Elevating personalisation.

A strategic guide to end-to-end, real-time personalisation at scale.

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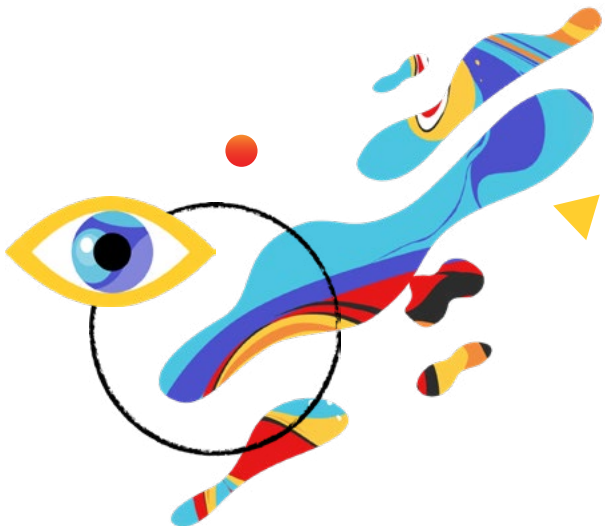
Executive summary

This eBook outlines the path to excellence in personalised customer experience. You'll learn why stepping up your personalisation game is essential to survival in today's digital economy, and how businesses in diverse industries are meeting and exceeding their key business objectives by executing next-level personalisation strategies and technology.

We'll then dig into the 'how' and discover why future-proof personalisation must meet three criteria: end-to-end, real-time and at scale. You'll learn the necessary capabilities – data, content and journeys – to support this transformation.

By activating each of these three key capabilities to integrate data, content and workflows across your organisation, Adobe's foundational tools can support you to reach the full potential of personalisation and create consistently relevant, contextual and authentic experiences that keep customers coming back for more.
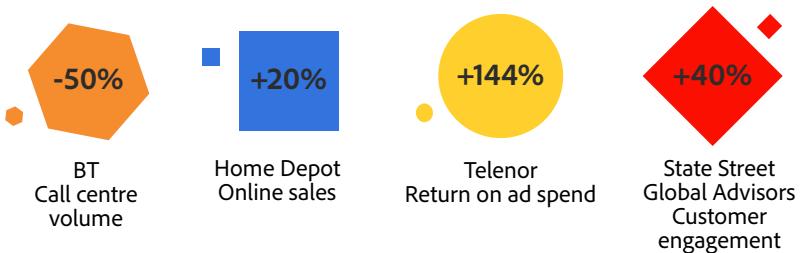
Why elevating personalisation matters

More than ever, personalisation matters. Getting it right matters for your customers, it matters for your performance and it matters for your growth.

By now, it's second nature to marketers that the more individualised the content, the better the customer experience. But the acceleration and shift to digital in 2020 has permanently raised the bar for what customers expect from the brands they interact with. Today's consumers expect to be recognised, understood and served intuitively with exactly what they want, where and when they want it.

In 2021, research from McKinsey found that 71% of consumers say personalisation is important to a great experience1, making them more likely to purchase, repurchase and recommend. This is how companies that excel at customer intimacy generate 40% faster revenue growth. What was once a luxury is now an imperative for outperforming your peers in the digital economy.

Adobe personalisation creates cost efficiencies, increased revenue and customer lifetime value.

-50%
BT
Call centre
volume

+20%
Home Depot
Online sales

+144%
Telenor
Return on ad spend

+40%
State Street
Global Advisors
Customer
engagement

Source: Adobe, 2021

Impactful, personal experiences redefine trusted relationships

Across every industry, we see the same patterns. Among our retail customers, we know that the right personalisation strategy is the number one driver of richer, more nurturing long-term relationships. Retailers that can leverage a unified view of the customer to deliver end-to-end personalised experiences see 10 times the conversion rate of those that don't and 8 times more revenue by visitor.[2]

In the increasingly competitive telecoms environment, personalisation is a key driver of retention and cost efficiency. Adobe customers in the telecoms sector that prioritise personalisation at scale have seen an overall increase in customer lifetime value of 35%, driving conversion by more than 130%.[3]

Hyper-personalisation: a new standard

In financial services, a Nielsen company report found that, in 2021, 35% of consumers began switching to a financial brand they hadn't used before.[4] Personalisation is the differentiator in a sector where loyalty has never been more at risk.

As traditional players find themselves being leap-frogged by tech-savvy newcomers, we've seen that financial services with timely, robust personalisation capabilities can capture – and keep – the engagement of their customers. This was highlighted in a Capco report stating that 72% of customers consider a personalised banking experience highly important[5], while a McKinsey study said 78% are more likely to refer friends and family to companies that personalise.[6]

Personalisation is now the default standard for engagement.

Long-term competitiveness hinges on being able to push beyond what's expected and elevate your personalisation to make the biggest impact.

To reach this next stage in your personalisation journey, you need to establish a strong foundation of people, strategy and technology, and a clear roadmap focused on data, content and journeys. Adobe can help as your trusted partner for personalisation.

