Adobe

Elevate your personalisation, exceed customer expectations.

With the right capabilities across data, content and journey optimisation, you can deliver the real-time, end-to-end personalisation at scale you need to excel at customer experience.

Why elevating personalisation matters.

71% of consumers say personalisation is important to a great experience.

Companies that excel at customer intimacy generate **40%** faster revenue growth.

The business value of personalisation.

Retail

Retailers that can leverage a unified view of the customer to deliver end-to-end personalised experiences see **10x** the conversion rate of those that don't, and **8x** more revenue by visitor.

Telecoms

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%.**

35%

Financial services

35%

A Nielsen company report found that, in 2021, **35% of consumers began switching to a financial brand they hadn't used before.**

72%

72% of customers consider a personalised banking experience highly important according to a report by Capco.

78%

A McKinsey study said **78% are more likely to refer friends and family to companies that personalise.**

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

BT	Home Depot	Telenor	State Street Global Advisors
Call centre volume	Online sales	Return on ad spend	Customer engagement
-50%	+20%	+144%	+40%

Reaching the full potential of personalisation.

End-to-end

In today's hyper-connected world, brands must make seamless experiences that consistently deliver the most relevant content across every touchpoint.

Real time

Great customer experiences happen in real time. This means having the speed and efficiency to anticipate their needs in the moment.

At scale

Competitive businesses need the ability to reach every customer, every time, with the agility and efficiency to grow your personalised approach with your customer base.

> "Competitive businesses need the ability to reach every customer, every time, with the agility and efficiency to grow your personalised approach with your customer base."
>
> Forrester study commissioned by Adobe

3 capabilities for best-in-class personalisation.

Unified data strategy

Enterprise content management

Omnichannel journeys

Unified data strategy

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

The fix: build a data foundation for precise personalisation.

Solutions:

- Adobe Real-Time Customer Data Platform
- Adobe Customer Journey Analytics

> "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

> "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."
>
> Jennifer Salzwedel Senior Director of Marketing Operations and Enablement, Poly

Enterprise content management

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

The fix: automate scalable content creation and delivery.

Solutions:

- Adobe Experience Manager Sites
- Adobe Experience Manager Assets

Omnichannel journeys

The challenge: making complex customer journeys frictionless.

The fix: automate end-to-end decisioning and personalisation.

Solutions:

- Adobe Journey Optimiser

> "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

6 steps to success.

1. 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.

2. 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.

3. Be smart.

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

4. Go create.

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

5. Think omnichannel.

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

6. 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.

Learn more

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

2 "Failure to Scale: The State of Personalisation in Retail and Travel" Incisiv and Adobe, June 2021

3 "Busting Telco's 8 Biggest Personalisation myths" 3CG, May 2021

4 "Financial Services Marketing: Evolving Customer Relationships" Nielsen, May 2021

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