



Adobe

Marketing Automation at Adobe


May 26th 2020



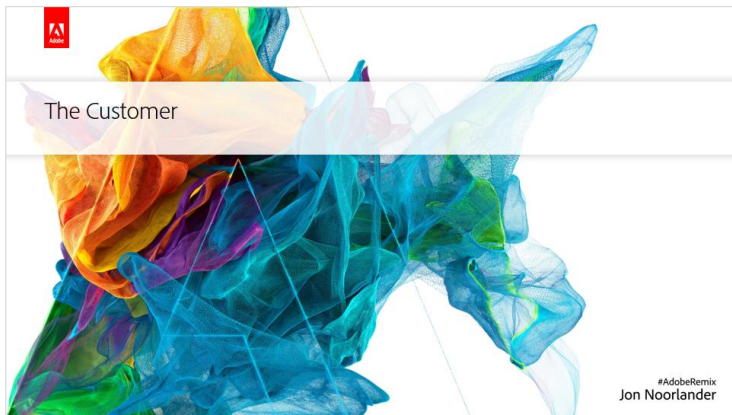
Peter Bell
EMEA Marketing Director, Adobe
[@peterbel](#)

#AdobeRemix
Vasjen Katro / Baugasm


Agenda



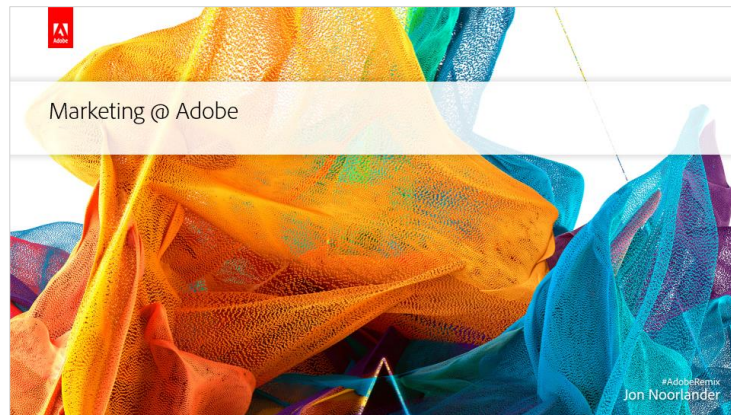
The Customer




#AdobeRemix
Jon Noorlander



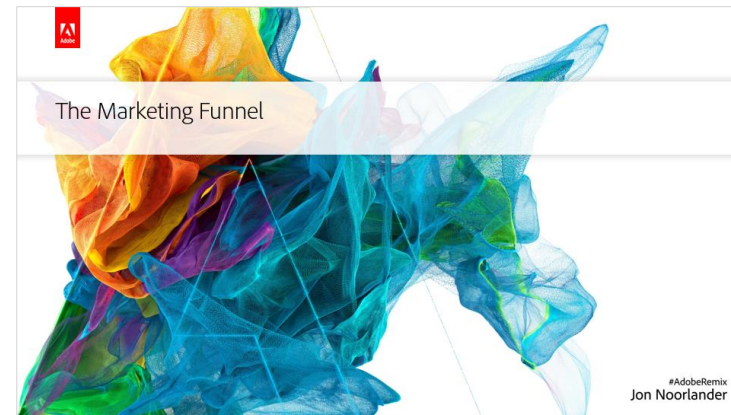
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The Marketing Funnel

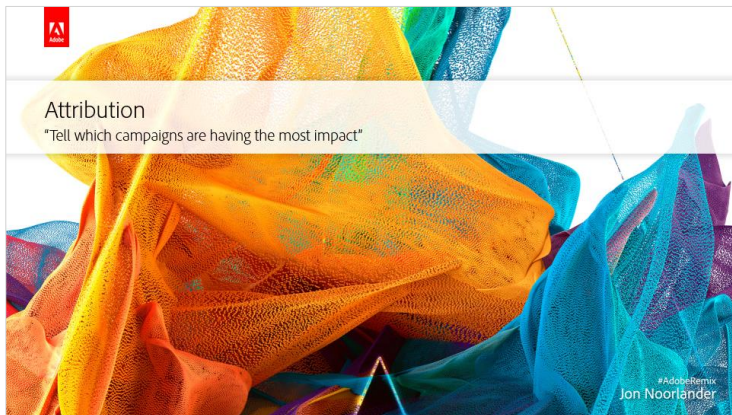


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Attribution


"Tell which campaigns are having the most impact"




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Resources for You

- Download the 'The Definitive Guide to Marketing Metrics and Analytics' from Marketo.com
- Download the Marketing Metrics and Analytics Cheat Sheet
- <https://www.marketo.com/resources/>



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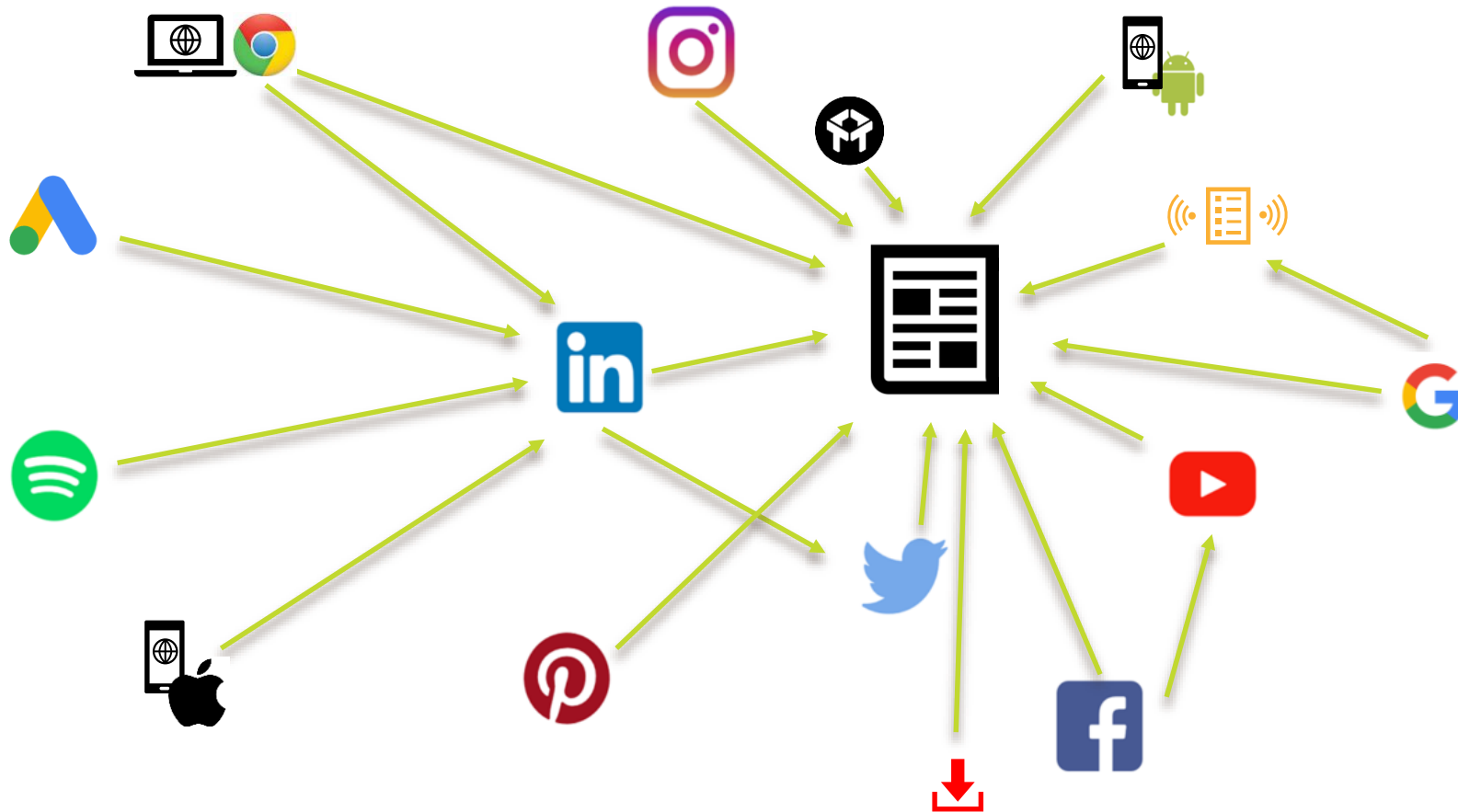
The Customer

