

Revolutionizing Your Webinar Experience: Discover the Impact of Interactive Webinars

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Introductions



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From Traditional to Transformational: Our Interactive Webinar Journey

Solving for manual processes, limited insights, and static follow-up — and delivering richer, faster engagement with Adobe Marketo Engage.



The Challenges with Traditional Webinars

At MRM, we work with clients who were facing common challenges with traditional webinars — including high drop-off rates, low engagement, and minimal actionable insights.

Audiences needed more than just presentations; they needed **real conversations** that could drive meaningful results. Before adopting Adobe Marketo Engage Interactive Webinars, many of our clients experienced:

- ❑ Manual work — exporting/importing data from third-party webinar platforms
- ❑ Inability to easily identify who engaged (polls, Q&A)
- ❑ Budget inefficiencies — managing separate subscriptions for Marketo Engage and external webinar platforms
- ❑ Static follow-up experiences — no easy way to trigger personalized actions based on engagement behavior

Why We Gave Interactive Webinars a Try

At MRM, we tested Adobe Marketo Engage Interactive Webinars out of curiosity when it first got released —we were looking for a more integrated, scalable solution for our clients. When we saw our clients impact firsthand, it became clear:

- **Faster deployment** — no more exporting or importing between platforms, which reduced setup time by over 30%
- **Improved data accuracy** — engagement activities like polls and Q&A were automatically captured natively in Adobe Marketo Engage
- **Budget savings** — Interactive Webinars are included in Adobe Marketo Engage, eliminating the need for separate webinar platform subscriptions
- **Personalized, automated follow-up** — using engagement-based filters and triggers, we were able to tailor follow-ups dynamically based on real attendee behavior

Seeing these improvements in speed, accuracy, and engagement, we knew it was time to recommend Interactive Webinars to our clients.

Changing Expectations, Greater Impact

At MRM, we noticed a shift: some of our clients' traditional webinars were no longer enough. Even with strong registration numbers, engagement was low, and valuable buyer insights were being missed.

The turning point

One client hosted a webinar with a high number of registrants — but more than half dropped off within the first 20 minutes. Without polls, Q&A breaks, or real-time interaction, the audience quickly lost interest.

We helped our clients transition to Adobe Marketo Engage Interactive Webinars — turning passive viewers into active participants.

The impact for our clients

- ✓ 2x higher attendee retention
- ✓ Richer behavioral insights to guide Sales follow-up
- ✓ Faster pipeline progression with personalized engagement strategies



MARKETO ENGAGE CHAMPION TIP

Build your polls, Q&A, and resource pods into the flow from the start — the more intentional your engagement strategy is, the better your data and audience experience will be.

Using Polls to Spark Meaningful Interaction

How to turn viewers into participants with polls



Making Every Click Count



MARKETO ENGAGE CHAMPION TIP

Design your engagement moments before you build slides — align poll topics with nurture segmentation to automate everything post-event.

