



Predictive Content LaunchPack



PERSONALIZE. BEST PRACTICES. PROFESSIONAL GUIDANCE.

Get up and running fast, more efficiently, and using best practices from the start!

Adobe offers a tailored service for the Predictive Content value add-on to ensure you and your team experience the quickest time to value and use best practices from the very beginning.

DESIGNED FOR	OUR GOALS	YOUR TAKEAWAYS
Predictive Content Customers	Enables you to use artificial intelligence to personalize your email, website and landing page marketing programs, including best practices and professional guidance.	<ul style="list-style-type: none"> ✓ Install the Predictive Content JavaScript ✓ Discover content for use with Predictive Content ✓ Add new content for use with Predictive Content ✓ Adjust email and landing page templates to support Predictive Content ✓ Launch Predictive Content campaigns
TERM (MONTHS)		
6 Months		
PRICE		
Starting at \$2,700		
AVAILABLE HOURS		
8 Hours		

LaunchPack Activities ✓ Included \$ Available X Not Available		
Activities	LaunchPack	
Discovery and Use Case Overview	✓	Your Leadous Marketo Engage certified consultant will learn your use cases and content pain points to ensure that the project addresses your needs appropriately.
Technical Setup and Code Installation	✓	The Leadous team will help you get the Predictive Content code and demonstrate where to place that JavaScript code in your website to ensure proper discovery and recommendation.
Content Discovery and Upload	✓	Your Leadous Marketo Engage certified consultant will help you discover content throughout your website and add any content that may have been missed. Once your content has been found, your consultant will help you apprise the content.
Email, Website, and Landing Page Configuration	✓	Your Leadous Marketo Engage certified consultant will show you how to add Predictive Content elements to your email and landing page templates while preparing you for your first campaign.
Campaign Deployment	✓	After you decide and create your assets with Predictive Content areas, your consultant will help you build a best practice campaign and help you launch.
Campaign Performance Review	✓	After your campaign goes live, your consultant will help you interpret the results, to help you improve for the next campaign.

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