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Customer Journey



Customer Journey



Prospects receive an average of **10 marketing touches** from the time they enter the top of the funnel until they're a closed-won customer

Customer Journey

Google

70% of customers cross 5+ channels when making purchasing decisions





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Marketing Functions



Product & Industry
Marketing



Creative
& CX



Marketing
Operations



Demand
Generation



Customer
Marketing



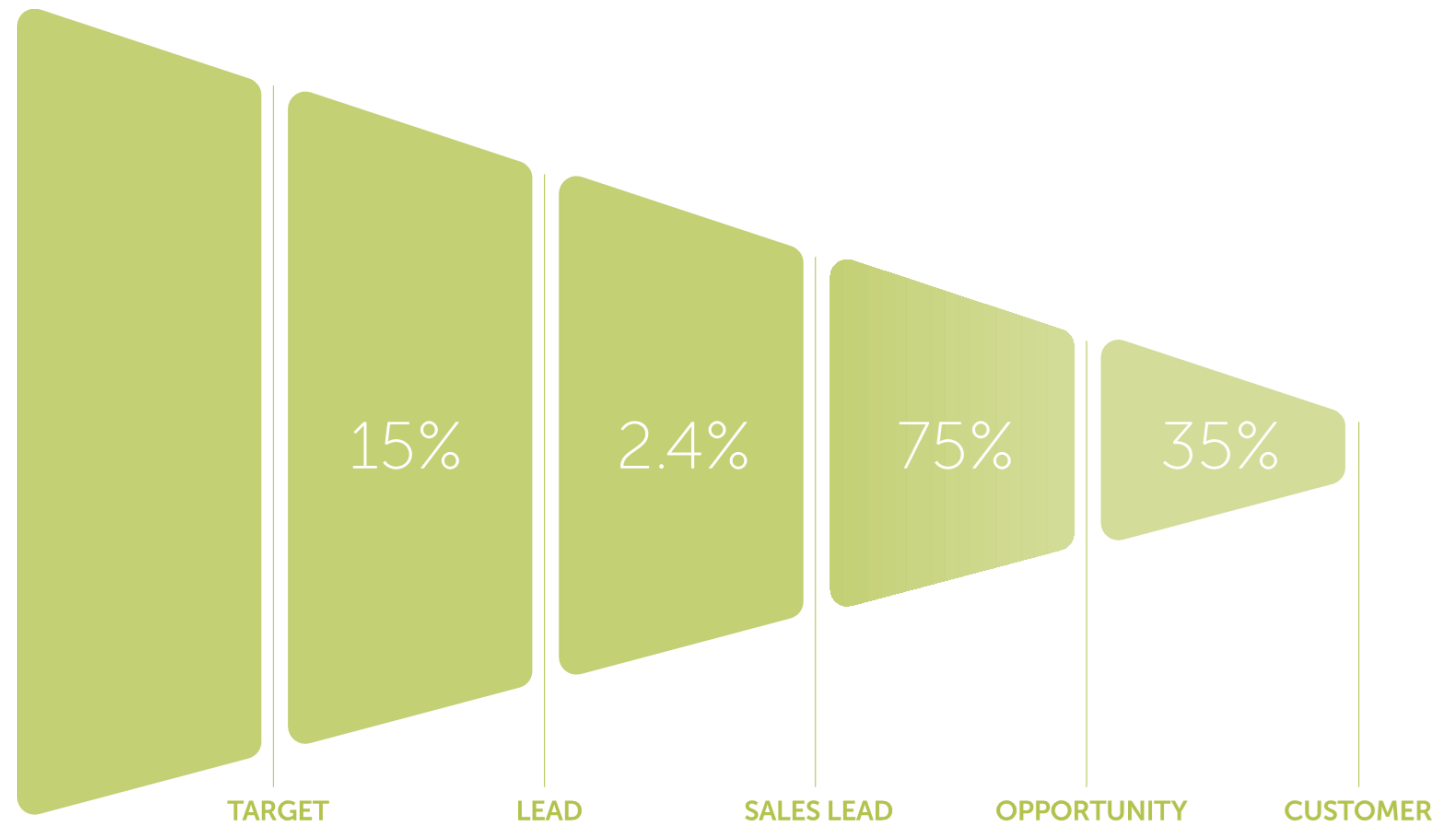
Corporate
Marketing



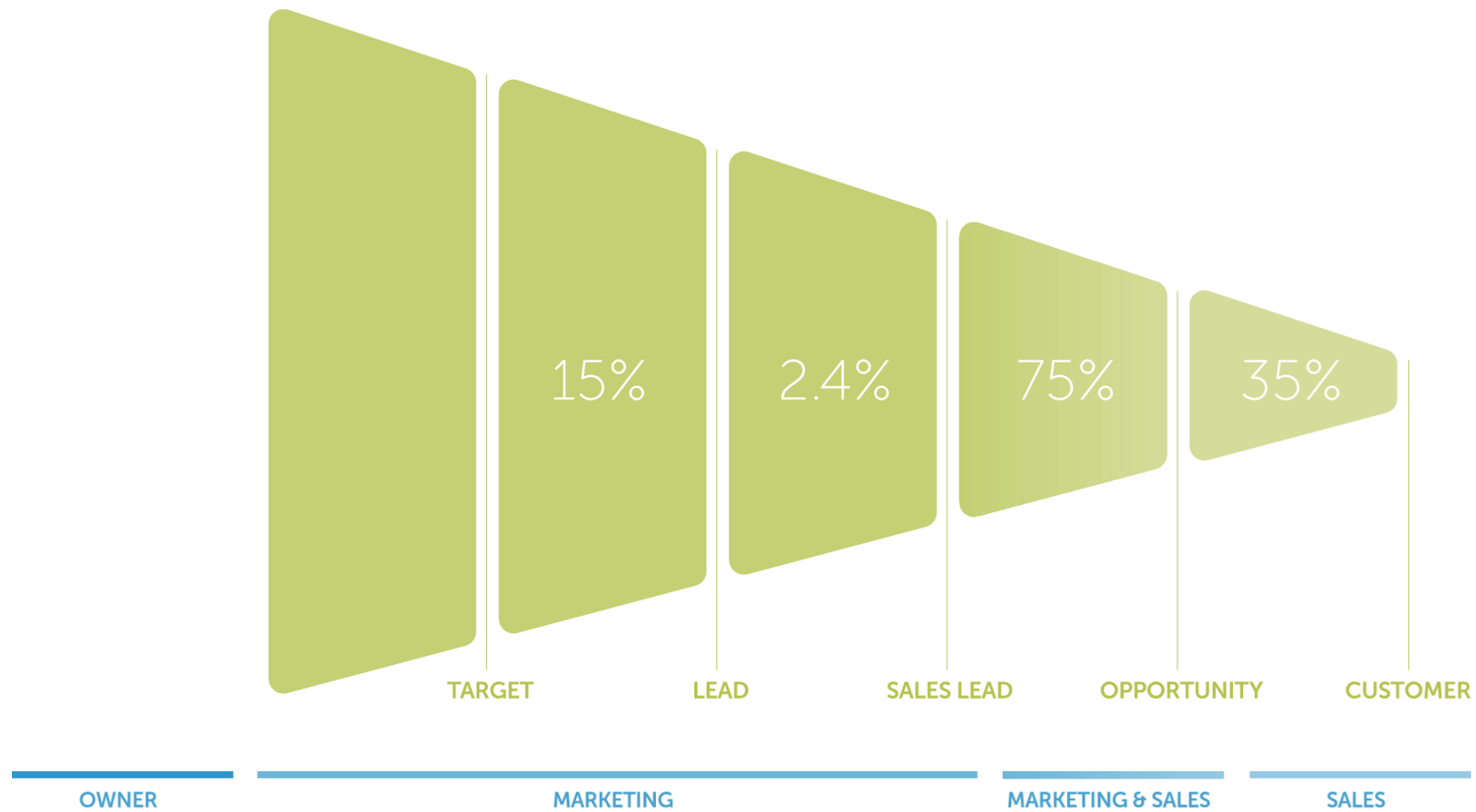
The Marketing Funnel

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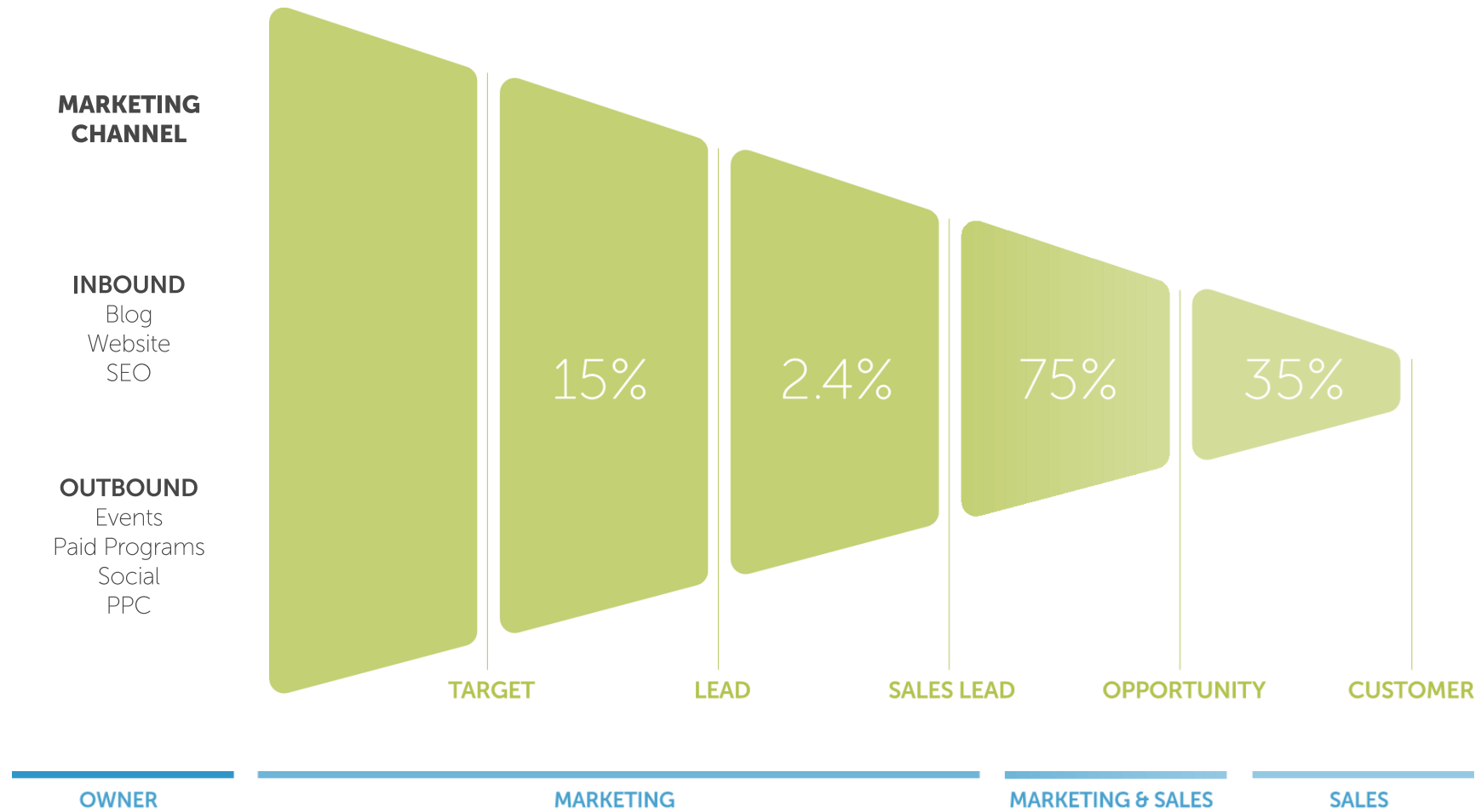
Marketing Funnel