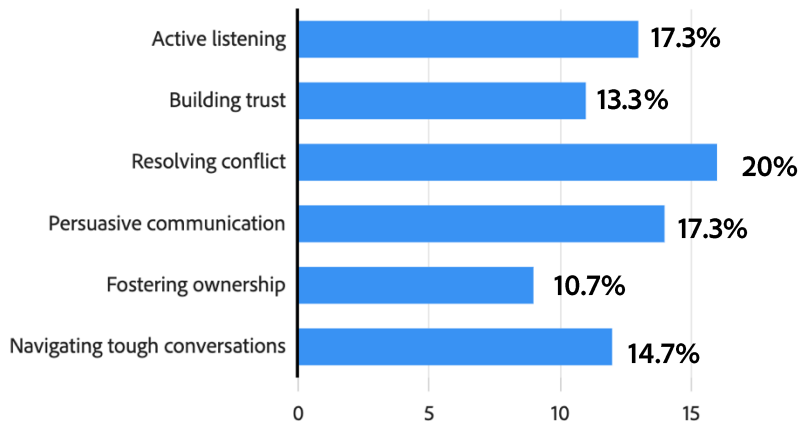
MULTIPLE ANSWER

1. What soft skill(s) do you think are most important for your career advancement?

75 Responses

23 Users

Poll opened for 47m 44s



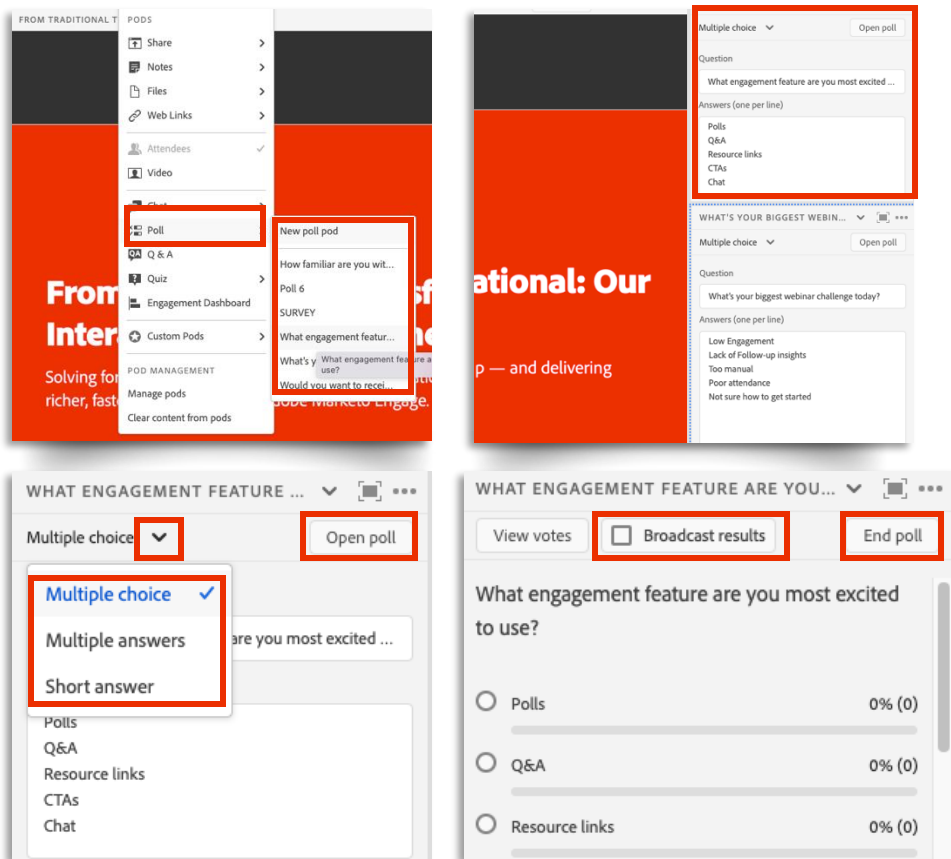
How we leveraged Polls

In one webinar, we launched a poll asking attendees to select the most important soft skill — options included Active Listening, Conflict Resolution, and Time Management.

Why it Worked

Launching polls every 5–7 minutes kept attendees interacting and gave us real-time insight into their interests.

How to use Polls



1. Open the Interactive Webinar Editor

Navigate to your webinar program and select the “Edit Layout” option to begin customizing your event environment.

2. Add a Poll Pod to Your Layout

Drag and drop a Poll Pod into your layout where it makes the most sense — align it with your agenda to maintain a consistent engagement rhythm.

3. Schedule Poll Launch Times

Plan to launch polls every *5–7 minutes* to capture attention, collect data, and keep viewers actively participating.

4. Leverage Real-Time Data Capture

Poll responses are logged automatically in the attendee's Marketo activity record — no manual syncing required.

Why it Matters

Consistent polling not only keeps your audience engaged but also provides valuable intent data you can use immediately for segmentation and follow-up. It's a scalable way to turn participation into pipeline.

Using Poll Responses to Trigger Smart Campaigns

Putting It Into Motion

When someone selected “Active Listening” in a live poll, they were automatically added to a custom nurture stream focused on communication skills.