Reaching the full potential of personalisation

So what does excelling at personalisation look like? Put simply: end-to-end, real-time and at scale.

Customers demand personalisation that is instantaneous, contextual and reciprocal. Businesses must harness the full power of connection and relevance, tailoring how they communicate to the right individual at the right moment, in any context, and replicate this closeness for every single person that interacts with them.

Why end-to-end?
Personalisation used to apply to just one or two touchpoints. But in today's hyper-connected world, consumers have all kinds of channels, offline and online, for engaging with your brand. This has made it important to create seamless experiences that consistently deliver the most relevant content to customers everywhere.

Companies investing in a unified view of customer data across all channels gain valuable context about the customer's needs and preferences on each step in their journey and every point of interaction, helping deliver the seamless personalised experiences customers demand.

> " Brands with the strongest omnichannel customer engagement strategies see 10% year-over-year growth, a 10% increase in average order value and a 25% increase in close rates.
> - Forrester study commissioned by Adobe[7]

Why real time?

Great customer experiences happen in real time. This means having the speed and efficiency to anticipate their needs in the moment – not days or weeks after a customer engages, when the opportunity is lost. But to react in the moment, you need to see what's happening in the moment.

The way to achieve this is with real-time customer profiles that give you a holistic view of who your customers are and how they're engaging with you. You then need the ability to put these real-time data insights into the right hands quickly, in a way that is easy to analyse and understand across teams and functions.

Why at scale?

Welcome to the age of mass personalisation. More than ever before, competitive businesses need the ability to reach every customer, every time, with meaningful experiences. This means having the agility and efficiency to grow your personalised approach with your customer base.

To achieve personalisation at scale, marketers need the tools to effectively segment and target customers, and deliver them the right content. Marketing and creative teams need to harness technology to automatically and dynamically assemble content based on customers' preferences, reaping the most value from their content assets.

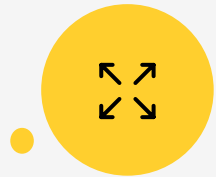# Three capabilities for best-in-class personalisation

Elevated personalisation requires advancing your capabilities across three key areas. By working with Adobe, you can activate the three essential capabilities you need for end-to-end, real-time personalisation at scale:
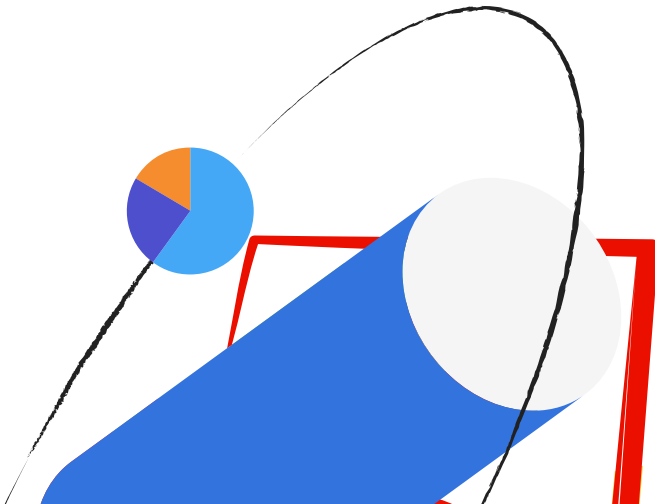
Unified data strategy
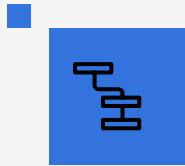
Enterprise content management

Omnichannel journeys

Unified data strategy

The challenge: making the most of disconnected data for meaningful and timely experiences

Data is the fuel for any customer experience machine. Businesses have access to a wealth of data on their customers', prospects' and subscribers' behaviours and preferences. But when that data sits in silos that can't be easily stitched together, refined and shared, it prevents them from extracting meaningful insights that fuel the consistent, targeted experiences that customers expect.

Build a data foundation for precise personalisation

Although they're often a result of competing business goals and channel complexity, data silos aren't inevitable. Adobe's world-class customer experience management system gives you a unified view of data across your organisation by creating dynamic customer profiles that integrate your data and put the interests of your customers front and centre.

> **"** Data really is the power driver. It can help with personalisation and with driving content effectiveness.

Larry Casey,
Senior Director of Enterprise
Solution Services, Adobe

With artificial intelligence (AI) and machine learning-powered analytics, you gain a true understanding of each customer to be able to act on insights and personalise your interactions in real time, while our governance tools future-proof against evolving requirements in privacy and cookies.

By connecting the dots across the value chain, you'll be able to act on insights with confidence and deliver dynamic personalisation across channels, in real time and at massive scale.

Learn more about Adobe Real-Time Customer Data Platform and Customer Journey Analytics

Enterprise content management

The challenge: rapidly and consistently responding to customer needs with content

To achieve personalisation at scale, you must make your content assets work across a large volume of customer personas. This can result in an enterprise-wide challenge for any business trying to deliver personalised experiences at scale.

The way that content is managed is often a hindrance to efficiency. Content workflows that require multiple reviewers and approvals can get in the way of the agility you need to make engaging, individualised experiences.

