiness**
 - Persona lista para comprar
- the **interest they show in your business**
 - AccionesBehaviours Behavioral scoring
- their current **place in the buying cycle**
 - Lugar en el ciclo de venta
- and their **fit in regards to your business.**
 - Es mi cliente potencial?

Y para que sirve

- **Identificar cuando un lead esta listo para sales =fast-tracked**
 - 25% de los lead
- **Cuando necesita mas tiempo – nurturing**
 - 75%
- **Dar a tus comerciales los leads que necesitan**
 - Incremento del 10% en Lead quality >>>> se traduce en un 40% más



Quién debe crear el scoring?

Sales y Marketing

(Mops es Marketing)

- Que se consigue?
 - Alineación – definición de “que es un lead”
 - Mejorar la relación
 - Base para creación de SLA



Lead scoring...



Tipos

Behavioural scoring

- Acciones que realizan los leads
 - Visita websites
 - Click on emails...



Demographic scoring

- Se parece a mi perfil ideal
 - Job Title / Role
 - Company size
 - Industry



Person score/ Lead score

Behavioural + Demographic = Person score

Comportamiento	Desconocido Muy Activo	Poco Apto Muy Activo	Apto Muy Activo	Muy Apto Muy Activo
	Desconocido Activo	Poco Apto Activo	Apto Activo	Muy Apto Activo
	Desconocido Poco Activo	Poco Apto Poco Activo	Apto Poco Activo	Muy Apto Poco Activo
	Desconocido Inactivo	Poco Apto Inactivo	Apto Inactivo	Muy Apto Inactivo
Perfil demográfico				

Y qué mas puede afectar??

- Importancia links
BANT – Budget, Authority, Need , timeline
Esta activo??

Basics of Behavioral Scoring	
Activity	Score
Clicks link in email	+3
Completes form	+5
Visits product benefits page	+3
Visits any company web or blog page	+1

Behavioral Scoring with Importance			
Activity	Score	Importance	Total Score
Clicks link in email about industry	+3	+1	4
Clicks link in email about company	+3	+5	8
Clicks link in email about specific product	+3	+10	13

Active and Latent		
	Activity	Behavioral Points Earned
Lead 1: Crissy – Active		
Today	Download a sample RFP	10
Yesterday	Watched a demo	12
5 days ago	Visited a pricing page	10
10 days ago	Visited trade show booth	4
		36
Lead 2: Jen – Latent		
Last week	Downloaded a white paper	3
Last month	Downloaded a white paper	3
2 months ago	Checked link in email	2
3 months ago	Checked link in email	2
3 months ago	Checked link in email	2
3 months ago	Viewed 5 web pages	5
4 months ago	Downloaded a white paper	3
4 months ago	Registered for a webinar	2
4 months ago	Viewed 4 web pages	4
5 months ago	Attended a webinar	8
6 months ago	Registered for a webinar	2
		36

¿Y cómo consigo toda la información??

- Formularios

Nombre

Introduzca su nombre

Apellidos

Introduzca sus apellidos

Correo electrónico de trabajo

Introduzca su correo electr

Cargo

Introduzca su cargo

Número de teléfono

1-555-555-5555

Nombre de la empresa

Introduzca el nombre de su

Tipo de consulta:

Tipo de consulta

Tamaño de la empresa

Tamaño de la empresa

País

País

Comentarios

Preguntas o detalles adicionales



Fist name
Last name
Email
Job title
Job role
Company name
Num employees
Industry
Phone
Country
State

¿Y cómo consigo toda la información??

- Formularios
- Chat
- Data enrichment services
- Mandatory fiels en CRM

The screenshot shows a chat interface with a header for "Cornerstone OnDemand" and a sub-header "You are chatting with Cornerstone Bot". The chat history includes a user input "Sara" with a red checkmark, a bot response "¿Y tu apellido?", a user input "Barriuso" with a red checkmark, and a bot response "¿Para qué organización trabajas?". The current input field is labeled "Company".

<  **Cornerstone OnDemand**
You are chatting with Cornerstone Bot

First Name

Sara ✓

1s ago

¿Y tu apellido?

Last Name

Barriuso ✓

1s ago

¿Para qué organización trabajas?

Company

 Restart conversation



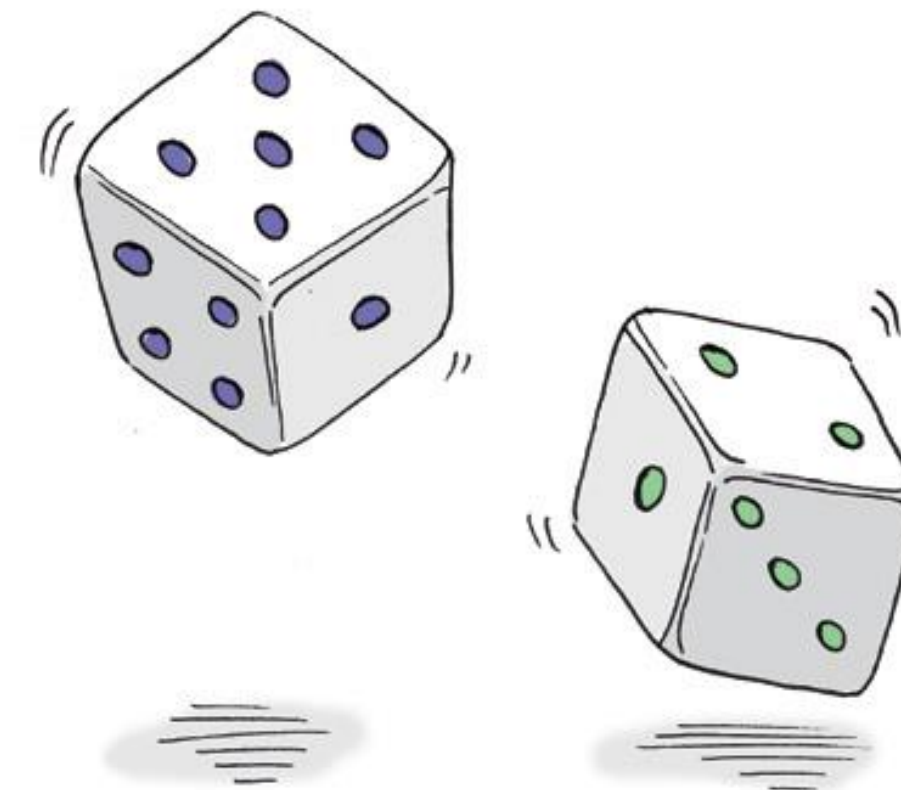
Primer scoring en Marketo????

Y que threshold pongo?

100.. 40..30.....

Empieza por 100

- 70% behavioural
- 30% demographic



Primer scoring en Marketo



Empezamos

Pregunta a sales

- Demographic
 - Key data of ICP customer
 - Job title
 - Company size
 - Industry
 - Con quien quieren hablar – gente de X empresa
- Behavioural
 - Acciones que mas valoran

Pregunta a Marketing

- Key webs
- No key webs
- Acciones que mas valoran



Import the program

Sara

Import program - Step one: Select program

Step 1

Step 2

Step 3

Step 4

Select a program to import:

Subscription

Marketo Program Library

Import program

NUR-YYYY-MM-Advanced Nurture.02-Topic Y

NUR-YYYY-MM-Advanced Nurture.03-Topic Z

NUR-YYYY-MM-Simple Nurture

OA-YYYY-MM-Online Advertising Marketo Landing Page

OP-Acquisition-API

OP-Data Management

OP-Deliverability Management

OP-Lead Management

OP-Scoring-Behavior

OP-Scoring-Demographic

TS-YYYY-MM-DD-Tradeshows Program

WBN-YYYY-MM-DD-Webinar Program

WR-YYYY-MM-Web Request Program

Next



OP-Scoring-Behavior

Interactions

Program Status Changes

Score Decay



OP-Scoring-Behavior

Interactions

Email - Clicks Link in Email

Form - Fills Out Contact Form

Form - Fills Out Content Form

Form - Fills Out Default Form

Form - Fills Out Event Form

Web - Downloads Any PDF

Web - PPC Scoring

Web - Visits Key Web Pages

Web - Visits Multiple Web Pages in 1 Day

Tokens

OP-Scoring-BehaviorAssetsSetupMy TokensMembers

NewProgram ActionsEdit TokenDelete Token

These tokens can be referenced using this naming convention: {{my.My Token}}

Ty...	Token Name	Value
Local (15 Tokens)		
★	{{my.Decrease Score - No Activity}}	-10
★	{{my.Decrease Score - Visits Undesir...	-5
★	{{my.Email - Clicks Link}}	+2
★	{{my.Form - Fills Out Contact Form}}	+30
★	{{my.Form - Fills Out Content Form}}	+15
★	{{my.Form - Fills Out Default Form}}	+10
★	{{my.Form - Fills-out Event Form}}	+15
★	{{my.Live Event - Attended}}	+30
★	{{my.Tradeshow - Influenced}}	+20
★	{{my.Tradeshow - Visited Booth}}	+5
★	{{my.Web - Downloaded Any PDF}}	+5
★	{{my.Web - PPC Scoring}}	+15
★	{{my.Web - Visits Key Web Pages}}	+5
★	{{my.Web - Visits Multiple Web Pages...	+5
★	{{my.Webinar - Attended}}	+20

Always update both scores!!!!

Id	Job Title	State	Country	Full Name	Behavior Sc...	Demograph...	Person Score
<u>5841</u>	Head Of Le...		United King...	Clair	1	5	6
<u>4241</u>	Vice Preside...	California	United States	Mich	8	5	17
<u>4805</u>	Other	Georgia	United States	Jewe	0	5	5

★ 1 - Change Score

Score Name: Demographic Score

Change: {{my.Invalid Last Name}}

★ 2 - Change Score

Score Name: Person Score

Change: {{my.Invalid Last Name}}

★ 1 - Change Score

Score Name: Behavior Score

Change: {{my.Email - Clicks Link}}

★ 2 - Change Score

Score Name: Person Score

Change: {{my.Email - Clicks Link}}

Real example

- ▼ OPE-2022-Global Scoring Model Behavior
 - > Assets
 - ▼ Campaigns
 - ▼ 01 - Interactions
 - > a - Website Submission
 - > b - Webinar
 - > c - Webinar Demo
 - > d - Tradeshow
 - > e - CSOD Event
 - > f - Content
 - > g - Email Campaign
 - > h - Pathfactory
 - > i - Advertising
 - > j - Web Activities
 - > k - Others
 - > 02 - Score Cap & Decay
 - 03 - Batches

These tokens can be referenced using this naming convention: {{my.My Token}}

Ty...	Token Name ▲	Value
Local (32 Tokens)		
★	{{my.Auto MQL}}	+40
★	{{my.CSOD Event - Attended Session}}	+20
★	{{my.CSOD Event - Attended Show}}	+5
★	{{my.CSOD Event - Engaged}}	+35
★	{{my.CSOD Event - Registered}}	+5
★	{{my.CSOD Event - Visited Booth}}	+15
★	{{my.Decrease Score - No Activity}}	-10
★	{{my.Demo Request}}	+40
★	{{my.Demo chat}}	+40
★	{{my.Email Clicks 1-2}}	+2
★	{{my.Email Clicks 3-5}}	+4
★	{{my.Email Clicks 6 Plus}}	+5
★	{{my.Email Send - Clicked}}	+2
★	{{my.Form - Fills Out Contact Form}}	+40
★	{{my.Partner Referral}}	+40
★	{{my.Pathfactory Session}}	+5
★	{{my.Product Video Demo}}	+20
★	{{my.Survey_THI}}	+20
★	{{my.Tradeshow & Event - Attended}}	+5
★	{{my.Tradeshow & Event - Attended Session}}	+20
★	{{my.Tradeshow & Event - Engaged}}	+40
★	{{my.Tradeshow & Event - Registered}}	+5

★	{{my.Tradeshow & Event - Visited Booth}}	+15
★	{{my.Web - Downloaded Any PDF}}	+5
★	{{my.Web - Visits 1-2 Pages}}	+2
★	{{my.Web - Visits 3-5 Pages}}	+4
★	{{my.Web - Visits 6 Plus Pages}}	+5
★	{{my.Web - Visits Undesirable Web Pages}}	-5
★	{{my.Webinar - Attended & OnDemand}}	+10
★	{{my.Webinar - Registered}}	+5
★	{{my.Webinar Demo - Attended & OnDemand & No Show}}	+40
★	{{my.Webinar Demo - No Show}}	+40

