



Primer Marketo User Group presencial en España

Carlos Duez | CJM Go to Market lead Western



Normas del Marketo User Group

Con el fin de garantizar que nuestros MUG's se mantengan centrados en el usuario y sean un espacio seguro para que los miembros aprendan, establezcan contactos y resuelvan problemas, pedimos que todos los asistentes sigan estas reglas:

- No se permite la promoción y/o lanzamiento de ningún producto o servicio durante el evento.
- No contactes a personas del Grupo de Usuarios sin su consentimiento una vez finalizado el evento.
- Si alguno/s miembros del MUG comparten su caso de uso en el Grupo de Usuarios, por favor no compartas esta información sin su consentimiento.

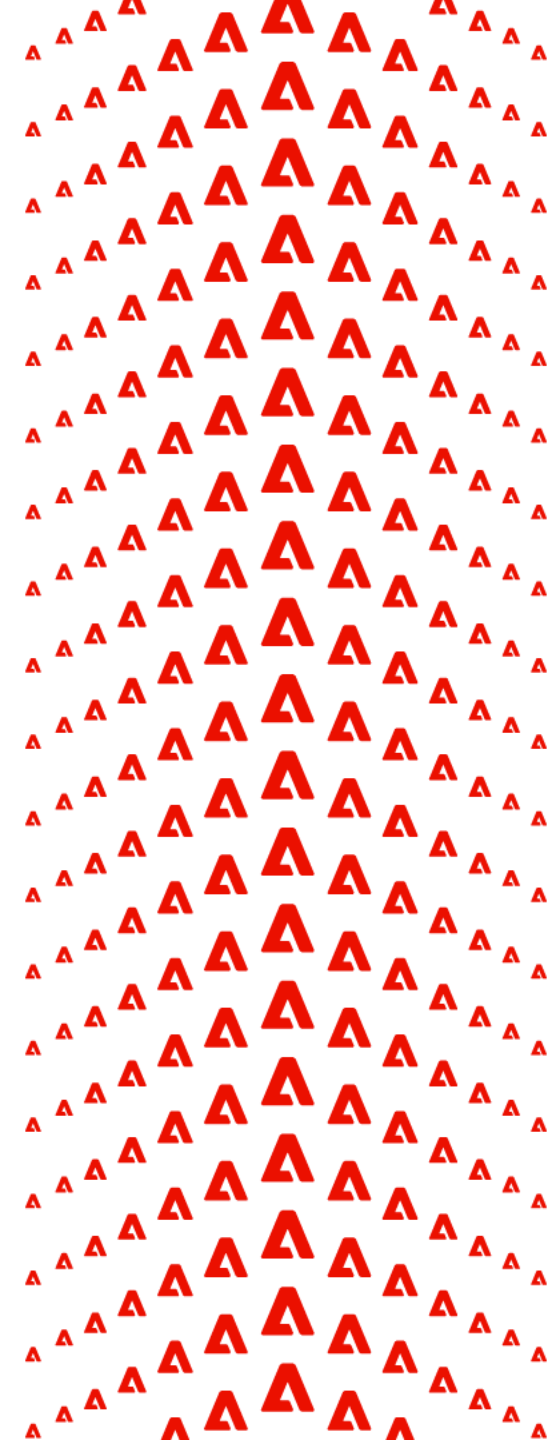


Este MUG está siendo grabado.

- Para asegurarnos de que cumplimos con el Código de Conducta del MUG, os informamos a todos los asistentes de esta reunión en la fecha 4 de abril que será grabada y publicada en el Canal de YouTube del MUG para promover la capacitación, educación y aprendizaje futuro.
- **Si no deseáis participar en una sesión grabada EN VIVO**, después de que concluya la reunión, enviarnos un correo a estos contactos navaro@adobe.com y ebaquedano@kapturall.com y os excludiremos de la grabación.

Agenda

Ponente	Sección	Hora
Carlos Duez	Introducción	3:00 – 3:15 pm
Jose Tarzian	Self Service Flow Steps	3:15 – 4:15 pm
Eduardo Baquedano	Interactive Webinars	4:15 – 5:00 pm
Break	Café y Marketo Trivial	5:00 – 5:30 pm
Isabella Hargreaves feat Carlos Segato and Jose Tarzian	Adobe Marketo Roadmap 2024 Novedades del Summit 2024	5:30 – 6:30 pm
Networking	Bebidas en el “Lateral de Catellana”	6:30 – 8:00 pm



¡Mantente conectado con el MUG de nuestra región!

¡Regístrate en Bevy, la nueva herramienta para los Grupos de Usuarios de Adobe Marketo Engage!

- Paso 1: Dirígete a <https://mugs.marketo.com/spain-virtual-mug/>
- Paso 2: Crea una cuenta usando el correo electrónico asociado con tu cuenta de Adobe Marketo Engage.

Una vez que te hayas unido, ¡recibirás notificaciones y recordatorios sobre nuevos eventos que el MUG de nuestra región haya publicado!



Interested in becoming an Adobe Champion?



Join the Adobe Advocacy Team for our upcoming webinar
“How to Submit a Standout Adobe Champion Application.”

In this session we will review:

- Overview of program
- Program eligibility
- Acts of advocacy to enhance your application
- The application process
- Application timeline
- Program benefits

Scan to RSVP



Upcoming webinar: “Unlocking Powerful Workflow Automation: Practical Applications of Marketo Engage REST API”

Wednesday, April 17 | 8am PST | 11am EST

Discover the power of the Marketo Engage REST API, empowering you to streamline your marketing operations workflows, reduce manual labor, and free up time for revenue-driving activities.

In this live webinar, you will:

- Learn what the Marketo Engage REST API is, how to create your first API user, and how to monitor API usage across different users.
- Understand how the REST API can be used from within tools like Zapier and programming languages like Python.
- Be inspired by real-world use cases of how the REST API can be used to streamline typical Marketing Operation workflows such as merging leads, creating UTM tracking programs, and extracting activity data.

Scan to RSVP



Opportunity to share your input and help improve our learning content

The Adobe Adoption and Retention Marketing team is conducting research to better understand how Marketing Practitioner users are learning to use Marketo Engage, what's working well, and what hurdles you may be facing. There are two ways to participate:

Take a survey



Schedule an
informational interview



Upcoming User Group Meetings Calendar (North America)

DATE	MUG CHAPTER	FORMAT	TOPIC
04-03	New York MUG	In Person Meeting	'Ask Me Anything' with Inga Romanoff and Sandy Whiteman (Zoom)
04-04	Philadelphia MUG	Virtual Meeting	Philadelphia MUG Spring 2024
04-11	MS Dynamics VMUG	Virtual Meeting	Dynamics Sync Hacks - Tips from APAC Region Dynamics Sync Use Cases
04-11	San Francisco MUG	In Person Meeting	A Night of Ops Meets Opportunity: Speed Dating
04-11	Champion Office Hours MUG	Virtual Meeting	April 2024 - Marketo Champion Office Hours
04-12	New York MUG	In Person Meeting	NY MUG April Meeting: Brunch and Learn
04-17	Adobe User Groups Announcements	Virtual Meeting	How to Submit a Standout Adobe Champion Application
04-17	Atlanta MUG	In Person Meeting	April 2024 ATL MUG
04-17	Salt Lake City MUG	In Person Meeting	Adobe Summit 2024 Recap and Roundtable/Tips-n-Tricks
04-18	Seattle MUG	In Person Meeting	Docs Rock! Elevating Marketing Ops with Smart Documentation Strategies
04-23	Adobe Deep Dive MUG	Virtual Meeting	Using Webhooks to Transfer Data
04-24	Higher Education VMUG	Virtual Meeting	Translate Geek-Speak to CMO-Speak
04-25	Portland MUG	Virtual Meeting	Insights for Marketing Automation Excellence: Adobe Summit Recap for Marketo Engage

RSVP Here:



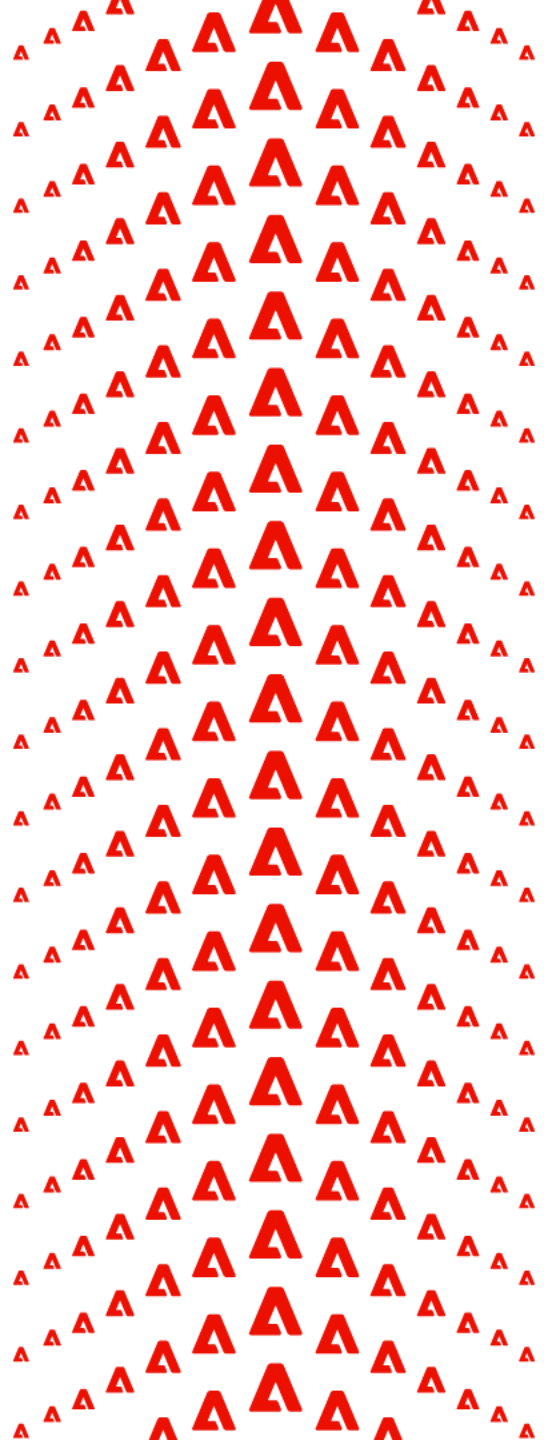
Upcoming User Group Meetings Calendar (International)

