

Our webinar will begin shortly.

While we wait, say hello to your fellow attendees in the chat!

Leveraging AI in Marketo Engage: New Capabilities & Use Case

September 30, 2026



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Today's Agenda:

Time (PST)	Topic
8:00 a.m.	Welcome and housekeeping
8:05 a.m.	Overview of AI Capabilities in Marketo Engage
8:15 a.m.	Live Demo
8:30 a.m.	Audience Q&A
8:45 a.m.	Wrap-up and next steps

Our Speakers



Host

Kristin Farwell
Sr. Manager, Retention Marketing
Adobe



Harman Bola
Sr. Product Marketing Manager
Adobe



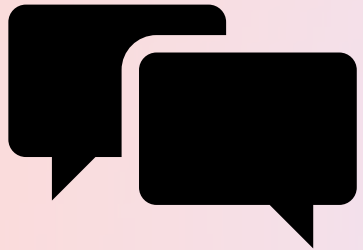
John Dictson
Sr. Product Manager
Adobe



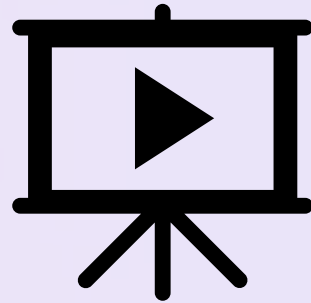
Hello!

Share in chat:

- Where are you joining us from?
- What are you hoping to learn?
- What was the last thing you used AI for at work?



Use the chat to ask
and answer questions



This webinar is being
recorded – you'll
receive the link



We'll post the slides
on the Marketo
Community



Share your
feedback in
the survey

Meet our presenters



Harman Bola

Sr. Product Marketing
Manager
Adobe



John Dictson

Sr. Product Manager
Adobe



Marketing
Ops is being
asked to do
more than
ever before

91 days/year

are wasted by Marketers on administrative tasks due to inefficient workflows.

9/10

of marketers don't feel confident in their data and ability to deliver personalization.

32%

of organizations say aligning marketing activities to revenue outcomes remains a top challenge.

Marketing Ops teams aren't falling behind; they're spending time fixing...



Broken/inconsistent data

Duplicates, missing fields, and normalization issues that impact every campaign



Manual workflows

Rebuilding programs, lists, and logic instead of reusing scalable systems



Errors and QA issues

Broken tokens, incorrect logic, and last-minute fixes that delay execution



Can AI make you a **better**
marketing operations
professional?

Coworker for Marketo Engage

Same work. Fewer hours. Higher impact.