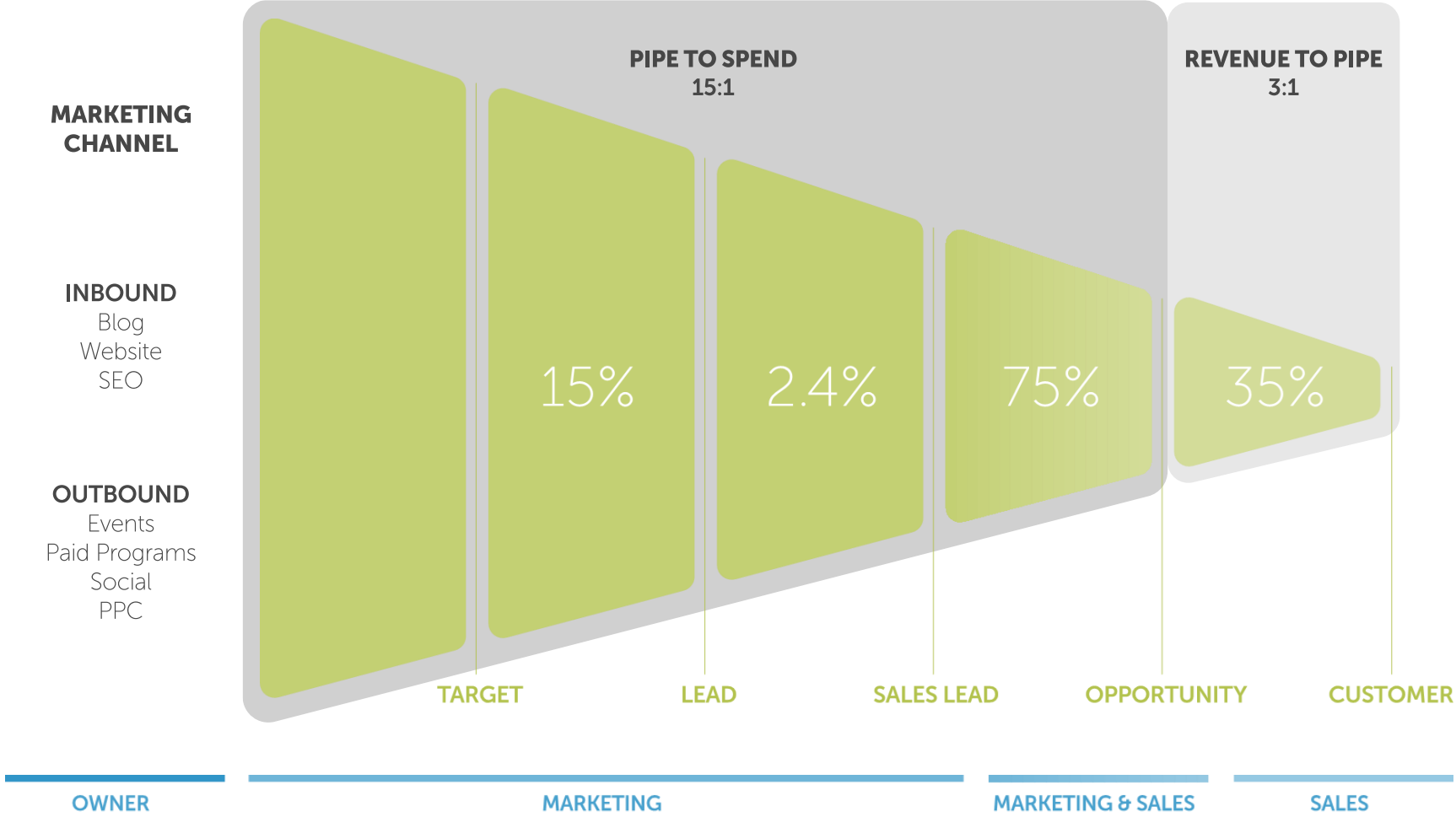
Marketing Funnel



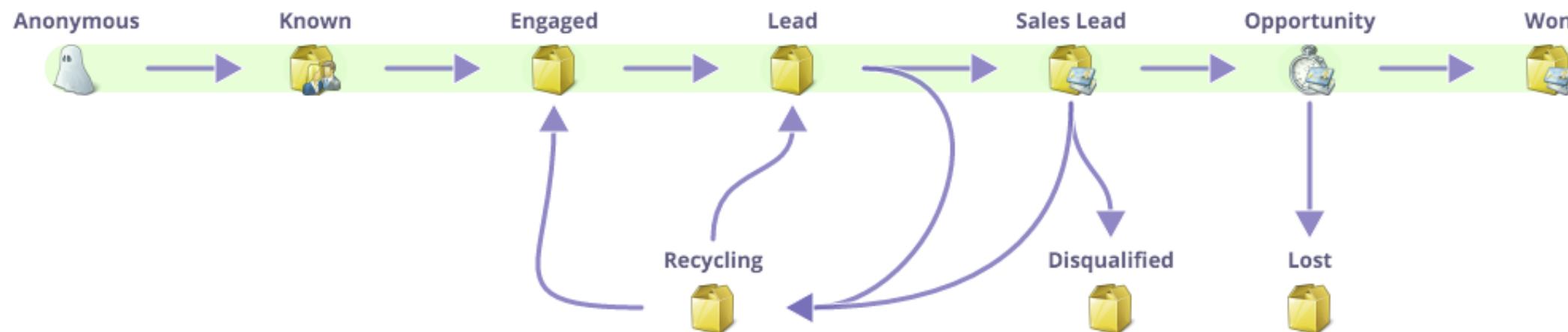
Marketing Funnel



Marketing Funnel



Lifecycle Model



- Model *your* lead stages and flow
- Buyer & Relevance activity triggers movement between stages
- Tailor campaign messages and offers to buyer journey stage

Lead Stages & Content

Early Stage
Pre-Purchase

Thought leadership and enjoyable content to build brand, awareness, and desire

Blog, e-books, research data, funny videos, curated lists, infographics, webinars

Gated?
NO

Middle Stage
Commit to Change

Tools that help buyers find you when they are looking for solutions

Buying guides, RFP templates, ROI calculators, definitive guides, analyst reports

