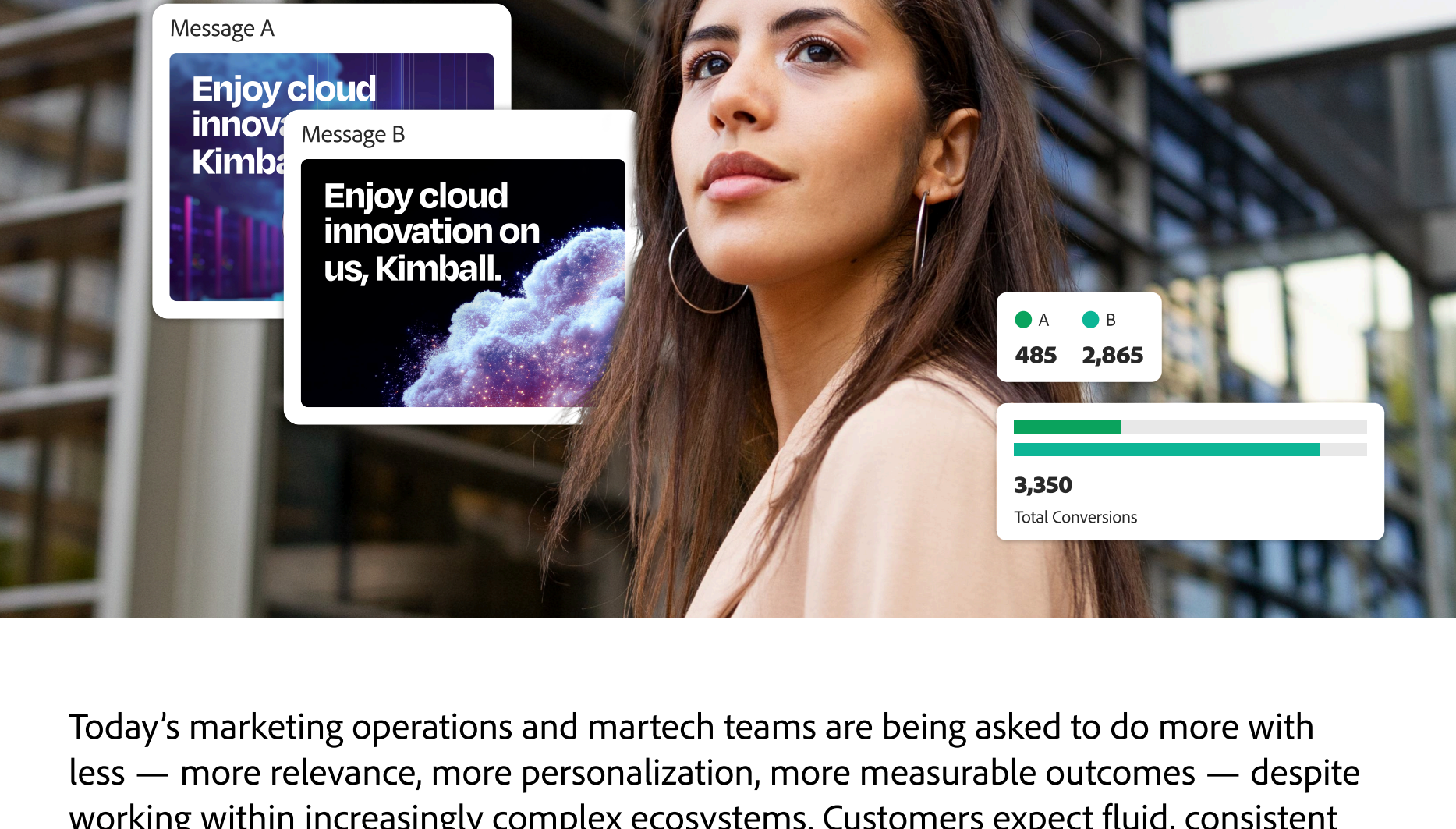


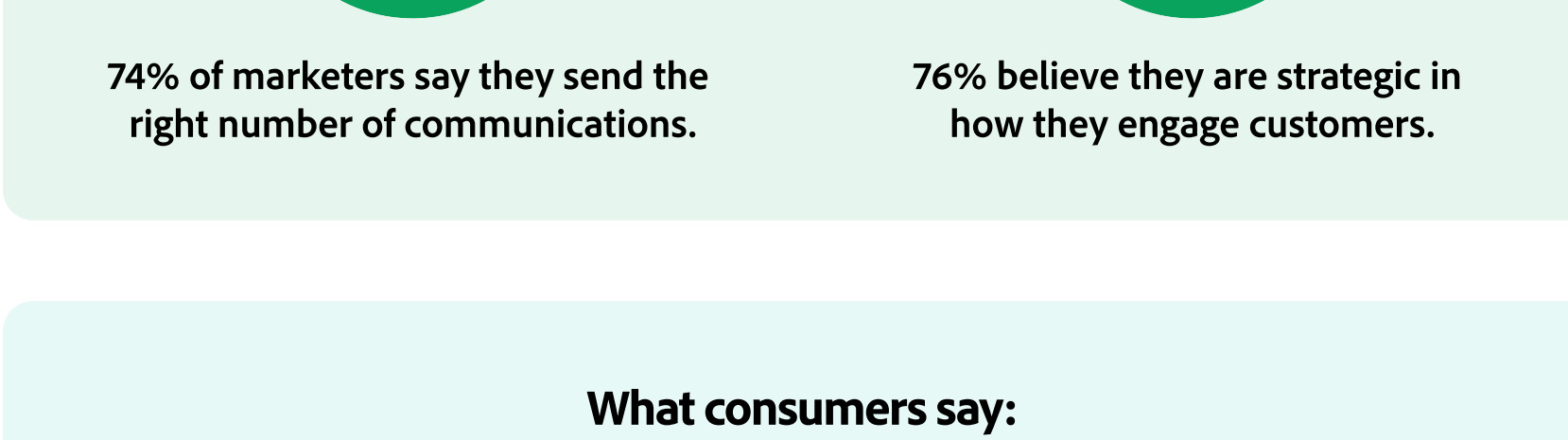
# Turn engagement into loyalty — 4 ways to unify customer experiences.



Today's marketing operations and martech teams are being asked to do more with less — more relevance, more personalization, more measurable outcomes — despite working within increasingly complex ecosystems. Customers expect fluid, consistent interactions across devices and channels, but the reality is that most organizations are still running fragmented campaigns that fail to resonate in real time.