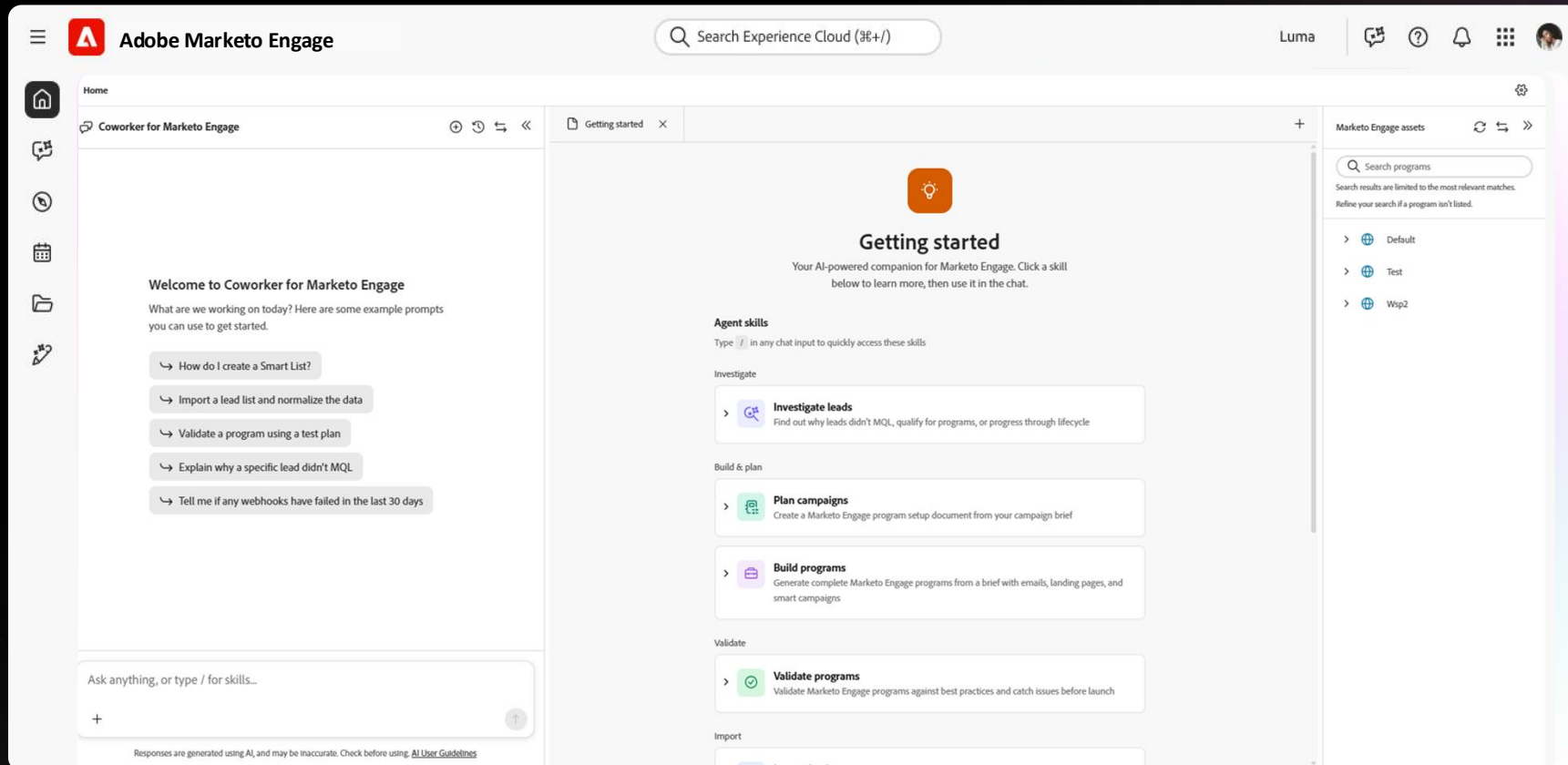
Agentic
UX



Agentic
Skills



Callable
Agents



Coworker for Marketo Engage

Access the power of **Marketo Engage + AI**



Brief to launch-ready in seconds

Build campaigns and audiences and clean up data in seconds with natural language.



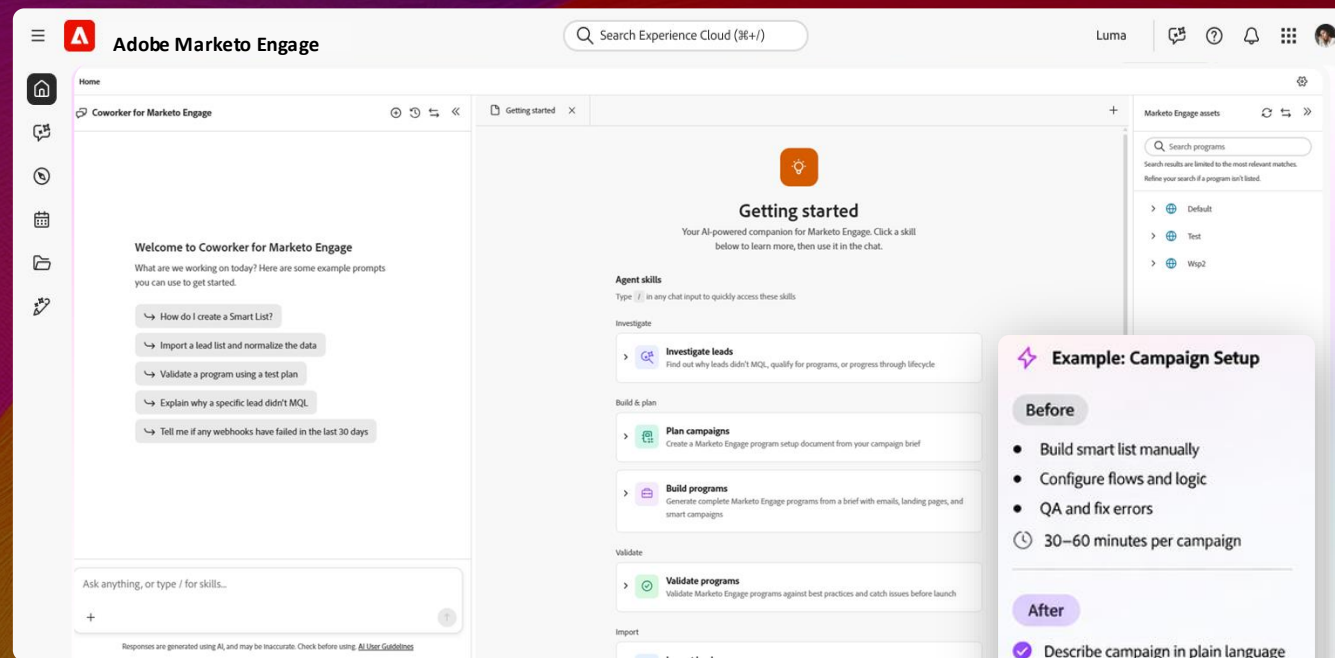
Automate repetitive work

Use purpose-built skills for capacity-consuming tasks such as QA, data import/cleanup, and program setup.



Extend into your existing workflows

Bring AI into your current logic, systems, and processes — without rework.