DATE	MUG CHAPTER	FORMAT	TOPIC
04-04	Spain Virtual MUG	In Person Meeting	Primer Marketo User Group presencial en España
04-09	Japan - Healthcare MUG	In Person Meeting	第4回 Healthcare MUG
04-18	Melbourne Marketo User Group	Hybrid Meeting	Melbourne MUG - April 2024
04-18	Japan MUG - ITKETO	In Person Meeting	ITKETO - 社内からの信頼獲得につながる勝ちパターン
04-22	Japan - Marketo Foundation MUG	In Person Meeting	あなたはどんなマーケターになりたい？B2Bマーケターとしてのキャリアを考える@東京
05-22	London MUG	Hybrid Meeting	May Marketo Masterclass
05-30	Japan - SFKETO MUG	In Person Meeting	SFKETO - マーケティングからISへの送客管理～カスタムオブジェクトの活用方法

RSVP Here:



Self Service Flow Steps



Qué son los Self Service Flow Steps

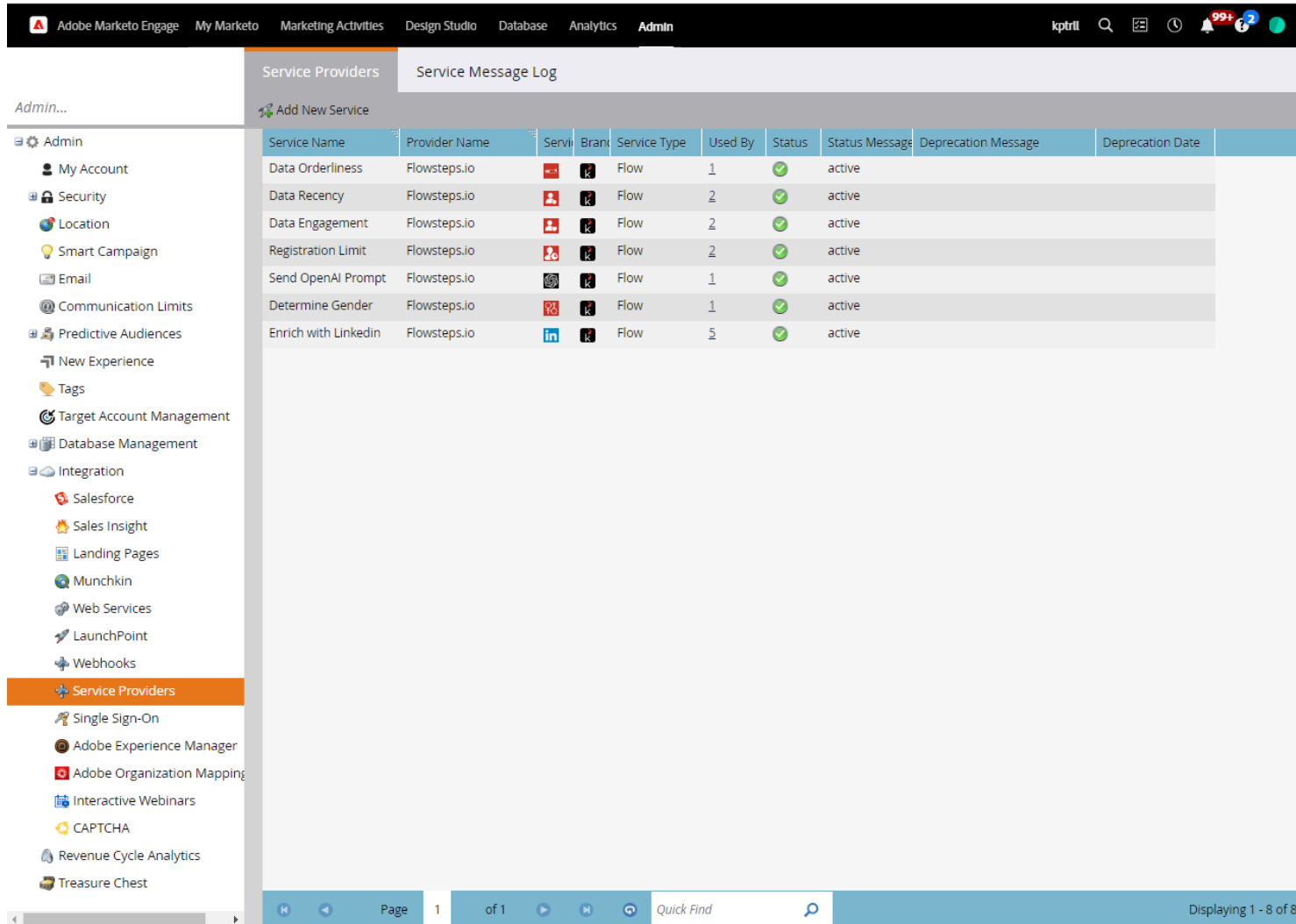
The screenshot displays the Marketo Engage interface for configuring a flow. The top navigation bar includes tabs for 'Calculate Overall', 'Smart List', 'Flow', 'Schedule', and 'Results'. The current flow is named 'Engagement Map'. The flow consists of six steps:

- 1 - OpenAI Prompt**: Configuration includes Prompt (text input), Model (dropdown), Return Field (dropdown), Temperature (0-100) (text input), and Additional Context (text input).
- 2 - Calculate best send time**: Configuration includes Sample Period (dropdown), Return Time (dropdown), and Return Day (dropdown).
- 3 - Calculate Formula**: Configuration includes Formula (text input) and Return Field (dropdown).
- 4 - Send message to Teams**: Configuration includes Send message to Teams (dropdown), Teams ID (dropdown), and Channel ID (dropdown).
- 5 - Enrich with LinkedIn**: Configuration includes Source field (dropdown, currently set to 'Email Address').
- 6 - Validate Email with ZeroBounce**: No configuration fields are visible.

A right-hand sidebar lists various flow steps, with 'Calculate best send time' highlighted in orange. Other visible steps include Marketing, Programs, Special, Salesforce, Integration, Installed Flow Steps, AIO Compute Formula, Calculate Formula, Data Completeness, Data Contactability, Data Engagement, Data Orderliness, Data Recency, Data Uniqueness, Determine Gender, Enrich Contact with Zoominfo, Enrich with Clearbit, Enrich with LinkedIn, OpenAI Prompt, Query MySQL, Query SQL, Registration Limit, Send Gemini Prompt, Send message to Teams, Send Proxy Request, Send Slack approval request, SMS INFOBIP, Validate Email with ZeroBounce, and Validate Phone with Twilio.

- Forma simple de extender las funcionalidades de Marketo
- Fácil de instalar
- Fácil de usar
- Genéricos o Específicos

Cómo se instalan



The screenshot shows the Adobe Marketo Engage Admin console. The left sidebar contains a navigation menu with categories like Admin, Security, Location, Smart Campaign, Email, Communication Limits, Predictive Audiences, New Experience, Tags, Target Account Management, Database Management, and Integration. The 'Service Providers' option is highlighted in orange. The main content area displays a table of service providers, with the 'Service Message Log' tab selected. The table lists various services from Flowsteps.io, including Data Orderliness, Data Recency, Data Engagement, Registration Limit, Send OpenAI Prompt, Determine Gender, and Enrich with LinkedIn. Each row includes columns for Service Name, Provider Name, Service Brand, Service Type, Used By, Status, Status Message, Deprecation Message, and Deprecation Date.

Service Name	Provider Name	Service Brand	Service Type	Used By	Status	Status Message	Deprecation Message	Deprecation Date
Data Orderliness	Flowsteps.io	Flowsteps	Flow	1	active			
Data Recency	Flowsteps.io	Flowsteps	Flow	2	active			
Data Engagement	Flowsteps.io	Flowsteps	Flow	2	active			
Registration Limit	Flowsteps.io	Flowsteps	Flow	2	active			
Send OpenAI Prompt	Flowsteps.io	Flowsteps	Flow	1	active			
Determine Gender	Flowsteps.io	Flowsteps	Flow	1	active			
Enrich with LinkedIn	Flowsteps.io	Flowsteps	Flow	5	active			

- Ir a **Service Providers**
- **Add New Service**
- Seguir las instrucciones de instalación del SSFS
- Cada SSFS puede tener unas instrucciones de instalación diferentes

Cómo se instalan

The screenshot shows the Adobe Marketo Engage Admin interface. The 'Service Providers' section is active, displaying a table with columns: Service Name, Provider Name, Servi, Bran, Service Type, Used By, Status, Status Message, Deprecation Message, and Deprecation Date. Two rows are visible: 'Data Orderliness' and 'Data Recency', both with 'Flowsteps.io' as the provider and 'Flow' as the service type. A modal window titled 'Flow Step Service' is overlaid on the table. The modal has a blue header and a purple arrow pointing right with the text 'Confirm installation'. Below this, it says 'Enter the URL to Service Provider Interface'. There is a 'URL:' label followed by a red asterisk and an empty text input field. A link 'Learn More about Self Service Flow Steps' is present below the input field. At the bottom of the modal, there are 'CANCEL' and 'NEXT' buttons. The background interface shows a sidebar with various navigation options like 'My Account', 'Security', 'Location', 'Smart Campaign', 'Email', 'Communication Limits', 'Predictive Audiences', 'New Experience', 'Tags', 'Target Account Management', 'Database Management', 'Integration', 'Salesforce', 'Sales Insight', 'Landing Pages', 'Munchkin', 'Web Services', 'LaunchPoint', 'Webhooks', 'Service Providers', 'Single Sign-On', 'Adobe Experience Manager', 'Adobe Organization Mapping', 'Interactive Webinars', 'CAPTCHA', 'Revenue Cycle Analytics', and 'Treasure Chest'. The top navigation bar includes 'Adobe Marketo Engage', 'My Marketo', 'Marketing Activities', 'Design Studio', 'Database', 'Analytics', and 'Admin'. The user's name 'kprrl' is visible in the top right corner.