The latest research from Adobe reveals a disconnect between how marketers think they're performing and how customers feel. For martech, operations, and analytics professionals, this signals an urgent opportunity to unify data, technology, and strategy to deliver consistent experiences wherever your customers are and improve engagement across the customer lifecycle.

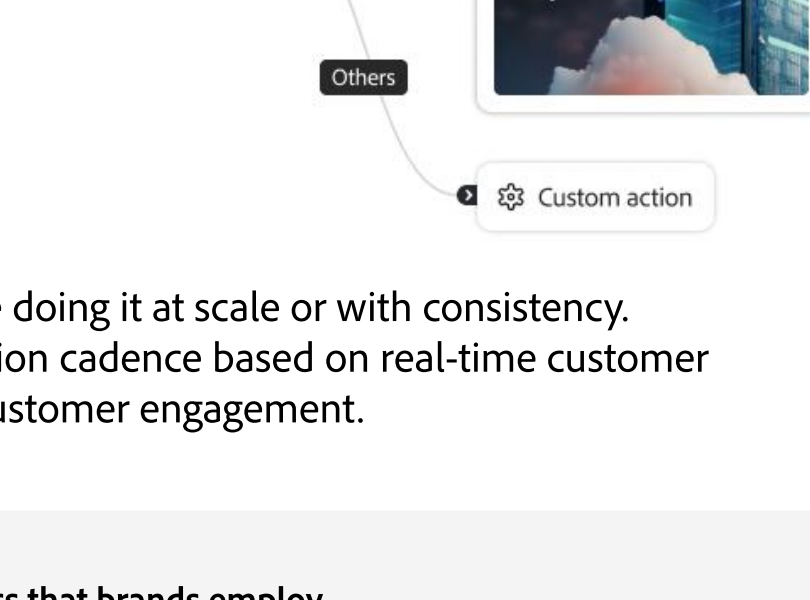
## The engagement gap: Marketer perception vs. customer reality.



