Understanding Engagement Programs

Engagement programs are designed to market to new people by presenting content to them in a systematic way.

FYI

Marketo is now standardizing language across all subscriptions, so you may see lead/leads in your subscription and person/people in docs.marketo.com. These terms mean the same thing; it does not affect article instructions. There are some other changes, too. Learn more.

Note

There is a limit of 100 **active** engagement programs per subscription.

What's in this article?

Engagement Program

Stream

Content

Cast

Stream Cadence
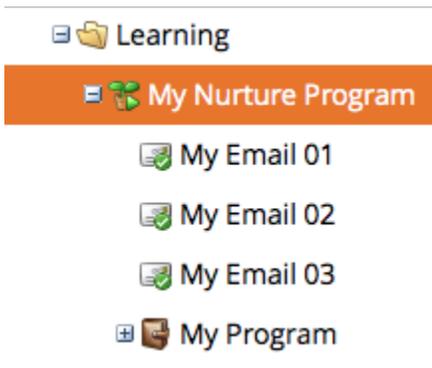
Person Cadence

Exhausted

Content Engagement Level

Engagement Program

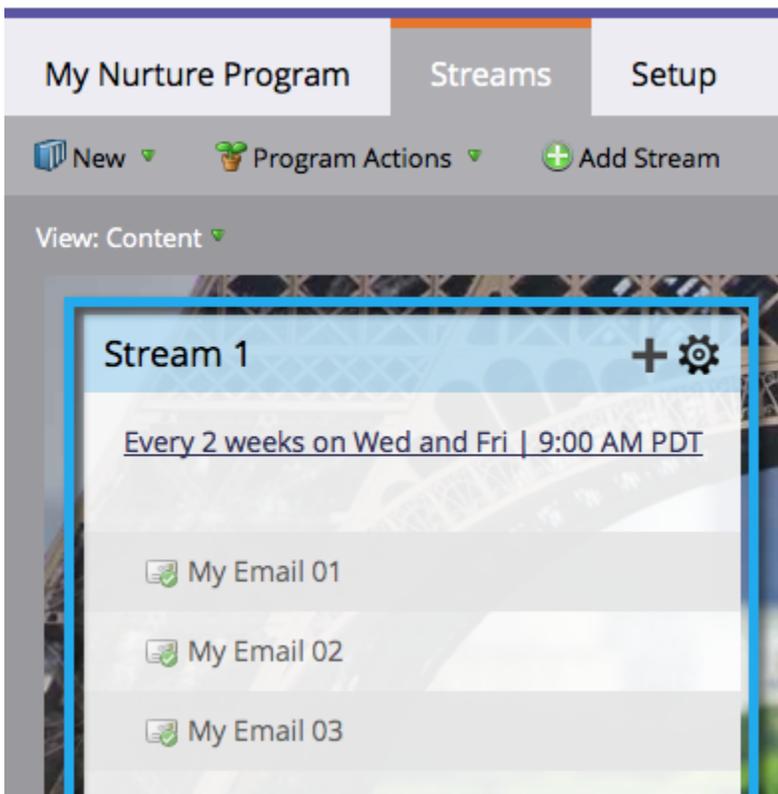An **engagement program** is a type of program that can accomplish complex nurturing with ease.

Related Article:

- Create an Engagement Program

Stream

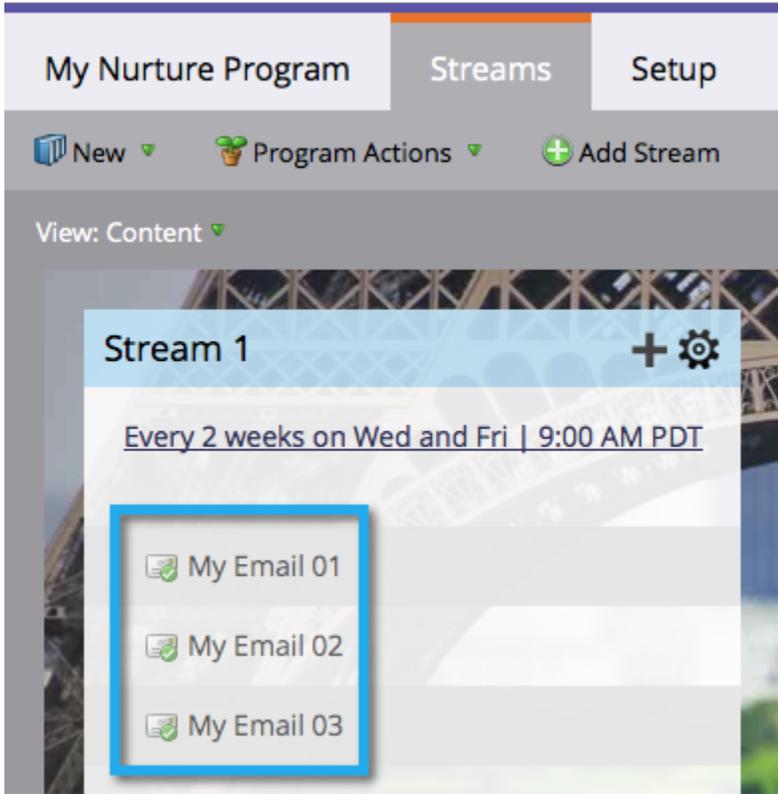A **stream** is a pool of prioritized content that the engagement program will use to nurture people.