Gated?
YES

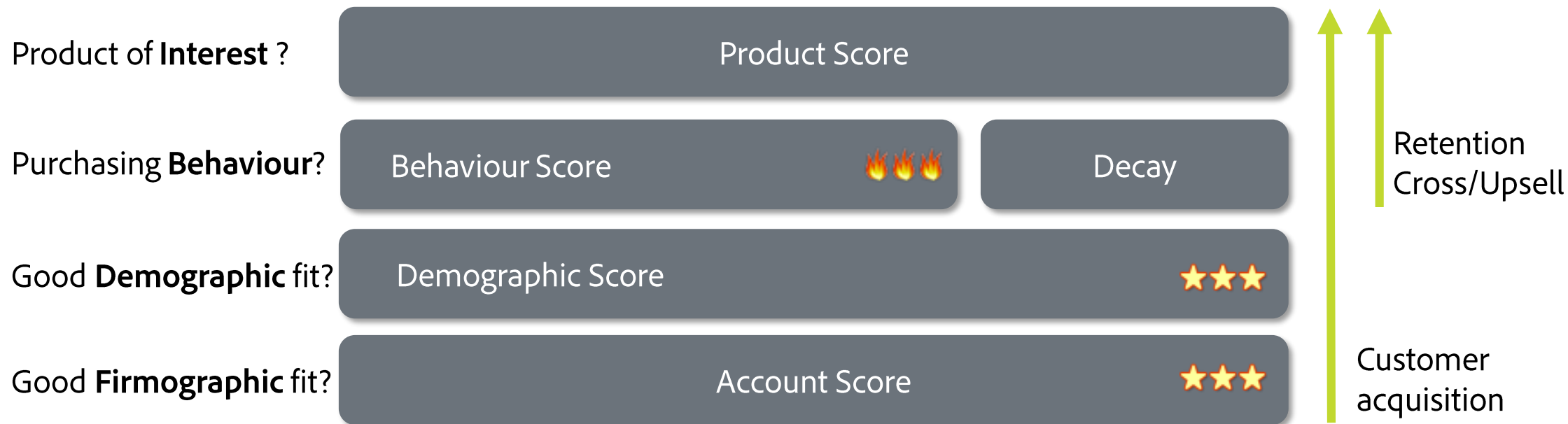
Late Stage
Evaluation

Company-specific information to help evaluate and reaffirm selection

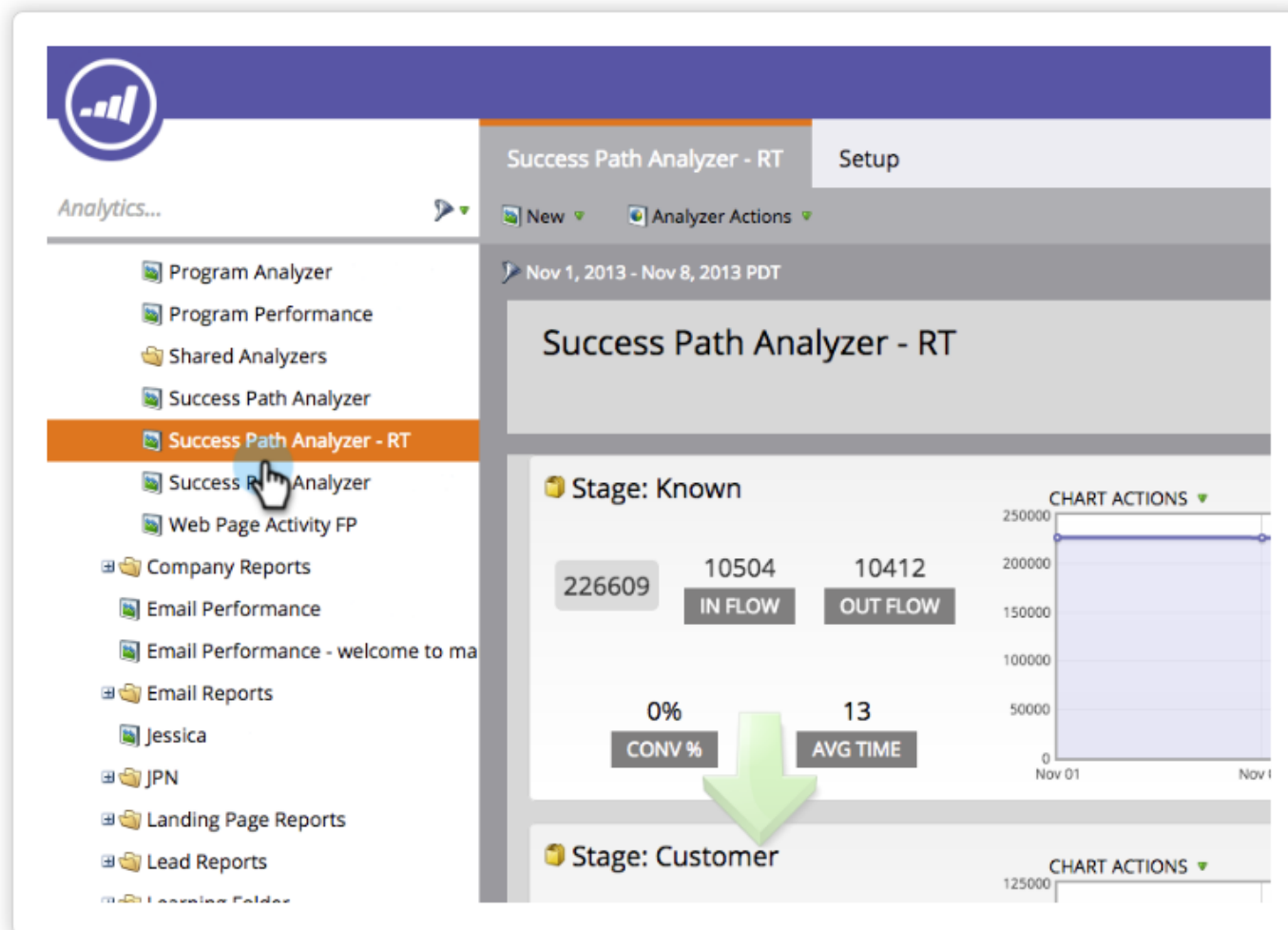
Pricing, demos, services information, 3rd party reviews, customer case studies

Gated?
MOSTLY NO

Lead Scoring



Success Path Analyser



- View key metrics for your revenue model
- Visualize both flow (amount) and velocity (speed, in terms of days) of people through the stages
- Focus marketing efforts where buyers get stuck



Attribution

“Tell which campaigns are having the most impact”

