

ADMA

Association for data-driven marketing & advertising

MARKETING IN AN AI-FIRST WORLD

**THE ROLE OF DATA
AND CREATIVITY IN AN
ENGAGEMENT ECONOMY**

In partnership with:





INTRODUCTION

When was the last time you looked forward to receiving a marketing message? As consumers, our expectations for ‘surprise and delight’ continue to grow. We crave experiences that feel human and real – that are truly personalised to our needs in that very specific moment. As our recent report *The State of Engagement* highlighted, the number one source of consumer disengagement is irrelevant content.

While marketers have been able to automate mass communication for many years, finding the time and resources to process the vast data sets they now hold on each customer is almost impossible. But this is the issue that AI (artificial intelligence) and today’s computing power can solve.

This whitepaper dives into the new world of martech, and reveals what it takes to successfully build a brand in an AI-first world. It looks at what is already out there – and increasingly accessible to marketers – and how brands are using it to solve their own unique problems. And it also looks at some of the challenges we still need to overcome, including the complexity of omnichannel marketing and customer journeys.

At Marketo, we’re helping our clients leverage AI to work out exactly what content will provide the greatest engagement across digital channels, using increasingly granular personalisation rules. We’ve already identified three key benefits of AI for marketers:

- 1 Predict the right programs for the right people, so you can identify opportunities that would otherwise be missed.
- 2 Personalise with confidence – because 80 per cent of marketers agree personalised content works better than generic content.¹
- 3 Optimise and scale your customer experiences.

It’s important to note that even the most relevant message can be lost in the noise – and that’s where creativity plays a critical role. Achieving cut-through means putting those needs for authentic, human experiences first – and ultimately that is what it will take to succeed in the new era of the engagement economy.

Mike Handes
Customer Success Director



¹ *State of engagement*, Marketo 2017



MARKETING IN AN AI-FIRST WORLD

When Google signals its focus on leading the way in an ‘AI-first’ world, business leaders take notice. We’ve already been through the ‘mobile-first’ evolution in digital marketing – triggered when Google’s CEO Eric Schmidt predicted smartphone sales would surpass PCs in 2010. So it’s no surprise this has been the year the idea of AI – and a bot-led marketing world – reached a tipping point.

In 2017, 57 per cent of marketing leaders told Salesforce that AI is absolutely or very essential in helping them provide personalised experiences for their customers.²

This whitepaper reflects on the current state of martech transformation, drawing on the insights of ADMA’s recent Digital Think Tank meeting. It investigates the challenges of marketing today – and the role of Artificial Intelligence (AI) in finally making sense of the big data we have available to create truly personalised customer experiences, targeting the right message to the right person in the right moment. And it also reveals some concerns about the role of creativity in this brave new marketing world, where data could level the playing field but commoditise communication.

BIG DATA FINALLY BECOMES USEFUL

When ADMA’s Digital Think Tank last met 18 months ago, the conversation was dominated by digital transformation challenges – skills, training and resources. Things have clearly moved on since then.

As Mark Henley, Director Transformation and Digital Strategy with Adobe, said, “This is an environment where the technology is changing faster than at any other time in human history, for more people at a greater scale globally. And it’s largely driven by the rise in data.”

He does not believe we are in an ‘AI-first marketing world’ – yet. “The hope is that as machine learning emerges, it enhances our work in ways that allows new creativity to flourish – because this is central to human experience.”

According to The Economist Intelligence Unit’s recent survey of global executives, 79 per cent believe AI will make their job easier and more efficient, and 75 per cent say they will actively implement AI in their businesses within the next 3 years.³

So how can we expect the latest wave of marketing technology – and particularly AI and voice – to take customer engagement and brand loyalty to the next level?

“I am a massive advocate for machine learning,” commented Mike Handes, Director Customer Success, Marketo. “IBM is still figuring out how to make technology like Watson more accessible across business applications. But the idea of cognitive learning, and having a very sophisticated capability to understand data, to improve customer engagement or employee engagement is hugely valuable.”

