



EXPERIENCE MAKERS^{LIVE}





Drinking Our Own Champagne How Adobe Uses Marketo for More Innovative Marketing

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Marketo Engage for Adobe

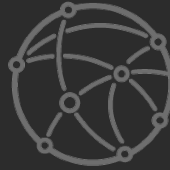


About Adobe as an Enterprise Marketo Engage “Customer”



~22,500

Employees in
35 countries



37

Years of
revolutionizing industries



\$11.17B

FY2019
Revenue

50+ Acquisitions
since 1990

~5,000

Patents*

~\$50M

Given to the
community in 2018

Marketo Customer Zero - Zen

“ Deliver a best in class B2B marketing solution that is flexible, scalable, & reliable; empowering our marketers to deliver a connected customer experience that drives & supports sales growth. ”

ADOPT

Marketo for
Adobe's B2B
Marketing

RE-IMAGINE

End-To-End
Lead Lifecycle

SHOWCASE

To Be a
“Best-in-Class”
B2B Marketer

Digital Transformation - Systems



Digital Transformation – Technology Operations



Digital Transformation - Marketers



Transforming Adobe's Systems



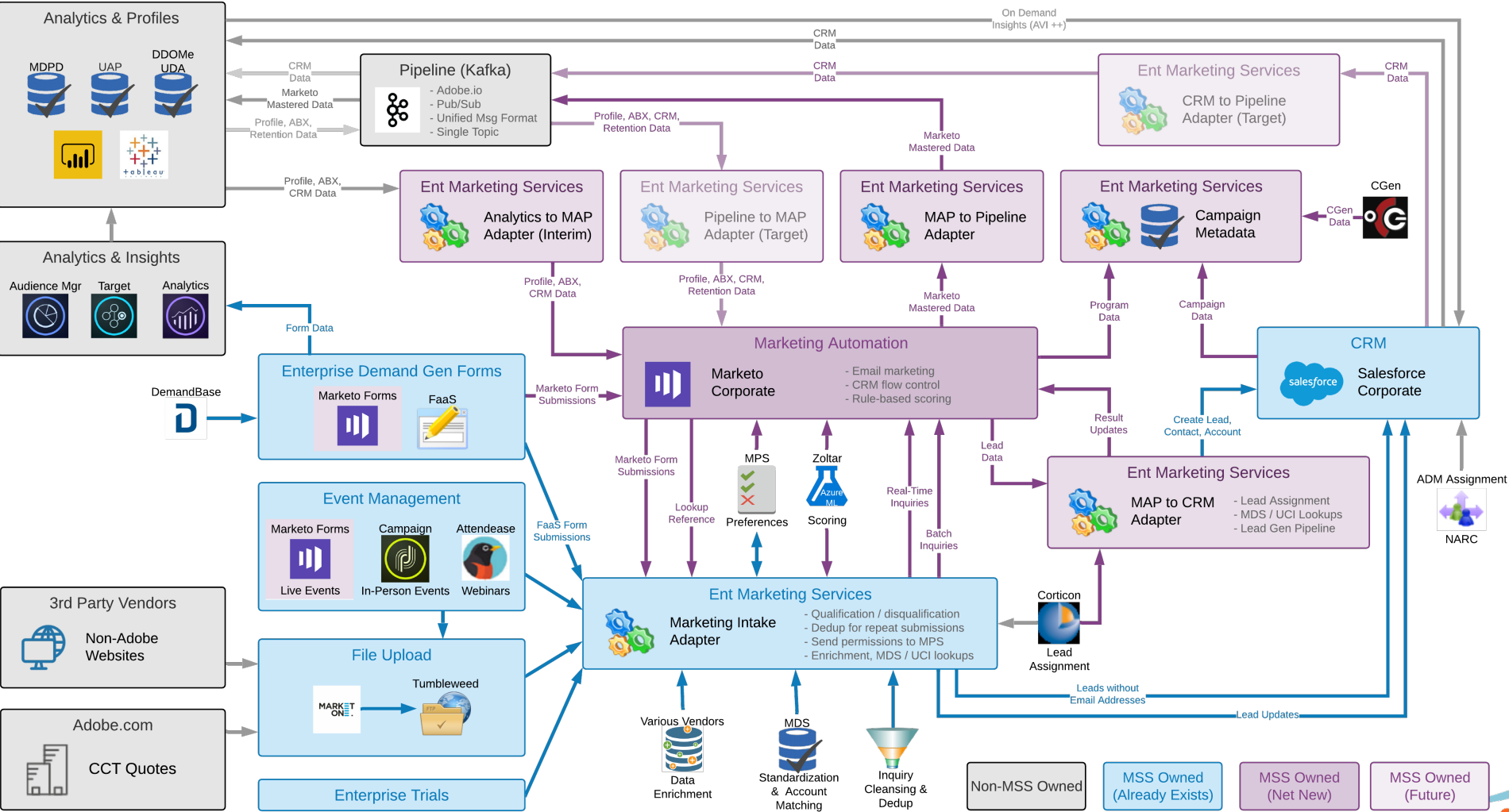
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Systems – Big Goals, Big Moves