Plantilla

Threshold: 100 Points					
BEHAVIORAL SCORING SECTION					
Item	Score	Qualifying Rules	Success?	Interest Moment?	Details/Notes
EVENT RELATED					
Registers for In-Person Event	+15	Every time			
Attends In-Person Event	+10	Every time			
Attends Tradeshow	+10	Every time			
Registers for Virtual Event	+15	Every time			
Attends Virtual Event	+10	Every time			
EMAIL RELATED					
Click High Value Link in Email	+15	Every time			
Clicks Link in Email	+5	Once every 1 day			
WEB PAGE RELATED					
Visits Multiple Web Pages in a day	+5	Once every 1 Day			
Visits High Value Web Page	+5	Once every 1 Day			
Visits Undesireable Web Page	-5	Once every 1 Day			
FORM RELATED					
Fills Out Form	+20	Every time			
PROGRAM SUCCESS					
Content Marketing (organic)	+10	Every time			
Website	+10	Every time			
Mobile	+10	Every time			
Direct Mail	+10	Every time			
Email Send	+10	Every time			
Nurture - Multi-touch	+10	Every time			
Newsletter	+10	Every time			
Co-Marketing	+10	Every time			
Pay Per Click Advertising	+10	Every time			
Media Buys and Banners	+10	Every time			
In Product Messaging	+10	Every time			
Surveys	+10	Every time			
Telemarketing	+10	Every time			
Referral	+10	Every time			
UNSUBSCRIBED	-40				
DECAY (Negative scoring to decay over time)	-10	Every 30 days	56		

Threshold: 100 Points

DEMOGRAPHIC SCORING					
Item	Score	Value list			Details/Notes
Contact Type	+5				
Contact Subtype	+5				
Job Function	+10				
Organization	+10				
Company size	by size				
Profession	+10				
Negative scoring for non-preferred job titles	-50				
Industry	+10				
Remove competitors from scoring	-500				
Negative score for personal email address	-10	@yahoo.com, @gmail.com, @hotmail.com			

Plantilla de Marketo

The Big List of Lead Scoring Rules

50+ Explicit Scores to Consider

Potential individual-specific demographic scoring rules

- ☐ Title
- ☐ Role
- ☐ Purchasing authority
- ☐ Number of direct reports
- ☐ Level of manager (to whom do they report?)
- ☐ Years of experience
- ☐ Specialties
- ☐ Type of email used (Gmail, corporate, Yahoo)
- ☐ Years at current position
- ☐ Designations/Certifications
- ☐ Honors and awards received
- ☐ Social network participation
- ☐ Social network connections
- ☐ Social network influence
- ☐ Public recommendations
- ☐ Affiliations - groups and associations
- ☐ Career interests
- ☐ Personal interests
- ☐ Degrees received

- ☐ _____
☐ _____
☐ _____
☐ _____
☐ _____

Potential company-specific demographic scoring rules

- ☐ Rankings/Stock Indexes: Fortune 500/Inc 500, etc
- ☐ Number of employees
- ☐ Company revenue
- ☐ Revenue growth (growing, declining, etc)
- ☐ Company financial viability
- ☐ Number of divisions
- ☐ Number of products sold (SKUs)
- ☐ Location
 - ☐ City
 - ☐ State
 - ☐ Zip
 - ☐ Country
 - ☐ Phone area code
 - ☐ Headquarters or satellite
 - ☐ Location of branches
 - ☐ Size of branches

- ☐ Website traffic
- ☐ Website plug-ins
- ☐ Year founded
- ☐ Organizational structure (proprietorship, partnership, corporation)
- ☐ Geographic markets served
- ☐ Competitors
- ☐ Partners
- ☐ Fiscal year end
- ☐ Industry

- | | |
|--|--|
| | |
| | |
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Relationship scoring rules

- ☐ Account type (Potential vs. Actual)
 - ☐ Customer
 - ☐ Partner
 - ☐ Competitor
 - ☐ Prospect
 - ☐ Investor
- ☐ Previous relationship
 - ☐ Ex-customer
 - ☐ Lost opportunity
- ☐ Product(s) purchased
- ☐ Complimentary technologies used (CRM, ESP, ERP, CMS, MRM, MA)
- ☐ Recycled count
- ☐ Lead source
 - ☐ Website
 - ☐ Sponsorship
 - ☐ PPC
 - ☐ Content syndication
 - ☐ Online ad

- ☐ Budget defined (Monthly, Quarterly, Annually)
- ☐ Timeframe (Project completion deadline)

- | | |
|--|--|
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| | |

Did everyone in Sales and Marketing mark the same attributes? Discuss any that don't match and then compare to the reporting and buyer personas you have created. Do the demographics match your personas and the data in your reports? If not, discuss these with the group.

The Big List of Lead Scoring Rules

200+ Behavior-Based Scores to Consider (continued)

- ☐ Livestreamed events
 - ☐ Registered for
 - ☐ Viewed
 - ☐ Commented during
 - ☐ Asked question during
 - ☐ Reviewed follow-up recording
 - ☐ Rated event
- ☐ Surveys
 - ☐ Visited
 - ☐ Completed
 - ☐ Viewed results
 - ☐ Participated in multiple surveys

- ☐ Tradeshow
- ☐ Attended
 - ☐ Visited booth
 - ☐ Watched demo
 - ☐ Attended multiple tradeshows

- ☐ Roadshow/Seminar
- ☐ Registered
- ☐ Attended
- ☐ Attended multiple events

- ☐ Microsites
 - ☐ Viewed
 - ☐ Shared via social sharing

- ☐ Web pages
 - ☐ Viewed landing page
 - ☐ Fills out form on landing page
 - ☐ Uses instant chat functionality
 - ☐ Uses request a call back functionality
 - ☐ Viewed - any
 - ☐ Viewed - product specific
 - ☐ Viewed - pricing
 - ☐ Viewed - customers or reviews
 - ☐ Viewed - multiple web pages
 - ☐ Viewed - multiple web pages in 1 WK
 - ☐ Shared via social sharing
 - ☐ Browser used

- ☐ Search Activity
 - ☐ Searches for company name
 - ☐ Searches for product name
 - ☐ Searches other (scored on term)
 - ☐ Search engine used

- ☐ Online courses
- ☐ Viewed information on
 - ☐ Registered for
 - ☐ Completed
 - ☐ Registered for multiple
 - ☐ Completed multiple

- ☐ Certifications
 - ☐ Viewed information on
 - ☐ Registered for
 - ☐ Received certification
 - ☐ Received multiple certifications

- ☐ Community
 - ☐ Submitted an idea
 - ☐ Submitted multiple ideas
 - ☐ Read about best practices
 - ☐ Read about ideas
 - ☐ Visit knowledge base
 - ☐ Read about product information
 - ☐ Asked a question
 - ☐ Asked multiple questions
 - ☐ Answered a question
 - ☐ Answered multiple questions
 - ☐ Shared a best practice
 - ☐ Shared multiple best practices

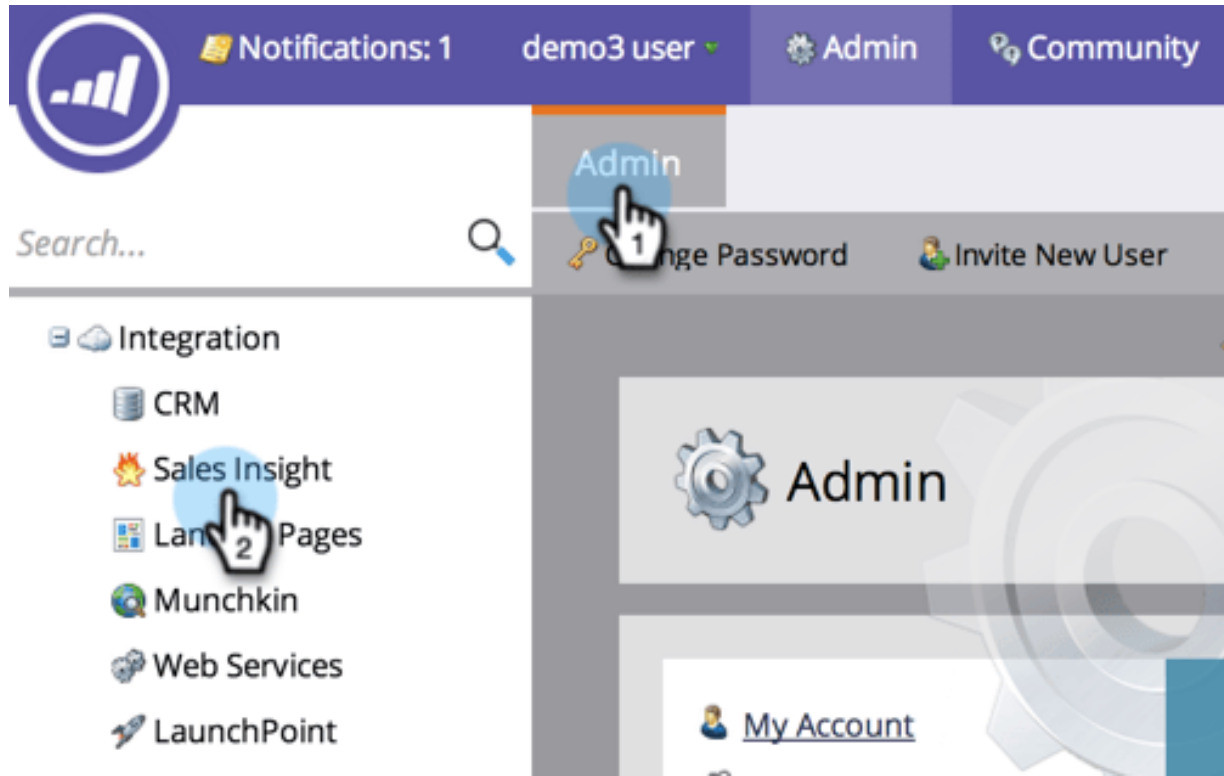
- ☐ Podcasts
 - ☐ Listened
 - ☐ Listened multiple times
 - ☐ Downloaded
 - ☐ Subscribed

- ☐ Videocasts
 - ☐ Viewed
 - ☐ Viewed multiple times
 - ☐ Downloaded

Additional Behaviors

- [illegible]

Sales insight



Edit Lead Scoring Settings

Scoring Fields

Choose fields to calculate Best Bets: [Learn More](#)

Stars:

Flames:

Demographic Score

Behavioral Score

Demographic Score

Lead Score (default)

My Score

1

2

Stars Scoring Method

Choose how to distribute stars to leads who have a score of at least 1.

Scoring Method:

Dynamic

Lead Scoring Settings

EDIT

Scoring Fields:

Relative Score:

Relative Urgency:

Lead Score (default)

Dynamic

Dynamic

☆☆☆

☆☆

☆

🔥🔥🔥

🔥🔥

🔥

98.5% and up

85% - 98.5%

0% - 85%

75% and up

0% - 75%

Urgency = 1



Edit Lead Scoring Settings

Scoring Fields

Choose fields to calculate Best Bets: [Learn More](#)

Stars:

Flames:

Demographic Score

Behavioral Score

Behavioral Score

Demographic Score

Lead Score (default)

My Score

2

1

Stars Scoring Method

Choose how to distribute

Scoring Method:

Dynamic

Flames Scoring Method

Choose how to distribute flames to leads who have an urgency greater than 1.

Scoring Method:

Dynamic

Relative Urgency

From

To

🔥🔥🔥

75 %

100 %

🔥🔥

0 %

75 %

🔥

= 1

CANCEL

SAVE

Consejos

- Implementa la Plantilla
- Revisa los MQL's generados cada semana
 - Comunicalo via email (sales+ marketing)
- Establece un SLA
- Dashboard
- Scoring meeting en 3 meses



Tienes que rehacer un
scoring?



Empezamos

Pregunta a sales

- Demographic
 - Key data of ICP customer
 - Job title
 - Company size
 - Industry
 - Con quien quieren hablar – gente de X empresa
- Behavioural
 - Acciones que mas valoran

Pregunta a Marketing

- Key webs
- No key webs
- Acciones que mas valoran



Scoring comitte

- Key staholders deciden por el resto (escoge bien)
 - 1-2 marketing
 - 1 sales
- Reuniones cada 2 Semanas, cada mes...
- Scoring review después de 3 months de implement



En paralelo

MOPS Analiza marketo

- Visitas a key webs por ICP
- Lead log de 50 Leads/ 50% won
 - FT- primer contacto LT y el ultimo
 - Acción que le hace MQL
 - Se generó Interesting moment??

Comparte resultados

Muestra Plantilla de scoring con info



Ejemplo

Analysis details

- From:
 - moment leads become known for Marketo/ first lead activity recorded for Marketo
- Till:
 - the lead is passed to iCare
 - Because it reached 100 threshold
 - Because it fills a form that is set up to sync lead to iCare for Sales qualification/ action

Qualified?