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Attribution is Hard

Multiple Touches

Ten touches needed to convert a cold lead into a sale

Multiple Influencers

There are on average 5.1 people involved in the buying decision

Methods to Measure Marketing ROI



SINGLE TOUCH ATTRIBUTION

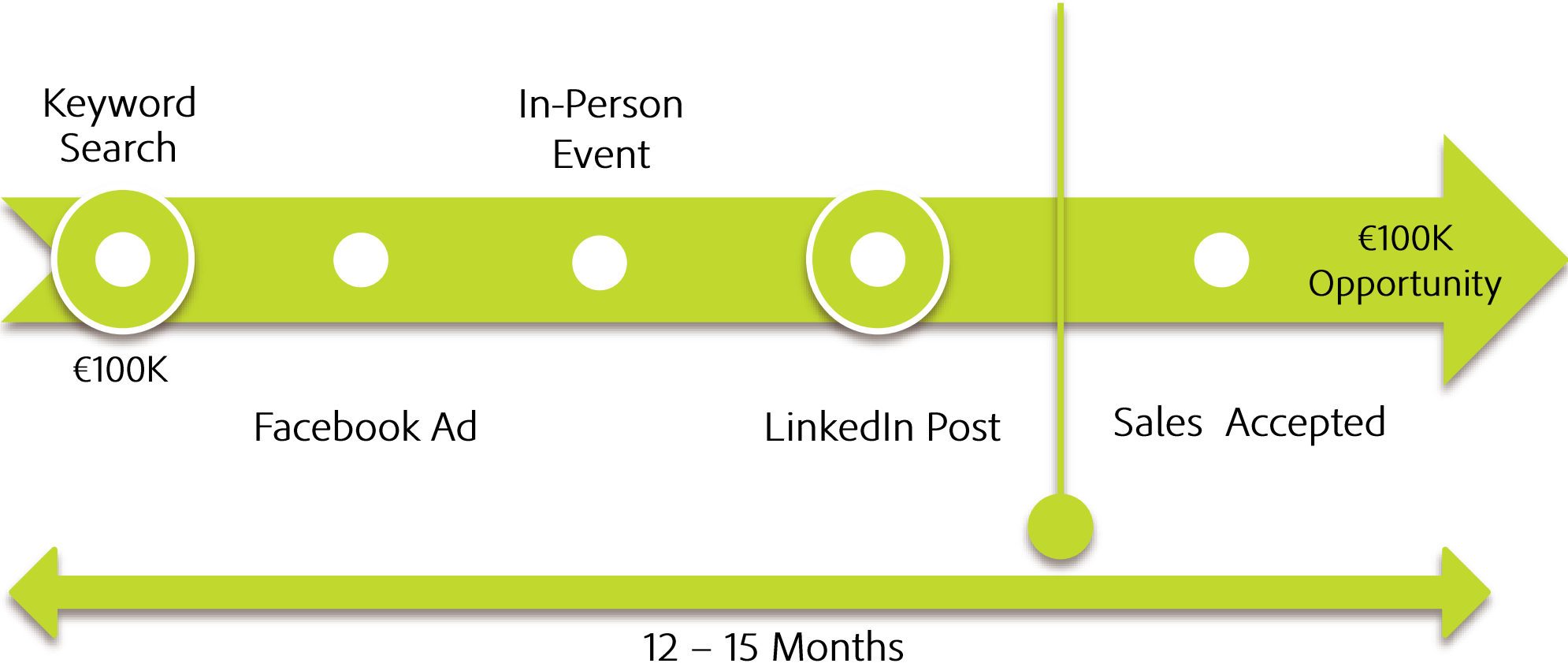


NON-WEIGHTED MULTI-TOUCH ATTRIBUTION

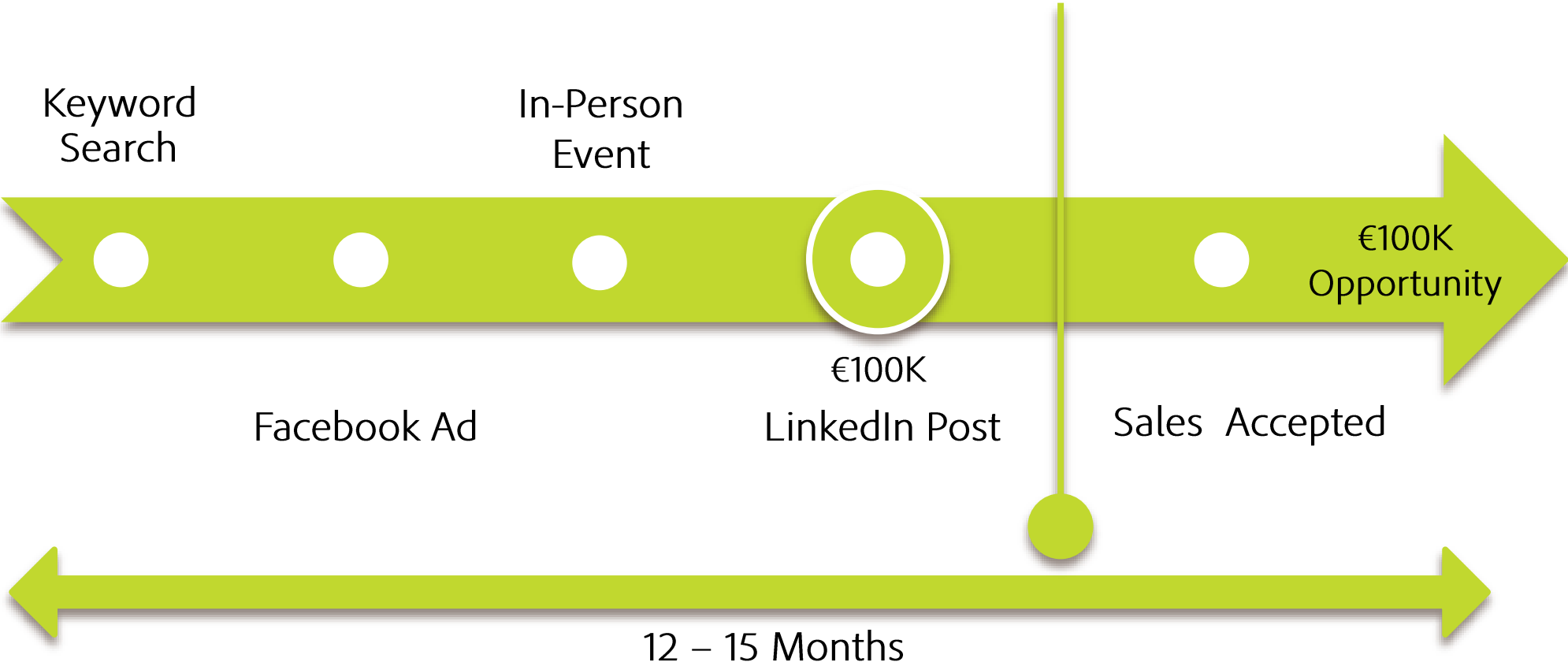


WEIGHTED MULTI-TOUCH ATTRIBUTION

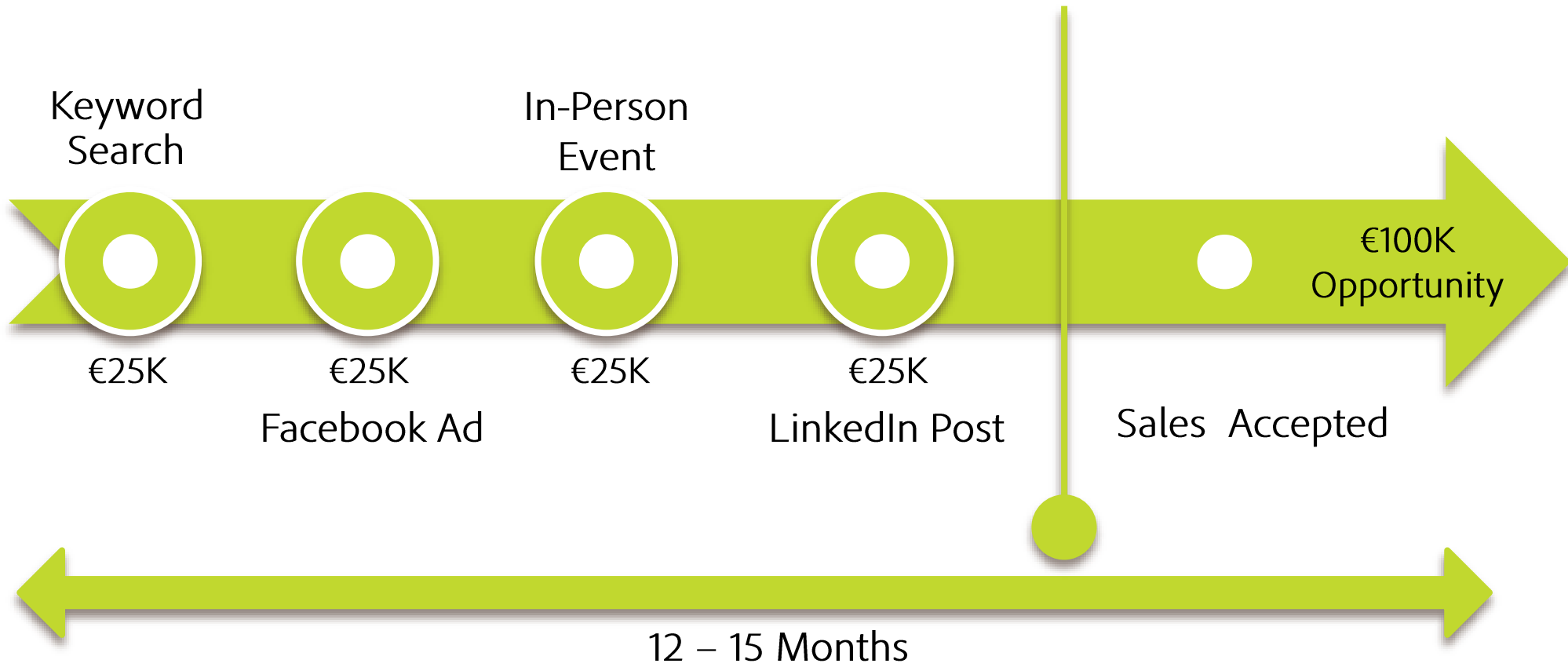
Single Touch Attribution – First Touch



Single Touch Attribution – Last Touch



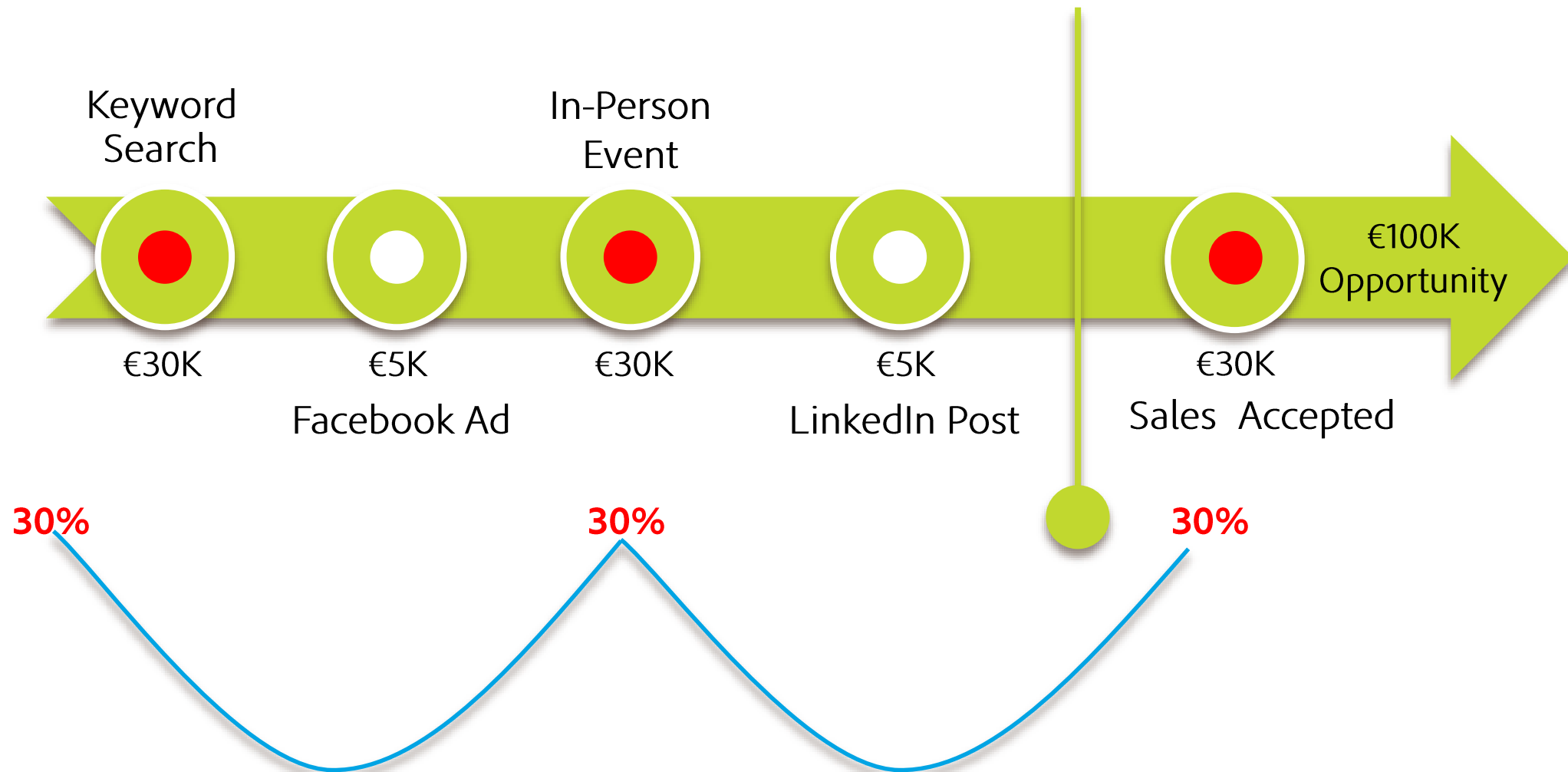
Unweighted Multi-Touch Attribution