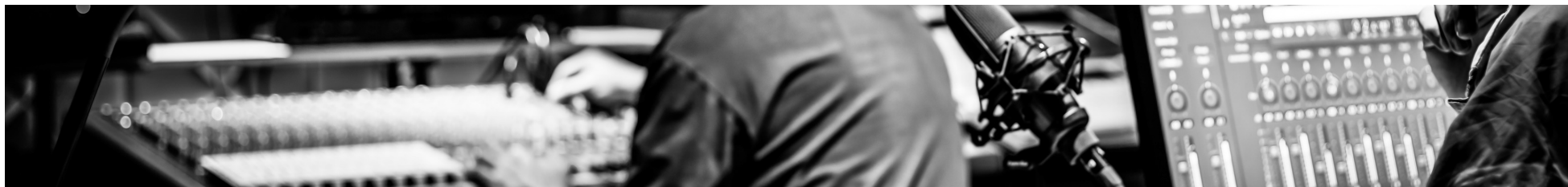


Systems – Architectural Transformation (Releases 1-4)

Hybrid MCZ Ent. Marketing Landscape



Transforming Marketing Technology Operations at Adobe



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Marketing Technology Operations (MTO) – Delivering the Promise

We are a middle-office organization that has Enterprise Business Unit Accountability, Responsibility, and Supportability of the Marketing Technology (MarTech) stack leveraged by Adobe B2B Marketers

VISION


Enrich Adobe B2B
Marketing Activities

MISSION

Through the Voice of Our Customers', Strategy, Re-Imagining Technology, Coordination, and Collaboration with our Partners, we make it easier for Marketer's to conduct and improve their Marketing activities



Marketing Technology Operations – Core Services

						
Technology Procurement	Ideas & Innovation	Training & Enablement	Support	Platform Operations	Campaign Operations	Data Management Operations
<ul style="list-style-type: none"> ◦ MarTech Procurement ◦ Vendor Management ◦ Vendor Solutions ◦ Technology Reviews ◦ Integration Assessments 	<ul style="list-style-type: none"> ◦ Ideas Management ◦ Custom Tools ◦ Advanced Architecture 	<ul style="list-style-type: none"> ◦ Knowledge Base ◦ Program Shells ◦ Certifications ◦ In App Tips 	<ul style="list-style-type: none"> ◦ Open a Support Case in Workfront ◦ Request a MCZ program review ◦ Slack Channel ◦ Knowledge Base 	<ul style="list-style-type: none"> ◦ Lead Management ◦ Lead Scoring - General ◦ Marketing & Sales Coordination 	<ul style="list-style-type: none"> ◦ Campaign Execution 	<ul style="list-style-type: none"> ◦ Data Source Management ◦ Data Quality ◦ Attribution ◦ Audience Management ◦ Data Architecture ◦ Data Segmentation

Marketing Technology Operations – Why it Matters

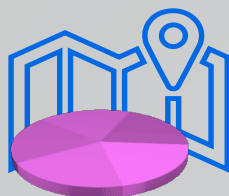
The Marketing Technology landscape is rapidly evolving, and it is essential for Marketers to have a clear understanding of which technologies are most fundamental to their business goals and to understand how technology can help them positively impact their business.

That's where **MTO** comes in...