Qualified?	
YES	1
NO	2
OPEN	47

Qualified?	YES	NO	OPEN	
FORM-WEBINAR-DATE1-UK				12
FORM-GENERIC-GATED-CONTENT				8
FORM-DOWNLOAD				1
Visit Webpage	1	1		3
Open email		1		22
Contract-customers form				1
	1	2	47	50

Forms filled

	FT	NO FT
FORM-WEBINAR-DATE1-UK	12	
FORM-GENERIC-GATED-CONTENT	8	
FORM-DOWNLOAD	1	
FORM-EVENT-UK		1
CSP-DIRECT-CONTRACT-2018		1
CSP-DIRECT-EXISTING-CUSTOMERS-2018		1
FORM-QUICK-REG-UK		1
No trigger	29	
	50	

No trigger	
Visited website	6
Opened email	22
Contract-customers form	1
	29

FORM-WEBINAR-DATE1-UK	
Jumpstart RDS Azure	12
FORM-GENERIC-GATED-CONTENT	
Jumpstart RDS Azure	8
FORM-DOWNLOAD	
Hybrid cloud customer brochure	1

This info is not updated

Scoring Analysis

- Highlight the important actions – with higher ratings
- Penalize the not important actions – lower ratings

Lead quantities shown
are not current

Website

- **Visited a top ranking web page in the past 30 days , 5 times**
 - 11.429 qualified Since July 2016
 - Includes **which ones? Please verify**
- **Visited any web page in the past day min 7times/day**
 - 21.752 qualified Since oct 2016 (**include all**)
- **Visited 6/7+ website on a day of the same category**
- **Visited blog / article page**
 - Includes :www.uk.insight.com/learn/articles
 - 3.209 qualified since Dec 2016
- **Visited/Clicked top public sector page in the past 30 days , 5 times**
 - 40 qualified since March 2017
- **Visits Undesirable Web Page**

Current score	Proposed score	Extra details
+2	+5	Once per day
+1	+10	Once per day
	+ 20	Once per day
+3	+5	Every time
+3	+5	Every day
	-10	Every time

Forms

- **Form fills fast track**
 - 10.749 people qualified
 - FORM-FAST-ADOBE-UK
 - FORM-FAST-GEN-UK
 - FORM-FAST-UK
 - FORM-FASTTRACK-TEST
 - FORM-BOOK-DEMO
 - FORM-DEMO-LAB-UK
 - FORM-VEEAM-TRIAL-UK
 - FORM-GEN-UK
 - WEB-FORM-1-2018
- **Gated content**
 - 1.420 qualified
 - FORM-CSP-GATED-POPUP
 - FORM-GATED-CONTENT-1
 - FORM-GATED-CONTENT-2
 - FORM-GATED-CONTENT-3
 - FORM-GATED-CONTENT-4
 - FORM-GENERIC-GATED-CONTENT
 - FORM-5-REASONS-CSP
- **Cloud forms**
 - 300 qualified
 - FORM-CLOUD-CSP-CUSTOMER
 - FORM-CLOUD-CSP-DE-TIER-1-CONTRACT
 - FORM-CLOUD-CSP-DE-TIER-1-CUSTOMER
 - FORM-CLOUD-CSP-DE-TIER-1-SUBSCRIPTION
 - FORM-CLOUD-CSP-DE-TIER-1-UPGRADE
 - FORM-CLOUD-CSP-DE-TIER-2-CUSTOMER
 - FORM-CLOUD-CSP-DE-TIER-2-SUBSCRIPTION
 - FORM-CLOUD-CSP-DE-TIER-2-UPGRADE
 - FORM-CLOUD-CSP-RESELLER
 - FORM-CLOUD-CSP-SUBSCRIPTION
 - FORM-CLOUD-CSP-TIER-1-CONTRACT
 - FORM-CLOUD-CSP-TIER-1-CUSTOMER
 - FORM-CLOUD-CSP-TIER-1-SUBSCRIPTION
 - FORM-CLOUD-CSP-TIER-1-UPGRADE
 - FORM-CLOUD-CSP-UPGRADE-DOWNGRADE
 - FORM-CLOUD-UK
- **Form fills Other forms**
 - 908 people qualified
 - Except
 - FORM-APPLECARE-UK
 - FORM-CISCO-SECURITY-UK
 - FORM-CREDIT-APP-UK
 - FORM-CUSTOM-VOA-UK
 - FORM-DBG-FEEDBACK
 - FORM-DBG-PRINT
 - FORM-DOWNLOAD
 - FORM-FORUM-UK

Current score

+2
+5 FORM-GEN-UK

Proposed score

+100

+15

+20

+10

Extra details

Once per day

Every time

Every time

Once per day

Email

- **Opens email**
 - 36.087 since august 2016
- **Click high value link on a email**
 - Since July 2016, 3.941 qualified
- **Click low value link on a email**
 - Since July 2016, 10.184 qualified
- **Lead unsubscribes**
 - 7.523 since July 2016
- **Lead bounced at least twice in a month**
 - 7.531 since July 2016
- **Client has updated their email preferences**
 - 257 qualified since July 2016

Current score	Proposed score	Extra details
+2	not score	
+2	+15	Every time
+1	not score	Every time
-10	-40	Every time
0	0	Daily
+ 5	+25	Every time

Event forms

- Attends/ attends on demand webinar
- Attends In-Person Event/ Trade show
- **Registers for In-Person Event**
 - 2.096 since July 2016
 - Includes
 - FORM-EVENT-UK
 - FORM-QUICK-REG-UK
 - **More forms to be added**
 - FORM-EVENT-ONE-CLICK-REG-UK
 - FORM-EVENT-REF-UK
 - FORM-EVENT-SEMINAR-UK
 - FORM-EVENT-SUMMIT-UK
- Registers for webinar
 - Includes
 - FORM-WEB-CONTACT-2018
 - FORM-WEBINAR-DATE1-UK
 - FORM-WEBINAR-DATE2-UK

Current score

+1

Proposed score

+100
+100

+15

+15

Extra details

Every time
Every time

Every time

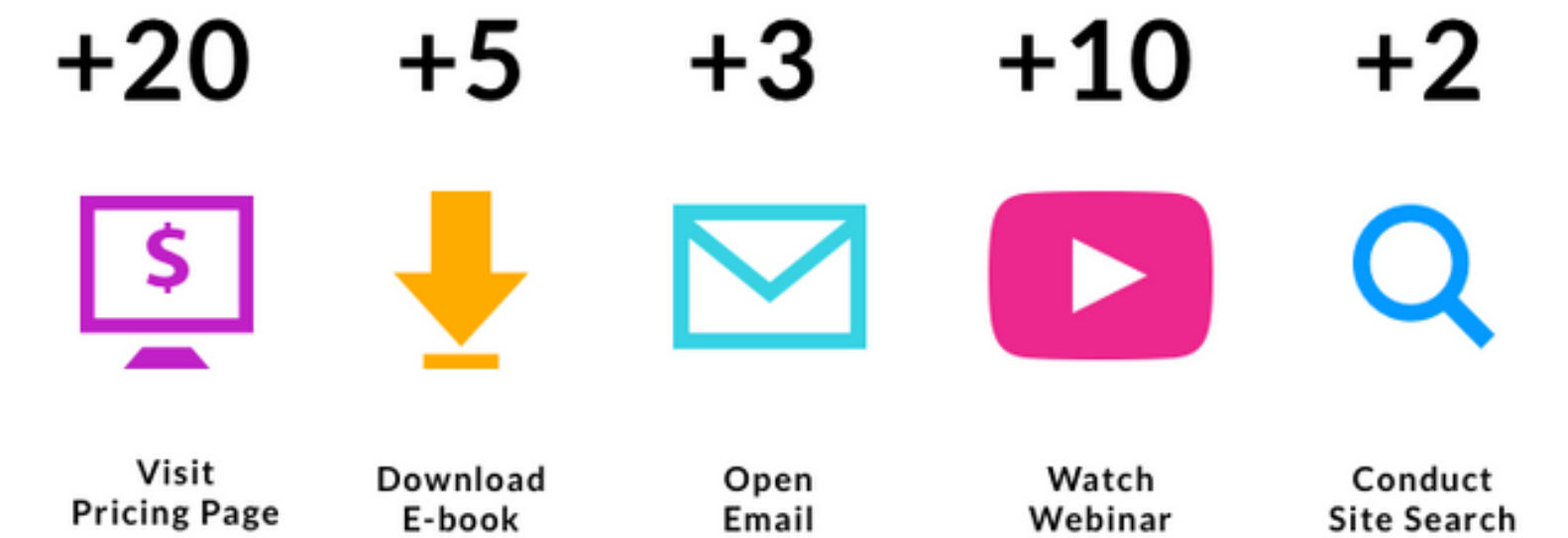
Every time

Item	Score	Proposed	Comments	Interesting moments
EVENT RELATED				
• Registers for Webinar		+15		
• Attends/ attends on demand Webinar		+10		YES
• Registers for In-Person Event	+1	+15		
• Attends In-Person Event		+10		YES
EMAIL RELATED				
• Opened email	+2	Not scored		
• Clicks Link in Email High value	+2	+15		YES (for important ones)
• Clicks Link in Email Low value	+1			
• Unsubscribes	-10	-40		
• Updates their email preferences	+7	+25		
• Bounced at least twice in a month	0	0		
WEB PAGE RELATED				
• Visits High Value Web Page	+2	+ 5		
• Visits any Web Page				
• Visited 6+ website on a day of the same category		+20	new	YES
• Visited 6+ website on a day	+1	+10	new	YES
• Visited/clicked <u>public sector</u> page	+3	+5		
• Visits <u>blog</u> / article page	+3	+5		
• Visits Undesirable Web Page		- 10	new	
• Created a web account		+15		
• No visit website in 1/2/3/12 months	-5/10/15/20	-5/10/20/0		YES
• Not placed a web order in 3/6/12 months	-10/15/0	-10/15/0		
FORMS RELATED				
• PDF downloads		+15		YES
• Forms High value	+5			
• Forms low value	+2			
• Fast track forms		+100		YES
• Gated content		+15		YES
• Other forms		+10		
• Cloud forms		+20		
ADVERTISING				
• Clicks on RTP Ad	+10	+20		YES
FLAGGED				
• Competitor	0	-500		
• Consumer	0	-100		

Consejos

- Presenta análisis primero
 - Realidad siempre es diferente a lo que se cree
- Scoring antiguo vs nuevo + personas
 - Sera soporte de tu scoring
- Comienza por lo basico
- Escoge tus batallas
- Preséntalo como test, scoring evoluciona
- Ármate de paciencia
- Scoring review meetings

Lead Scoring Model



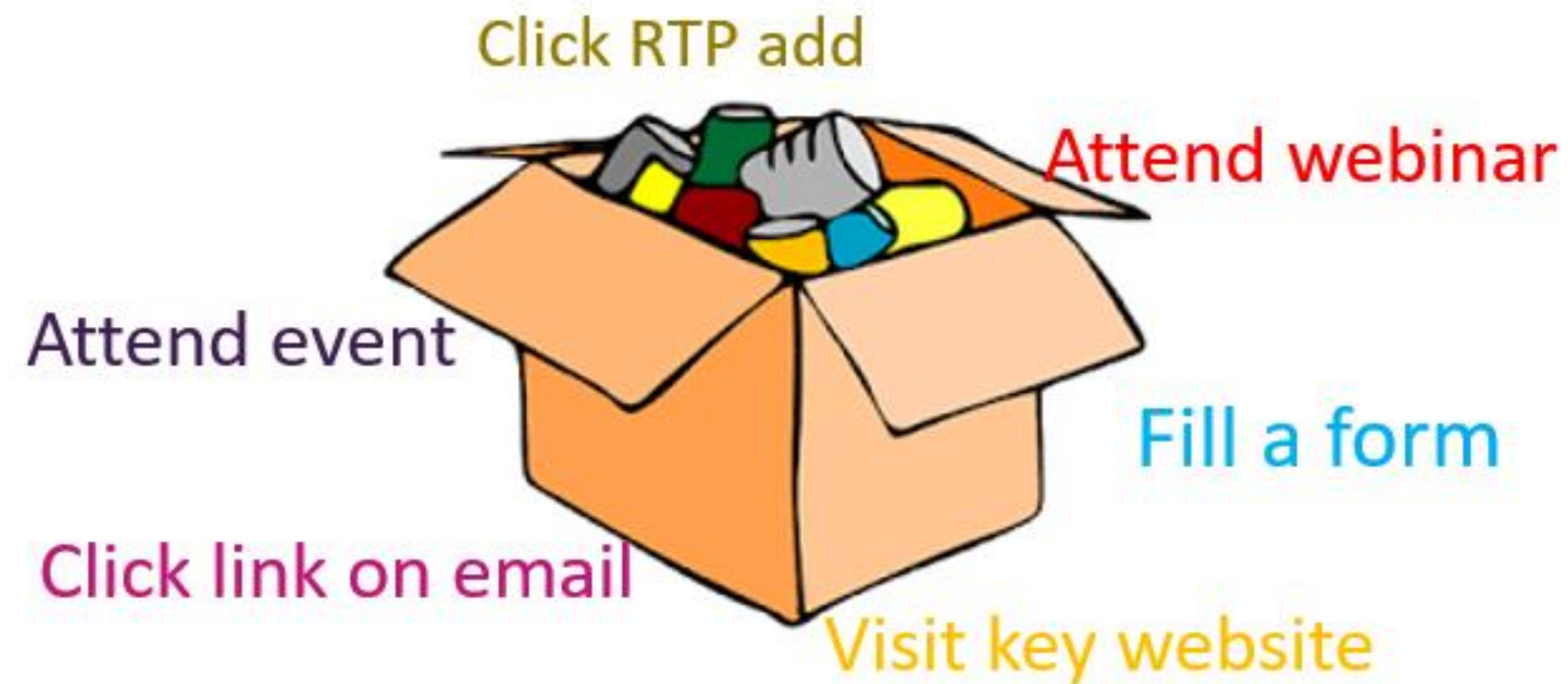
Next steps

- Esto es un MQL para ti....
 - SLA
 - 1h para demos
 - 24 para otros leads
 - Los revisamos cada 2 Semanas???
 - Has cambiado de opinion
 - Hay problemas de follow up
 - No se ve claro???