Related Articles:

- Add a Stream
- Clone a Stream

Content

There are two types of **content** you can add to engagement program streams—emails and programs. Emails will be sent to people at cast time.

Related Articles:

- Add Content to a Stream
- Prioritize Stream Content
- Edit Availability of Stream Content
- Remove Stream Content
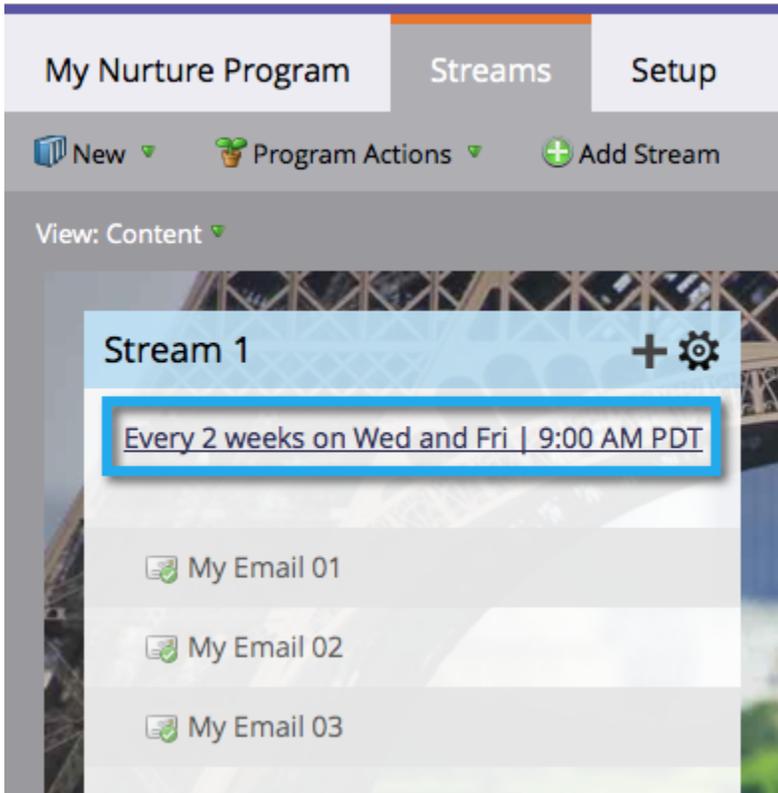- Archive and Unarchive Stream Content

Cast

A **cast** is the event of sending emails from an Engagement Program.

Note

Engagement Programs are not designed to be used with operational emails.

Stream Cadence

You decide when a cast happens by setting up **stream cadence**. This is how you schedule content to go out at regular intervals.
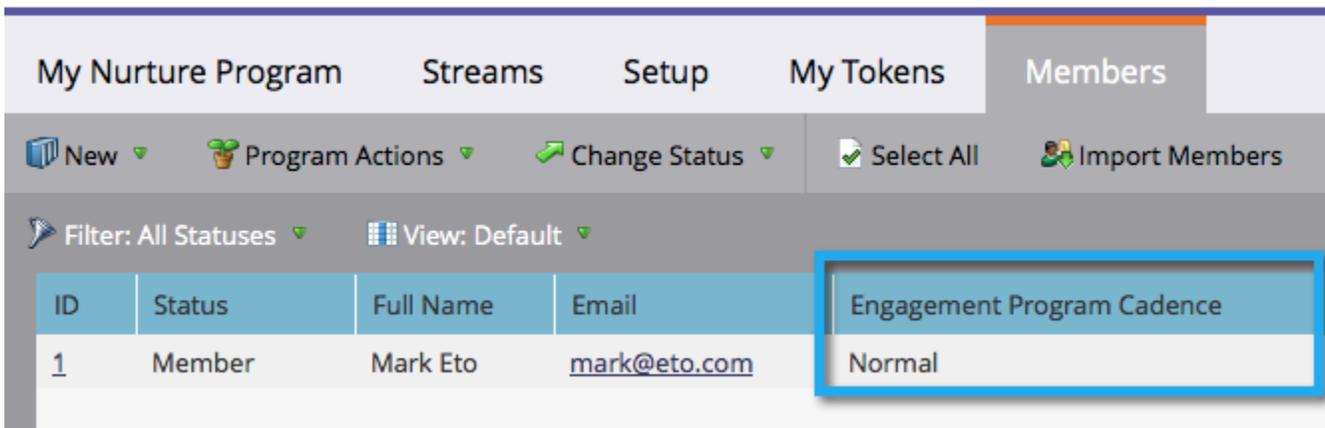
Related Article:

- Set Stream Cadence

Person Cadence

A **person cadence** is a status that defines its ability to receive content from an engagement program. You can use the **Change Engagement Program Cadence** flow step to change this to Paused or Normal.

Exhausted

Once a person has received every piece of content in a stream, we call the person **Exhausted**.

Related Articles

- People Who Have Exhausted Content

Content Engagement Level

Content Engagement Level is a 0 to 100 point score that Marketo will give your content. This number is determined by a sophisticated formula using opens, clicks, unsubscribes, program success, and other factors.

Related Articles

- Understanding the Engagement Score