> " As customer preferences and behaviours change, content and data will continuously adapt to deliver experiences that meet expectations… but to get those wheels turning, you need to acknowledge that content and data are now partners in the customer experience. This means treating content like data so the virtuous cycle of data, content and personalised experiences lives on.
>
> **- Feeding the Content Data Loop, Adobe[8]**

Automate scalable content creation and delivery

Turn thousands of assets into millions of consistent experiences. The right platform not only enables business users to store, discover and create content for new experiences, but to scale those experiences across the multitude of channels that customers use.

Adobe lets you connect both DAM and CMS into your personalised content delivery engine. This means that creative teams can rapidly create assets, and marketers can quickly pull those assets into the content they're building.

A CMS that supports headless delivery gives you the flexibility to deliver and reuse content anywhere, making the most of every asset and updating them easily and universally. By pulling up customer profiles and attributes into different experience templates that you can customise and reuse, you can serve up just the right content for a truly individualised experience that can be tailored to the channel or person, but retain brand consistency – so customers get deeply relevant one-to-one experiences at just the right time.

> " Our pace of work has increased dramatically, as has our scope, and yet we're rolling out highly integrated campaigns more quickly and efficiently than ever.
>
> **Jenifer Salzwedel,**
> Senior Director of Marketing Operations and Enablement, Poly

Learn more about Adobe Experience Manager Sites and Experience Manager Assets

Omnichannel journeys

The challenge: making complex customer journeys frictionless

Non-linear journeys, where customers move unpredictably between offline and online touchpoints, are now the norm. But this makes it incredibly complex to map how these individual journeys might happen, and stay ahead of customer behaviour in real time.

To compound the problem, communications teams are often working in separate domains and fail to see the overall customer experience. This lack of visibility can result in an uncoordinated, disjointed experience where customers don't feel listened to or understood.

"

Customer journey management is thinking about a customer's interaction with a brand as not a single point in time but over time – days and years. Customer experience is the manifestation of customer journey. Customer journey is the plumbing that supports those experiences.

- North America Digital Transformation Agency – SVP[9]

Automate end-to-end decisioning and personalisation

Adobe Journey Optimiser is a single integrated solution for creating and delivering multichannel experiences at every stage of the customer journey.

It gives you the visibility you need to plan complex customer journeys across touchpoints and react to them in real time, with intelligence and automation, to deliver the most relevant next best actions and offers.

Instead of struggling to piece together cross-channel campaigns with fragmented systems, you can now manage the entire customer journey in one place. Routine data and system management tasks that clog up workflows can become a thing of the past, freeing up marketers to focus on improving customer and business outcomes.

Learn more about Adobe Journey Optimiser

What's next?

> **"** If you want to be a good conversationalist, be a good listener. To be interesting, be interested.
>
> **- Dale Carnegie**

As marketers, the ultimate aim is to build a conversation between brand and customer that is attractive enough to begin and strong enough to sustain – as well as listening and responding as we do naturally in conversation, in a timely, fluid and genuine manner. Forging those deep connections is, as Dale Carnegie suggests, as much a science as an art.

Starting and sustaining that conversation and strengthening your connection across multiple conversations, at scale, across all channels and in real time is where you can begin to meet your customers' expectations.

Here are the steps we recommend taking to achieve success:

Simplify Data Management and Activation

- Expand your data source ingestion, enterprise unity and governance to unlock new audience insights that can be activated in real time through a unified profile.

- Enable targeting of high-value segments that can leverage behavioural data to acquire new customers.

Centralise and democratise data

- Through multiple data points, you can begin to build rich prospects and subscriber profiles.

- Merge valuable offline and online data within a robust CDP (Customer Data Platform) to create a holistic view of the customer that is actionable in real-time use cases.

Be smart

- Design intelligent, dynamic digital-first experiences that anticipate needs and facilitate resolution.

- Plan complex customer journeys across touchpoints and react to them in real time, with intelligence and automation of next best actions.

Go create

- Operationalise highly efficient content creation, and experience deployment, across the enterprise to rapidly respond to customer needs and improve global brand consistency.

Think omnichannel

- Plan complex customer journeys across touchpoints and react to them in real time, with intelligence and automation of next best actions.

Plan ahead

- Deliver the most relevant next best action or offer at each interaction, coordinated between online and offline channels.

To discover more about how to achieve engagement across all channels, at scale and in the moment, go to our website

Sources

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    McKinsey, November 2021

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    Retail and Travel" Incisiv and Adobe, June 2021

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    Relationships" Nielsen, May 2021

5   "Insight for Investments to Modernise Digital Banking"
    Capco, May 2021

6   "Next in Personalisation 2021 Report"
    McKinsey, November 2021

7   "The Total Economic Impact of Adobe Experience
    Cloud" Forrester and Adobe, December 2018

8   "Feeding the Content Data Loop"
    Adobe, 2019

9   "The Evolution of Customer Journey Management,
    for Marketing and Beyond" Winterberry and Adobe,
    September 2021

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