² Salesforce Fourth Annual State of Marketing Report, 2017

³ Artificial Intelligence in the Real World 2016, The Economist Intelligence Unit

He says for some organisations, that utopian dream is still some way off. To access and use data effectively, the first step is to connect all the different customer touch points.

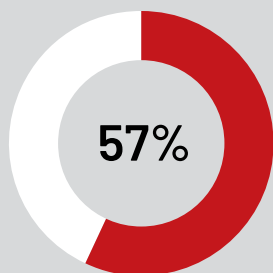
Jules Hall, CEO of agency The Hallway, says this comes back to the core role for marketers, and requires creativity beyond the data – and notes that in the world of performance marketing, creativity is something that is not often talked about.

“Our job as marketers is to affect change, to move people from A to B. We have to be very clear on which points in that customer journey we focus on, identify the powerful ones where we can affect change, and apply our human creative brains at those points.”

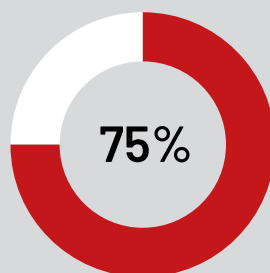
Brigitte Slattery, Group Head of Digital and Marketing with Foxtel Lifestyle, believes the ultimate goal needs to stay focused on making customer lives easier. “Consumers care less about the tech itself, and more about their experiences – even if these are tech-enabled,” she said.

“While the potential is endless, in the short term AI and machine learning will help us demystify big data with algorithms that turn data into actionable insights. Ultimately, this will create better user experiences.”

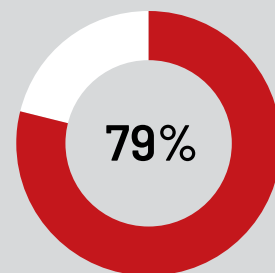
“The hope is that as machine learning emerges, it enhances our work in ways that allows new creativity to flourish – because this is central to human experience.”



57% marketers say AI is absolutely or very essential in personalising customer experiences



75% global executives say they will implement AI in their businesses within 3 years



79% believe AI will make their job easier and more efficient

DEMYSTIFYING THE NEW MARTECH

If you're 'swimming in a soup of uncertainty,' it's important to take a step back and realise we are all using AI every single day. When you search on Google, when Facebook automatically tags a friend in a photo, or when Spotify suggests a playlist you might like, machine learning is at work. And when it's done well, we don't really think about it.

"Amazon and Netflix have been incredibly successful as disruptors to established industries, and in part that's due to their machine learning capability," said Marketo's Mike Handes. "They continually improve their ability to recommend the most relevant products and content: that's their value proposition and it sets a standard other businesses strive to emulate."

AI AND MACHINE LEARNING

AI harnesses computer science to enable machines to do things that humans do by using our intelligence – such as learning, talking or solving problems. The software is able to make decisions and form new solutions.

Machine learning is a subset of AI: by learning data or patterns, machines use software algorithms to find the hidden insights within data sets without being directed by a human.

Machines can learn much faster than a human, and process repetitive functions at scale that no human could match. Machine learning is always improving and learning – think of how Siri adapts to your voice over time. And this is why it is a potential game changer.

"The impact of machine learning is that big data finally becomes useful," noted Mark from Adobe.

Brett Levy, Co-founder of Beyond Intent, offered a few examples. "HSBC now uses AI-powered insights to identify people who have indicated, through different intent triggers, they are ready to take out a home loan or upgrade their credit card," he says. Gold Coast Tourism now has its own dedicated data scientist, and uses AI to understand sentiment: how people perceive the Gold Coast and other competing Australian destinations.

CHATBOTS

Another example of AI in action is chatbots blending marketing, sales and customer service functions and changing the way we research, compare and buy. For example, performance apparel retailer North Face uses IBM Watson's technology to guide customers through their purchase decision.

