

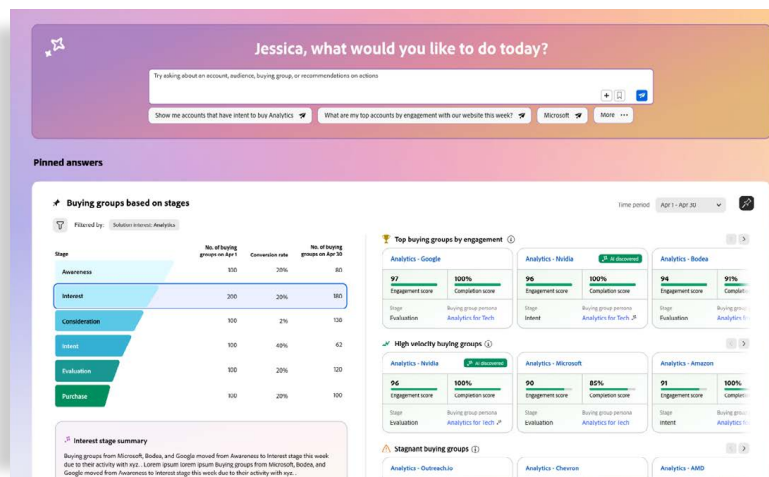


OVERVIEW

Adobe Journey Optimizer B2B Edition

GenAI + Buying Groups = The new standard for B2B Marketing

Adobe Journey Optimizer B2B Edition is the first and only B2B software that enables B2B marketing teams to orchestrate account and buying group journeys across the entire customer lifecycle to generate the industry's first AI-assisted marketing qualified buying groups



PROBLEM

LEADS ARE TOO NARROW AND
ACCOUNTS ARE TOO BROAD

B2B marketing teams focus on leads and accounts for driving demand. The focus of lead-based marketing is too narrow, lacking context of a larger group of stakeholders. The focus of account-based marketing is too broad, lacking refinement of key stakeholders across multiple business units within the same account. Both approaches result in qualified leads and accounts that aren't precise enough to maximize value and alignment with sales reps.

SOLUTION

SHIFT THE FOCUS OF YOUR B2B
MARKETING TO BUYING GROUPS!

Turn your qualified leads and accounts into AI-assisted marketing qualified buying groups (MQBGs) using generative AI and industry-leading automation to maximize demand for specific products according to your company's go-to-market motions. MQBGs act as pre-qualified sales opportunities that focus on the people that matter and avoid the people that don't during each sales cycle, and are created using a buying group framework powered by the strengths of existing lead and account-based marketing tactics

