



































Icon Glossary





















Understanding icons in Marketo can help you navigate Marketo more easily. You can distinguish different types of programs and assets, whether or not a batch campaign has been scheduled, if an asset is approved, and many more. In [Marketeto Docs](#) you will find a detailed and up to date list of all the icons in the system. Especially if you've been a Marketo user for more than a few years, you'll know that the icons have been significantly updated, and new icons are added with new features.




















General Icons

Old Icon	New Icon	Description
n/a		Account Smart List
		Batch Campaign - active
		Batch Campaign - inactive
		Default Program
		Email
		Email Program
		Email Template

Old Icon	New Icon	Description
		Engagement Program
		Event Program
		Executable Campaign
		Field Organizer
		Filter
n/a		Filter - active
		Folder
		Folder - archived
		Folder - locked
		Form



Old Icon	New Icon	Description
		Images (and Files)
		In-app Messages
		In-app Program
		Landing Page
		Landing Page Template
		Model
		Poll
		Push Notification
		Referral Offer
		Report

Old Icon	New Icon	Description
n/a		Search
		Segments
		Smart List
		Smart List - cached
		SMS Message
		Snippets
		Social Button
		Static List
		Sweepstakes
		Test Group



Old Icon

New Icon

Description



Trigger - active

n/a



Trigger - inactive

















Workspace










YouTube Video











Batch Campaigns

Old Icon	New Icon	Description
		Has Run, No Upcoming
		Invalid
		Never Run
		Running, in Wait Step
		Scheduled to Run
		Scheduled to Run Again
		Used By Nurture





Trigger Campaigns

Old Icon	New Icon	Description
		Active
		Is Requested
n/a		Inactive
		Invalid










Email Programs

Old Icon	New Icon	Description
		Aborted
		Completed
		Not Approved
		Scheduled







Engagement Programs

Old Icon	New Icon	Description
		Off
		On

In-App Programs

Old Icon	New Icon	Description
		Approved
		Not Configured Yet
		Paused
n/a		Scheduled
		Stopped

Assets

Old Icon	New Icon	Description
		Approved
		Draft
		Approved with Draft








Segments

Old Icon	New Icon	Description
n/a		Approved - under calculation
n/a		Approved - under recalculation
n/a		Draft - under calculation


















Lead Database

These icons have been simplified and are now simply shown as Smart Lists.

 All People	All People shows every record in Marketo, except anonymous records
 Blocklist	Blocklist records won't receive any emails, including operational emails
 Marketing Suspended	Marketing Suspended records won't receive marketing emails but will receive operational emails
 Bounced Email Addresses	Bounced Email Addresses include hard and soft bounces
 Possible Duplicates	Possible Duplicates Lists records that might be duplicates based on email address.
 No Acquisition Program	No Acquisition Program includes records that have not been marked with an acquisition program
 Unsubscribed People	Unsubscribed People includes any records (leads or contacts) who have unsubscribed



Admin

	Workspaces & Partitions
	My Account
	Security/Logout
	Users & Roles
	Login Settings
	Location
	Smart Campaign
	Email
	Communication Limits
	Field Management
	Integration
	Salesforce (SFDC)
	Sales Insight
	Landing Pages
	Munchkin



Web Services



LaunchPoint



Webhooks



Tags - Program Attribute



Revenue Cycle Analytics



Treasure Chest



Admin



Notifications - Important Systemwide Alerts