Marketo Engage 2025 Roadmap

Presented on Adobe Summit 2025 (March 2025)

Feature	Release	Description	Area
CRM Sync	H2-2025	Rebuilt Salesforce CRM Sync for better scalability, reliability, fewer sync errors, hourly updates, and handling larger data volumes—ideal for enterprises.	Data
Reporting and BI	Q2-2025	Upgraded BI Analytics with dynamic ad-hoc analysis, 5x faster reporting, and advanced visualization for easier data-driven storytelling.	Data
Picklist Management	Q2-2025	Administrators can define picklist values, eliminating data inconsistencies and errors, improving CRM data integrity.	Data
Data Streams	Q2-2025	Near real-time data delivery without impacting API limits, simplifying integrations and large-scale extractions (available now in Ultimate edition).	Data
Duplicate Filters	H2-2025	Enhanced duplicate filter supports nearly all custom fields, ensuring a cleaner database for better targeting and customer experiences.	Data
Global Tokens	Q2-2025	Allows marketers to define and reuse tokens across multiple campaigns, reducing redundancy and streamlining campaign management.	Journeys
Trigger Tokens	Q2-2025	Expanded to all actions in Marketo, enabling responsive, data-rich campaigns by pulling relevant data from triggered activities.	Journeys
Journey Canvas	H2-2025	New visual journey builder improves cross-channel marketing but requires migration to Adobe's Identity Management Service (IMS).	Journeys

Feature	Release	Description	Area
Dynamic Chat	Available now	Demandbase integration enables enriched visitor interactions, lead profile updates, and conversation scoring for better reporting.	Content & Collaboration
Image to HTML	Beta Q2-2025	Converts uploaded images into editable HTML email templates, eliminating manual coding and speeding up email creation.	Content & Collaboration
Email Designer+	Q2/Q3-2025	Accelerate email creation with Content Accelerator by leveraging existing templates, adding fragments, conditional content, and images while ensuring brand consistency. Soon to come: AI Assistant for content creation, Handlebars scripting support and more.	Content & Collaboration
Content Approval	Q3-2025	Embedded workspace for review, annotations, and approvals, with automated notifications and transparent workflow management for faster campaign execution.	Content & Collaboration
AEM Connector	Available now	Maintains live asset links within emails, automatically updating linked assets across campaigns for better content management.	Content & Collaboration
Adobe Express Integration	Available now	Integrated into Marketo's email designer for quick edits (background removal, resizing) with additional features for Enterprise users.	Content & Collaboration
Litmus Integration	Q3-2025	Built-in Litmus testing enables email previews across devices and clients for improved quality and consistency (BYL - Bring your own license).	Content & Collaboration
SpamAssassin Integration	Q3-2025	Helps identify and fix email deliverability issues directly within Marketo. (BYL - Bring your own license).	Content & Collaboration
GenStudio	Q2-2025	Adobe's GenStudio brings AI-driven content creation into Marketo, accelerating marketing content production.	Content & Collaboration

Please note

Adobe does not guarantee the scope or release date of the new features mentioned. Their full benefit can only be assessed when they become available. Most of these features will only be accessible after migration to the Adobe Identity Management Service (IMS), and some will be available exclusively for certain Marketo packages.