Maximize revenue for each product go-to-market



Higher Quality Pipeline
& Sales Opportunities



Accelerated
Sales Cycles



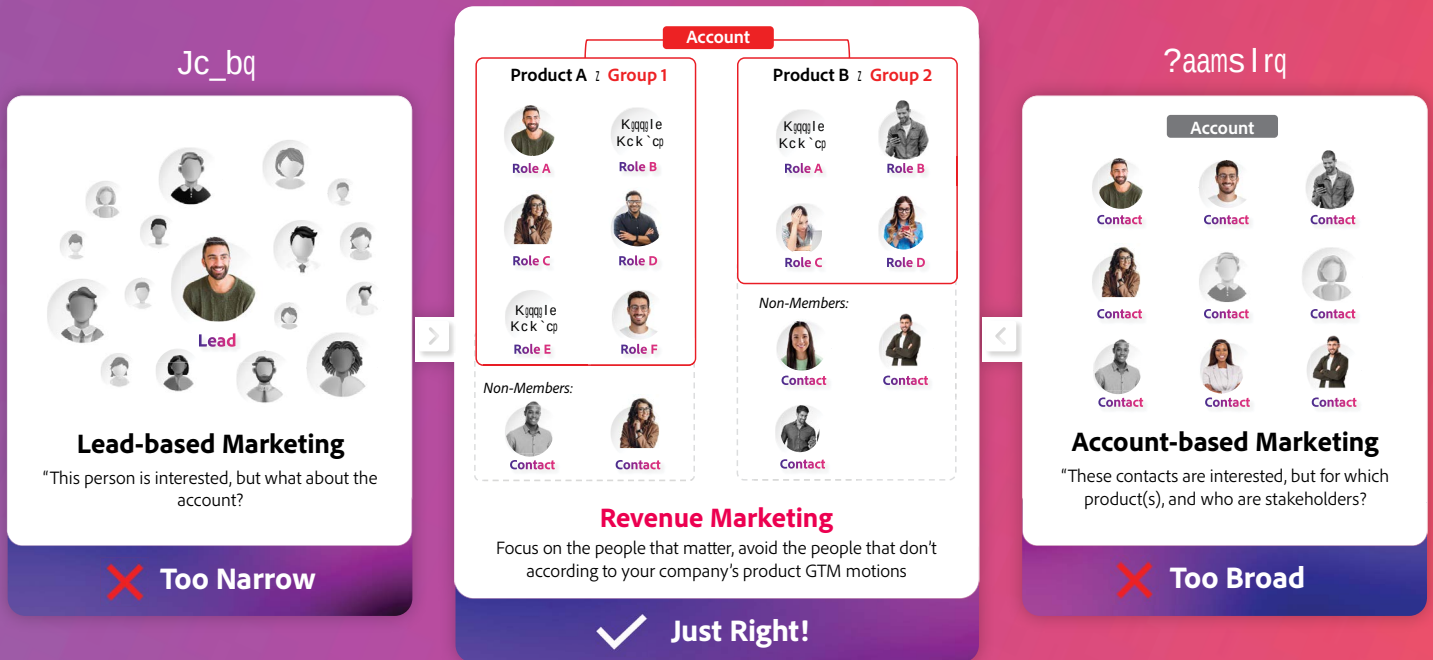
Increased
Win Rates & ROI



Reduced
Wasted Resources

Unlock the most precise, effective and cost-efficient way to drive B2B growth

Buying Groups

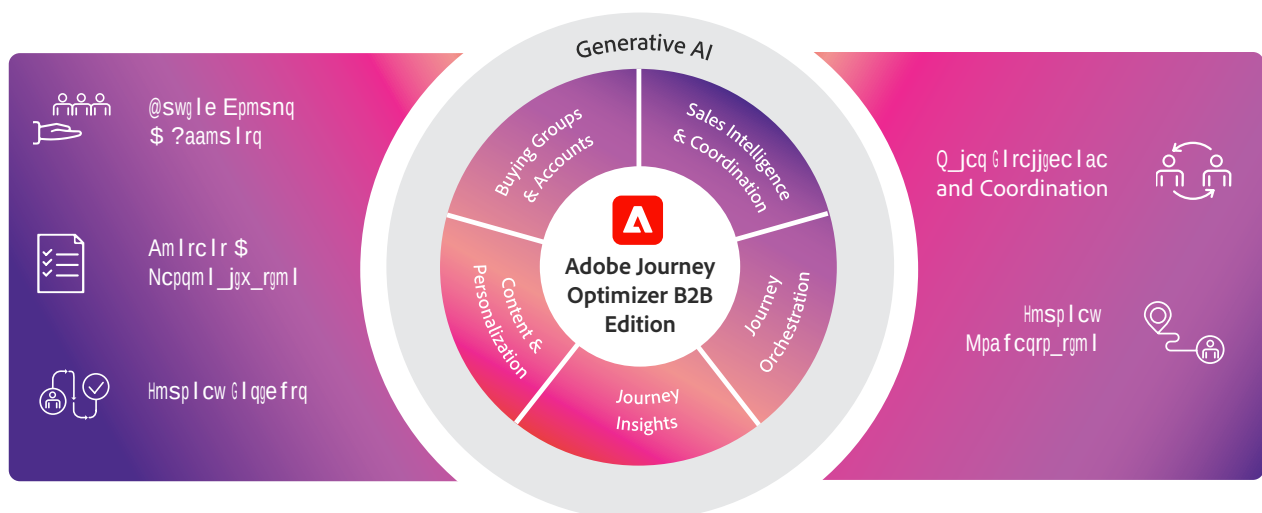


CURRENT CHALLENGES

- Lack visibility into key stakeholders within accounts
- Qualifying wrong leads and account contacts for Sales
- One-size-fits-all personalization for leads and accounts
- Continuing buying group engagement beyond paid media
- Identifying different groups of stakeholders in an account