Here's the Value

This allowed us to tailor follow-up instantly — no spreadsheets, custom objects or list exports.

The image displays two screenshots of the Marketo Engage interface. The top screenshot shows the 'Smart List' tab with a filter rule titled 'Responds to a Poll'. The rule has three conditions: 'Program: is' set to 'Soft Skills Webinar', 'Poll question: is' set to 'What soft skill(s) you think are most important for', and 'Poll response: is' set to 'Active Listening'. Below this, there are two actions: '1 - Member of Smart List' with 'Person: in' set to 'Active Prospects', and '2 - Member of Smart List' with 'Person: not in' set to 'Suppression List'. The bottom screenshot shows the 'Flow' tab with an action titled '1 - Add to Engagement Program'. The configuration shows 'Program: Career Development' and 'Stream: Active Listening'.



MARKETO ENGAGE CHAMPION TIP

Leverage engagement data as the engine for segmentation—it's faster, more accurate, and always up to date.

Using Engagement Data to Personalize Follow Ups & Fuel Lead Scoring

Deliver timely, tailored follow-up content based & enhance lead scoring



Automated Follow-Up That Feels Human

Subject: Thanks for Joining Our Career Development Webinar!

Hi there,

Thanks so much for joining us for the [Career Development Webinar](#)! We loved having you there and hope you walked away with insights you can use to grow your career and strengthen your soft skills.

As promised, here's the recording in case you want to revisit any part of the session or share it with a colleague:

[Watch the Webinar Replay](#)

If you have any questions, want to dive deeper into specific topics, or just want to keep the conversation going, we're always happy to connect.

Wishing you continued success,

Subject: Let's Talk Trust — Because Relationships Fuel Results

Hi there,

Thanks for being part of the webinar! You picked "**Building trust**" as one of the most important soft skills for career growth — and honestly, we couldn't agree more.

So instead of sending you a generic recap, we thought you'd appreciate this: a quick, actionable guide to building trust with clients, teammates, and stakeholders — even when the pressure's on.

[Grab Your Trust-Building Guide](#)

If you want more ideas on turning trust into long-term influence, just reply — we'd love to keep the conversation going.

Here to help you grow,

What We Did

Following the webinar, we used poll responses to personalize the follow-up experience. For example, if someone selected "Building Trust" in a live poll, they received a tailored guide on strengthening client relationships — not a generic recap.

The Value

This automated follow-up strategy ensures attendees receive content that reflects their actual engagement — improving relevance, accelerating response time, and increasing conversions without adding manual effort.

Activating the Workflow in Marketo Engage

1. Use Poll Responses as a Trigger

In your Smart Campaign, set the trigger to: “Responds to Poll> Poll Response = I’ve seen a demo”

2. Create a Follow-Up Flow

- Step 1: Send an email with content aligned to the poll selection
- Step 2: Wait 2–3 days
- Step 3: Send a related CTA or resource
- Step 4: Alert Sales if the activity indicates high interest

3. Keep It Scalable

Use tokens and program templates to scale this approach across multiple webinars and topics.

The screenshot displays the Marketo Engage Smart Campaign Flow Builder interface. The top navigation bar includes tabs for 'Send Follow Up', 'Smart List', 'Flow', 'Schedule', and 'Results'. Below this, there are links for 'New', 'Campaign Actions', 'View Campaign Members', and 'Engagement Map'. A filter bar shows 'Use ALL filters', 'Collapse All', 'Expand All', and 'Estimate Person Count'. The main area is titled 'Responds to a Poll' and contains three configuration rows: 'Program: is Marketo Engage Interactive', 'Poll question: is How familiar are you with Mark', and 'Poll response: is I've seen a demo'. Below these are two actions: '1 - Member of Smart List' with 'Person: in Active Prospects' and '2 - Member of Smart List' with 'Person: not in Suppression List'. A second screenshot below shows the 'Send Follow Up' tab with a single action '1 - Send Email' where the email address is set to 'Marketo Engage Interactive Webinar: Watched Demo'.