- Ir a **Service Providers**
- **Add New Service**
- Insertar la URL de instalación del SSFS
- Seguir las instrucciones de instalación del SSFS
- Cada SSFS puede tener unas instrucciones de instalación diferentes

Algunos SSFS implementados

1. Calculate Formula (Excel)
2. Send Prompt to OpenAI
3. LinkedIn Enrichment (enriquecimiento)
4. AI Best Send Time (día y hora de envío)
5. Registration Limits (eventos presenciales)
6. Enrich with Clearbit (enriquecimiento)
7. Twilio Phone Validation (telefono valido)
8. ZeroBounce Email Validation (email válido)
9. Data Engagement (actividad)
10. Data Orderliness (normalización)
11. Data Contactability (vías de contacto)
12. Data Recency (fecha de creación)
13. Data Accuracy (info correcta)
14. Determine Gender (género por nombre)
15. Data Completeness (% de campos con datos)
16. Data Uniqueness (duplicados)
17. Query MySQL (info desde BBDD)
18. Query SQL (info desde BBDD)

SSFS en Beta o en Desarrollo

1. Send Meeting Request
2. Send Email with Attachment
3. Send SMS with trackable link
4. Send WhastApp Message
5. Send message to Teams
6. Send Approval to Slack
7. Create Lead Snapshot
8. Create Web Summary
9. Enrich with Zoominfo
10. Telnyx Phone Validation
11. Melissa Phone Validation
12. Melissa Email Validation
13. Send Google Gemini AI Prompt
14. Create Custom Activity
15. Create Custom Object
16. Extract Activity Log
17. Create QR Code
18. Assign Promo Code
19. Get Last Engagement Activity Date
20. Switch Content of Fields
21. Get Transactions from Magento
22. Create Magento User
23. Create WordPress User

Casos de Uso



Problemas Frecuentes

1. La calidad de mi base de datos es “mejorable”
 - Cómo puedo medir si la calidad de mi base de datos es buena o mala, si mejora o empeora
 - Cómo hacer para limpiar mi base de datos
 - Cómo hacer para enriquecer mi base de datos
 - Cómo puedo saber si los datos que me dan los leads en los forms son buenos
2. Que puedo hacer para mejorar la efectividad de mis campañas
 - Cómo puedo enviar emails cuando sea el mejor momento para lograr clicks y opens
 - Que tácticas me conviene utilizar con cada persona
 - Cómo hago para limitar la asistencia en un evento donde tengo capacidad limitada
 - Cómo puedo recuperar contactos inactivos de mi base de datos
3. Cómo puedo ayudar a los vendedores a mejorar su productividad
 - Cómo puedo darles la información de lo que han hecho los leads en un idioma que entiendan
 - Cómo puedo ayudarles a crear emails para enviar a sus leads

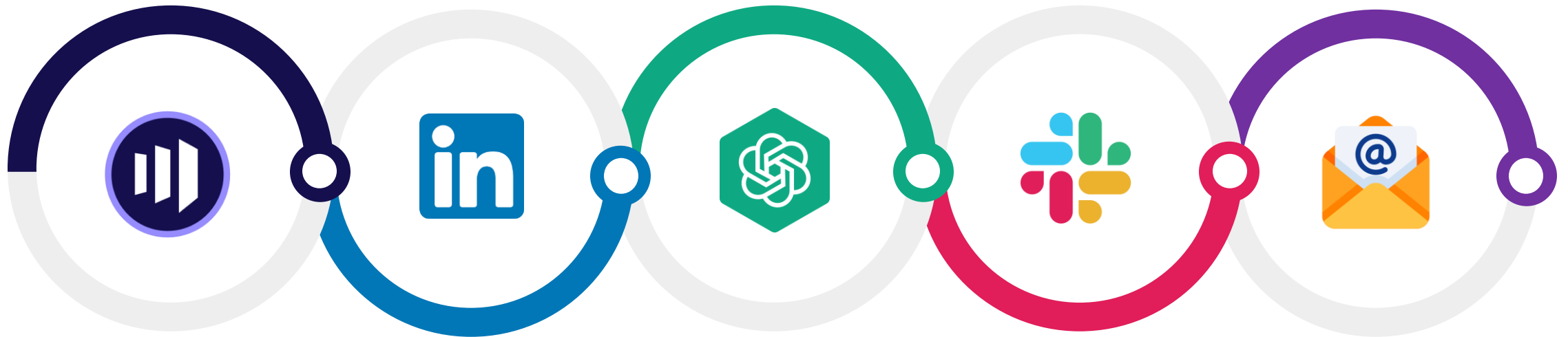
Cómo puedo ayudar a los vendedores a crear emails para enviar a sus leads

Enriquecer con LinkedIn

Obtenemos los datos sobre el lead desde LinkedIn

Aprobar en Slack

El cuerpo del Email creado por OpenAI es enviado via Slack al vendedor para que apruebe, edite o rechace



New Lead

El proceso comienza cuando un nuevo lead entra en Marketo

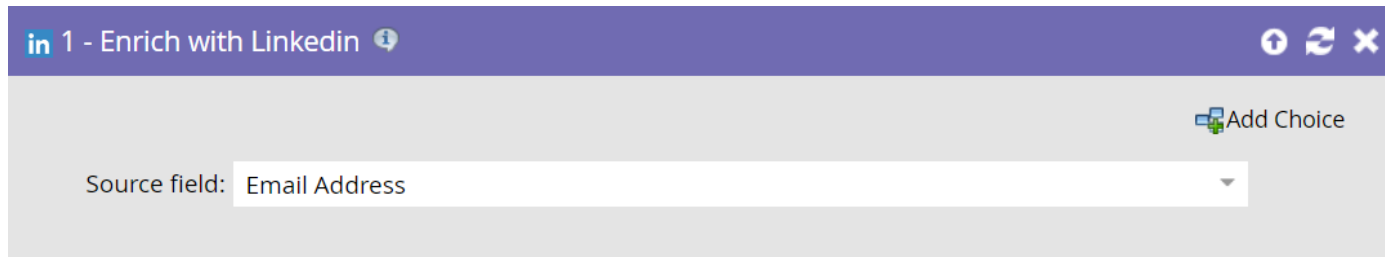
Prompt a OpenAI

Le pedimos a OpenAI que escriba un email personalizado por producto y estadio con información del Lead de su perfil en LinkedIn

Enviar Email Aprobado

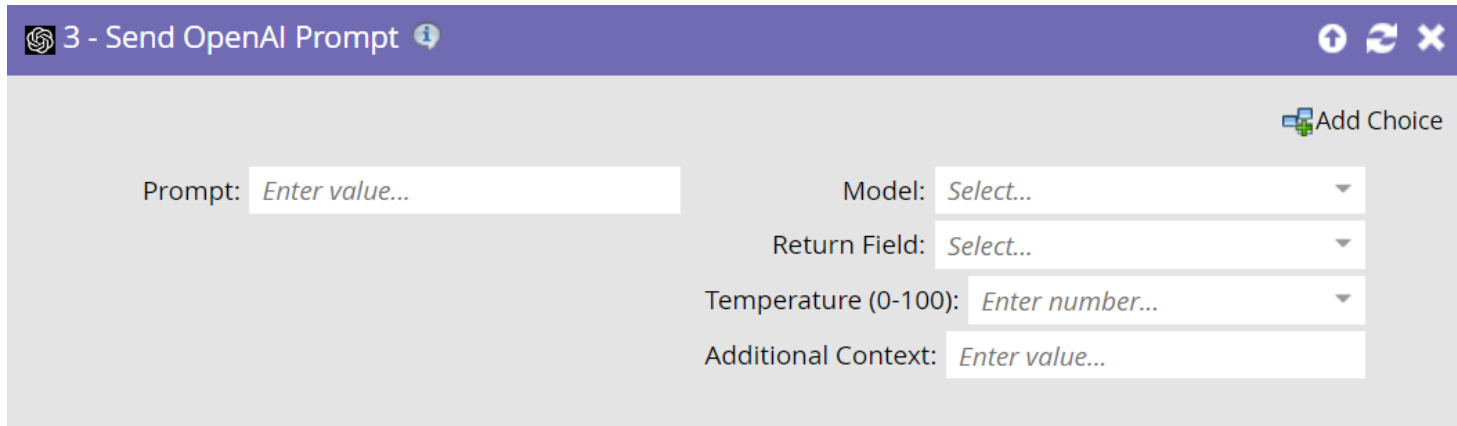
Si el email es aprobado se envia desde Marketo.

Enriquecer con LinkedIn



- Obtenemos todo el perfil de la persona desde LinkedIn
- Título
- Historial Laboral
- Historial Educativo
- Habilidades
- Idiomas
- Ubicación
- Etc.