NEW ADVANTAGES

- Centralized view of AI-assisted buying groups for products
- Align demand generation with product go-to-market motions
- AI-assisted personalization for each buying group member
- Qualify buying groups across entire customer lifecycle
- Engage multiple buying groups within the same account





Buying Groups & Accounts

Leverage generative AI and unified B2B data from across your enterprise to create and assemble buying groups, align them to your company's offerings, and automatically assign members to each role

AI Assisted Buying Groups

Allow generative AI to recommend buying group roles and auto-assign members

- Generated Buying Group Roles
- Intelligent Buying Group Assignment
- Content & Product Knowledgebase

Buying Group Management

Create buying groups within your target account for each of your product offerings

- Buying Group Design Wizard
- Solution Interest
- Member Criteria & Priority

Dynamic Account Lists

Create buying groups and power your journey using unified target account lists from Adobe Real-Time CDP B2B Edition

- Unified Account lists & Activation
- Adobe Marketo Engage Data
- RTCDP B2B/P Edition Data

Buying Group Completeness

Automatically populate members for your buying groups to get a convenient birds-eye view of known and missing members

- Automatic Member Assignment
- Missing Members
- Completeness Score

List of Buying Groups

Name	Account	Stages	Solution interest	Template
Experience Manager Assets for Lumia	Lumia	Awareness	Experience Manager...	Template name
Experience Manager Sites for Lumia	Lumia	Awareness	Experience Manager...	Template name
Marketo Engage for Spartan	Spartan	Awareness	Marketo Engage	Template name
Audience Manager for Spartan	Spartan	Awareness	Audience manager	Template name
Journey Optimizer for Wayne Enterprise	Wayne Enterprise	Awareness	Journey Optimizer	Template name
Analytics for Spartan	Spartan	Awareness	Adobe Analytics	Template name
		Awareness	Advertising	Template name
		Awareness	Mix Modeler	Template name
		Awareness	Workfront	Template name
		Awareness	Experience Manager...	Template name
		Awareness	Experience Manager...	Template name
		Awareness	Audience Manager	Template name
		Awareness	Advertising	Template name
		Awareness	Advertising	Template name

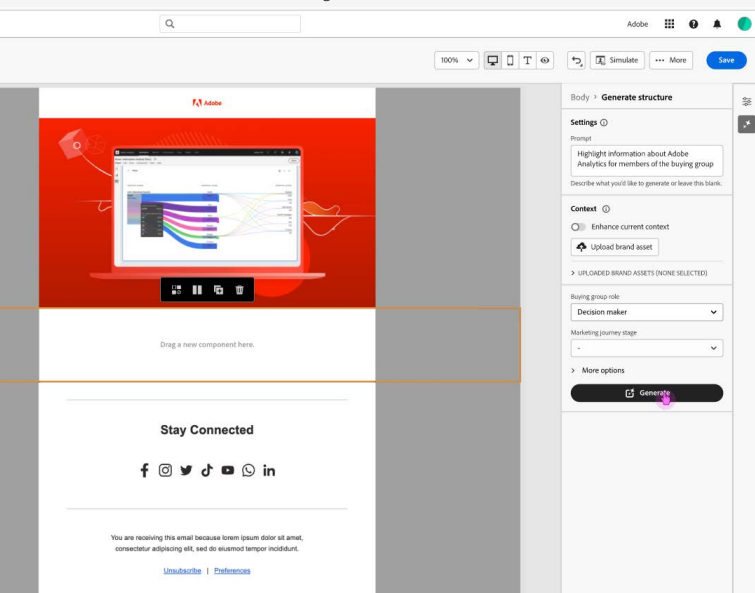
Increase visibility of buying groups across targets accounts with Sales