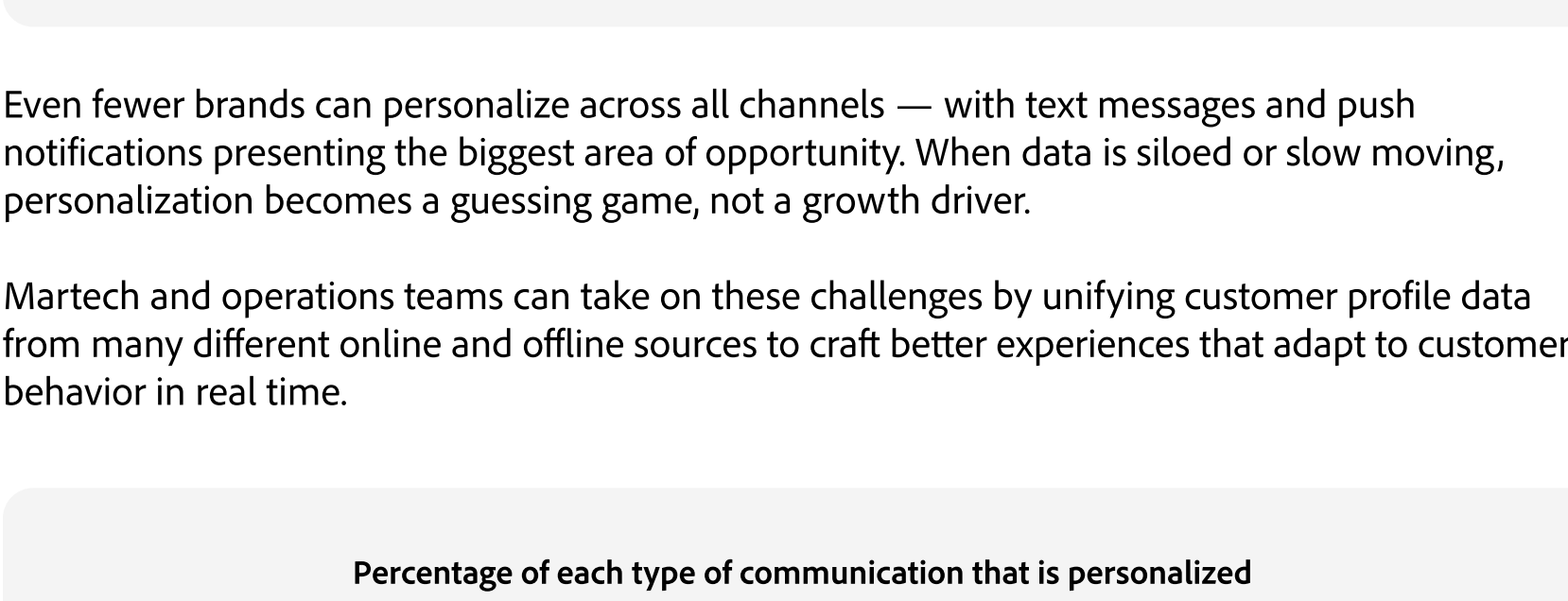
## 4 opportunities to improve customer engagement.

### 1. Make it relevant: Activate personalization in real time.

Right message. Right channel. Right now.

