

How Marketo Engage Makes Business Buying Better

Capabilities to help you streamline and personalize the B2B buyer's journey

Business buyers have a simple goal: to find the best product for their needs.

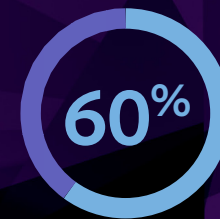
But achieving that goal is an increasingly complicated proposition. Business buyers can find more product information in more places than ever before. They interact with an average of **7.9 touchpoints** — including analyst reports, company websites, product review sites, marketplaces, social media, and more — before making a decision.¹

This explosion of information has created a paradox. Businesses like having all this data, but they also say it makes the buying process more difficult. For example, **60 percent** of business buyers would rather not rely on sales reps as their primary information source,² and **83 percent** access digital channels even in the late purchasing stages. At the same time, **77 percent** of them say B2B shopping is complex,⁴ and **75 percent** report that they are spending more time researching purchases.⁵

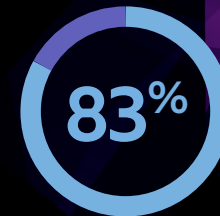
As the amount of information business buyers must sort through grows, it becomes harder for vendors to differentiate themselves. Today, **68 percent** of business buyers see little to no difference between vendors.⁶ One powerful way to stand out is to offer a buyer's journey that's easy — and even pleasant — to navigate. And Marketo Engage can help.

This checklist covers critical Marketo Engage capabilities that allow you to **personalize** and **streamline** the buyer's journey.

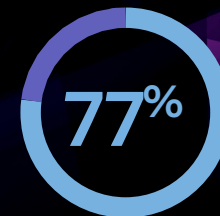
Of today's business buyers:



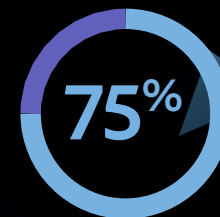
prefer not to use sales reps as their primary source of information¹



access digital channels even in the late purchasing stages²



view B2B shopping as complex³

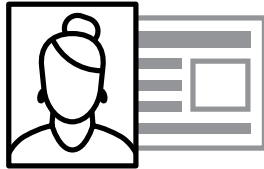


spend more time researching their purchases⁴

Features to personalize the buyer's journey

When you personalize the buyer's journey, every interaction buyers have with your company is relevant and grounded in past behavior. Buyers don't have to spend time searching for the right information. They avoid the frustration that stems from receiving inappropriate or redundant content. And that helps you differentiate yourself from competitors who do not personalize the buyer's journey.

With Marketo Engage, you can personalize your buyers' interactions with you — from their first anonymous visit to your website to their in-depth requests for information. Personalized interactions can help you build a truly individualized buyer's journey.



Web personalization

Web personalization lets you deliver a unique experience for every prospect, new or old, who visits your website. Marketo Engage web personalization features can help you:

- Identify known and anonymous buyers
- Personalize content, messaging, and calls to action using browsing behavior, location, referring URLs, and even company size and industry
- Ensure that your web content looks great no matter what device your visitors are using (e.g., desktop, tablet, phone, etc.)
- Integrate web data with your overall buyer and customer profiles
- Analyze both individual and aggregate data to understand which aspects of your experience are most relevant to different personas, accounts, and customers

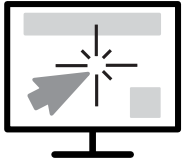


Email personalization

Email personalization ensures that prospects get only the email messages they want to receive. Marketo Engage email personalization features can help you:

- Define extremely detailed segmentations for each email campaign based on customers' past behavior and interactions with your business
- Trigger emails based on specific customer behaviors
- Use predictive content to connect each buyer with just the right messages and resources
- Integrate email behavior with overall buyer and customer profiles

Features to personalize the buyer's journey (continued)



Digital ad targeting

Digital ad targeting lets you show relevant ads to select prospects and avoid both overexposure and overspending. Marketo Engage ad targeting features can help you:

- Use customer behavior data to target Facebook, Google, LinkedIn, and other ads precisely
- Retarget visitors to your website based on their behavior, company, role, overall engagement, and other information captured during their interactions with your business



Content personalization

Personalized content can help you get the right content to the right people at the right time and gain a deeper understanding of which content performs best for specific audiences. Marketo Engage personalized content features can help you:

- Personalize lead- and account-based marketing content for anonymous and known customers
- Let AI continuously learn and display the highest-performing content across channels
- Test and optimize your entire content marketing strategy

Features to streamline the buyer's journey

For many high-consideration products, the buyer's journey is inherently complex: businesses need to complete their due diligence before spending a lot of money or making a big commitment. But many buyers' journeys gain complexity needlessly. For example, the buyer could:

- Receive misleading or irrelevant content
- See different or repetitive messages from sales and marketing
- Hear from multiple contacts who don't necessarily understand the buyer's needs
- Have to explain the business challenge over and over and over again

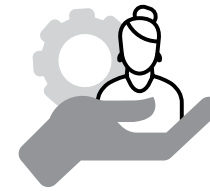
Needless complexity can discourage and exhaust business buyers, and make them unlikely to choose your brand. Personalization can help streamline the buyer's journey by steering buyers away from irrelevant content and dead ends. Marketo Engage provides additional features that can help you streamline and simplify the buyer's journey.