Content and Personalization

Create, manage, and transform the content needed to fuel personalized experiences for each buying group member using generative AI connected across end-to-end sales and marketing workflows

AI Assisted Personalization (Email Designer)



Decrease time-to-market with accurate and precise personalization

AI Assisted Personalization

Generate AI-driven email messaging for each buying group member based on their solution interest

- Free-form Personalization Prompts
- Ad-hoc Knowledge Base
- Buying Group Context

Email Designer

Design engaging email experiences using drag-and-drop components, custom HTML or proven templates

- WYSIWYG Designer
- Email Templates
- Preview & Simulator

Dynamic Personalization

Display content and personalize messaging based on their role, account, product interest and more p

- Dynamic Email Content
- Account, Buying Group, Product Personalization
- Marketo Engage Personalization Tokens

Asset Management

Embed your AI-generated content and assets directly within your account and buying group journeys

- Experience Manager Assets
- Adobe Marketo Engage Design Studio Assets



Journey Orchestration

Build and execute tailored journeys for each buying group member for target accounts with the assistance of generative AI to automate hyper-personalized sales and marketing engagement

AI Assisted Journeys

Learn, build and optimize journeys on the fly using AI Assistant's conversational help and best practice suggestions

- Conversational Product Docs
- Suggested Topics
- Conversation Bookmarks

Journey Management

Design personalized journeys for each buying group member according to their role, account & product interest

- Account Targeting
- Buying Group / Member Targeting
- Journey Map

Real-time Automation

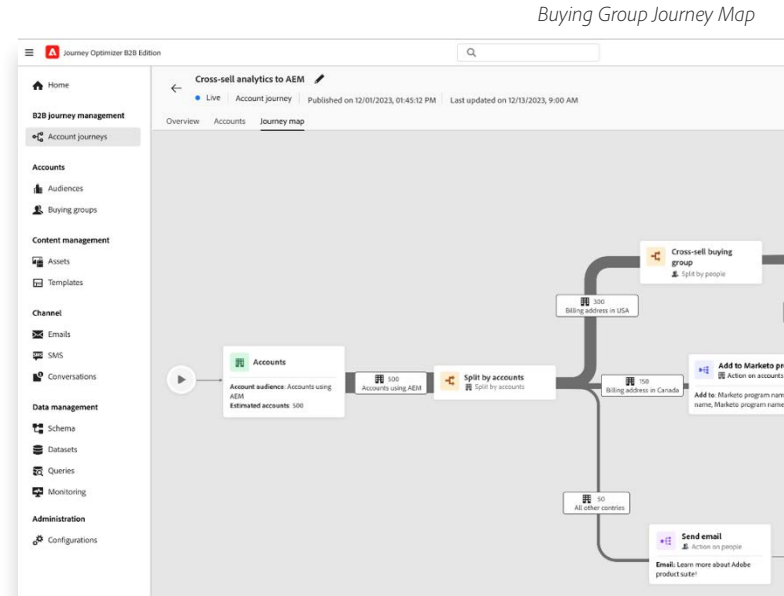
Automate the progression of accounts and buying groups real-time engagement triggers and a library of journey actions

- Journey Paths (Person & Account)
- Buying Group Engagement Scoring
- Adobe Marketo Engage Campaigns

Omni-Channel Engagement

Engage with buying groups across a variety of inbound and outbound digital channels including Adobe Marketo Engage

- Email & SMS
- Paid Media
- Adobe Marketo Engage Channels



Scale buying group engagement efficiently across inbound and outbound channels



Sales Intelligence and Coordination

Arm Sales with marketing qualified buying groups that include AI-generated insights to build higher quality pipeline and streamline opportunity creation

Summarized Buying Group Insights (Sales Alert Email)

Overview

Account name

Lumia

Solution interest

Experience Manager Assets

Status

Interest

Engagement score

95

Completeness score

95%

Last update

2/23/2024, 10:00am

Buying group highlights

Top engaged members are John Smith and Brenda Clark

John Smith's engagement score is 90

Members are also interested in AEP

Missing role is Evaluator

High engagement shown with John Smith, CFO, engaged with score of 90, with high click-to-open ratio of 33% on Content Supply Whitepaper downloads. Winston Rox, Director, and John Smith, have appeared in 2 webinars. 2 of 4 members are also interested in Marketo Engage and Real-Time CDP.

