

# Working with Predictive Content



## Note

Depending on the purchase date, your Marketo subscription may include either Marketo Predictive Content or Content<sup>AI</sup>. For those using Predictive Content, Marketo is enabling Content<sup>AI</sup> Analytics features until April 30, 2018. To keep these features beyond that date, please contact your Marketo Customer Success Manager to upgrade to Marketo Content<sup>AI</sup>.

This is the place where you can set up the conditions under which your predictive content displays, and how it displays when you use it.

- [Understanding Predictive Content](#)
- [Edit Predictive Content](#)