Coworker for Marketo Engage - Skills



Import
leads

Drop in a lead list, and it flags duplicates, maps fields, and standardizes values in seconds.

GA



Build
programs

Describe what you need and get a complete program or Smart Campaign, with emails, filters, triggers, flow steps, and tokens.

GA



Validate
programs

Run automated QA against your own organizational rules and catch broken links, missing tokens, and compliance gaps.

GA



Investigate
leads

Ask why a lead didn't MQL or stalled in the lifecycle, and get an evidence-based report in seconds.

GA



Plan
campaigns

Upload a campaign brief and get a structured setup document with naming, tokens, and flow steps.

Beta



Standardize
data

Clean up job titles, company names, phone numbers, and state and country codes across your Marketo database.

Beta



Surface
insights

Ask questions about your data in plain language and get answers that normally need a custom report build or a data pull.

Beta



The skills are the starting point, not the limit
Ask anything about your Marketo instance and get answers grounded in your programs, data, and history.

GA

Callable Agents for Smart Campaigns

Clean, normalize, and **act on leads in real time**



Trigger Agents in real time

Run AI agents automatically when a lead submits a form or enters a campaign.



Improve data quality before routing

Automatically normalize records, enrich missing fields, and suppress bots.



Keep campaigns intelligent

Add AI-powered steps to your Smart campaigns without changing your flow steps.



Callable Agents Out-of-the-box templates



Job Title Standardizer

Normalize VP, Vice President, Sr. Engineer variations



Company Name Normalizer

Standardize company names across your database



Phone Formatter

Clean and format phone numbers consistently



Bot Activity Detector

Flag bot clicks from Barracuda, Proofpoint, and others



Bot / Spam Lead Detector

Identify gibberish names, suspicious emails, and bot leads

Coworker for Marketo Engage **Demo**

Same work. Fewer hours. Higher impact.

Coworker for Marketo Engage is already delivering measurable results

70–99% faster

Typical time reduction on a single task

Measured across building, diagnosing, and analyzing workflows.

190+ hours returned

Full database audit with years of history

Time given back to practitioners who would otherwise otherwise have spent it on manual work.

Days → 30 min

Time to resolve complex failures

Velocity script errors, sync failures, and lifecycle gaps that typically sit in a queue for days.

200K+ leads in mins

Full database audit with years of history

One session surfaced five root causes behind declining engagement, with a remediation plan attached.



Coworker for Marketo Engage - availability

Included in every Marketo Engage tier **at no additional cost.**

Available today

Live for every customer who has accepted the Gen AI terms



Agentic UX



Import leads - skill



Build programs - skill



Validate programs - skill



Investigate leads - skill



Product knowledge - skill

Available soon

In active development



Plan campaign - skill



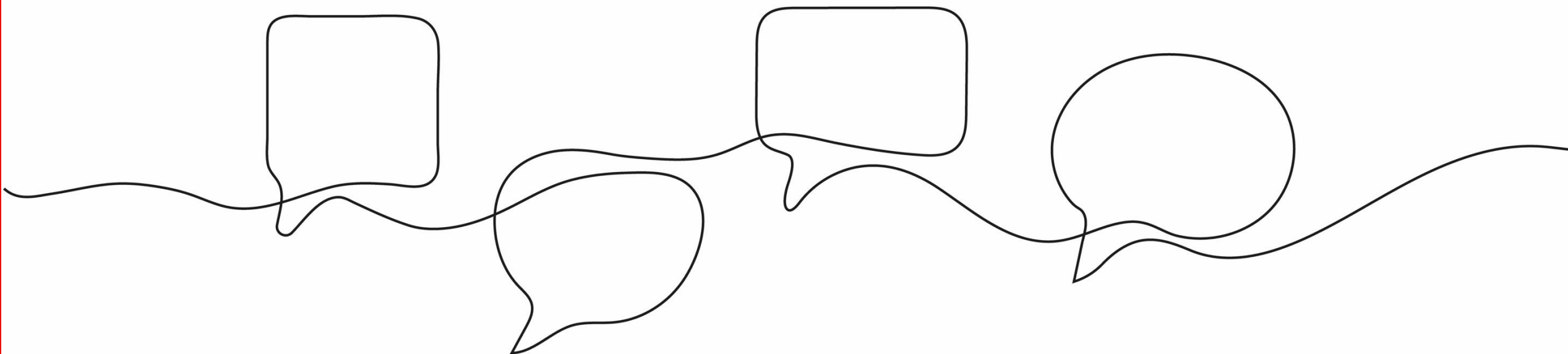
Standardize data - skill



Surface insights - skill



Callable Agents



Questions?

Resources

STAY CONNECTED

Customer office hours

Every Thursday, 8:05 am and 4:05 pm PT.



Marketo Engage MCP Server Webinar

October 7th at 8:00 am PT.



Marketo newsletter

“What’s new in Marketo Engage” — latest issue sent 18 August.
August.



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Thank you