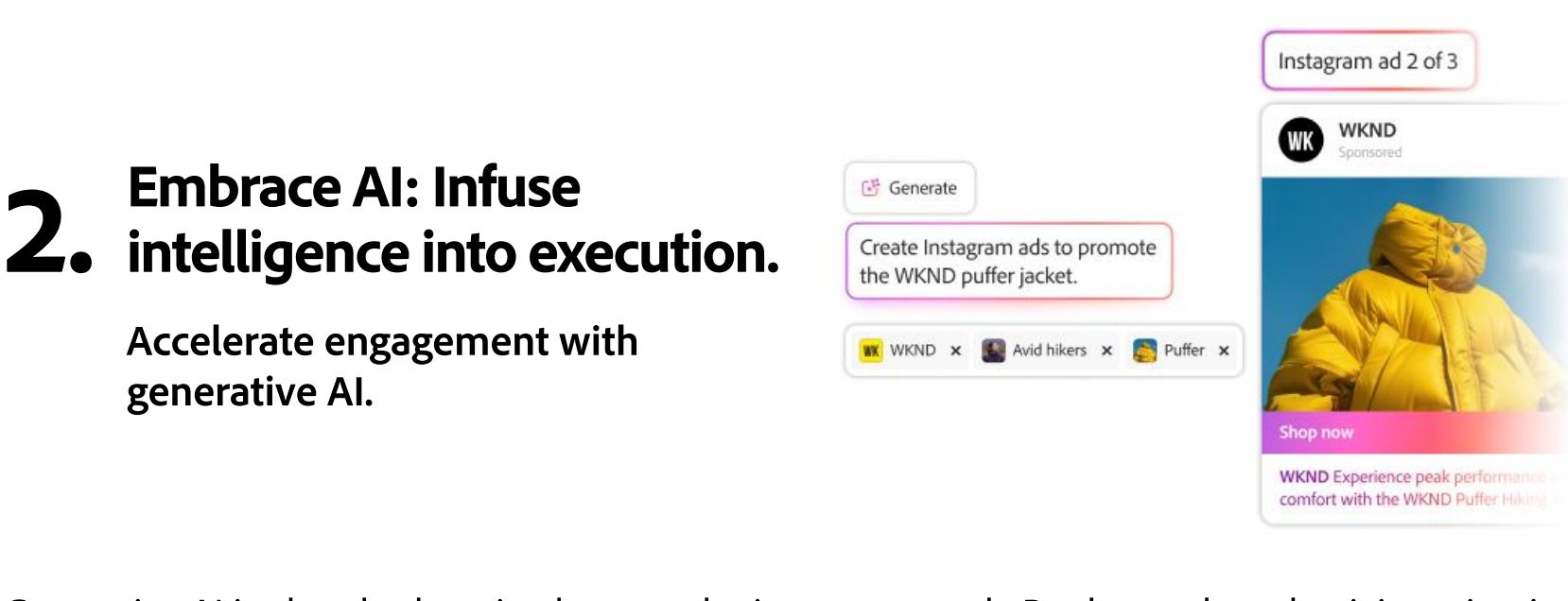


Marketers talk about personalization, but few are doing it at scale or with consistency. Only 27% of brands can adjust their communication cadence based on real-time customer behavior — a central capability for meaningful customer engagement.



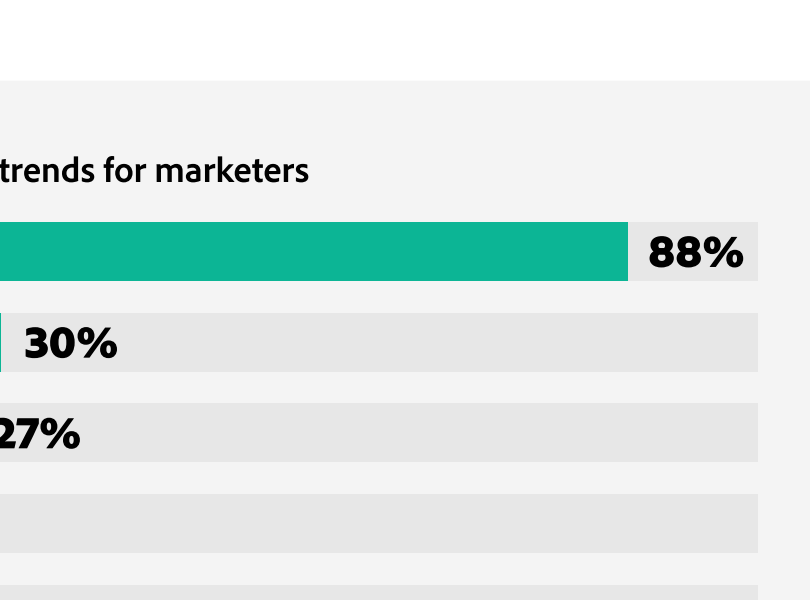
Even fewer brands can personalize across all channels — with text messages and push notifications presenting the biggest area of opportunity. When data is siloed or slow moving, personalization becomes a guessing game, not a growth driver.

Martech and operations teams can take on these challenges by unifying customer profile data from many different online and offline sources to craft better experiences that adapt to customer behavior in real time.