Account and lead profiling

Account and lead profiling is all about crafting the ideal experience for each account and persona. Marketo Engage account and lead profiling features can help you:

- Design intelligent lead- and account-based engagement and qualification programs
- Use content consumption, profiles, and behavioral patterns to learn which content works best for each person, moving them through their customer journey faster
- Use predictive analysis to determine when buyers are ready for different offers and experiences
- Prioritize time and focus instantly on the hottest leads and opportunities
- Model ideal buyers' journeys for various company and customer types
- Measure performance at both lead and account levels as engagement happens

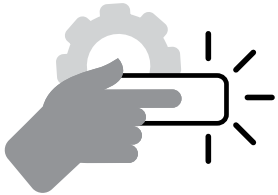


Account and lead nurturing — automated and at scale

Lead and account nurturing keeps your brand top of mind with leads over a long period of time with minimal effort. Marketo Engage account and lead nurturing features can help you:

- Create 1:1 conversations with customers tailored to their needs
- Shift the conversation based on behavioral cues
- Respond dynamically to customers' changing priorities
- Collaborate with sales to ensure a seamless customer experience

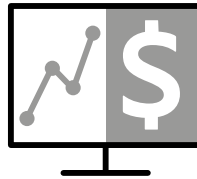
Features to streamline the buyer's journey (continued)



Experience automation

Experience automation uses sophisticated behavioral triggers to streamline how customers and prospects experience your campaigns. Marketo Engage experience automation can help you:

- Launch cross-channel campaigns in real time based on activity — or lack of activity — in any customer channel based on changes in your CRM system
- Deliver custom campaigns depending on where prospects are in their journey
- Ensure data is correctly updated as prospects take action and move through their journeys
- Avoid sending duplicate content to the same people within a company
- Spend less time on campaign management



Marketing and sales alignment

Alignment of marketing and sales delivers a single workflow for coordinated and personalized engagement across the customer journey with shared insights and engagement tools. A suite of Marketo Engage sales tools can help you:

- Connect with virtually all popular CRM platforms, such as Salesforce, Microsoft Dynamics, and more
- Get a complete picture of the buyer's journey
- Ensure that marketing and sales teams communicate consistent messages
- Improve collaboration so the transition from marketing to sales is seamless
- Enable sales reps to quickly identify hot leads and engage in relevant conversations



Marketing impact analytics

High-quality marketing analytics allow you to see how your marketing programs are performing in real time across multiple dimensions. Marketo Engage analytics dashboards and reports can help you:

- Measure performance at both individual lead and account levels as engagement happens
- Prove the revenue impact of every touchpoint to justify value and budget
- Assess how changes to your programs are performing in real time, as engagement is happening

Ready to learn more?

These helpful resources can help you personalize and streamline the buyer's journey:

Marketo Engage:

www.marketo.com/marketo-engage/

Marketing automation:

www.marketo.com/software/marketing-automation/

Email marketing:

www.marketo.com/software/email-marketing/

Personalized content:

www.marketo.com/software/predictive-content/

Marketo Engage, as part of Adobe Experience Cloud, offers the solution of choice for lead management and B2B marketing professionals seeking to transform customer experiences by engaging across every stage of complex buying journeys. Natively supporting both lead and account-based marketing strategies, Marketo Engage brings together marketing and sales in a comprehensive solution designed to orchestrate personalized experiences, optimize content, and measure business impact across every channel, from consideration to conversion and beyond.

To learn more about Marketo Engage, the vast community of passionate marketers in the Marketing Nation, and our robust partner ecosystem, visit:

www.marketo.com

Notes:

¹ "B2B and B2C Companies Can Face Similar Hurdles With Complex Buyer Journeys," Forrester, May 2019.

² Lori Wizdo, "The Ways And Means Of B2B Buyer Journey Maps: We're Going Deep at Forrester's B2B Forum," Forrester, August 21, 2017.

³ Jordan Bryan, "What Sales Should Know about Modern B2B Buyers," Gartner, March 22, 2018.

⁴ "The New B2B Buying Journey," Gartner, 2019.

⁵ 2019 B2B Buyers Survey, Demand Gen.

⁶ "The Growing Buyer-Seller Gap: Results of the 2018 Buyer Preferences Study", Miller Heiman Group, 2018.



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