Importantly, 40 per cent of shoppers don't care if an AI tool or a human salesperson helps them, as long as their question gets answered.⁴ No wonder it's predicted the use of virtual customer assistants will jump 1000 per cent by 2020.⁵

But bots also have the potential to provide even more useful insights back to marketers, by identifying the cause of friction points in the journey so we can continue to improve customer experience.

⁴ HubSpot *Global AI Survey Q4, 2016*

⁵ *Are you being served? Why chatbots hold the most insight for Marketers*, Robert Schwarz, Marketing Magazine 24 October 2017

VOICE SEARCH

Voice-activated assistants like Alexa and Siri, have driven the rapid adoption of AI. In fact, 74 per cent of HubSpot's Global AI Survey respondents said they used voice search at least once within the past month.⁶

"Domino's Pizza has been experimenting with AI in chatbots for some time with good success, and recently with voice ordering using Amazon Alexa," said Brett from Beyond Intent. DRU Assist, Domino's Australia's AI-driven platform, lets customers place orders through any combination of speech or text – but it also has a very cheeky 'Domino's' personality in its human-like interactions.

Given the adoption rate of Google Home by more affluent Australians, voice devices could be one tech to watch. And that means it's essential to optimise search for voice.

Jessica Goddard, Group GM Communications and Brand with the Cronulla Sharks, says they are already doing that. "We have to be smarter about the way we tag our data – we should be answering voice queries like 'what time is the game on.'"

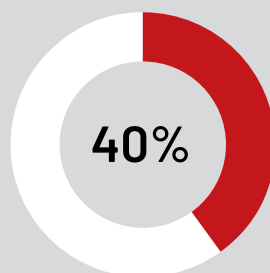
Voice activation could also give brands like Foxtel the opportunity to amplify their content in new ways to reach new audiences.

"Lifestyle content has traditionally been a 'lean back' entertainment experience. But voice activation lets us engage viewers with a lean forward approach," Brigitte Slattery from Foxtel's Lifestyle Group explained, adding that data would help inform content and features to create more memorable and valued audience experiences.

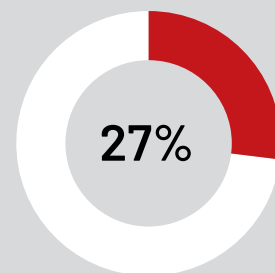
However, B2B brands should note the current barriers to voice adoption in a work environment. Hubspot's Global AI Survey found that of those using voice technologies, most do so in places where they don't "feel judged for talking out loud on their phone": 84 per cent at home, 44 per cent in the car, but only 27 per cent at work.⁷



Virtual customer assistant use will jump 1000% by 2020. (Juniper Research)



40% of shoppers don't care if it's an AI tool or human, as long as their question is answered. (Hubspot)



Only 27% of voice search users do so at work. (Hubspot)

⁶ HubSpot *Global AI Survey Q4, 2016*

⁷ HubSpot *Global AI Survey Q4, 2016*



THE ROLE OF AI IN MARKETING TODAY

Clearly, AI is already delivering on its promise of truly personalised marketing engagement at an individual level – moving marketing from interrupting consumers with ‘one-size-fits-most’ messaging to targeted content that directly influences customer behaviour.

According to Marketo’s latest report, *The State of Engagement*, close to 40 per cent of marketers plan to use AI and machine learning to enhance content throughout the customer journey – and 72 per cent will prioritise personalised messages and content to engage with their customers.

“Working out what message will make the right impact for each individual customer is hard, and gets harder as the number of customer interactions grows,” said Marketo’s Mike Handes.

Automating the mass marketing messages and incorporating some level of personalisation through marketing-defined business rules has become part of the business as usual toolkit. The Hallway’s Jules Hall described this as “our duty as marketers: to know where people are in the journey, and serve up the most relevant information.”

