

EMBRACE THE FUTURE OF CONVERSATIONS

DYNAMIC CHAT ACCELERATOR

Marketo Engage **Dynamic Chat** is Adobe's native, AI-powered conversational marketing tool that brings real-time engagement directly to your website. With customizable chatbots, marketers can capture leads, qualify visitors, and route them to the right content or sales rep without leaving the site. These bots use guided dialogues and branching logic to engage visitors in natural, relevant conversations, whether that means answering questions, booking meetings, or delivering tailored resources. The result is a seamless, always-on engagement experience that shortens the buyer's journey and ensures prospects are met with timely, personalized interactions.

Objective

Provide a secure, scalable, and conversion-focused conversational marketing solution through Adobe Dynamic Chat, with tiered delivery options designed to match business scale and volume.

TIER 1: DYNAMIC CHAT SELECT

Timeline: 3-4 Weeks

Fee: \$24,375

What's Included:

- ▶ Discovery & Strategy
 - Business requirement mapping (use cases, audiences, lead flow).
 - Security/compliance review aligned with Adobe best practices.
- ▶ Implementation & Configuration
 - Setup of Dynamic Chat Select instance.
 - Integration with Adobe Marketo Engage (native, no 3rd-party risk).
 - 3-5 conversational flows built (lead capture, qualification, demo request).

Includes: 15-20 hours of setup per flow for strategy, flow, testing, Q&A, updates.
- ▶ Enablement & Training
 - Admin and marketer training (2 sessions).
 - Playbook for expanding conversational flows.
- ▶ Handoff & Support
 - 30-day hypercare post-launch.
 - Documentation for self-sufficiency.

TIER 2: DYNAMIC CHAT PRIME

Timeline: 7-10 Weeks

Fee: \$45,000

What's Included:(everything in Select +):

- ▶ **Advanced Strategy**
 - Enterprise conversational design (up to 10 flows across multiple domains).
 - Lead scoring, routing, and segmentation tied directly into Marketo.
 - Sales/marketing alignment workshops.
- ▶ **Expanded Implementation**
 - Multi-domain setup with role-based access.
 - API data integrations for personalization (CRM, analytics, CDP).
 - Advanced targeting (dynamic audiences, account-based experiences).
- ▶ **Enablement & Adoption**
 - Advanced admin training (journey alignment, reporting, optimization).
 - Playbooks for ABM and nurture alignment.
 - Change management and adoption plan.
- ▶ **Support & Optimization**
 - 60-day hypercare with optimization check-in.
 - Quarterly review plan to scale conversational coverage.

Best For:
Enterprises requiring high security, cross-team alignment, and scalable, data-driven chat experiences across brands or geographies.

Dynamic Chat Implementation Comparison

Feature / Scope Area	Select	Prime
Flat Fee	\$24,375	\$45,000
Estimated Hours (@ \$300/hr)	~65 hrs	~120 hrs
Timeline	3-4 weeks	7-10 weeks
Conversational Flows	3-5	Up to 10 (multi-domain)
Marketo Integration	✓ Native	✓ Native + API extensions
Security/Compliance Review	✓	✓ (enterprise depth)
Training Sessions	2 basic	3 advanced + playbooks
Hypercare	15 days	30 days + optimization
Advanced Targeting/ABM	-	✓
Quarterly Optimization Plan	-	✓



Not Included / Optional Add-Ons

- Additional conversational flows beyond scope (priced hourly).
- Ongoing managed services or campaign operations.
- Custom integrations outside Adobe ecosystem.
- Additional training or enablement workshops.
- Support packages available.

Now is the right time to secure your chat strategy. When can we connect to get you into a secure Dynamic Chat roadmap?

About Leadous

Leadous is a full-service global consultancy for brands that deliver exceptional experiences to the journey makers and the journey takers, helping marketers and technologists turn complexity into clarity. Leveraging strategic partnerships (Adobe, Salesforce, HubSpot, IBM, and Oracle and more) to unlock the full value of their investments. With deep platform expertise and a human-first approach, Leadous helps clients streamline operations, activate data, and transform strategies into measurable outcomes. Whether optimizing for performance, scaling personalization, or architecting for intelligence, Leadous leads with insight, precision, and partnership every step of the way.

Digitally transforming the way marketing connects with people.

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