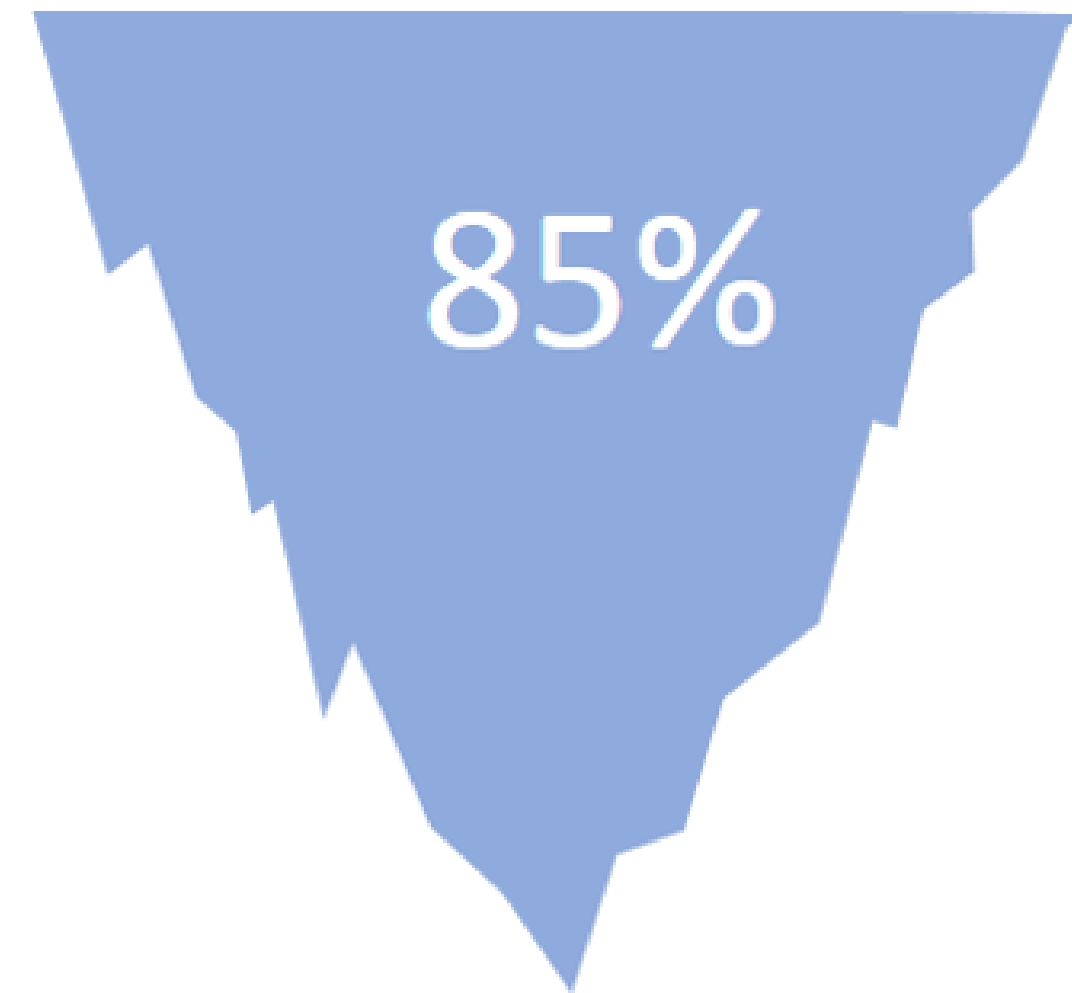
Puedo ayudarte con algo?

Every Lead action/moment that you want your Sales team to know about



2 tips de lead

- Most of leads generated (+100 score)
 - **Organically generated**
 - Email openings
 - Website visits
 - **Fast track generated**
 - Fast track forms
 - Events/webinars



Queremos crear personas

- Clicked **Cloud** E-book RTP
- Fill gated content form **Cloud** E-book
- Opt in to **Software**
- Visited 6+ times on a day **Cloud** websites
- Clicked on CTA in **Cloud** email

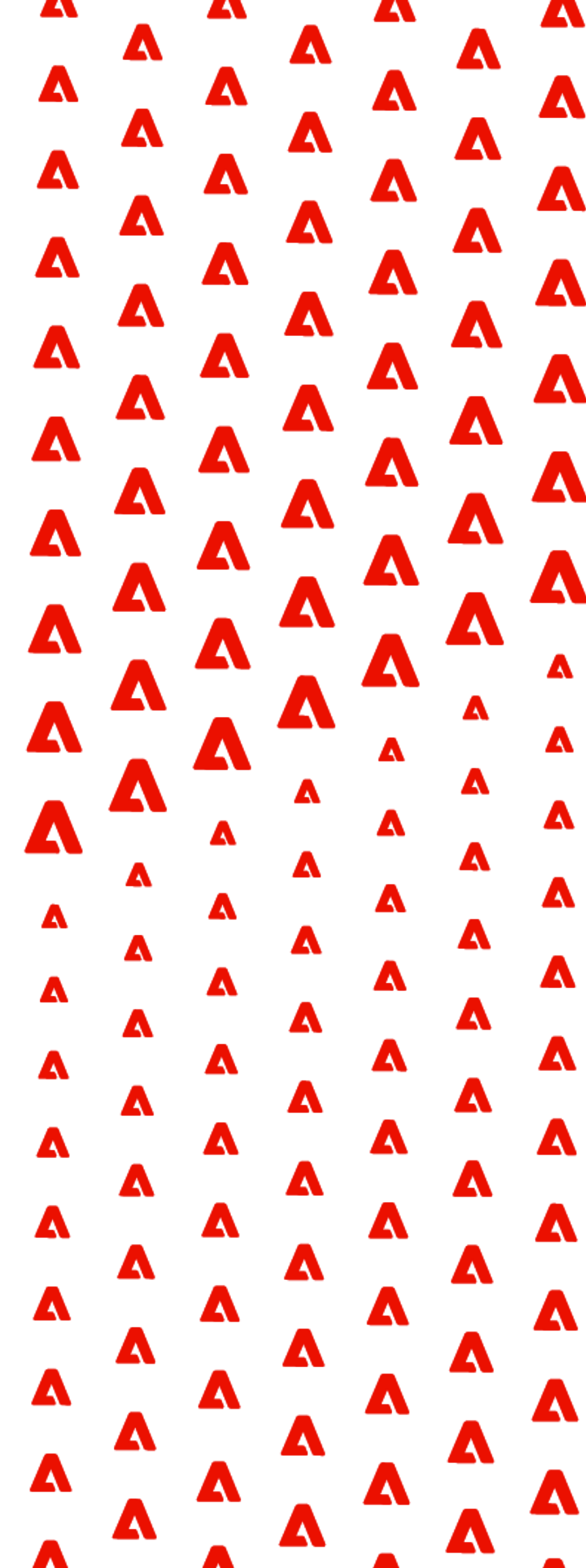


Vista en CRM

- Fill out form - Meet the experts 2018
- Opt in to SMS
- Visit +6 times LCS websites
- Click on <key website>
- Subscribe to Software Newsletter
- Clicked RTP ad WID-Higher-Ground
- Attended Webinar meet the expert 4July 2018
- Watch Cloud video 25%
- Click in Demo link in Demo campaign 10/2018



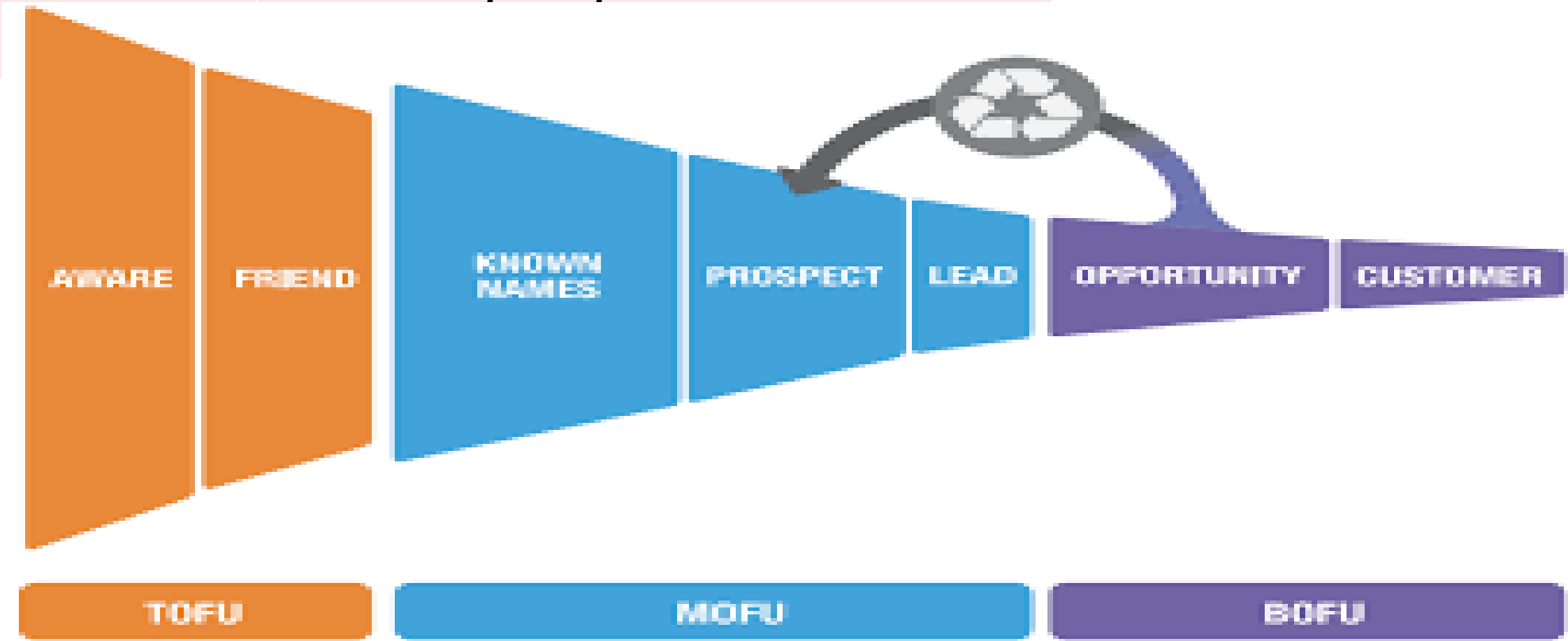
Necesitamos mas MQL



Necesitamos mas MQL's

Baja el threshold

Threshold	Behavioural	Demographic
40 puntos	40	No minimum
30 puntos	20	10 minimum Excepto demos y contenido



Ideales..... nooooo

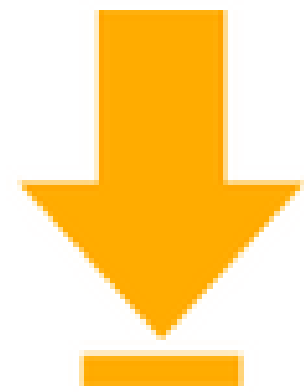
Lead Scoring Model

+20



Visit
Pricing Page

+5



Download
E-book

+3



Open
Email

+10



Watch
Webinar

+2



Conduct
Site Search

Más scoring

- Scoring por product
- ABM scoring...

Gracias

Quieres preguntarme algo?