So what will provide the next competitive edge?

“Today’s marketers can access a huge amount of data about every customer, including their responses to previous marketing messages. But they don’t have the time and resources to process this data, and construct ever more granular personalisation rules. This is a problem that today’s computing power and AI can solve,” says Mike.

Beyond Intent’s co-founder Aryeh Sternberg believes that AI and machine learning used today is one dimensional. “It can deliver optimisation and/or insights within a single channel, and do basic calculations and actions. But very soon we will see a rapid adoption of full stack AI-powered marketing automation with a lot more capability. Give it a year or two, and we will see drastic changes in the make up of the brand-agency relationship due to the adoption and use of AI platforms.”

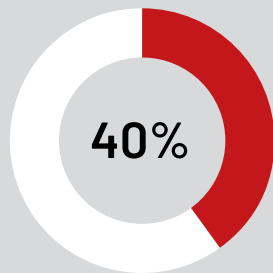
Agencies – particularly in the programmatic media buy space – are already aware of the threat of new platforms like Albert, which automates email marketing through to native advertising campaigns. But AI also offers tremendous potential to free up time for creating amazing content – shifting our focus from 80 per cent on ‘business as usual’ to 80 per cent on innovation by automating so many tasks at scale.

“These machines are doing things at such speed, there’s no way any of us could ever compete with that,” confirmed Brett.

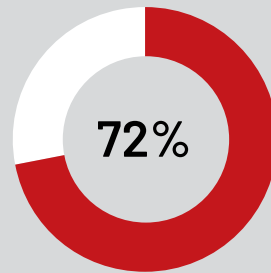
TAKING CUSTOMER EXPERIENCE TO THE NEXT LEVEL

For brands, technology and data combine to create a new point of difference for customer experience.

“We know our lifestyle audiences want to be the most optimised version of themselves, and technology can help us hack life by empowering us to live an easier and more fulfilled life,” explains Lifestyle’s Brigitte. “From gadgets that tell you the nutrition value in your food to wearable technology that can shift your mood. We need to focus on technology solutions that create better and more valuable experiences for our customers.”



40% of marketers plan to use AI and machine learning to enhance content



72% will prioritise personalised messages

THE CHALLENGES OF MANAGING THIS AI-FIRST WORLD

While the promise of AI is exciting, there are still some rocky paths to navigate. For example, could parity of data access lead to uninspiringly homogenous or commoditised creative?

1. THE RISK OF FORMULAIC MARKETING

“What will creativity mean in this new world?” asked Jules Hall. “If the major brands tap into the same software platforms and we just focus on the data, we’re quickly going to get to a point of optimisation parity. The differentiator has to then become creativity.”

He describes the future of marketing as “content ecosystems that are tied together by a single, united thought: an idea that has gone through hundreds or even thousands of executions, not just three or four variants – which is where we used to be.”

Jessica Goddard from the Cronulla Sharks acknowledged the limitations of historic data. “Even though past patterns can help us predict, it’s human nature to notice the unexpected, the things at the edges are what capture our attention.”

Consumer expectations are constantly growing. “We subconsciously filter and dismiss something that doesn’t feel right or is not authentic,” she notes. “As marketers, we only have six seconds to grab attention and we are exposed to so much content. All the smarts and data will tell you ‘who, when, what’ – but to differentiate you need to have good content.”

Effectively, data becomes the baseline utility, and creativity is the differentiator.

Of course, this has always been the case for TV content. “The value of AI for creativity lies in its ability to save time, resources and inform action,” noted Lifestyle’s Brigitte. “Producing original content that connects with audiences has always been the key difference between machines and humans. Just as there is no magic formula to produce a hit TV series.”

She doesn’t believe AI will rival human creativity, without having any human inputs or interaction.

2. ... BUT NOT EVERYONE HAS ACCESS TO QUALITY DATA

Of course, not every brand today can afford enterprise-level AI – let alone keep up with the constant changes. Brett Levy commented, “While you sit in a room learning about new technology, three better things are already out there.”

