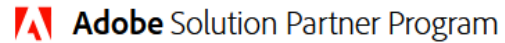


Adobe Partner Marketing Center Frequently Asked Questions March 2021



What is the Adobe Partner Marketing Center?

- The Adobe Partner Marketing Center (formerly the Adobe Partner Marketing Hub) is a one-stop resource where you will find marketing campaign activities and content that you can use to generate leads and build pipeline. This content has been built and vetted by Adobe for your use. Additionally, you can run campaigns directly from the Adobe Partner Marketing Center.

What happened to the Adobe Partner Marketing Hub?

The Adobe Partner Marketing Center is the next iteration of the Adobe Partner Marketing Hub. That platform has been updated with new campaigns, materials, and support and is now the Adobe Partner Marketing Center.

How do I access the Adobe Partner Marketing Center? Can I use my SPP credentials to log in (i.e. single sign-on)?

- Yes! Navigate to the [Marketing Resources page](#) on the Solution Partner Portal (can be found under the “Promote” section of the top navigation menu) and click on the “Access the Partner Marketing Center” button.

Where do I go for Adobe Partner Marketing Center training or support? How do I get started?

- There are regular enablement sessions you may attend. Look for an invitation to future webinars from AdobePMConcierge@e2open.com. You can also use this email address for support questions. Please add this email address to your safe list so it does not go into a spam or junk folder.
- These trainings are conducted quarterly, so if you miss one, there will be others to attend. You are also invited to join our monthly open training sessions (be sure to register ahead of time if you plan to attend):
 - NOAM - 2nd Wednesday at 11 AM MST - [Click here to register](#)
 - LATAM - 2nd Wednesday at 9 AM MST - [Click here to register](#)
 - EMEA - 3rd Tuesday at 10 AM GMT - [Click here to register](#)
 - APAC - 3rd Wednesday at 10 AM MYT - [Click here to register](#)
- Finally,, there is a Training/Guides tab on the left-hand side of the Adobe Partner Marketing Center dashboard after login. There you can find training guides and videos to help you get started on the Marketing Center.

How are marketing materials and campaigns organized?

- These materials and campaigns are currently organized by Industry and Adobe Application.
- Only Adobe solutions within the Adobe Experience Cloud are supported.
- We currently do not offer campaigns or materials for Digital Media products, such as Creative Cloud (Adobe Photoshop, etc.)

What kinds of marketing content can be found in the Adobe Partner Marketing Center?

- Prebuilt campaigns for individual Adobe Experience Cloud solutions (such as Adobe Experience Manager, Magento Commerce, Marketo Engage, Adobe Analytics, etc.) as well as more general thought leadership campaigns around topics like Customer Experience, Commerce, Digital Transformation, etc. Campaign content and resources often include:
 - Campaign description with target audience, industries, and details about the campaign theme
 - Prebuilt landing pages
 - Promotional emails
 - Social kits (images and copy)
 - Downloadable content, such as an eBook or analyst report

What kinds of marketing activities are supported by the Adobe Partner Marketing Center?

- The Adobe Partner Marketing Center supports marketing activities such as:
 - Sending emails
 - Hosting landing pages
 - Managing event sign-up/registration forms and lists
 - Sending social posts
 - Uploading and managing your contacts
 - Creating contact lists
 - Managing unsubscribes

Do I have to run these campaigns through the Adobe Partner Marketing Center, or can I use the campaigns and content on my own campaign platforms?

- We strongly recommend that you run campaigns directly from the Marketing Center. This allows us to track high level results and performance of the platform. Adobe does not see any contact level information. You are also able to download the content to use in your own campaign and marketing platforms.