Members (4)

Restored

JS

John Smith

Chief Financial Officer

Decision maker

Member engagement score

90

Most recent activities

Email: Opened <http://marketo.com/pricing-page.html>

Downloaded price sheet: <http://marketo.com/pricing-page.html>

Buying groups (3)

View all

Customer Journey Analytics for Lumia

Marketo Engage for Lumia

Email

john.smith@lumia.com

Phone

-

John Smith

has attended 2 webinars, opened 10 emails and clicked on 4 email links.

Top trending keywords from the emails are content velocity and authenticity.

He has score growth of 216% in the last 4 weeks. He has been present on 2 webinars and shares similar topics of interest with Brenda Clark.

BC

Brenda Clark

Manager

Influencer

Member engagement score

85

Last interesting moment

Web: Viewed content on 2023-Q1

Most recent activities

Email sent: <http://marketo.com/pricing-page.html>

Email received: <http://marketo.com/pricing-page.html>

Buying groups (3)

View all

Customer Journey Analytics for Lumia

Marketo Engage for Lumia

Email

brenda.clark@lumia.com

Phone

415.555.5555

Brenda Clark

has attended 2 webinars, opened 10 emails and clicked on 4 email links.

Top trending keywords from the emails are content velocity and authenticity.

He has score growth of 216% in the last 4 weeks. He has been present on 2 webinars and shares similar topics of interest with Brenda Clark.

WR

Winston Rox

Director

Practitioner

Member engagement score

75

Last interesting moment

Web: Viewed content on 2023-Q1

Most recent activities

Email sent: <http://marketo.com/pricing-page.html>

Downloaded price sheet: <http://marketo.com/pricing-page.html>

Buying groups (2)

View all

Customer Journey Analytics for Lumia

Mix Modeler for Lumia

Email

winston.rox@lumia.com

Phone

415.555.5555

Winston Rox

has attended 2 webinars, opened 10 emails and clicked on 4 email links.

Top trending keywords from the emails are content velocity and authenticity.

He has score growth of 216% in the last 4 weeks. He has been present on 2 webinars and shares similar topics of interest with Brenda Clark.

AI Assisted Marketing Qualified Buying Groups (MQBGs)

Generate and deliver MQBGs containing product, account and person-level information with AI-powered insights

- AI-generated Summaries
- Buying Group Highlights
- Interesting Moments

Sales Alerts & Dashboards Alert

Sales of MQBGs and buying group activity via email, native dashboards, and embedded CRM dashboards.

- Sales Email Alerts
- Embedded CRM Dashboard
- Sales Dashboard

Improve account prioritization and accelerate sales opportunity creation



Journey Insights

Use turn-key dashboards to analyze which account and buying group journeys are generating the most marketing qualified buying groups

Engagement Overview

Measure account and buying group engagement over time across all journeys to quickly uncover activity surges

- Account Engagement & Timeline
- Buying Group Engagement & Timeline

Journey Performance Dashboards

Analyze the number of buying group members and accounts that have progressed through each journey stage

- Journey Status
- Journey Completion
- Account Distribution

Buying Group Insights

Visualize the status and stages of your buying groups across all journeys to monitor progression and deal velocity