“It’s naïve to think there will be any commoditisation or parity – technology is changing faster than at any time in history,” said Mark Henley of Adobe. “It isn’t just the data, it’s what we do with it – our algorithmic availability and efficiency to feed machine learning.” He says companies like Adobe are spending “large amounts of effort looking at machine learning as the differentiator, to attach intelligence to every experience that we have.”

Some sectors are also at arms-length from their data due to complex channels to market. FMCG, with its enormous marketing spend, is just one example: their retailers still control customer data.

Protecting the data we do have is another concern, if we want to retain trust and loyalty.

“There is increasing anxiety from consumers around automation and data privacy,” noted Brigitte. “So rather than fighting in the attention economy and being obsessed with clicks, views and downloads, we want to build Foxtel’s Lifestyle brand experiences with technology – allowing consumers to live their most optimised life.”

3. ATTRACTING CUSTOMER ATTENTION AND TIME

All marketers are fighting the same attention span and cut-through issue. “How many of us look forward to a brand marketing to us? Does anyone?” asked Marketo’s Mike Handes. “The opportunity that AI presents to marketers is the ability to surprise and delight their customers.”

Brett suggested Snickers used AI effectively to do just that with its **Hungerithm** campaign, which adjusted the price in 7-Elevens based on online sentiment analysis.

“Snickers decided that chocolate makes you feel better, so they listened to social networks,” he explained. “As people were talking about angry things, the price of Snickers came down, and viewers were directed to the store to get a Snickers. As the sentiment started to change on the Internet, the price went back up again – and it could measure these metrics.”

This is a good example of using AI to enhance a very human experience. “The data is feeling the customer experience and using that to enhance our human interactions,” said Jessica.

4. OMNICHANNEL COMPLEXITY

While consumers are busier than ever, so are marketers. “There are a finite number of hours for marketing but so many touchpoints,” said Jules Hall of Hallway. “Machine learning can take away the time it takes to generate low priority messages, so we can focus on effecting change as marketers.”

Jessica described how the Cronulla Sharks are investing in a new automation platform, partnering with a local Australian start-up. “We’re in a highly competitive entertainment space, fighting for attention and relevance,” she said. “We need to know our customers and deliver what’s relevant to them better than anyone else.”

She believes sport has one of the greatest opportunities to leverage new technology, “because we have natural deep level engagement, but until now this hasn’t been actualised into revenue.”

5. THE CUSTOMER JOURNEY DOESN’T END AT PURCHASE

According to a recent Forrester report, marketers have only just started to scratch the surface of what it calls ‘contextual marketing’: using context to create a repeatable cycle of interactions, drive deeper engagement, and learn more about the customer in the process. According to its research, “most brand efforts are focused on the early life cycle stages: discovery and exploring options.”⁸

Brett Levy from Beyond Intent suggested it’s time to flip the sales funnel mentality to an ‘iceberg’. “It’s what happens after the purchase that matters, and machine learning can track this and automate follow up.”

He suggested Samsung’s Note 7 phone presented a good opportunity for post-purchase conversion. “If they tracked the people who brought their phones back after the battery blowup issues, they could see whether those customers went to iOS or Android. They’re unlikely to get iOS users back because it’s too hard to convert again – but if they went to Android, they could follow up again when the next Samsung phone launches with an invitation to return.”

8 AI: The Next Generation Of Marketing, Forrester Consulting February 2017

WHAT'S ALREADY OUT THERE?

Is machine learning really “affordable enough that everyone can benefit,” as Adobe’s Mark Henley claims?

Aryeh says he is “excited about the accuracy and a forced transparency that will level the playing field between advertiser, agency, and adtech. SingularityNET (a blockchain-enabled open AI platform) gives everyone, not just the Google-Facebook-Amazon-Apple-Microsoft behemoths, a fair shot at introducing usable AI into the world. The acceleration in innovation will rocket ahead.”