Prompt a OpenAI



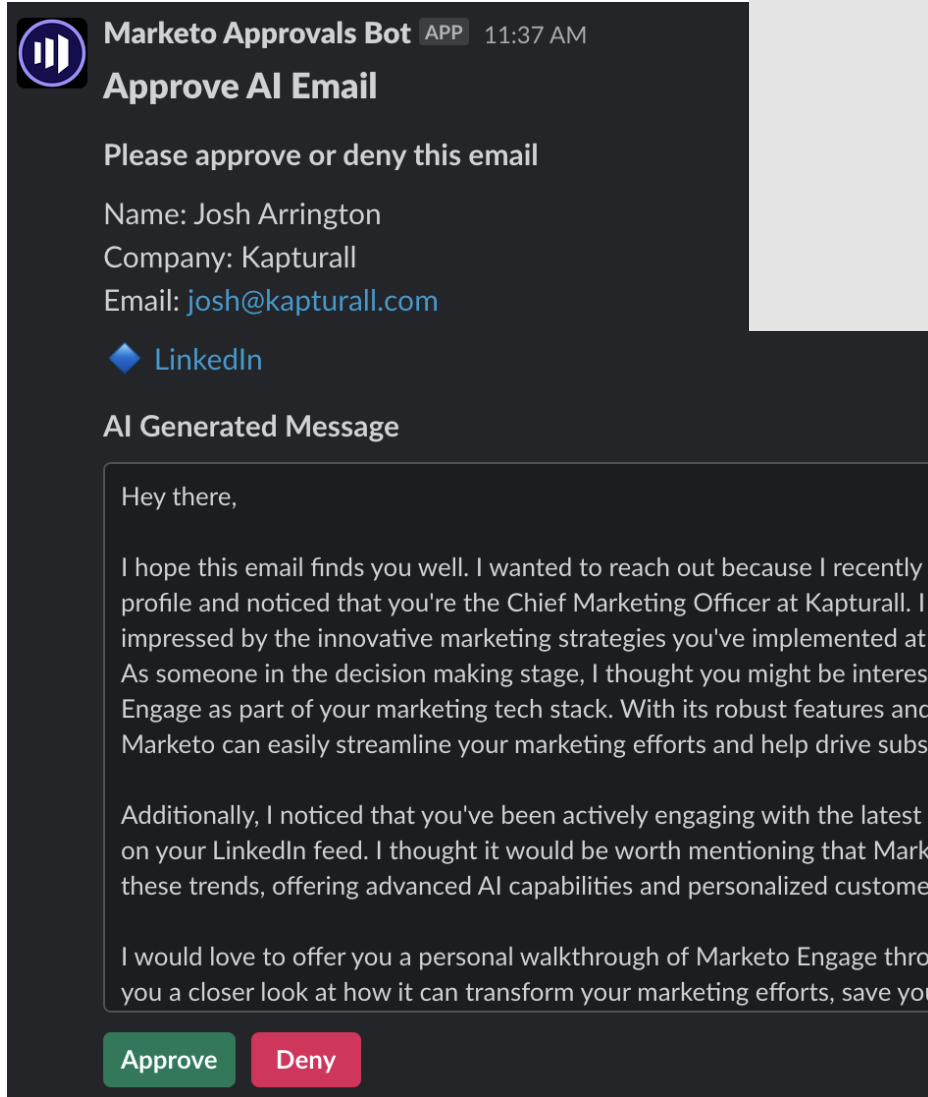
The screenshot shows a web interface for sending an OpenAI prompt. The title bar reads "3 - Send OpenAI Prompt" with a help icon. The main area contains several input fields and dropdown menus:

- Prompt:** A text input field with the placeholder "Enter value..."
- Model:** A dropdown menu with the placeholder "Select..."
- Return Field:** A dropdown menu with the placeholder "Select..."
- Temperature (0-100):** A dropdown menu with the placeholder "Enter number..."
- Additional Context:** A text input field with the placeholder "Enter value..."

An "Add Choice" button is located in the top right corner of the main area. The interface also includes standard window controls (back, refresh, close) in the top right corner.

- Write me an outbound email for a prospect interested in {{lead.Use Case}} from {{lead.department}} with the title {{lead. Title}}. We have identified them as being in {{lead.Buying stage}}. Make the email witty and personal using an interesting piece of information about them from their LinkedIn Profile.

Aprobar en Slack



Marketo Approvals Bot APP 11:37 AM

Approve AI Email

Please approve or deny this email

Name: Josh Arrington
Company: Kapturall
Email: josh@kapturall.com

[LinkedIn](#)

AI Generated Message

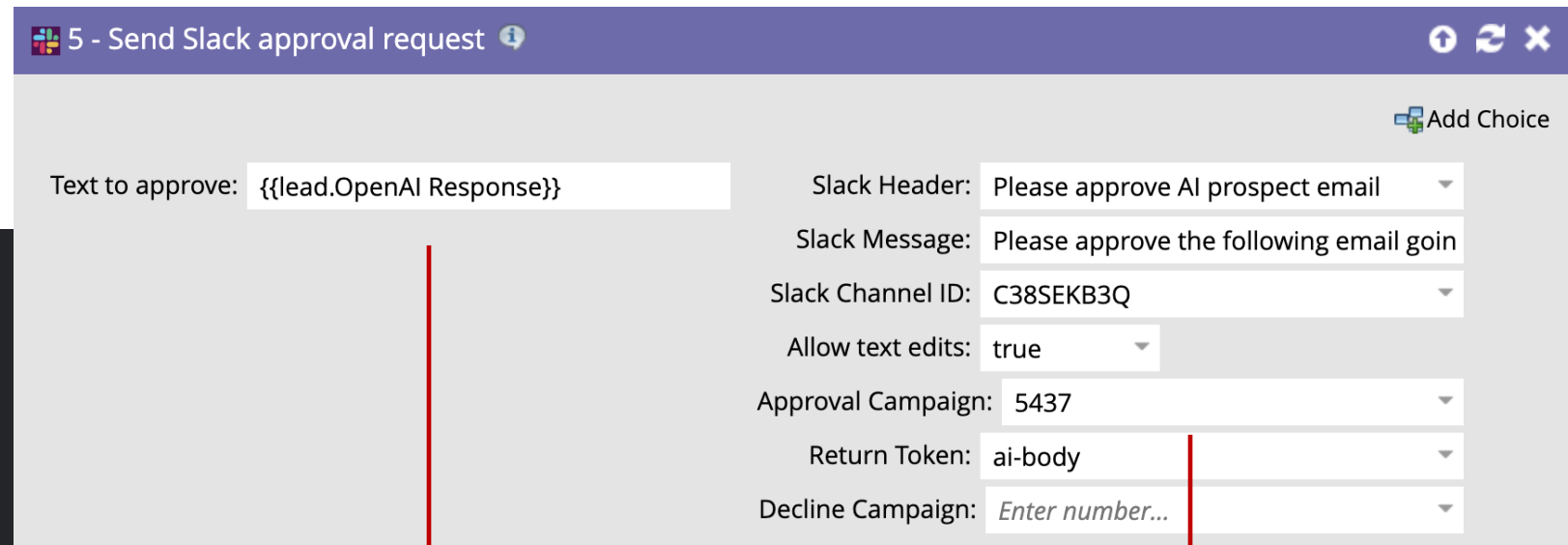
Hey there,

I hope this email finds you well. I wanted to reach out because I recently d... profile and noticed that you're the Chief Marketing Officer at Kapturall. I... impressed by the innovative marketing strategies you've implemented at y... As someone in the decision making stage, I thought you might be interest... Engage as part of your marketing tech stack. With its robust features and... Marketo can easily streamline your marketing efforts and help drive subst...

Additionally, I noticed that you've been actively engaging with the latest r... on your LinkedIn feed. I thought it would be worth mentioning that Marke... these trends, offering advanced AI capabilities and personalized customer...

I would love to offer you a personal walkthrough of Marketo Engage throu... you a closer look at how it can transform your marketing efforts, save you...

[Approve](#) [Deny](#)



5 - Send Slack approval request

Text to approve: `{{lead.OpenAI Response}}`

Slack Header: Please approve AI prospect email

Slack Message: Please approve the following email goin

Slack Channel ID: C38SEKB3Q

Allow text edits: true

Approval Campaign: 5437

Return Token: ai-body

Decline Campaign: Enter number...

Campaña a disparar cuando se aprueba

- El email generado por OpenAI se envía a Slack vía un módulo de aprobaciones donde el Sales Owner puede aprobar, editar o rechazar el mensaje.

Quando se aprueba, la Smart Campaign seleccionada se dispara y el cuerpo del email se pasa como un program token.

Enviar el Email

5 - Send Slack approval request

Text to approve: {{lead.OpenAI Response}}

Slack Header: Please approve AI prospect email

Slack Message: Please approve the following email goin

Slack Channel ID: C38SEKB3Q

Allow text edits: true

Approval Campaign: 5437

Return Token: ai-body

Decline Campaign: Enter number...

Campaign is Requested

Source: is

Web Service API

Note: Enter a memorable and well-defined campaign description

1 - Send Email

Email: AI Prospecting Email.EM - AI Prospect Email

- La Smart Campaign seleccionada es enviada cuando el email se aprueba en Slack

Texto del Email

5 - Send Slack approval request

Add Choice

Text to approve: {{lead.OpenAI Response}}

Slack Header: Please approve AI prospect email

Slack Message: Please approve the following email goin

Slack Channel ID: C38SEKB3Q

Allow text edits: true

Approval Campaign: 5437

Return Token: ai-body

Decline Campaign: Enter number...