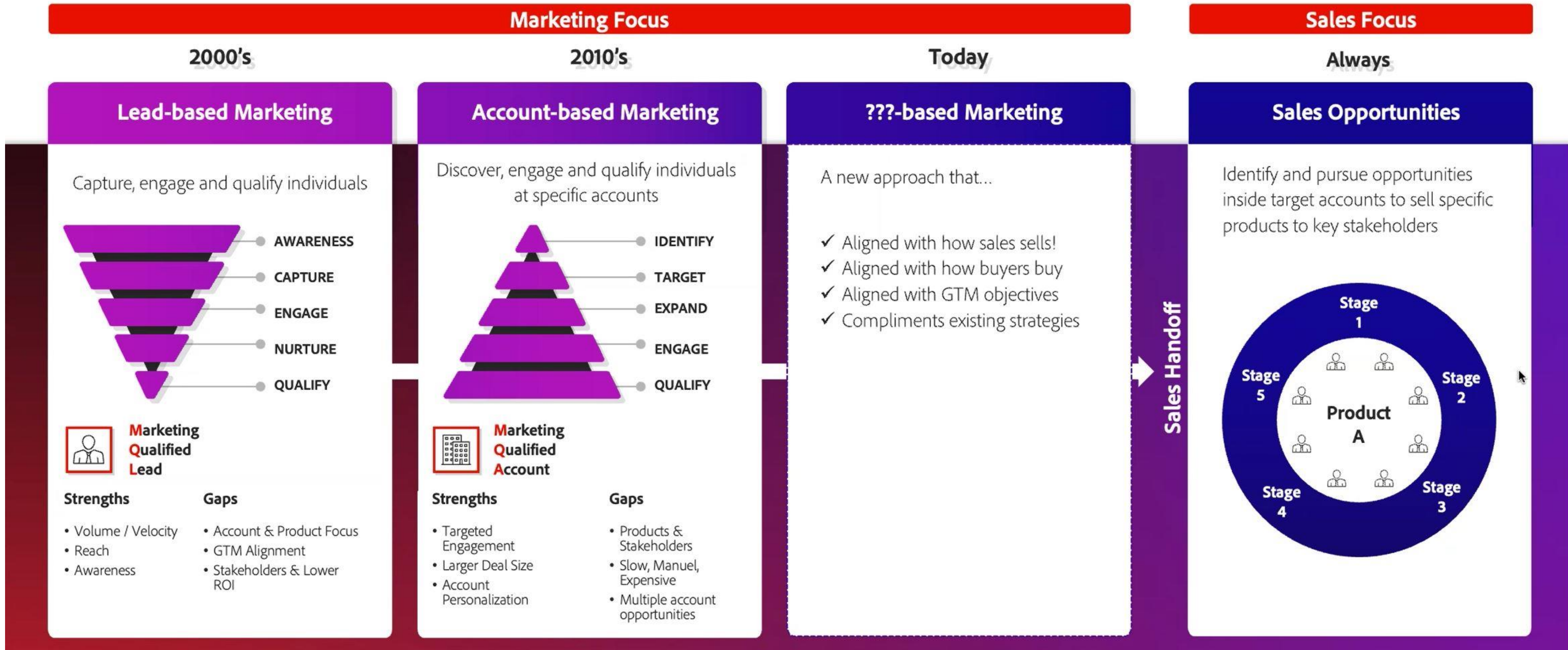
Adobe Journey Optimizer B2B Edition

AJO B2B, la nueva plataforma de adobe enfocada en cuentas

Jose Tarzian



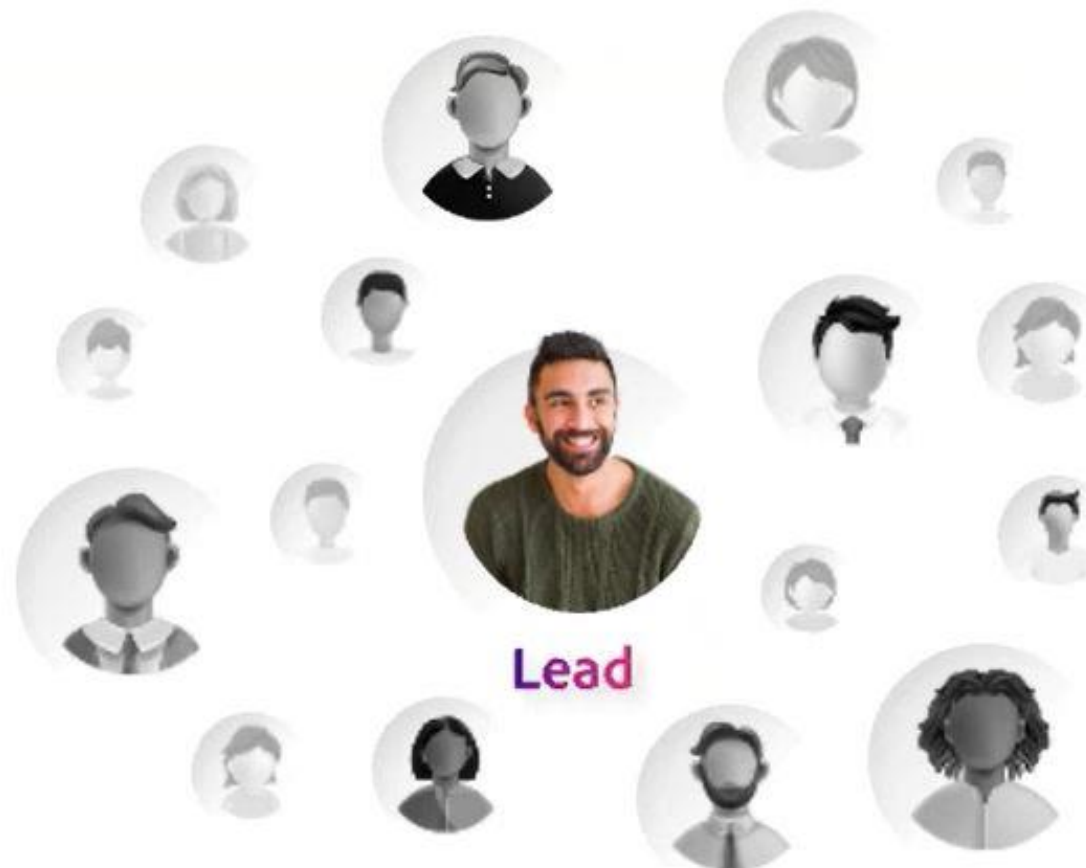
Today's marketing strategies and technology don't create enough alignment with Sales to streamline product go-to-market execution and maximize business growth



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

Buying Groups!

Leads

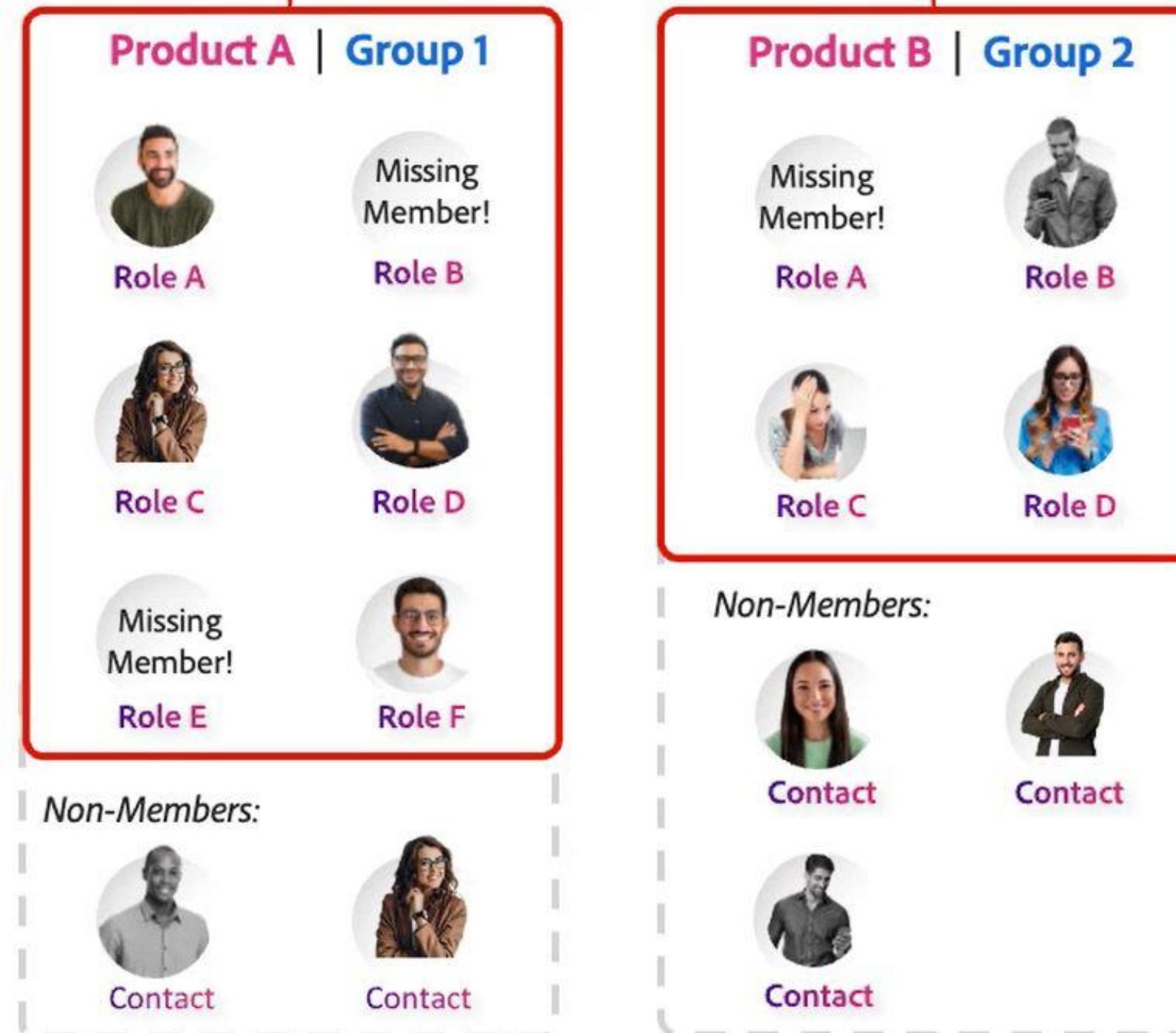


Lead-based Marketing

"This person is interested, but what about the account?"

✗ Too Narrow

Account

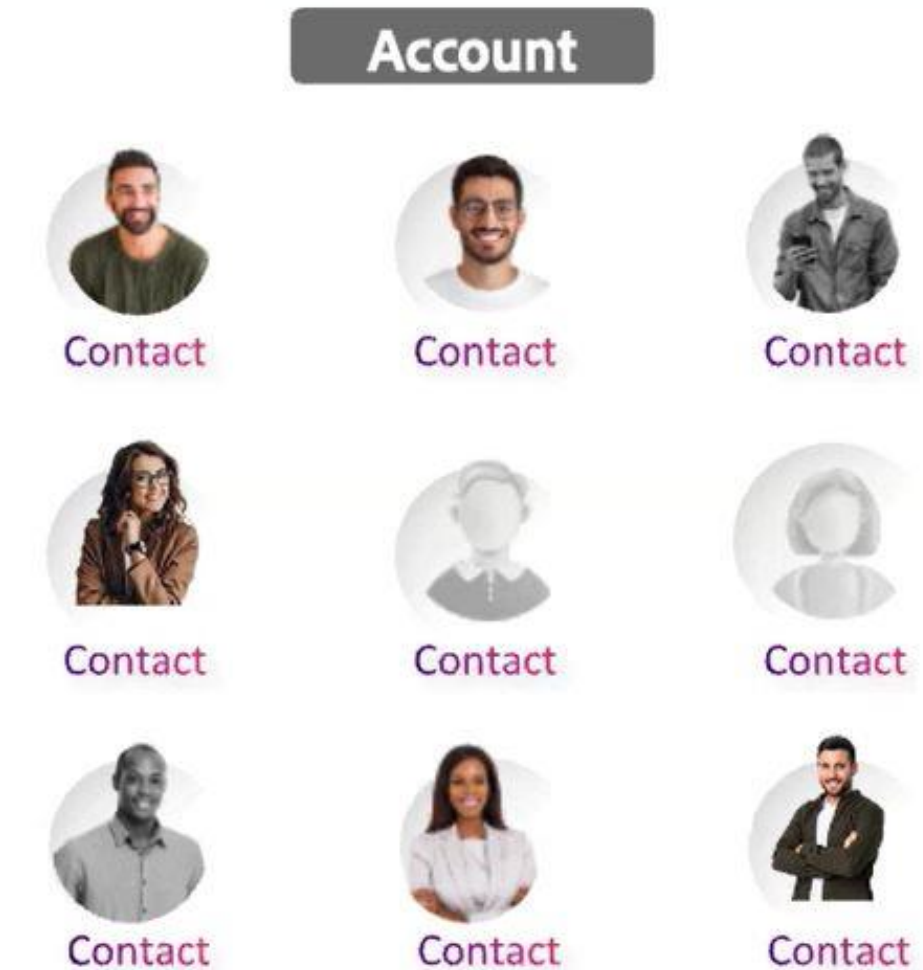


Revenue Marketing

Focus on the people that matter, avoid the people that don't according to your company's product GTM motions

✓ Just Right!

Accounts



Account-based Marketing

"These contacts are interested, but for which product(s), and who are stakeholders?"