IBM WATSON

One of the earliest and perhaps most scientific approaches to an AI tech platform has potential far beyond marketing, such as law and even [melanoma-detection](#).

“When I saw an outdoor brand use Watson in its social advertising campaign, it was quite amazing,” commented ADMA’s Katherine Raskob. “Through social listening it knew exactly what was working and what wasn’t, and could change the creative and the content to respond to the audience’s needs.”

Watson has also created one-to-one advertising experiences for brands like Campbell’s. Web visitors can ask Watson to suggest a menu based on the ingredients they say, and Watson provides recipe options.

CONTENT AI

Mike said Marketo’s new Content AI (launched in October 2017) will be the only solution that makes content personalisation truly scalable. “It predicts the content most likely to convert each audience, so businesses can create truly data-driven content marketing plans. Through testing, we believe brands using Content AI solution could experience almost 75 per cent increase in clicks compared with a traditional, rules-based approach.”

ADOBE SENSEI

“The tools that are emerging may be imperfect, but they are growing at an exponential rate, and I think the likelihood of creativity and data working hand in hand is absolutely game changing,” said Mark. He says Adobe Sensei will free creatives to go from concept to completion much faster and develop a truly connected customer experience.

“It can help with a range of tasks, from enhancing images or tagging thousands of images to spotting analytic trends. Scenestitch automatically finds images to fill content holes.”

Beyond that, a hotel chain could use Sensei to provide a recognised customer with ideas on how to spend their loyalty reward points. “Sensei can send a VIP offer to the most loyal guests prior to a stay – which could be unlocked through a spoken password to the voice-enabled device in their room.”

NATURAL LANGUAGE

Brett says Beyond Intent has eight platforms that use a range of AI capabilities, including bots that automate web and social engagement using Natural Language Understanding (which processes text analysis), and AI-powered marketing automation. “We use AI to identify patterns in content and context engagement, and link that to automated programmatic media buying.”

ALBERT

Adgorithm’s Albert has already replaced a digital advertising agency for US lingerie retailer Cosabella. It initially set to work on paid search and social media marketing in 2016, automating the execution of the brand creative to target KPIs. By the third month, Albert had increased social return on ad spend by 336 per cent - significantly growing Facebook conversions – although in terms of cost, its fee structure is similar to an agency. The brand is now using another AI platform, Sentient, to optimise its website – and says it will never go back to a human for these types of tasks.

WINNING THE MEMBERSHIP GAME

How Cronulla Sharks puts its data to work for conversions

When Sydney-based NRL team Cronulla Sharks began its marketing automation journey in 2015, it knew the team had an opportunity to boost its membership numbers – and move those members up into higher spend categories.

Sport is not traditionally known as a tech-enabled sector – but it has a natural deep engagement and loyal fan base. And every week presents a new opportunity to connect with its members. The Sharks already had an active content strategy but it was a highly manual process, and data was siloed across its different areas.

“Our fan and member database was around 42,000, but we were getting 1.2million web visitors,” says the Sharks’ Head of Digital Scott Maxworthy. The new platform needed to track and score those leads, and feed qualified leads for follow up and conversion to membership. It also had to build a single customer view, enabling multiple touch point engagement across all parts of the business – from membership to merchandise and sponsorship. The Sharks are also the only NRL team that own the stadium – making it a viable revenue stream as an entertainment venue as well.

The pilot program quickly paid for itself. Within 12 months the fan and member database doubled, membership revenue increased 36 per cent, and member retention increased to 91 per cent. Winning the premiership in 2016 certainly boosted the marketing team’s effort – the leagues club signed up 3,500 new members in the week leading up to that grand final.

From a member point of view, the game day experience has transformed with the ability to provide targeted, personalised communications depending on location. If they’re at the stadium on match day, watching at home on TV or even interstate they’ll receive differentiated digital messaging and dynamic content.