MRM

[View online](#)

Hi {{lead.First Name:default=there}},

You mentioned you've seen a demo of Marketo Interactive Webinars – now's the perfect time to take the next step!

Here are a few ways to move from watching to doing:

- Try out a test webinar using our drag-and-drop editor
- Explore engagement tools like polls and CTAs
- Follow our step-by-step setup checklist

If you're curious how others are using it to boost engagement, I'd be happy to share some real examples.

Let me know if you'd like to book time for a deeper walkthrough.

[Explore Interactive Webinar Tools](#)



MARKETO ENGAGE CHAMPION TIP

The key to great follow-up? Relevance at speed. Trigger nurture or sales paths instantly based on what someone clicked, asked, or downloaded — it's all about timing and context.

Future-Proof Your Follow-Up with GenAI

Smarter Personalization, Built to Scale

Adobe Marketo Engage's GenAI capabilities offer new ways to personalize webinar follow-up experiences based on real-time attendee engagement. While we haven't tested all of these features firsthand, the potential is exciting for teams looking to scale relevant outreach efficiently.

Key Capabilities

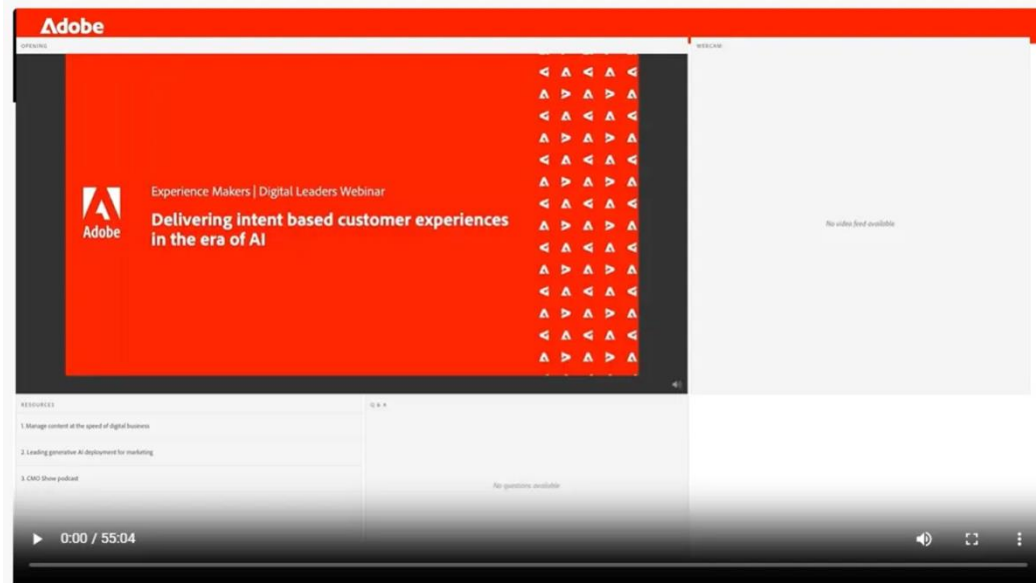
- Generating webinar summaries based on engagement signals
- Creating video chapters aligned to attendee interests
- Delivering dynamic follow-up paths powered by AI insights

Why it matters:

- ✓ Accelerates time-to-follow-up with less manual work
- ✓ Increases relevance with AI-assisted personalization
- ✓ Scales outreach across every attendee journey

Want to Learn More?

Explore the latest documentation and feature details here: <https://nation.marketo.com/t5/latest-product-innovations/discover-how-genai-can-elevate-your-upcoming-webinars/ba-p/355055>



Adobe Experience Makers | Digital Leaders Webinar

Delivering intent based customer experiences in the era of AI

0:00 / 55:04

Summary

Copy HTML for Summary





The webinar, hosted by Max Shooks from Adobe Experience Manager, focused on leveraging generative AI to deliver intent-based customer experiences. Initially, housekeeping details were covered, guiding participants on how to interact through the Q&A panel. Max explained the evolving landscape of customer experience management in the era of AI and emphasized understanding customer intent to deliver personalized content. The session included discussions on scaling content creation for personalized experiences,