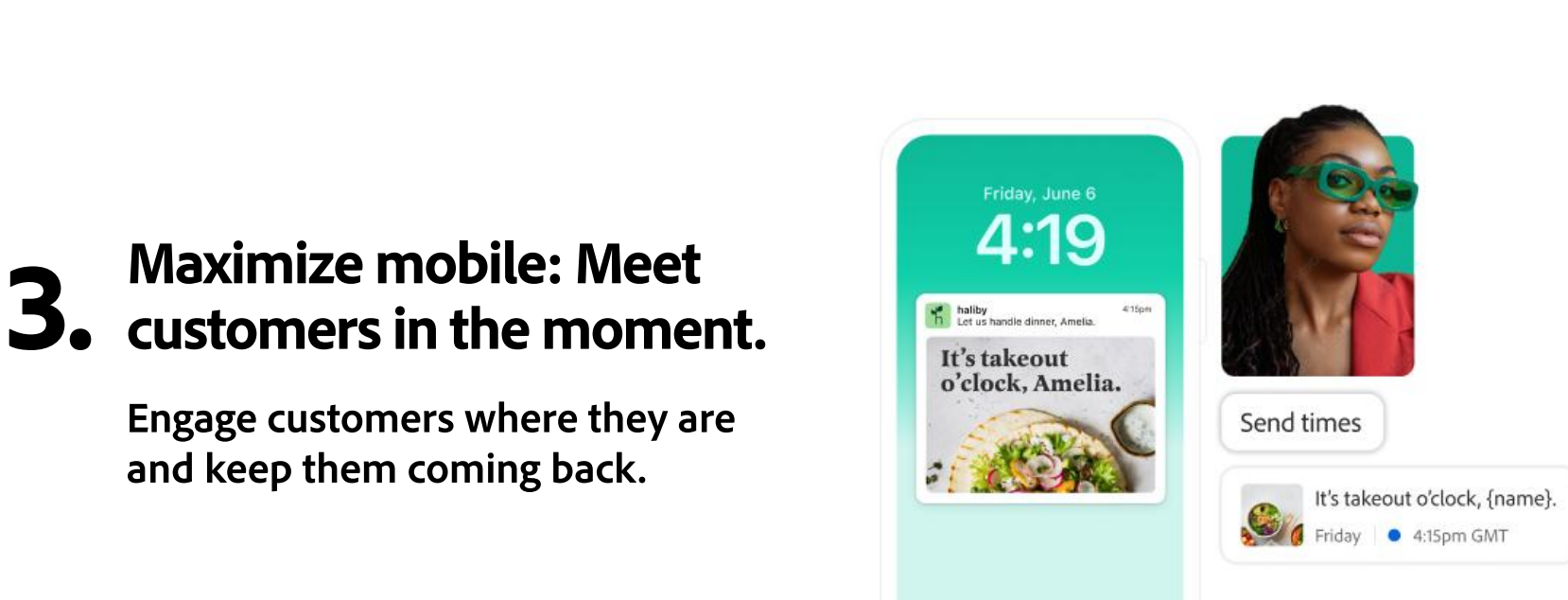


### 2. Embrace AI: Infuse intelligence into execution.

Accelerate engagement with generative AI.