Message Body

Helvetica 16px Single Space A A B I U [List Icons] [Link Icon] [Image Icon] [More Icon]

Dear {{lead.First Name}},

{{my.ai-body}}

Cheers,

{{lead.Lead Owner First Name}} {{lead.Lead Owner Last Name}}
{{lead.Lead Owner Job Title}}
{{lead.Lead Owner Email Address}}
{{lead.Lead Owner Phone Number}}

- El texto del correo electrónico aprobado se devuelve como un token del programa cuando se activa la Smart campaign

Resultados

- 3X más emails enviados por parte de los BDRs
- 2X Account to Opportunity conversion rate
- 20% de incremento en el Pipeline Creado

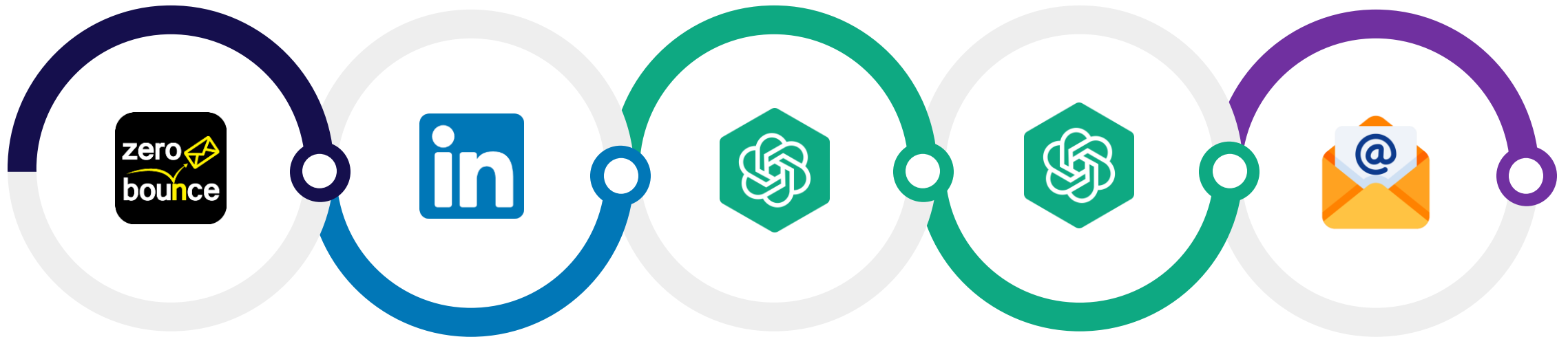
Cómo puedo recuperar contactos inactivos de mi base de datos

Enriquecer con LinkedIn

Obtenemos los datos sobre el lead desde LinkedIn

Prompt a OpenAI

El cuerpo del Email creado por OpenAI es enviado via Slack al vendedor para que apruebe, edite o rechace



Validar con ZeroBounce

Puede ser en Batch o cuando un email rebota, por ejemplo

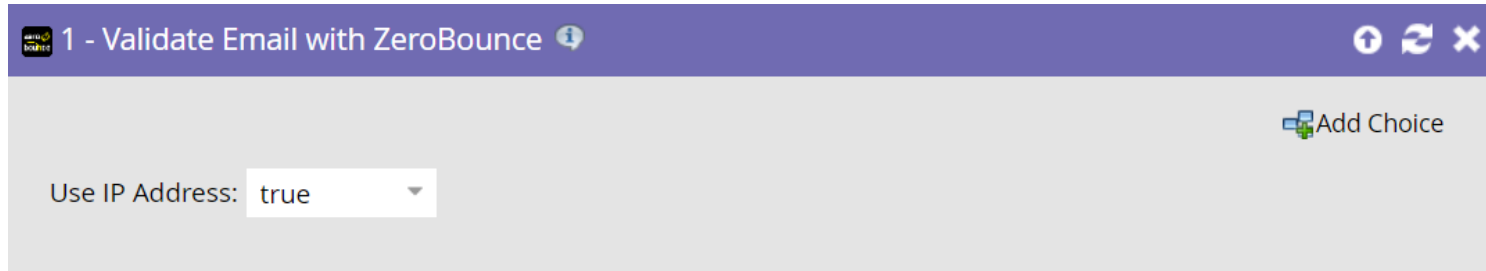
Prompt a OpenAI

Le pedimos a OpenAI nos diga si la persona cambio de posición y/o de empresa

Enviar Alerta

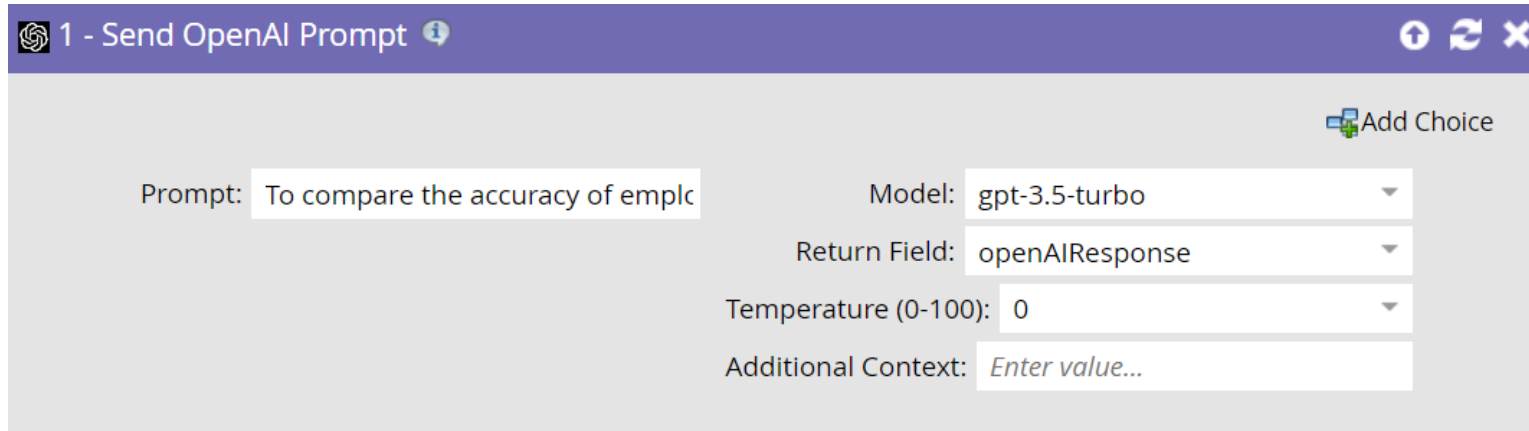
Si el email es aprobado se envia desde Marketo.

Validar con ZeroBounce



- Seleccionamos los “is not” “valid”
- Validamos con ZeroBounce
- Si son Invalids o Catch All, continuamos con el proceso

Prompt a OpenAI



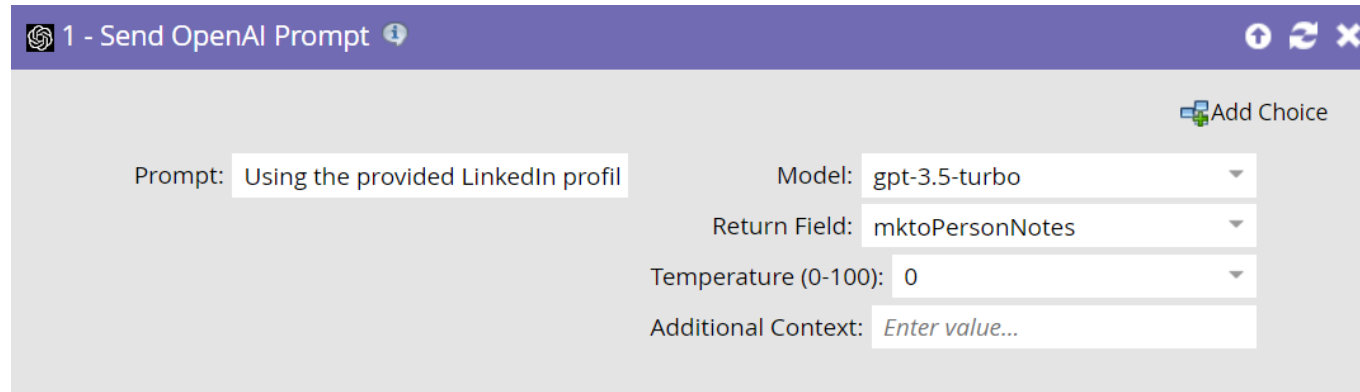
The screenshot shows a configuration window titled "1 - Send OpenAI Prompt". It contains several input fields and dropdown menus:

- Prompt:** A text input field containing "To compare the accuracy of emplc".
- Model:** A dropdown menu with "gpt-3.5-turbo" selected.
- Return Field:** A dropdown menu with "openAIResponse" selected.
- Temperature (0-100):** A dropdown menu with "0" selected.
- Additional Context:** A text input field containing "Enter value...".

An "Add Choice" button is visible in the top right corner of the configuration area.

- To compare the accuracy of employment information between our database and the information obtained from this person's LinkedIn profile, analyze the following details for this record. The information in our Database states that the Job Title is `{{lead.Job Title:default=empty}}` and Company is `{{company.Company Name:default=empty}}`. This person's LinkedIn profile says that the Job Title is `{{lead.Lkdin Job Title}}` and the Company is `{{lead.Lkdin Company Name}}`. Given these inputs, determine if the individual is employed at the same company by comparing the 2 company names. Also, determine if the individual holds the same job title. Consider name variations, abbreviations, and slight differences in both company names and job titles. Please note that when the Company field in our database say "is empty field", it should be treated as a match with the LinkedIn profile. Likewise, when the Job Title field in our database say "is empty field", it should be treated as a match with the LinkedIn profile. Provide your analysis in the following format: -- Same company: [Yes/No]; --Same job title: [Yes/No];

Prompt a OpenAI



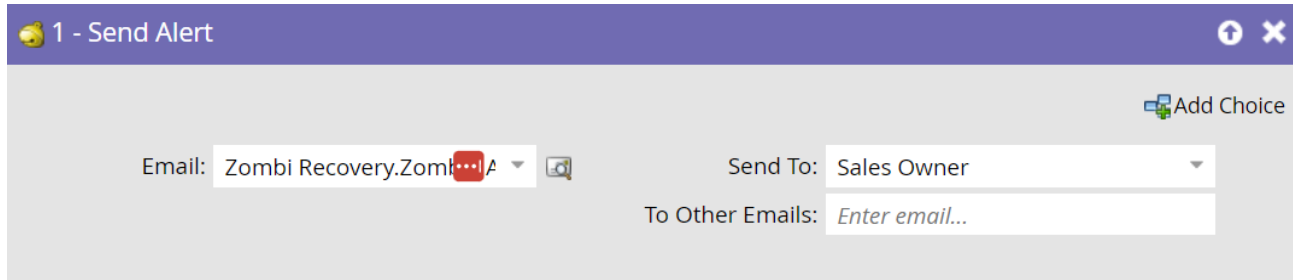
The screenshot shows a web interface for sending an OpenAI prompt. The title bar reads "1 - Send OpenAI Prompt". The main area contains the following fields:

- Prompt: Using the provided LinkedIn profil
- Model: gpt-3.5-turbo
- Return Field: mktoPersonNotes
- Temperature (0-100): 0
- Additional Context: Enter value...

