

Using Personas

Personas are a great way to segment your ABM audience and market to a specific subset of people.

What's in this article?

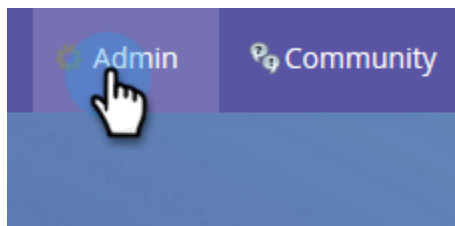
[Add a Persona](#)

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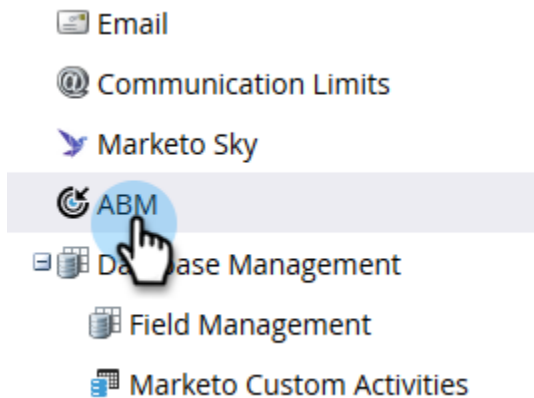
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Add a Persona

1. In My Marketo, click **Admin**.



2. In the tree, select **ABM**.




3. Click **Edit**.

Personas		EDIT
<u>Persona Name</u>	<u>Person Field</u>	
Title	Job Title (Automatic)	

Note

The Job Title persona is included by default. It cannot be modified or deleted.




4. To add additional personas, click **+Add**.

Personas

Name your persona groups and choose what field will define them.
There is a max of 3 persona groups.




	Persona Name	Persona Field
1.	Title	Job Title (Automatic)

 [+Add](#)


5. Give your persona a name, and select the corresponding field in the drop-down. You can add up to two additional personas. Click **Save** when done.

Personas ✕

Name your persona groups and choose what field will define them.
There is a max of 3 persona groups.

Persona Name	Persona Field
1. <input type="text" value="Title"/> 	<input type="text" value="Job Title (Automatic)"/>
2. <input type="text" value="Name Persona Label"/> 	<input type="text" value="Select Persona Field"/> 
+Add	

NOTE: After saving changes to a persona, it may take up to 24 hours to update throughout the product. You may not edit the updated persona during this time.



View Your Personas

View your personas by visiting a specific Named Account.

1. Select the desired Named Account.

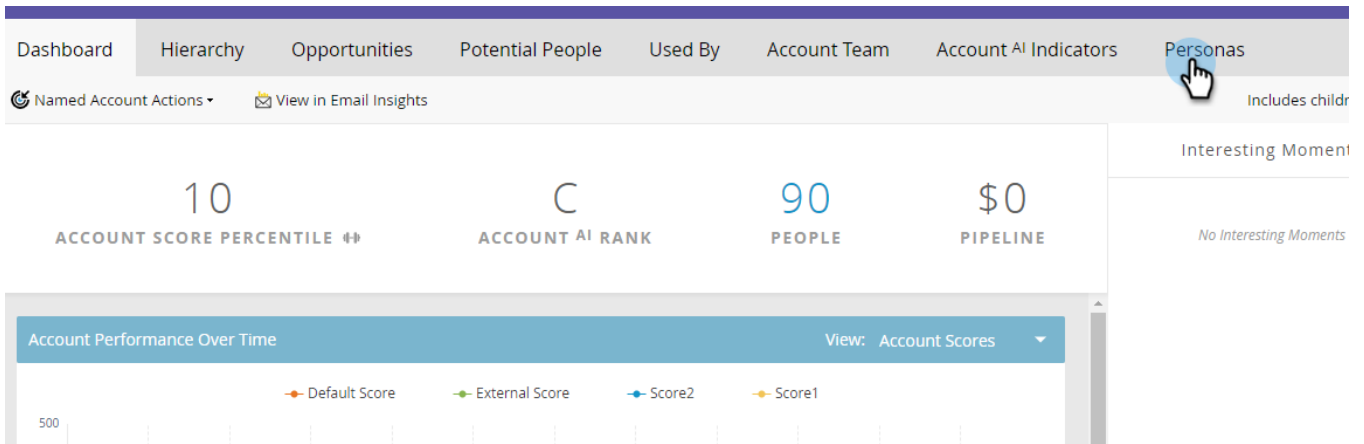
Dashboard ACCOUNT AI **NAMED ACCOUNTS**

+ New Named Account Actions

Group by Hierarchy Edit View

Named Account	Named Account ID	CRM ID	People	Default Score
Acme Corp	125		90	25 [10]
NA Persona Sort	142		14	0 [9]
Siemens AG	2798		12	
Avis Budget EMEA	2398		11	

2. Click the **Personas** tab.



3. All of your personas are listed. Click on a number to see the list of people.

Title Persona	People	Grade Persona	People	Product Persona	People
CXOs	6	One	0	Product1	0
XVPs	1	Two	0	Product2	0
Directors	0	Three	0	Product3	0
Managers	0	Four	0	Product4	0
Default	53	Five	4	Product5	0
		Six	0	Product6	0
		Seven	0	Product7	0
		Eight	0	Product8	0



Note

The X in the Title Persona acts as a wild card character. For example, "CXO" will include CEOs, CFOs, etc.

Persona Filters

Use persona filters in a smart list to market to a specific group of people.

The screenshot shows a software interface with a top navigation bar containing 'Marketing Campaign', 'People', and 'Smart List'. Below this is a 'List Actions' section with options like 'Use ALL filters', 'Collapse All', and 'Expand All'. The main area displays a filter for '1 - Title Persona' with the value 'is' and a 'Select...' dropdown. On the right, a sidebar titled 'persona' contains a 'Filters' section with 'Segmentation Filters' including 'Grade Persona', 'Product Persona', and 'Title Persona'. The 'Title Persona' filter is highlighted with a hand icon, and a dashed blue arrow points from it to the filter field in the Smart List.