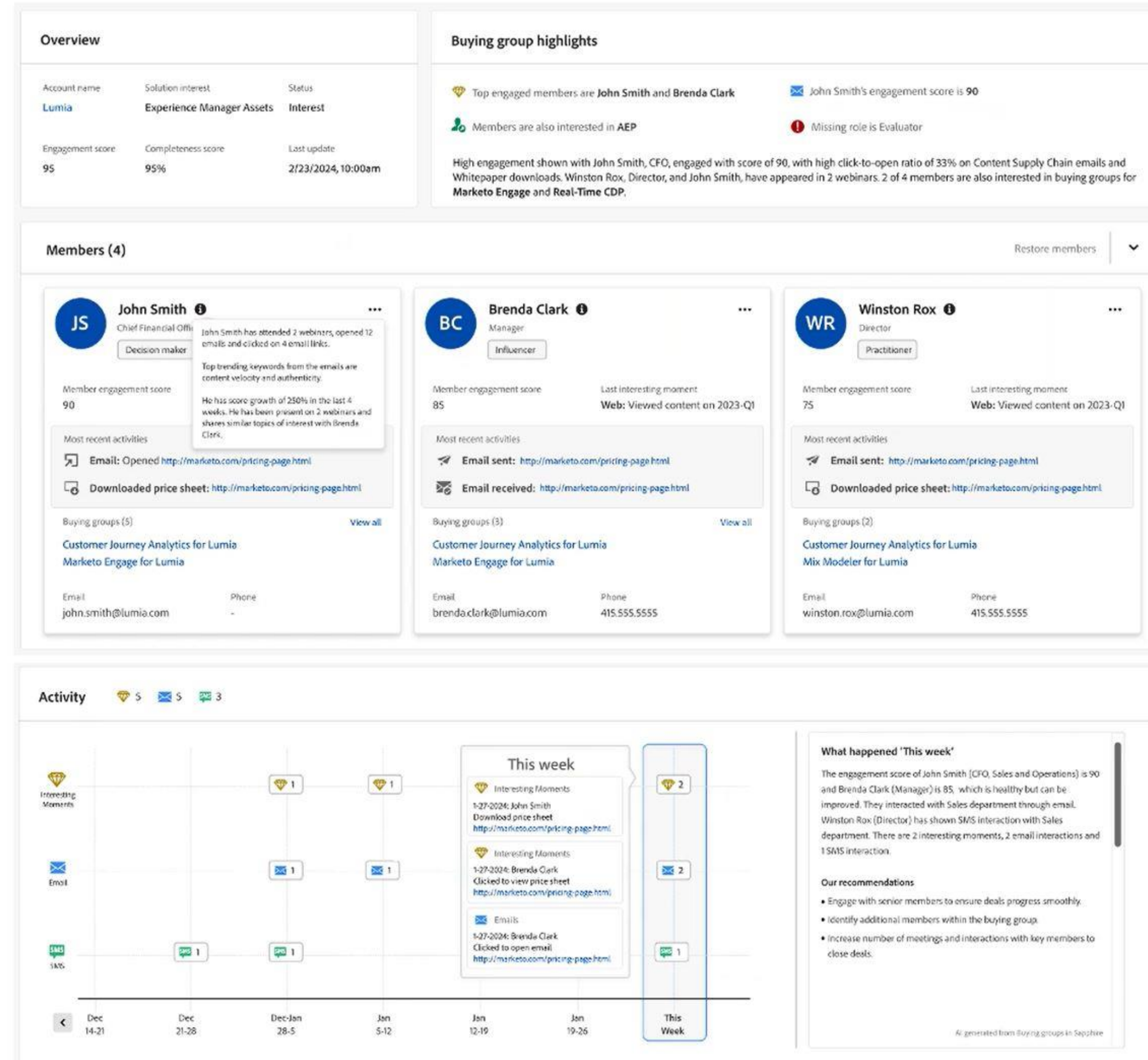
✗ Too Broad

Upgrade to Marketing Qualified Buying Groups!

The most precise, effective and cost-efficient success metric for modern-day B2B marketing

Features

- ✓ Generative AI
- ✓ Unified & Dynamic Data
- ✓ Account Association
- ✓ Product Interest / GTM Motion
- ✓ Verified Roles
- ✓ Known & Missing Members
- ✓ Engagement
- ✓ Completeness Score
- ✓ Engagement Score
- ✓ 1:Many Groups per Member
- ✓ 1:Many Group per Account



Benefits

- Aligns pipeline according to each sales plays / GTM strategy
- Co-created and confirmed with Sales team
- Reduces need for additional qualification by sales
- Creates Higher quality pipeline
- Reduces wasted sales and marketing resources, time & budget
- Accelerates Deal Velocity



Adobe Journey Optimizer B2B Edition

Orchestrate **account and buying group journeys** using **built-in generative AI** and **industry-leading automation** to maximize demand for specific offerings using marketing qualified buying groups.

Intelligent Buying Groups Dashboard (Coming H1 2025)



Buying Groups & Accounts

Create and manage AI-assisted buying groups for specific products within your target accounts



Journey Orchestration

Orchestrate precise AI-assisted journeys that automate engagement with each buying group member



Content & Personalization

Personalize content and author messaging based on individual buying group roles using generative AI



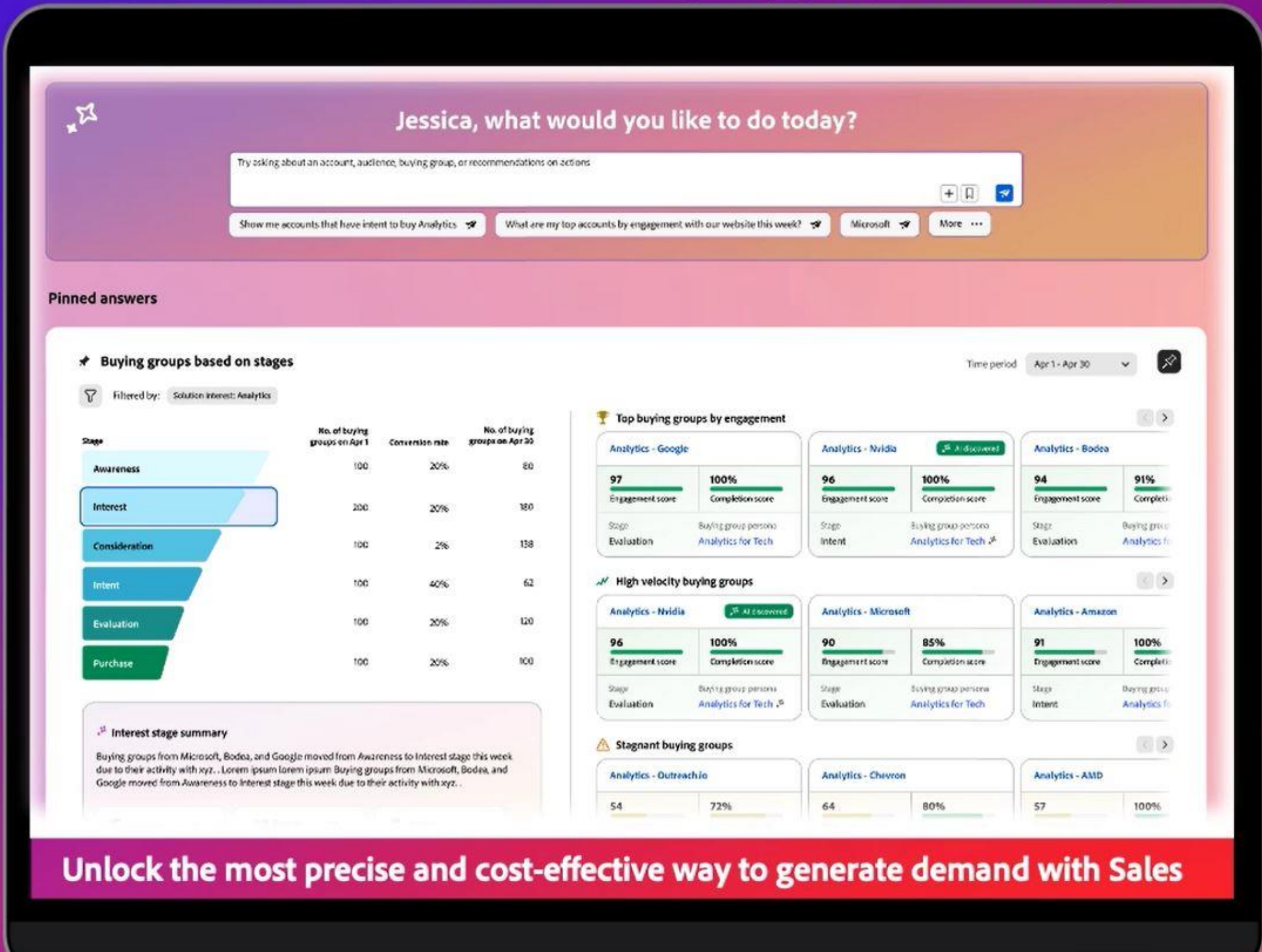
Sales Intelligence and Coordination

Arm Sales with AI-assisted marketing qualified buying groups acting as pre-qualified opportunities using alerts and dashboards



Journey Insights

Optimize journeys that are generating the most marketing qualified buying groups using turn-key dashboards



Unlock the most precise and cost-effective way to generate demand with Sales

How It Works

1

Create buying groups

Use AI to create buying groups for your company's products and auto-assign members to each role using unified data from Adobe Real-time CDP to view completeness and plan for engagement

2

Setup personalized journeys and content

Design buying group journeys for specific account list using journey builder and an AI assistant, then personalize content and messaging using generative AI for each role

3

Engage and qualify buying groups

Activate inbound and outbound engagement with each buying group role across channels, including linked Marketo Engage campaigns, and score individual group member behavior to qualify behavior

4

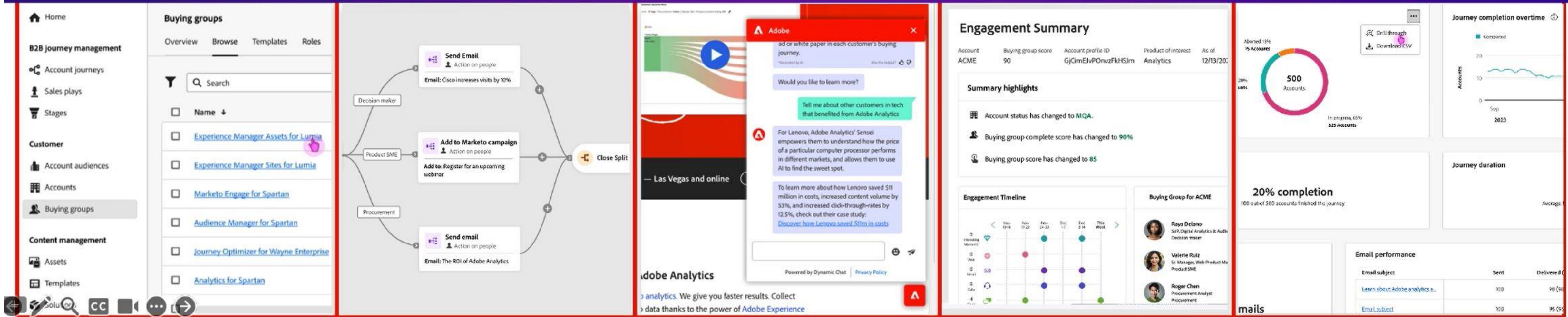
Alert Sales

Setup alerts to notify each sales reps with AI-assisted marketing qualified buying groups for their target accounts that contain generated summaries, insights and recommendations

5

Measure performance

View turn-key dashboards to measure the engagement of your journeys and view pipeline at the buying group level



Better Together

Unlock the most precise, effective and cost-efficient way to measure performance, prove impact and grow your modern-day B2B business using Adobe's end-to-end revenue marketing solution

Orchestrate account and buying group journeys using unified data from Adobe Real-Time CDP and campaigns from Adobe Marketo Engage

Adobe Real-Time CDP B2B/P Edition

ROLE:

Act as the source of truth for B2B marketing data used to create account lists and to power criteria for defining buying groups inside AJO B2B Edition

RESPONSIBILITIES

- Unify B2B data from Marketo Engage and other data sources into actionable people, accounts and opportunity profiles
- Create and manage account audiences
- Enriching profiles with real-time data for accurate buying group assignment

BETTER TOGETHER HIGHLIGHTS

- Profiles are enriched in real-time by Marketo Engage data
- Account audiences automatically update inside AJO B2B Edition
- Unified businessperson profiles and data attributes used for Buying Group criteria and assignment in AJO B2B Edition

Adobe Marketo Engage

ROLE:

Engage and qualify anonymous and known leads for your buying group journeys, then engage and qualify confirmed buying group members inside your buying group journeys

RESPONSIBILITIES:

- Convert leads into potential buying group members
- Collect lead attributes and activity data from potential and known buying group members
- Nurture buying group members
- Provide additional channels to engage buying group members
- Qualify buying group engagement

BETTER TOGETHER HIGHLIGHTS

- Collect Person-level data to be used as buying group criteria inside AJO B2B Edition
- Link Marketo Engage Campaigns to buying group journeys (and therefore Channels)