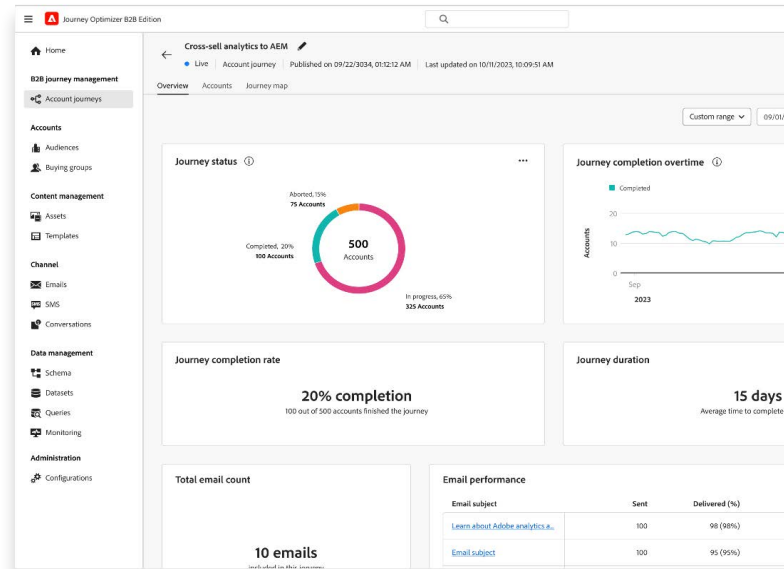
- Engagement Status (Per Group)
- Qualification Stages

Channel Performance

View channel effectiveness across your journeys to understand which sales and marketing experiences are converting

- Email Performance
- SMS Performance
- Adobe Marketo Engage Channel Performance

Journey Performance Dashboard



Learn and optimize the impact and ROI of your journeys



The Adobe Advantage

From anonymous lead to marketing qualified buying group, AJO B2B Edition is the first and only enterprise B2B software that qualifies buying groups across the entire customer lifecycle.



Buying Group Focus w/ Product Association

- Buying Group, Account and Product Interest as first-class data objects
- Native buying group management, targeting, engagement and measurement workflows
- Multiple buying groups per account & multiple buying groups per member.
- Multi-dimensional associations between account, buying groups and product data



Generative AI

- AI Assisted Buying Groups
- AI Assisted Journeys
- AI Assisted Marketing Qualified Buying Groups
- AI Assisted Personalization
- AI Assisted Chat (Dynamic Chat)
- AI Assisted Webinars (Interactive Webinars)



Adobe Experience Platform

- Unique power and scale of AEP to support high volume and throughput
- Unified, real-time lead and account profiles for most accurate and shared understanding of customers across enterprise teams
- Adobe Experience Data Model
- Consistent look-and-feel with user interface across Adobe apps



Industry-leading Automation & Qualification

- Real-time engagement triggers and behavioral tracking
- Buying group engagement scoring
- Best practices and 10+ years of leading the automation category



Adobe Connectivity

- Adobe Marketo Engage
- Adobe Real-Time Customer Data Platform B2B & B2P Edition
- Adobe Experience Manager Assets



New things you can do, and do better



Create Buying Groups Using Gen AI

Let generative AI define the specific roles of key stakeholders and automatically assign members to those roles based on previous closed/won deals and previous engagement activity to view known and missing members



Automate BG Engagement Across Channels

Setup a buying group journey to automatically engage individual buying group members inside a specific target account list across channels including linking Marketo Engage campaigns and channels to your journeys



Engage different BGs in same Account

Create two buying groups for two different products with overlapping members and engage them separately inside the same account through different buying group journeys to separately drive demand in parallel.



Score & Qualify Marketing Qualified BGs

Score the engagement of the entire buying group based on the individual behavior and activity of the members to generate high quality marketing qualified buying groups for Sales



Personalize emails for BG roles using GenAI

Use AI to auto-generate email messaging for different roles based on product interest and journey stage, and incorporate marketing-approved content from AEM assets and Marketo Engage Design Studio



Acquire Missing BG Members

Create a list of accounts based on missing buying group members and activate the list across account-based destinations including LinkedIn to target highly personalized paid media campaigns to specific accounts



Chat and Book Meetings w/ BG Members

Offer specific buying group members the ability to book their own meetings with account reps during chat and conversational forms across your website and landing pages