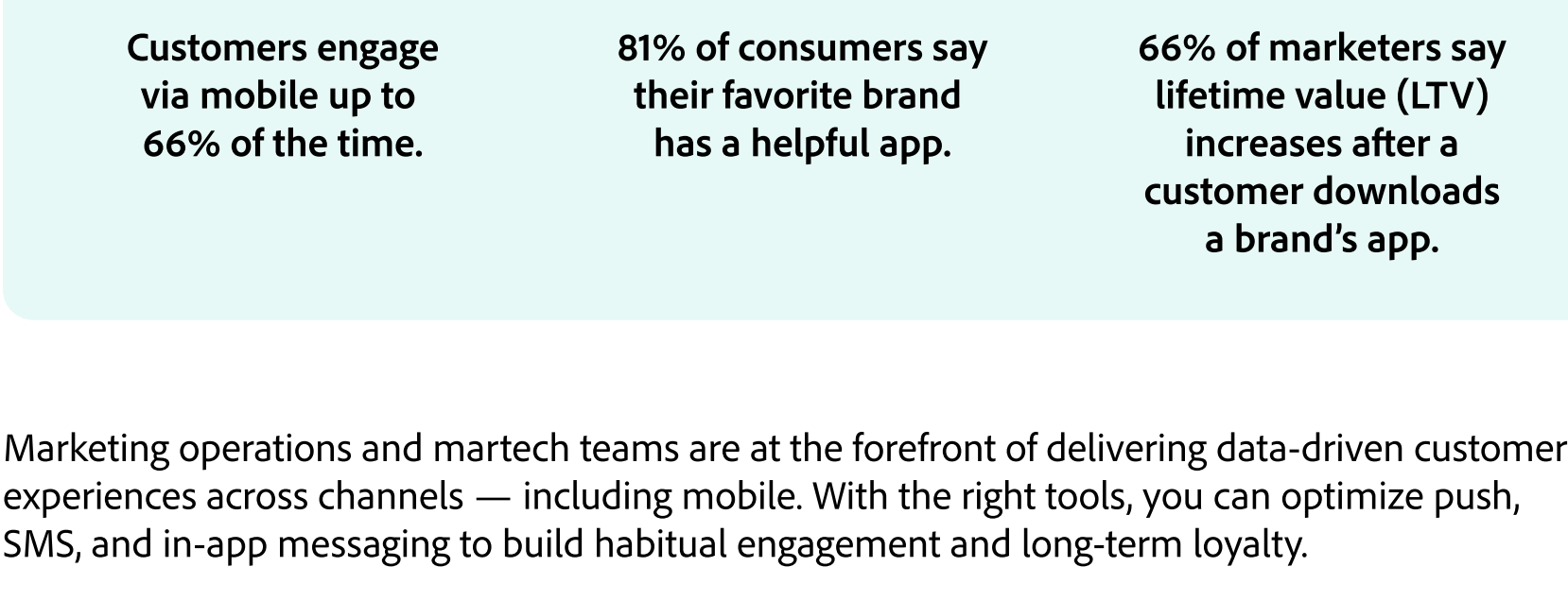
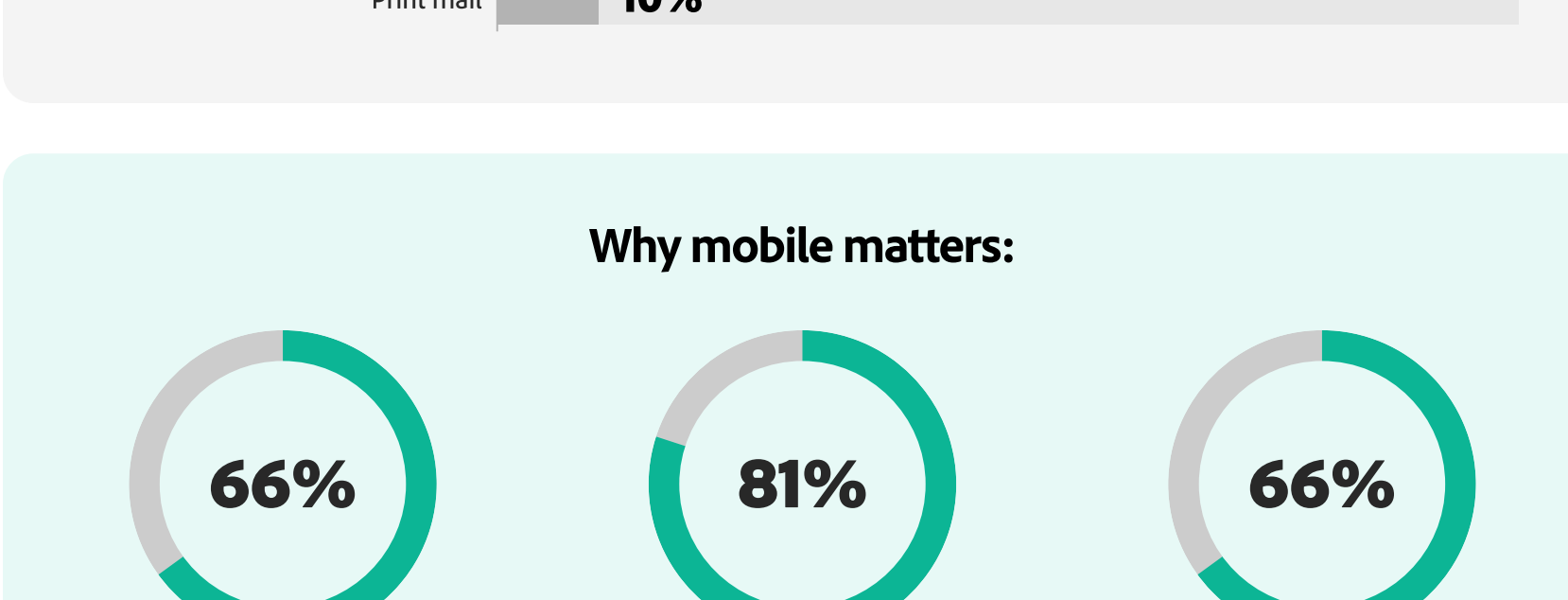
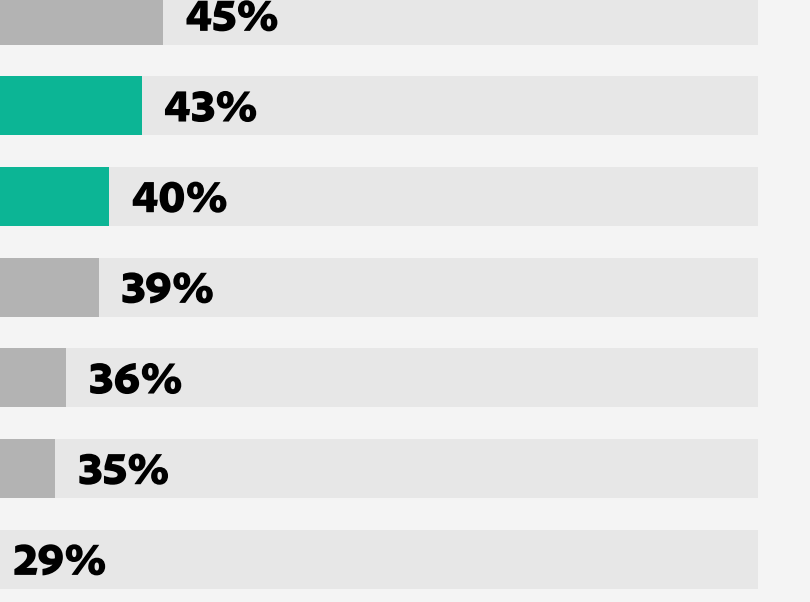
Generative AI is already changing how marketing teams work. But beyond productivity gains, it also holds the potential to automate and scale the creation of relevant content — if used correctly.