An "Add Choice" button is visible in the top right corner of the form area.

- Using the provided LinkedIn profile information, create a concise 100-word summary tailored for a salesperson. This summary should offer an overview of the individual's professional background, current role, and the Company he/she works for, emphasizing elements relevant to the potential interest in Adobe Marketo professional services. Focus on key details that would assist a salesperson in making an informed decision about the feasibility and value of reaching out to this person with a proposal for Adobe Marketo services. Additionally, evaluate the profile's potential for engagement with these services on a scale from 0 to 100, where 100 indicates a very high potential for a successful outreach, and 0 signifies no potential. Factors to consider in your evaluation should include, but are not limited to, the person's industry, job role, level of seniority, engagement with related digital marketing tools or services, and any expressed interest in marketing innovation or optimization. This score will help prioritize sales efforts effectively. It is important to keep the summary to 100 words and avoid adding more information than the requested summary. LinkedIn information: First Name: {{lead.Lkdin First Name}}; Last Name: {{lead.Lkdin Last Name}}; Person headline: {{lead.Lkdin Person Headline}}; Person summary: {{lead.Lkdin Person Summary}}; Work history: {{lead.Lkdin Person Position List}}; Job Title: {{lead.Lkdin Job Title}}; Company Description: {{lead.Lkdin Company Description}}; Company number of Employees: {{lead.Lkdin Company Employees}}; Company Industry: {{lead.Lkdin Company Industry}}; Company Name: {{lead.Lkdin Company Name}}

Envío de Alerta



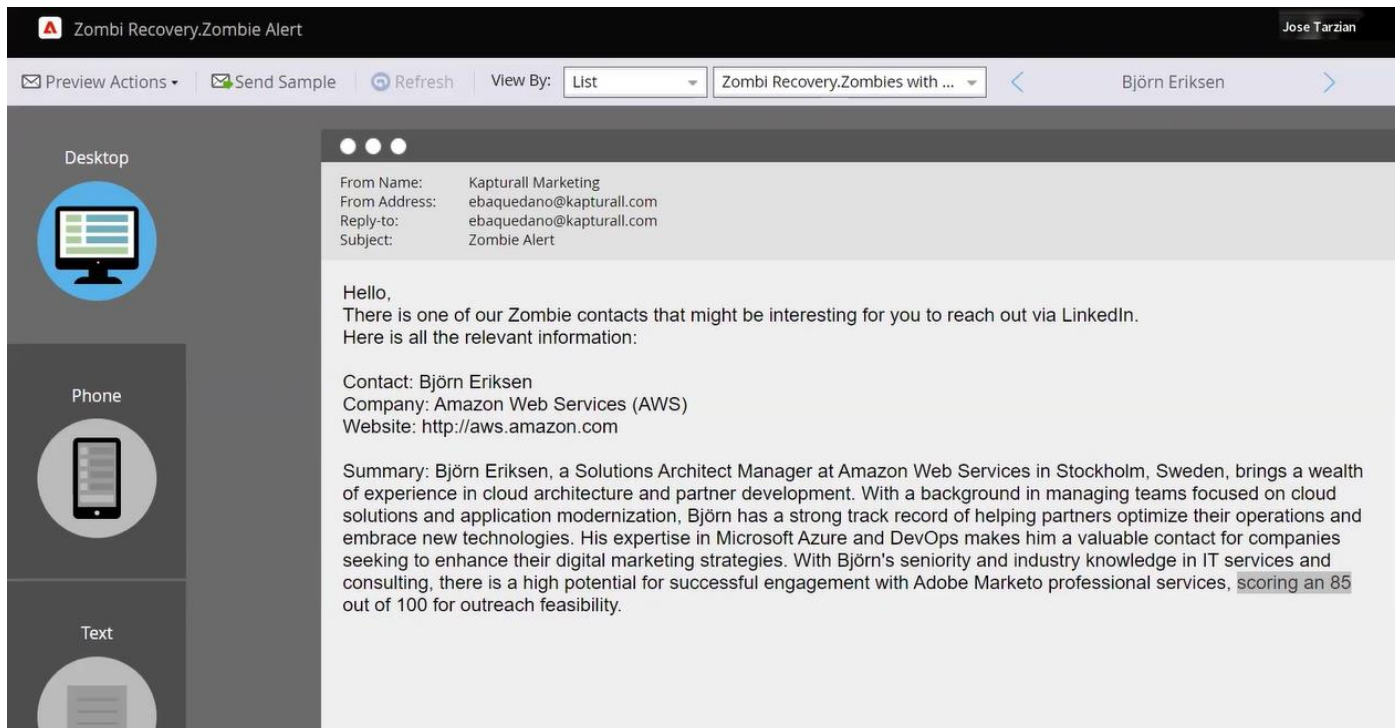
1 - Send Alert

Add Choice

Email: Zombi Recovery.Zombi...IA

Send To: Sales Owner

To Other Emails: Enter email...



Zombi Recovery.Zombie Alert

Preview Actions Send Sample Refresh View By: List Zombi Recovery.Zombies with ... Björn Eriksen

Desktop

Phone

Text

From Name: Kapturall Marketing
From Address: ebaquedano@kapturall.com
Reply-to: ebaquedano@kapturall.com
Subject: Zombie Alert

Hello,
There is one of our Zombie contacts that might be interesting for you to reach out via LinkedIn.
Here is all the relevant information:

Contact: Björn Eriksen
Company: Amazon Web Services (AWS)
Website: <http://aws.amazon.com>

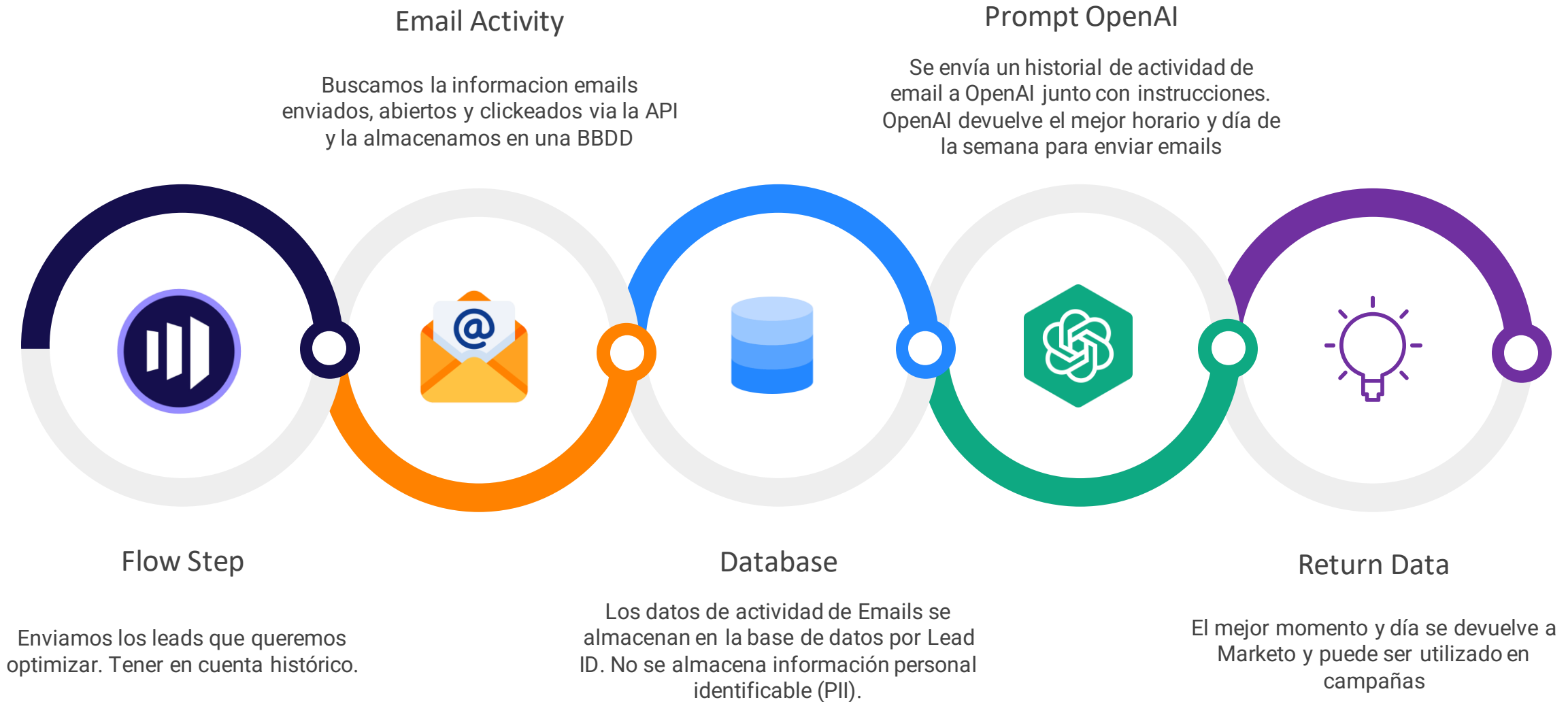
Summary: Björn Eriksen, a Solutions Architect Manager at Amazon Web Services in Stockholm, Sweden, brings a wealth of experience in cloud architecture and partner development. With a background in managing teams focused on cloud solutions and application modernization, Björn has a strong track record of helping partners optimize their operations and embrace new technologies. His expertise in Microsoft Azure and DevOps makes him a valuable contact for companies seeking to enhance their digital marketing strategies. With Björn's seniority and industry knowledge in IT services and consulting, there is a high potential for successful engagement with Adobe Marketo professional services, **scoring an 85** out of 100 for outreach feasibility.