MTO drives innovation; Manages the Marketing Technology Stack; and Makes decisions that support a flexible, scalable, secure, and unified Marketing Technology Stack which Adobe enterprise B2B Marketers can leverage to conduct and improve their Marketing activities.

Marketers are further enabled to focus on their jobs and drive the outcome.

BENEFITS



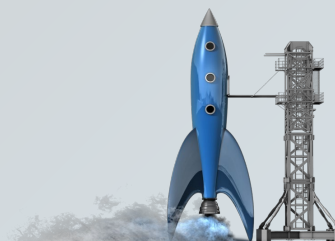
Field Success



Customer
Retention



Driving Demand



GTM Readiness

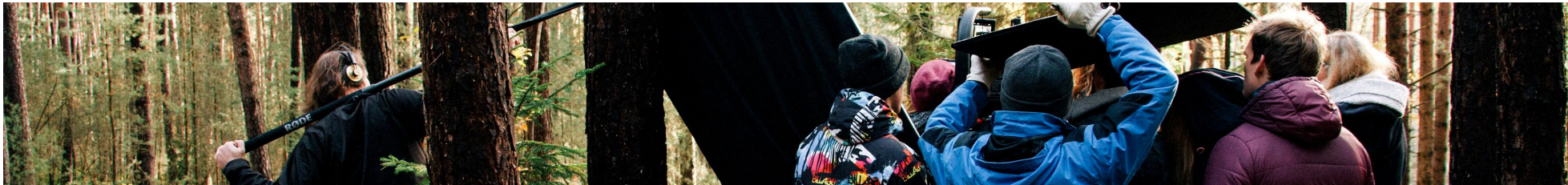


Profitable
Growth



Operational
Excellence

Transforming Marketing



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Marketo Customer Zero – Our Marketer's Vision

Using Marketo Engage will **transform Demand Generation and Retention**. **Customers** will benefit by experiencing more relevant and personalized content. **Marketing and Sales alignment** will increase through faster data transfer, triggered alerts on high value customer activities and in-CRM dashboards. **Marketing will be more efficient and agile.**



Marketers Delivering Innovation in Customer Experience

Key Marketing Objectives

Improve the Customer Experience	<ul style="list-style-type: none"> • Personalize demand programs and nurture email at scale (dynamic content, tokens, snippets) • Launch optimized and personalized landing pages on Adobe.com • Build and deploy “easy to submit” web forms with progressive profiling • Engage paid media and webinar leads in real-time • Adopt and Showcase a best in class B2B marketing solution ,empowering marketers to deliver a connected customer experience that drives & supports sales growth
Increase Lead and Account Engagement	<ul style="list-style-type: none"> • Configure batch and trigger-based smart campaigns, auto responders • Deploy highly targeted email nurtures using smart lists and content streams • Use behavior-based lead scoring to measure and act on lead engagement • Enrich data through Launchpoint apps to respond to leads based on behavior
Accelerate Operational Speed and Agility	<ul style="list-style-type: none"> • Accelerate email build through self-service and A/B testing • Perform efficient and targeted segmentation with smart lists and segments • Accelerate web landing page and forms build process • Perform efficient, self-service lead scoring updates • Create & manage campaign tracking in one place
Extend Account Based Marketing (ABM) Capability	<ul style="list-style-type: none"> • Configure account-based triggers for target account lists • Use account, surge and industry-based nurtures with account specific workflows • Explore Account discovery and Account AI for account rank and propensity
Increase Marketing and Sales Coordination	<ul style="list-style-type: none"> • Accelerate data transfer to sales (lead uploads) for improved response time and SLAs • Triggered notifications on MQAs, P1 leads, high value activities, and personalized named account reports • Exposing event registration lists in CRM for sales for marketing/sales coordination of invitations and follow-up • Explore In-CRM dashboards for sales insights
Align automation framework to DDOM metrics	<ul style="list-style-type: none"> • Build programs that align to the customer journey to advance people through Discover → Use • Measure content with engagement stream performance • Build lifecycle campaigns • Explore opportunity influence analyzer
Integrate and Enrich Data through LaunchPoint partners	<ul style="list-style-type: none"> • Webinars and events • Paid Media & Data Enrichment • Direct Mail

The Journey Continues...



Thanks!



