



Press Contacts

Summer Shi
Adobe
(86) 10 58657703
sshi@adobe.com

Candy Kwok / Ann Wai
Newell Public Relations
(852) 2117 5026 / 2117 5017
candyk@newell.com / annw@newell.com

FOR IMMEDIATE RELEASE

Adobe Launches LinkedIn Integration to Deliver Enhanced Account-Based Experiences for B2B Marketers

Hong Kong — 24 October, 2019 — Adobe (Nasdaq: ADBE) has announced two innovations in Marketo Engage, part of Adobe Experience Cloud, to empower marketers to provide [account-based experiences](#) (ABX) and is an extension of its current LinkedIn Matched Audiences capability.

Today, brands can already quickly build and prioritize target account lists using Marketo Engage's [Account Profiling](#), Adobe's [predictive analytics](#) capability that builds target account lists in minutes, using big data, artificial intelligence and the existing accounts and contacts in marketing databases.

New artificial intelligence capabilities to identify the right accounts

[Marketo Engage](#) is expanding its Account Profiling capability to go beyond existing accounts and contacts. Early next year, Marketo Engage will expand its Account Profiling capability and predictive analytics capability to help marketers to identify new target accounts. With the expanded Account Profiling capability and an ability to search 25 million companies and more than half a billion data points, AI does the work for the marketers and uncovers new accounts faster and easier.

Expanded LinkedIn integration to target the contacts with the accounts that matter most

According to the [2019 Adobe Email Usage Study](#), 50% of people are on social media networks such as LinkedIn, even before they head into the office every morning, making it an ideal channel to discover and target B2B professionals. Through the power of Marketo Engage and LinkedIn, marketers can connect to the right contacts via the world's most popular professional social network.

Marketers can now sync a list of accounts from Marketo Engage to LinkedIn, whether the contacts within those accounts are known or unknown, so they can be easily targeted with paid media. Customers can also leverage LinkedIn's extensive audience segmentation to filter for role, interest, job function and more.

This extended capability, now globally available to all [ABM Essentials](#) customers, is complementary to existing Marketo Engage LinkedIn integrations, giving marketers the ability to send a list of leads and accounts to LinkedIn from Marketo Engage for personalized ad targeting.

Learn more about Marketo Engage ABM Essentials [here](#).

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