Chapters

Copy HTML for Chapters

AI generated responses may be inaccurate. Please evaluate outputs for accuracy and appropriateness to your use case. [See the Adobe GenAI User Guidelines.](#)

Split Merge Delete

	Introduction to Intent-Based Customer Experiences Video start: 00:00:00 Video end: 00:01:51
	AI-Driven Customer Experience in the Era of Instant Responses Video start: 00:01:51 Video end: 00:07:01
	Enhancing Content Creation Through Intelligence Video start: 00:07:01 Video end: 00:14:06
	Increasing ROI with AI-Powered Content Creation Video start: 00:14:06 Video end: 00:17:04



You can rate the quality of the generated chapters or summary using the thumbs-up or thumbs-down icons, and flag any issues by clicking the flag icon. If the summary doesn't meet your expectations, simply click Regenerate Summary button to create a new version.

Using Poll Responses to Score Smarter

Here is an example on how to easily it is to begin implementing

The first screenshot shows the 'Engagement Map' configuration for a poll response. The 'Program' is set to 'Team Demo', the 'Poll question' is 'Would you want to receive a summary of poll', and the 'Poll response' is 'Yes, absolutely'. The second screenshot shows the 'Change Score' configuration for the same poll response. The 'Score Name' is 'Person Score' and the 'Change' is '+5'.

Scoring Smart List Flow Schedule Results

New Campaign Actions View Campaign Members Engagement Map

Use ALL filters Collapse All Expand All Estimate Person Count

Responds to a Poll

Program: is Team Demo

Poll question: is Would you want to receive a summary of poll

Poll response: is Yes, absolutely

Add Constraint

Scoring Smart List Flow Schedule Results

New Campaign Actions View Campaign Members Engagement Map

Collapse All Expand All

★ 1 - Change Score

Add Choice

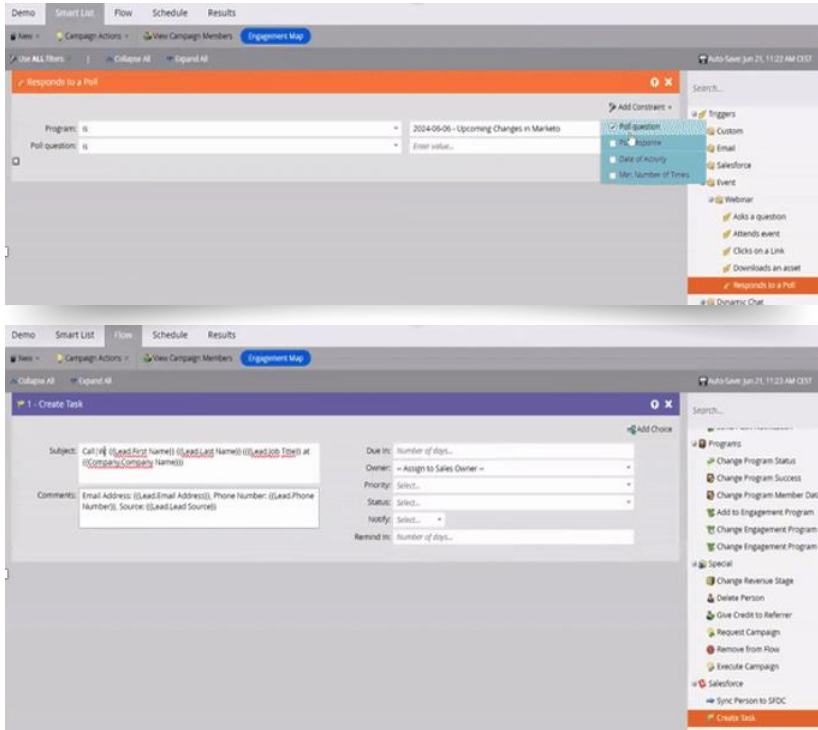
Score Name: Person Score Change: +5

During our interactive webinar, we asked attendees to identify the soft skill they valued most. When someone selected “Active Listening,” that single poll response triggered two simultaneous actions:

- Their score was increased by +5, indicating higher engagement and buying intent.