Adobe Journey Optimizer B2B Edition

ROLE:

Generate marketing qualified buying groups through account and buying group journey orchestration across channels using unified audiences from RTCDP and campaigns from Marketo Engage

RESPONSIBILITIES:

- Create buying groups and assign members to roles
- Design buying group journeys
- Engage and qualify buying group members
- Alert sales with marketing qualified buying groups
- Analyze buying group journey performance

BETTER TOGETHER HIGHLIGHTS

- Account lists come from Adobe RT-CDP
- Buying Group criteria includes Marketo Engage lead data (and other data in RTCDP)
- Linked Marketo Engage campaigns inside journeys
- Powered by Marketo Engage technology components

Marketo Engage

Persona-based Marketing

Engage and qualify groupings of the same persona independently

(Ex: Create a smart list of IT Decision-Makers)

DATA

Lead records from a single Marketo Engage instance

GROUPING

IT Decision-Maker Group



Marketing Practitioner Group

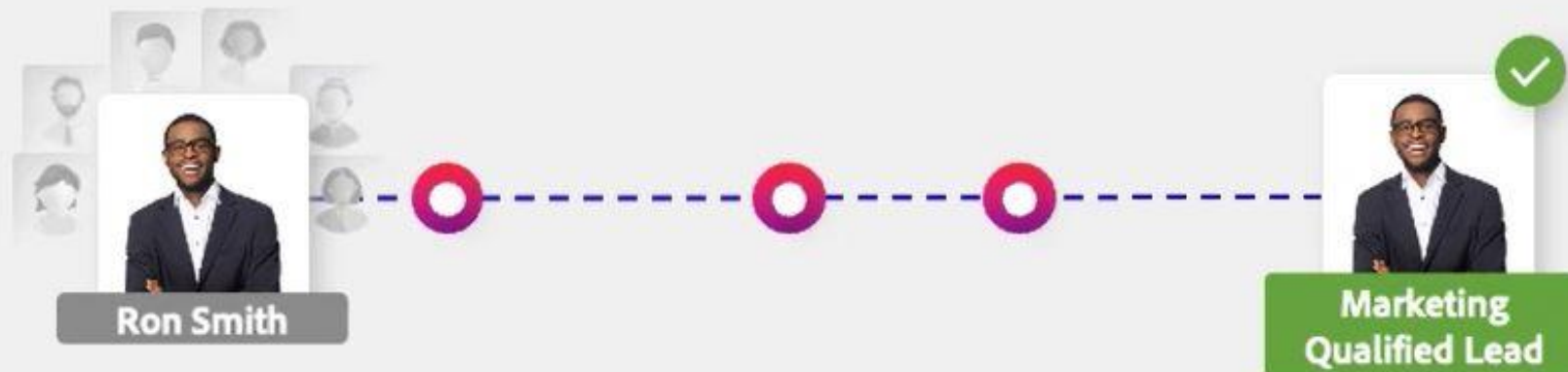


Finance Influencer Group



ENGAGEMENT

Independent Nurture Program 1:
IT Decision-makers



Independent Nurture Program 2:
Marketing Practitioners



Independent Nurture Program 3:
Finance Influencer



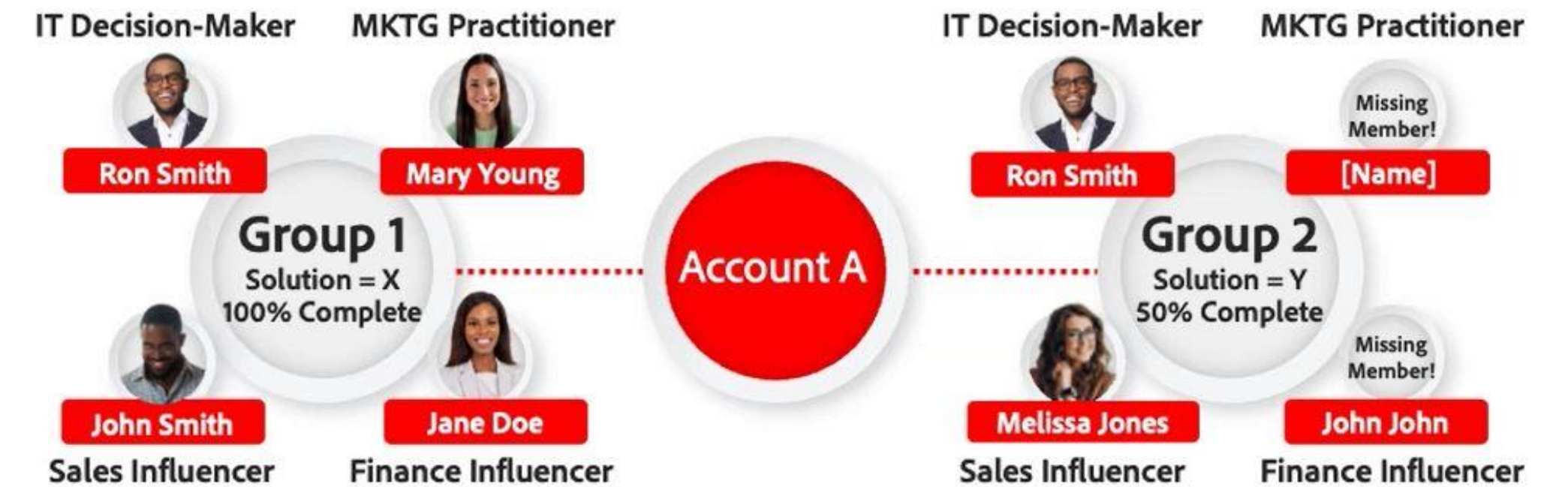
AJO B2B Edition

Buying-group Marketing

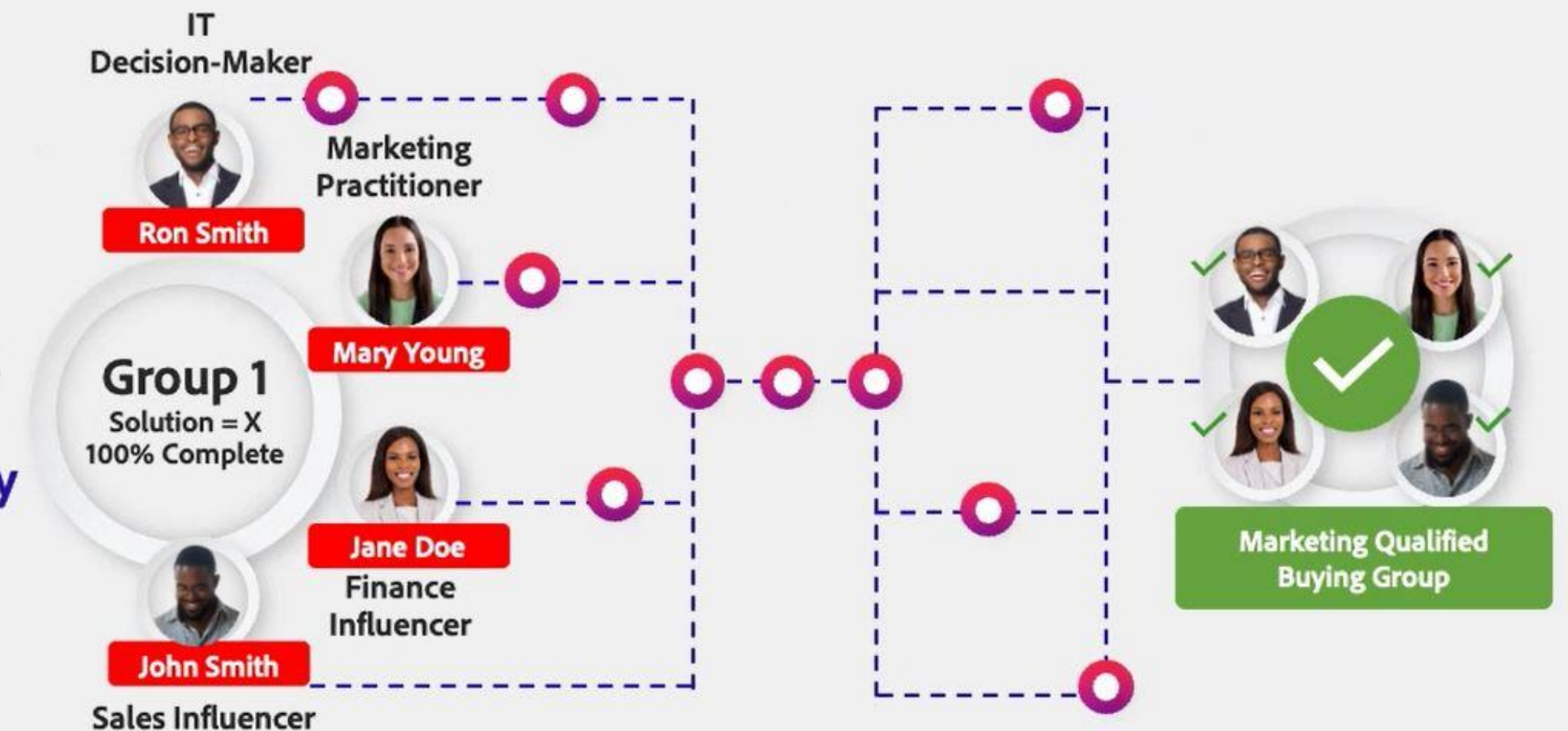
Engage and qualify groupings of different personas together

(Ex: Create a list of groups, each containing a single, specific CIO, CMO and CRO Decision-maker)

Unified people and account profiles from multiple Marketo Engage and non-Marketo Engage sources via Adobe RT-CDP B2B/P Edition



Buying Group Journey



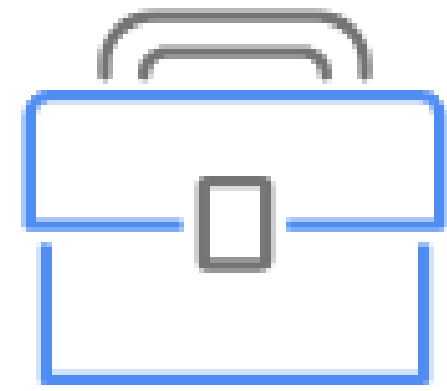
Las preguntas que me surgieron

- ¿Dónde encaja AJO B2B respecto a Marketo?
- ¿No hace lo mismo o algo parecido a Marketo?
- ¿Por qué es necesario Real-time CDP para poder usar AJO?
- ¿Para qué sirve Real time CDP?
- ¿Qué hace AJO B2B que no puede hacer Marketo?
- ¿Cómo opero si tengo AJO y Marketo?

¿Qué hace Marketo?