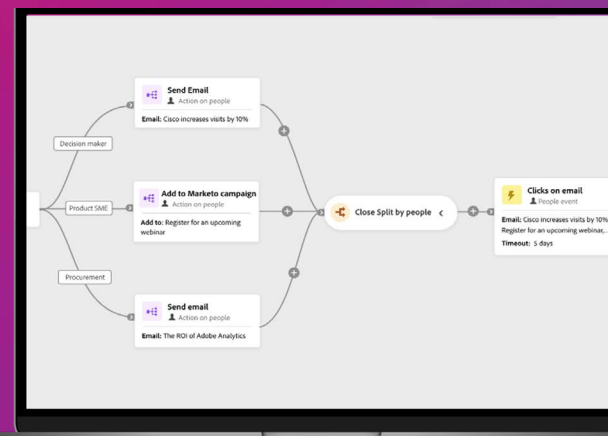
Prioritize Sales Engagement using GenAI

Send email alerts to sales reps notifying them of marketing qualified buying groups for their target accounts based on recent engagement and qualification activity

Adobe Journey Optimizer B2B Edition + Adobe Marketo Engage

Leverage the strengths of your lead and account-based marketing programs to generate marketing qualified buying groups without any migration or re-work!

- Identify, convert, and qualify anonymous and known leads as the correct members for your buying group journeys.
- Use Marketo Engage data — including custom objects and fields — as criteria for defining and auto-assigning members to buying group roles.
- Link Marketo Engage campaigns and channels inside your account and buying group journeys to further engage and qualify confirmed buying group members
- Leverage your Marketo engage personalization tokens to personalize content and messaging across your journeys
- Access the Marketo Engage design studio assets to personalize email content for each buying group role.

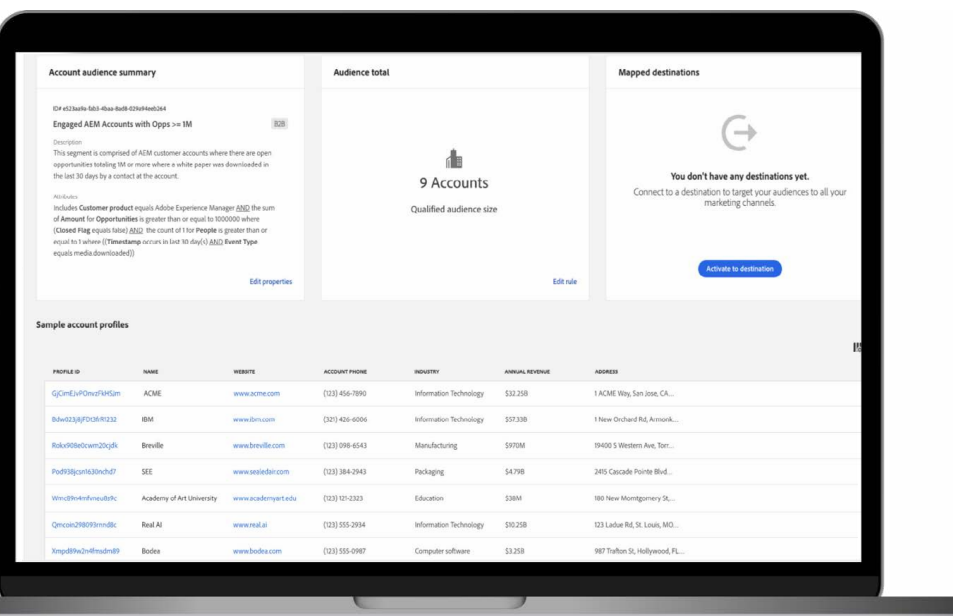


Add to Marketo Campaign Journey Card (Buying Group Journey Canvas)



Adobe Journey Optimizer B2B Edition + Adobe Marketo Engage

Leverage the strengths of your lead and account-based marketing programs to generate marketing qualified buying groups without any migration or re-work!



- Activate unified account lists in Journey Optimizer B2B Edition for account and buying group journey orchestration.
- Leverage consolidated lead and account profile data from connected data sources across your enterprise as criteria for defining and auto-assigning members to buying group roles
- Automatically add or suppress accounts — including their associated contacts — from your buying group journeys based on dynamic changes to your account lists.
- Update your unified people and account profiles in real time based on account and buying group journey engagement.

Account List Details View (Adobe Real-Time CDP, B2B/P Edition)

Learn more at business.adobe.com



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