The same marketing automation platform has also enabled new sponsor brand activation initiatives, like the Shark360 Game Week Takeover. “It’s easy to replicate campaigns, you get a lot of functionality without a huge amount of training – and then we can go deep with the customer,” says Maxworthy.



WHAT SHOULD MARKETERS LOOK FOR IN THEIR NEXT INVESTMENT?

One of the biggest challenges today is the sheer complexity of what is now available. “There are so many technologies happening at the same time – machine learning, artificial intelligence, autonomous vehicles, natural language processing, voice – and they all converge, they are all co-dependant in some way,” said Adobe’s Mark Henley.

Brett from Beyond Intent said marketers should be looking for transparency and data security. “There is no need for a ‘black box’ – the results can seem like magic, but you need to be able to ask what the machine is doing. You also need to know who owns your data, and where it goes once it’s been through the platform.”

Mike of Marketo added that agile marketers need an open platform. “Then they can rapidly create customer engagement programs. The goal is to spend 80 per cent of their time on enhancing and innovating, and 20 per cent on business as usual – not the other way around!”

It’s also essential that any platform can easily connect to external systems, interfaces, and data sources so you have complete insight to all customer interactions.

Unlike the average human, your AI-marketer...

- Doesn’t need sleep or a coffee break
- Is always fast – no distractions or loss of focus
- Never gets bored with a mundane task
- Continually learns and improves, and never forgets
- Makes recommendations in real-time
- Can optimise for micro-segments you never knew you had



WHAT'S NEXT FOR MARKETING?

Any technology will only gain traction if it solves a universal problem. As Mark said, “I think if people understand the problem they’re trying to solve, then they will utilise machine learning effectively.”

As the challenges above reveal, most marketers are dealing with a combination of:

- Complexity of multiple touchpoints in an omnichannel world
- Heightened customer expectations for micro-personalisation and tailored engagement
- Attention-span in a crowded content environment

With any marketing communication, the key components are the ‘what’ and the ‘how’ – what is the message, and how is it presented.

“AI’s ability to learn, test and repeat means it can track those messages, measure the responses, and correlate the customer attributes to cut through the noise,” said Mike. When you combine great content with relevancy, you can maximise marketing engagement.

“Once we automate repetitive actions and pull together patterns from the masses of data being generated, the human mind can then step in and design targeted and personalised creative using a palette generated for them by AI,” says Aryeh.

It seems marketers don’t need to fear being replaced by a robot. Instead of being threatened by the machine, we just need to work with it to tackle these problems – and as a result create a better experience for the end consumer.

Interested in learning more about customer experience? Head to the [ADMA Resource Centre](#).

ACKNOWLEDGEMENTS

The insights in this white paper include discussions during our digital think tank in October 2017. We'd like to thank the members of this expert group for sharing their ideas and experience, and in particular Marketo for hosting and sponsoring this think tank.

ADMA CUSTOMER EXPERIENCE THINK TANK

Aryeh Sternberg, Co-founder – Beyond Intent

Brett Levy, Co-founder – Beyond Intent

Brigitte Slattery, Group Head of Digital and Marketing, Lifestyle – Foxtel

Chris Maloney, Head of Digital – Moët Hennessy Australia

Jessica Goddard, Group GM Communications and Brand – Cronulla Sharks

Jules Hall, CEO – The Hallway

Mark Henley, Director of Transformation and Digital Strategy – APAC Adobe

Mike Handes, Director – Customer Success – Marketo



The Association for Data-driven Marketing and Advertising (ADMA) is the principal industry body for information-based marketing and advertising and is the largest marketing and advertising body in Australia with more than 600 member organisations. ADMA is the ultimate authority and go-to resource for creative and effective data-driven marketing across all channels and platforms, providing knowledge, advocacy, insight, and innovation to advance responsive and enlightened marketing.

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