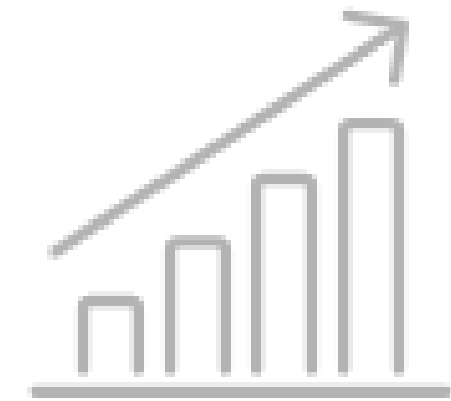
Database



Marketing Activities

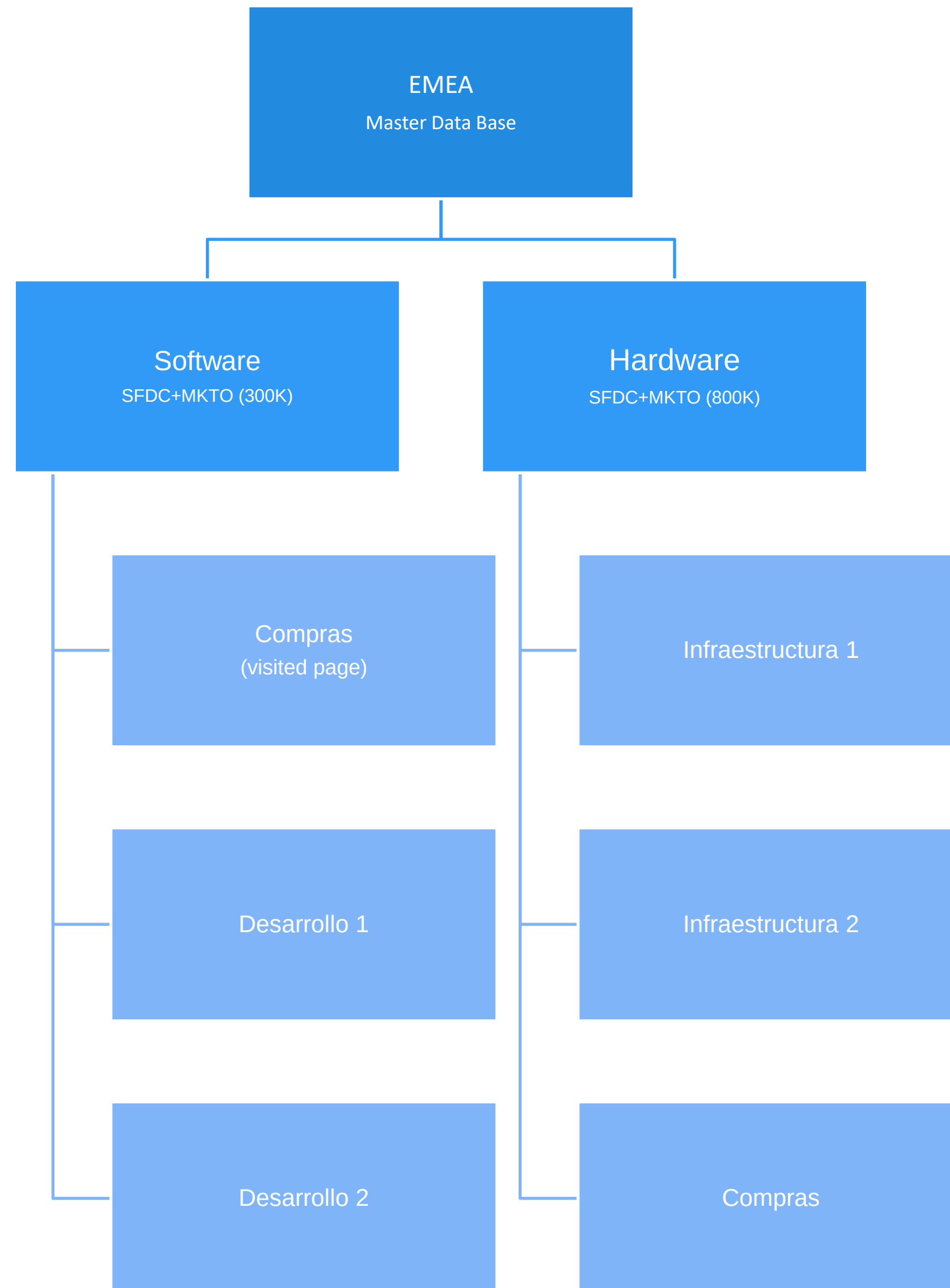


Design Studio



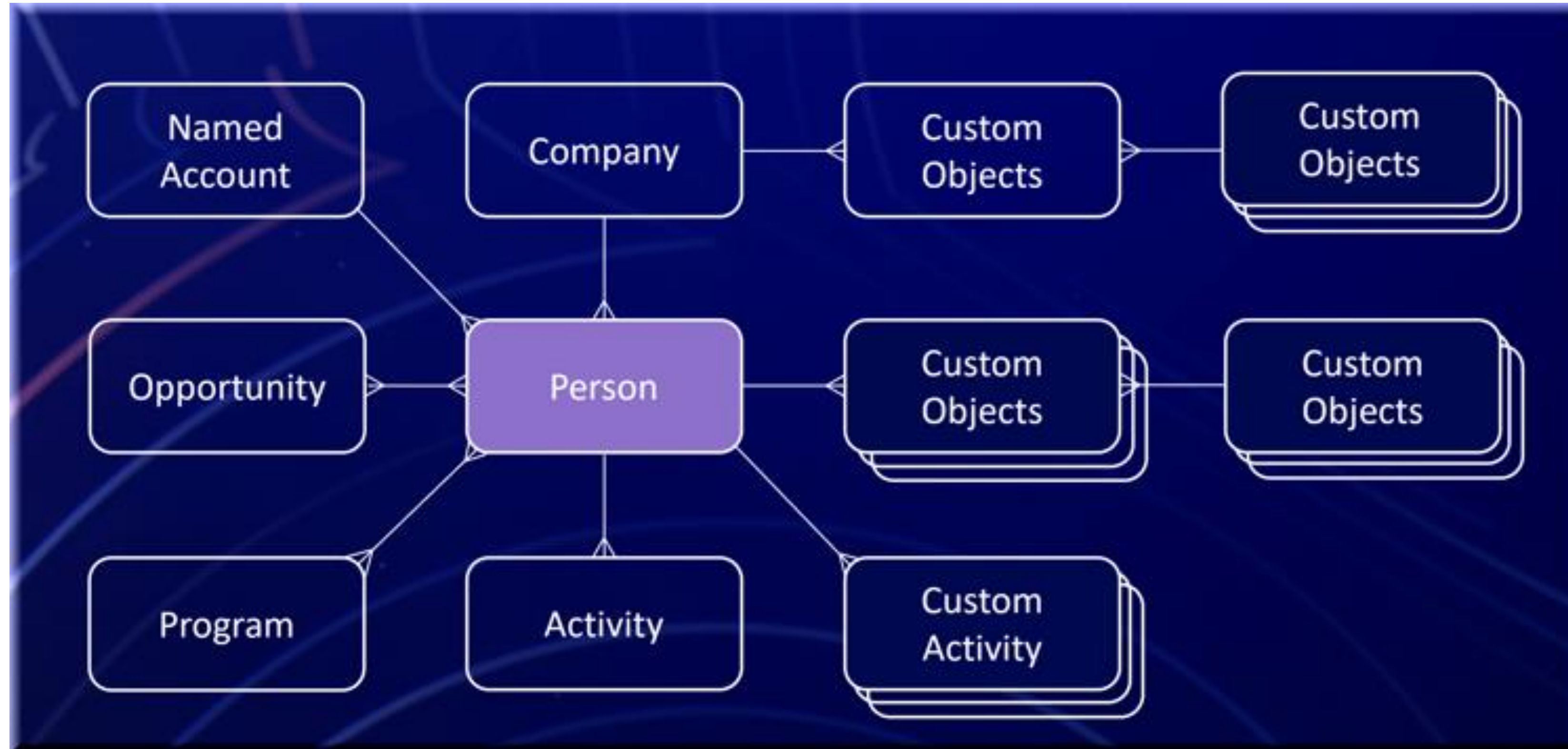
Analytics

Escenario



- Oferta que aplica a ambas Business Units: servicio gestionado
- Target:
 - Ventas de más de un millón
 - Hayan visitado la página del servicio en los últimos 30 días
 - No hayan tenido incidentes de soporte (Zendesk)

Marketo Data Model y Real time CDP B2B Edition



- Persona en el centro
- Poca flexibilidad para entornos complejos
- Real Time CDP and XDM (Experience Data Models)
- Multiple Schemas y Conectores
- Múltiples CRMs, múltiples Marketos, muchas otras fuentes y relaciones
- Segmentaciones avanzadas

Algunos Conectores de Real Time CDP

- Productos Adobe
- Google Ads
- Analytics
 - Mixpanel
 - Pendo
 - RainFocus
- Cloud Storage
 - Azure Data Lake Storage Gen2
 - Azure Blob
 - Amazon S3
 - Apache HDFS
 - Azure File Storage
 - Data Landing Zone
 - FTP
 - Google Cloud Storage
 - Oracle Object Storage
 - SFTP
- One Trust
- CRM
 - Microsoft Dynamics
 - Salesforce
 - SugarCRM
- Veeva CRM
- Zoho
- Customer Success
 - Oracle Service Cloud
 - Salesforce Service Cloud
 - ServiceNow
 - Zendesk
- Database
 - Apache Hive on Azure HDInsights
 - Apache Spark on Azure HDInsights
 - Azure Data Explorer
 - Azure Table Storage
 - Couchbase
 - GreenPlum
 - HP Vertica
 - IBM DB2
 - MariaDB
 - Microsoft SQL Server
 - MySQL
 - Oracle
 - Phoenix
 - PostgreSQL
- Teradta Vantage
- Data & Identity
 - Acxiom Data Ingestion
 - Acxiom Prospecting Data Import
 - Merkury Enterprise Identity Resolution
- eCommerce
 - SAP Commerce
 - Shopify
- Marketing Automation
 - Braze
 - Chatlio
 - Customer.io
 - HubSpot
 - Mailchimp
 - Oracle Eloqua
 - Oracle NetSuite
 - PathFactory
 - Salesforce Marketing
- Payment
 - PayPal
 - Square
 - Stripe

Creación, Orquestación, Ejecución y Medición

- CDP permite crear segmentos, pero ¿cómo ejecuto campañas?
- ¿En qué instancia de Marketo creo los Assets?
- ¿En qué instancia de Marketo creo las Smart Campaigns?
- ¿En dónde veo los reportes de la campana?

How It Works

1

Create buying groups

Use AI to create buying groups for your company's products and auto-assign members to each role using unified data from Adobe Real-time CDP to view completeness and plan for engagement

2

Setup personalized journeys and content

Design buying group journeys for specific account list using journey builder and an AI assistant, then personalize content and messaging using generative AI for each role

3

Engage and qualify buying groups

Activate inbound and outbound engagement with each buying group role across channels, including linked Marketo Engage campaigns, and score individual group member behavior to qualify behavior

4

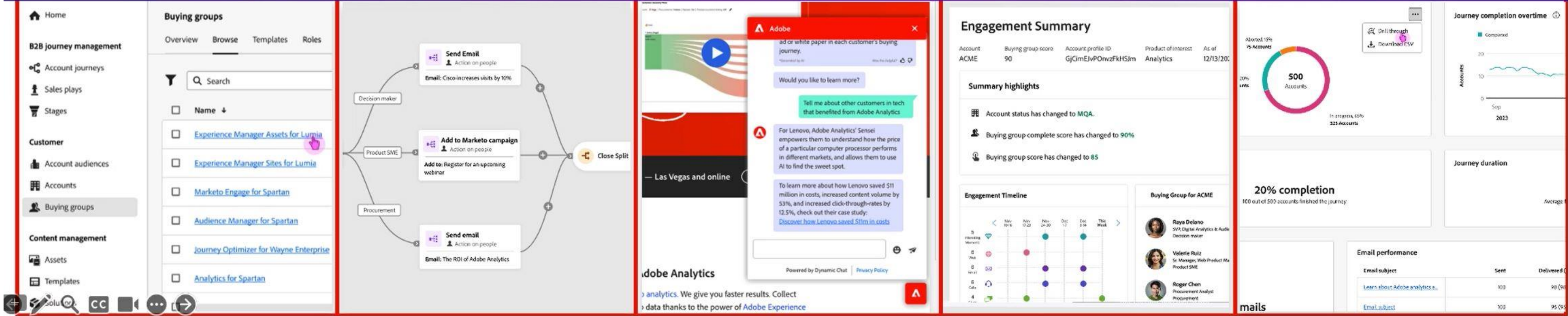
Alert Sales

Setup alerts to notify each sales reps with AI-assisted marketing qualified buying groups for their target accounts that contain generated summaries, insights and recommendations

5

Measure performance

View turn-key dashboards to measure the engagement of your journeys and view pipeline at the buying group level





Packaging



Adobe Journey Optimizer B2B Edition

Account and buying group journey orchestration with generative AI and industry-leading automation and decisioning

Great for

Innovative Marketing Teams

excited to:

- Upgrade marketing qualified leads and accounts to marketing qualified buying groups
- Set the new standard for modern B2B marketing using buying groups and generative AI
- Achieve the highest level of precision and scale possible for personalized experiences
- Align closer with sales than ever before through a shared buying group focus
- Build higher quality pipeline directly aligned with sales plays and go-to-market motions
- Accelerate account prioritization, opportunity creation and sales cycles

Pricing based on # of Engageable Businessperson Profiles

CAPABILITY HIGHLIGHTS *(Request full list from our Adobe Rep)*

*** Generative AI**



Buying Groups & Accounts

- AI Assisted Buying Groups (Coming Soon)*
- Buying Group Management
- Dynamic Account Lists
- Buying Group Roles & Templates
- Buying Group Auto-Assign
- Solution Interest
- Buying Group Completeness
- Adobe Marketo Engage Data
- Adobe Real-Time CDP Data
- Real-time Automation
- Journey Paths
- Journey Actions
- Buying Group Engagement Scoring
- Omni-channel Engagement
- SMS Engagement
- Email Engagement
- Adobe Marketo Engage Campaigns & Channels



Journey Orchestration

- AI Assisted Journeys*
- Journey Management
- Account & Buying Group Journeys
- Journey Map
- Account Targeting
- Real-time Engagement Triggers
- Buying Group Targeting
- Buying Group Role Targeting



Sales Intelligence & Coordination

- AI Assisted Marketing Qualified Buying Groups*
- Sales Alerts & Dashboards
- Buying Group Overview Insights
- GenAI Engagement Summaries
- Buying Group Member Insights
- Buying Group Highlights
- Buying Group Activity Timeline



Content & Personalization

- AI Assisted Personalization*
- Account Personalization
- Buying Group Personalization
- Buying Group Role Personalization
- Product Interest Personalization
- Dynamic Content
- Email Designer
- AEM Assets Integration
- Marketo Engage Design Studio Assets



Journey Insights

- Pre-built Dashboards
- Engagement Overview
- Journey Performance Dashboards
- Buying Group Insights
- Channel Performance
- Report Export