Weighted Multi-Touch Attribution

1. Time-Decay
2. U-Shaped or Position Based
3. W-Shaped
4. Full-Path
5. Custom
6. Machine-Learning recommended

Multi-Touch Attribution: W-Shaped



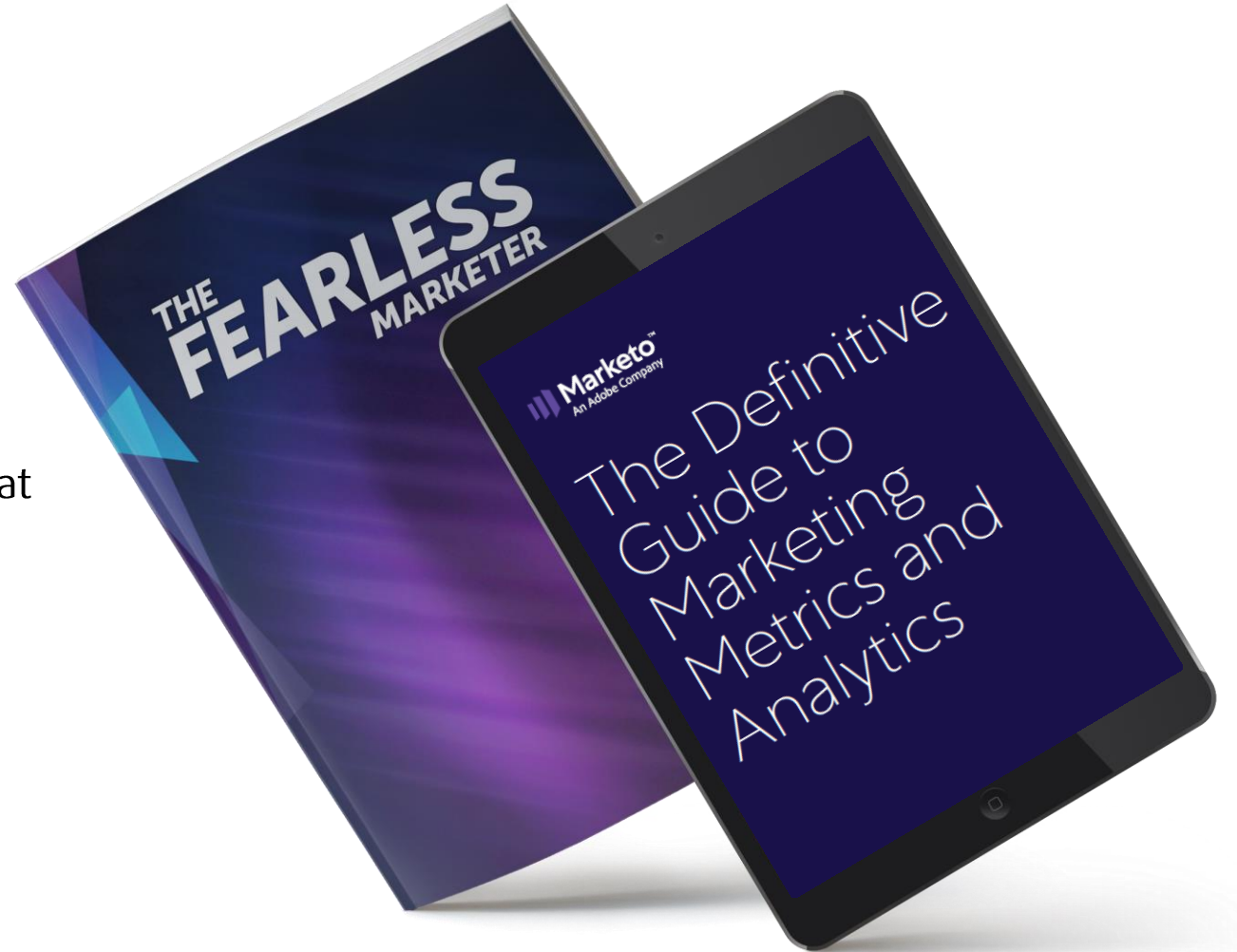
Event Marketing Measurement

Program Channel	Investment	(MT) Pipeline Created	(MT) Opportunities	(MT) Ratio	% Above Min (MT) Ratio*
Inbound / Web	\$0	\$85,836,006	2,640	N/A	N/A
Nurture	\$0	\$55,630,493	1,360	N/A	N/A
Webinar/Demo - Marketo	\$0	\$39,532,194	1,028	N/A	N/A
Email - Sponsored	\$2,612,161	\$22,502,177	748	12.8	63%
Tradeshaw	\$2,896,619	\$30,619,242	644	10.6	49%
PPC	\$1,478,000	\$18,283,078	312	13.0	50%
Webinar - Sponsored	\$634,610	\$16,095,792	362	25.4	70%
Field Event	\$1,626,704	\$10,717,533	242	6.6	26%
Content Syndication	\$1,211,391	\$9,371,949	197	7.7	66%
Outbound	\$571,337	\$8,180,235	248	14.3	55%
Blog	\$0	\$7,332,034	183	N/A	N/A
Virtual Event - Sponsored	\$470,070	\$6,134,296	131	13.0	84%
Social - Paid	\$517,551	\$5,173,392	126	10.0	77%
Social - Organic	\$0	\$811,902	25	N/A	N/A
Display Ad	\$320,907	\$501,320	13	1.6	0%
TOTAL	\$12,339,350	\$328,704,645	8,480	26.6	56%

- Multi Touch (MT) Ratio = Pipeline / Investment
- >15 is Successful / < 10 is unsuccessful

Resources for You

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