This approach lets you do more with every engagement. Poll responses become both a segmentation signal and a scoring signal, helping Marketing automate nurture placement while enabling Sales to prioritize leads based on demonstrated interest — not just attendance

Internal Leads & Alerts



Internal follow-up doesn't have to be manual. Marketo Engage can automate CRM tasks, alerts, and lead routing based on webinar engagement — saving time and increasing conversion rates.

Use activity details and constraints to automatically route leads based on hand-raisers, unanswered questions, or product interest.

Scenarios for which you can use this process:

- Explicit hand raisers
- Unanswered questions
- Specific product interest

Impact of Interactive Webinars

30% ↓

We reduced webinar build and QA time by 30% by leveraging Interactive Webinar templates and integrated engagement tools.

2X

Interactive elements like polls, CTAs, and live Q&A doubled attendee retention rates.

40%

Smart Campaigns triggered by engagement signals accelerated lead routing to Sales by 40%.

3X

Real-time polling, Q&A, and resource clicks captured 3x more engagement signals compared to traditional webinars.

10% ↑

Personalized follow-up based on attendee behavior increased Sales-ready leads by 10%.

\$ ↓

By consolidating platforms, we helped our clients significantly reduce webinar technology costs.

What We Learned & How to Apply It

Actionable Takeaways You Can Start Using Today



5 Quick Wins You Can Steal For Your Next Webinar

Fast Tips to Maximize Impact — Without Overcomplicating

- ❑ Kick things off with a poll — it sets the tone and gets your audience involved from the start.
- ❑ Use engagement as fuel — poll responses, clicks, and Q&A are great signals for real-time segmentation.
- ❑ Don't overthink follow-up — start with just 2–3 tailored paths based on behavior, then build from there.
- ❑ Equip Sales with insights — share key engagement snapshots so they can follow up with context that actually converts.
- ❑ Every webinar is a chance to learn — treat it like a test: analyze, tweak, and level up for next time.

Take The Next Steps Today

Key Takeaways

Action

Audit one of your upcoming webinars — Maximize engagement during the webinar

In Marketo Engage, open your webinar program > go to Event Settings > launch the Interactive Webinar Template Editor. Insert Poll, CTA, and Resource Pods at strategic moments in your layout.

Set up Smart Campaigns — Personalize nurture paths based on attendee engagement

In the Smart Campaigns tab, use triggers like Answered Poll, Clicked Link in Webinar, or Submitted Q&A. Then build a Flow that sends tailored content and adds the lead to a targeted nurture stream.

Test GenAI's on-demand webinar tools — Scale personalized follow-up with minimal lift

Post-event, enable GenAI Webinar Summary and Video Chaptering in your event program.
Explore GenAI Webinar Features

Review your segmentation strategy — Align segmentation with real-time engagement signals

Go to Database > Smart Lists and create new segmentations based on either Poll Responses, Resource Clicks, Q&A, or Submissions. Use these for Smart Campaign filters and dynamic content blocks.

Make it repeatable — Build a scalable, consistent webinar playbook

Clone your most effective webinar program. Then go to Program Setup > Convert to Program Template and include either Custom Layouts, Smart Campaigns, or Scoring & Segmentation. Use this to scale future events with consistency and speed.

Appendix

- ❑ Learn more about GenAI here: <https://nation.marketo.com/t5/latest-product-innovations/discover-how-genai-can-elevate-your-upcoming-webinars/ba-p/355055>
- ❑ Explore Interactive Webinars Overview: <https://experienceleague.adobe.com/en/docs/marketo/using/product-docs/demand-generation/events/interactive-webinars/interactive-webinars-overview>
- ❑ Learn to Use Webinar Pods (Polls, Q&A, CTAs): <https://experienceleague.adobe.com/en/docs/marketo/using/product-docs/demand-generation/events/interactive-webinars/best-practices-for-interactive-webinars>
- ❑ Join the Marketo Engage Community: <https://nation.marketo.com/>

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