- El texto de la alerta se almacenó en un campo que se usa como Token

Resultados

- De 1000 registros, 454 tenían un email “no validos”
- Pudimos enriquecer 125 con LinkedIn (27% cuando en general logramos un match de 65%-79%)
- De 125 registros enriquecidos con LinkedIn, 89 habían cambiado de empresa y fueron enviados a ventas
- 5 nuevas oportunidades generadas

Cómo puedo enviar emails cuando sea el mejor momento para lograr clicks y opens



Flow Step

Cuanto tiempo consideramos

Donde almacenamos el mejor horario

Donde almacenamos el mejor día

1 - Calculate best send time

Sample Period: 6 Months

Return Time: ReturnTime

Return Day: ReturnDay

Use system average: True

Add Choice

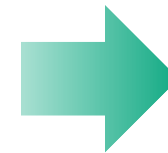
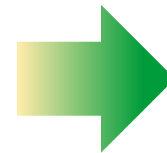
Si usamos o no el promedio en el calculo

Envio de Activity Data con Prompt a OpenAI

Given the email activity data below, determine the best day of the week and time of day to send an email to maximize the chances of it being opened and clicked. Times are provided in UTC. Return the time to the nearest hour as an integer from 1 to 24 and the day as the English day. The response must be valid JSON without any explanation. Example {"time": 14, "day": "Tuesday"}

Lead ID	DateTime	Day of Week	Activity	Send ID
1001	2023-01-13T12:02:52	Friday	Send Email	25945
1001	2023-02-12T13:44:59	Sunday	Open Email	19622
1001	2023-02-26T08:49:33	Sunday	Send Email	13276
1001	2023-03-09T04:40:24	Thursday	Send Email	22296
1001	2023-04-10T05:56:06	Monday	Email Delivered	20973
1001	2023-05-10T05:56:06	Monday	Email	13636
1001	2023-05-10T05:56:06	Monday	Email	21895
1001	2023-07-10T20:04:50	Monday	Send Email	24001
1001	2023-07-22T20:31:20	Saturday	Send Email	16065
1001	2023-08-01T10:24:46	Tuesday	Click Email	18127
1001	2023-08-12T12:12:06	Saturday	Click Email	23878
1001	2023-08-28T19:20:40	Monday	Send Email	12108
1001	2023-08-31T10:57:18	Thursday	Open Email	16198

Email Activity Data



```
{  
  "time": 11  
  "day": "Monday"  
}
```



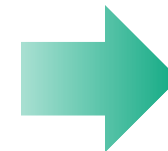
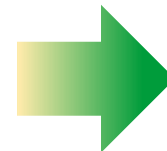
Cuando hay información Limitada

Given the email activity data below and considering the individual user's data consists of 10 interactions, determine the best day of the week and time of day to send an email to maximize the chances of it being opened and clicked. Use the weighting approach where the individual's data is **blended with the overall database averages (average best time: 8 UTC, average best day: Monday)** based on the number of interactions. Times are provided in UTC. Return the time to the nearest hour as an integer from 1 to 24, and the day as the English day in valid JSON format without any explanation.



Lead ID	DateTime	Day of Week	Activity	Send ID
1001	2023-01-13T12:02:52	Friday	Send Email	25945
1001	2023-02-12T13:44:59	Sunday	Open Email	19622
1001	2023-02-26T08:49:33	Sunday	Send Email	13276
1001	2023-03-09T04:40:24	Thursday	Send Email	22296
1001	2023-04-10T05:56:06	Monday	Email Delivered	20973
1001	2023-05-15T10:00:00	Monday	Email	13636
1001	2023-06-15T10:00:00	Monday	Email	21895
1001	2023-07-10T20:04:50	Monday	Send Email	24001
1001	2023-07-22T20:31:20	Saturday	Send Email	16065
1001	2023-08-01T10:24:46	Tuesday	Click Email	18127
1001	2023-08-12T12:12:06	Saturday	Click Email	23878
1001	2023-08-28T19:20:40	Monday	Send Email	12108
1001	2023-08-31T10:57:18	Thursday	Open Email	16198

Email Activity Data



```
{  
  "time" : 11  
  "day" : "Monday"  
}
```



Como usar para envíos

Establecer una campaña específica para enviar emails en el momento ideal de cada contacto.

El proceso implica:

1. Comenzar la campaña a medianoche.
2. Enviar emails a aquellos con el mejor momento de envío "0" de inmediato.
3. Implementar una espera de 45 minutos, luego enviar correos electrónicos al grupo de la 1 am.
4. Continuar este patrón cada hora, todo el día.

Nota: La configuración incluye 24 pasos de "Enviar correo electrónico" y 23 pasos de "Espera".

1 - Send Email

Choice 1 ▾

If: Best Send Time ▾ is ▾ 1

Email: SSFS - Best Send Time.EM - 20240121 - Event Invite

Default Choice

Email: -- Do Nothing --

2 - Wait

Until: 4 minutes and wait must end Any Day at 2:00 AM CET

3 - Send Email

Choice 1 ▾

If: Best Send Time ▾ is ▾ 2

Email: SSFS - Best Send Time.EM - 20240121 - Event Invite

Default Choice

Email: -- Do Nothing --

Resultados

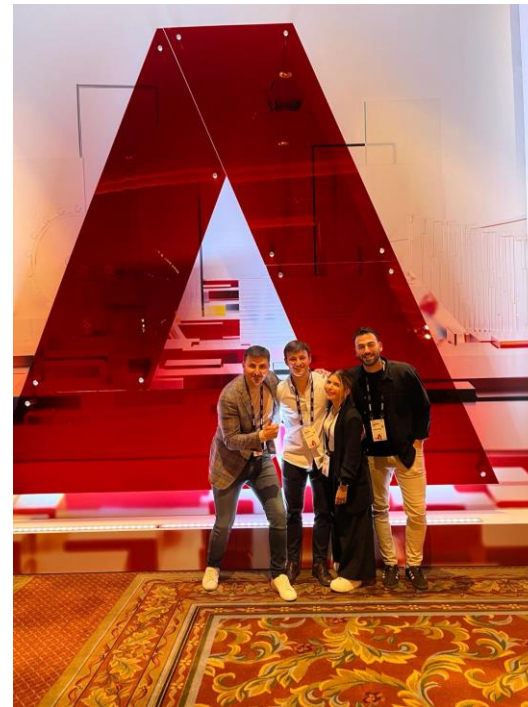
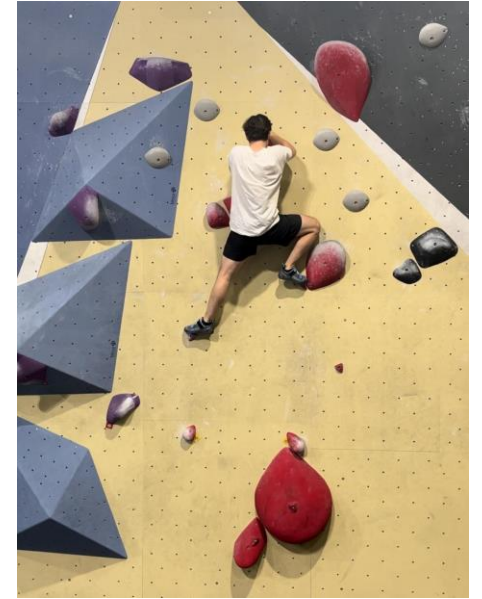
- 20% de incremento en Open Rate
- 11% Click Through Rate
- 6% de disminución en Unsubscribes

