

# ADOBE MARKETO ENGAGE

## Get Started with MAC!

From day-to-day management to architecting complex operational structures, we'll enable you to get the most out of this powerful platform.



### Implementation

Start using your new Adobe Marketo Engage instance quickly and without hassle - and with confidence that it was set up according to best practices.

#### Services include:

- Back-end / IT configuration
- CRM integration
- Program Frameworks
- Email / Landing page templates

### Revenue Operations

Maximize your ROI by configuring reporting which helps you understand which campaigns are really influencing the sales pipeline.

#### Services include:

- First-touch and Multi-touch attribution
- Lead scoring / lead lifecycle
- Interesting Moments
- Marketo Sales Insights

### System Audits

Whether you have been using Adobe Marketo Engage for years, or are new to the game, our certified experts will identify gaps, and make recommendations for optimizations, so you can get the most out of your existing investment.

#### Services include:

- CRM sync health check
- Scoring model / lifecycle review
- Database quality review
- Best practice assessment & recommendations

### Day-to-day Management

Whether you need on-going managed services, or just someone to pitch in during busy seasons, we are here to help when you need it. No commitments or monthly minimums.

#### Services include:

- AEM Asset Essentials integration
- Landing page & emails templates
- In-app push notification templates
- Experience fragment creation