INTERACTIVE WEBINARS



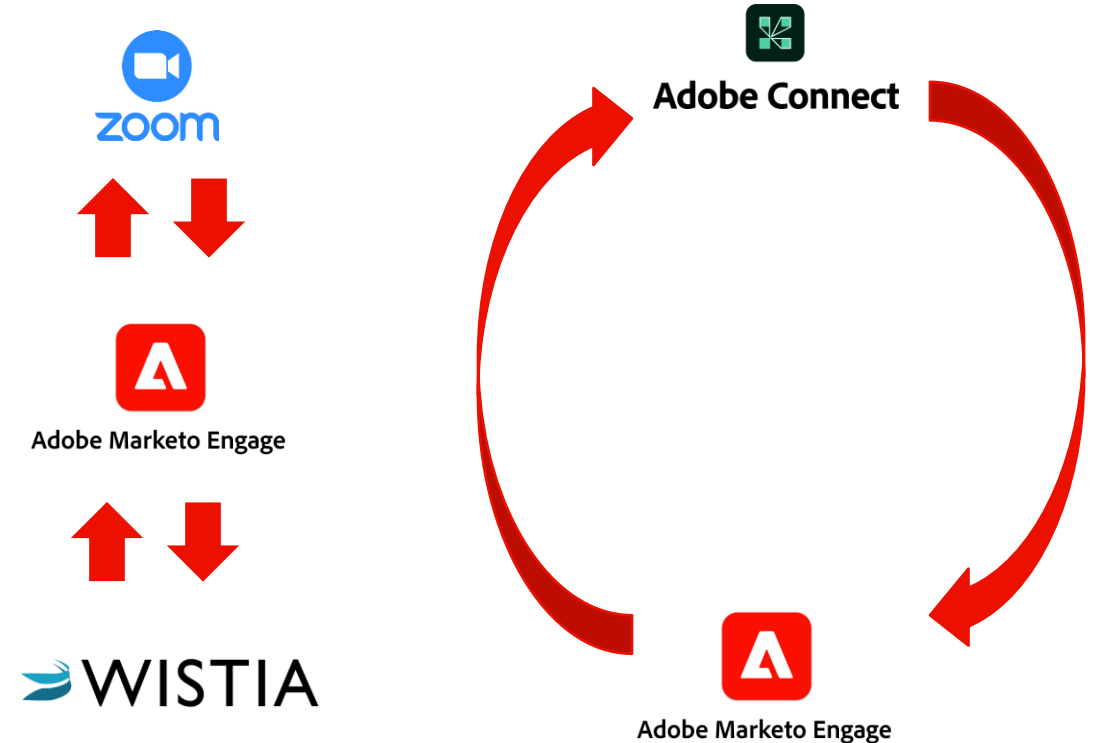
Eduardo Baquedano

- Amante de los perros y la escalada
- Actual responsable de Marketing en Kapturall
- Relación muy intensa y fructífera con los webinars desde 2021.
- Conocí esta nueva funcionalidad en su presentación en el Summit de Las Vegas 2023.



Información General sobre Interactive Webinars

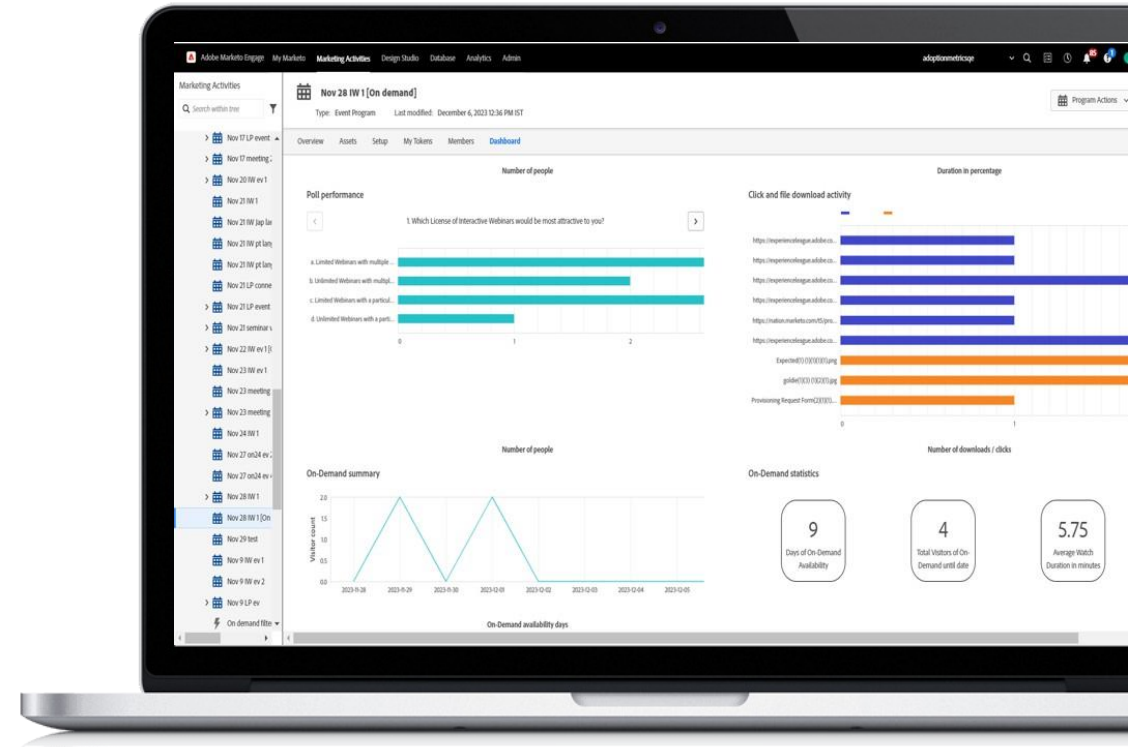
- Esta nueva funcionalidad de Marketo permite conectar Marketo con Adobe Connect de forma nativa.
- Permite realizar webinars de principio a fin sin necesidad de contratar un servicio externo de webinar (Zoom, GTW, etc) ni una Plataforma para alojar tus videos (Wistia, Brightcove, etc)
- Fue presentada el año pasado en el Adobe Summit de Las Vegas, pero su lanzamiento final está previsto para el H2 de 2024.



Novedad en Summit Las Vegas 2024: On Demand Interactive Webinars

Interactive Webinars nos va a permitir:

- Compartir la URL original del seminario web con todos los no asistentes para que puedan ver la grabación según su conveniencia.
- Rastrear la primera visita y la duración de visualización
- Nuevos dashboards con métricas de las sesiones on demand. Podremos ver:
 - Estadísticas de visitas diarias
 - Visitas totales
 - Media de minutos consumidos por visita



Beneficios de Interactive Webinars



Optimiza tu tiempo y recursos

- Crea, promociona y analiza tus webinars desde mismo lugar, sin salir de Marketo.
- Evitará realizar múltiples autenticaciones, esperar a que se intercambien los datos de registro y asistencia, y mapear los datos del webinar.



Aumenta la interacción de los asistentes

- Como moderadores vamos a disponer de herramientas para realizar webinars más interactivos con nuestra audiencia.
- Los asistentes podrán interactuar con nosotros de forma más rápida y directa.



Mas información para tus decisiones

- Se va a registrar de manera automática y en cuestión de segundos la actividad que los asistentes a los webinars van a realizar durante el transcurso de la sesión.
- Nos va a permitir nutrir, puntuar y analizar de una forma mucho más rápida y completa la actividad de los asistentes. Vamos a dejar de estar “ciegos”

Demo

Marketo Interactive Webinars y Adobe Connect

Interactive Webinars Marketo User Group
Type: Event Program Last modified: April 3, 2024 3:32 PM CEST by Eduardo Baquedano

Overview Assets Setup My Tokens Members

Details

Summary

Channel: Webinar

Event Partner: Adobe Connect

Webinar Language: English

Scheduled on: April 4, 2024 8:00 PM CEST to April 4, 2024 8:30 PM CEST

Event link: [Design your webinar](#)

Click [Design your webinar](#) to setup your event in Adobe Connect now.

Webinar team: **CO-HOSTS** + Add

- Densie Brouchy (dbrouchykpt@kapturall.com)

PRESENTERS + Add

- Eduardo Baquedano (ebaquedano@kapturall.com)

The joining URL would need to be communicated to the co-hosts and the presenters outside of Adobe Marketo Engage.

Description:

Created: April 3, 2024 3:32 PM CEST by Eduardo Baquedano

Last modified: April 3, 2024 3:32 PM CEST by Eduardo Baquedano

Make your webinar successful

Design an effective webinar
Interactive webinars allow you to design your stage and deliver consistent experiences. Tweak the design, add content and rehearse your presentation.

Landing pages
Create responsive landing pages to register users and promote your webinar event.
[Create landing page](#)

Email Program
Create email campaigns quickly and easily that look great on any device.
[Create Email Program](#)

Marketing Team Huddle

WHERE ARE YOU JOINING US...
Everyone +
Ardia Johnson | Ardia Johnson - Maryland
Alma Patel: Hello from San Jose, CA here.
Stacy Benson: Edmonton, Alberta Canada
Allyson Lee: Good morning from Ottawa, Canada.
Tim Kwik: St Albert, Alberta, Canada
Bryann: Columbus, Ohio
G... Moore: Dallas, TX
Diana... North Augusta, SC

VIDEO (42)

Brian Hartley

What SECURITY TOPICS ARE YOU...
Breakout Results End Poll
What security topics are you most interested in?
 How and when data is encrypted 10% (1)
 How to limit access to my virtual room 76% (15)
 How to limit what participants can do in my virtual room 48% (10)
 How to strengthen user authentication 48% (10)

ENGAGEMENT DASHBOARD
00:07:28 145
Session Time Attendees
Room
97% Average 68%

HOST & PRESENTER AREA
15:00
START SETTINGS

RESOURCES
Contact Sales: 800-655-3644
Audio: 1181(2) 817-5414
Conference Code: 138 228 181
Please remember to turn up your computer speakers to listen to the presentation.
Today's session is being recorded. Everyone will receive a link to the recording via email within 24-48 hours.
Trial link:
Extensions:
<http://www.adobe.com/products/adobeconnect>

PRESENTER CHAT
Everyone +
Alma Patel: Our luck :)
Allyson Lee: Also a bad connection to intercall which may not be related
Alma Patel: Thanks for joining us Blake!
Peter Ryan: Yikes! I think need cjs to look at the logs for this one!
Alma Patel: We should def do this topic again.

Ventajas “Interactive Webinars” Vs otras plataformas de Webinars



Integración activa sin necesidad de realizar ninguna configuración.



Licencia y gestión de cuentas centralizada en el entorno de Marketo.



Almacenamiento directo de las actividades realizadas durante los webinar en el activity log (links, polls, etc).



Dashboards generados de forma automática con toda la información del webinar. Asistentes, Click en links, resultados de las encuestas



Filtros y triggers nativos para poder realizar configuraciones cross-channel a tiempo real.



Interacción más continua y “real” durante la sesión. Capacidad de captar la atención durante más tiempo