Generative AI helps surface insights faster, automate experimentation, create and refine audiences, and scale what works — all while reducing costs.

### 3. Maximize mobile: Meet customers in the moment.

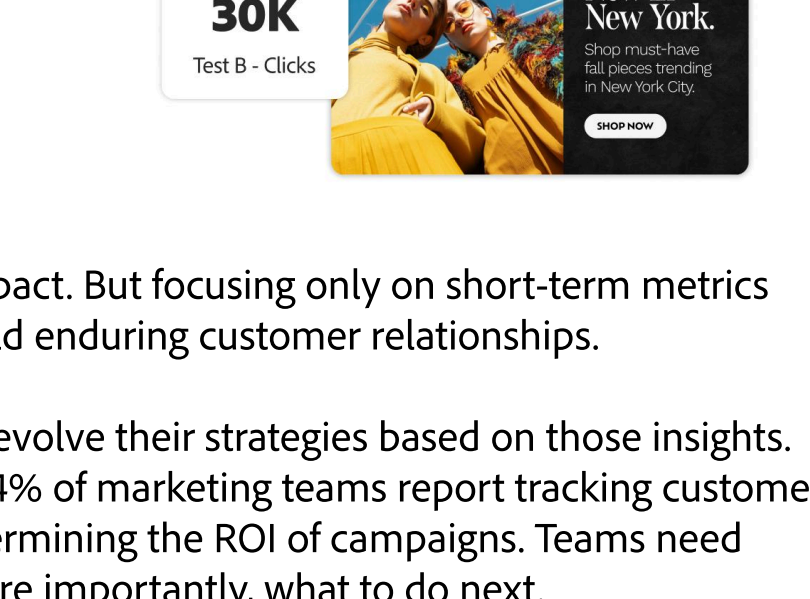
Engage customers where they are and keep them coming back.



Marketing operations and martech teams are at the forefront of delivering data-driven customer experiences across channels — including mobile. With the right tools, you can optimize push, SMS, and in-app messaging to build habitual engagement and long-term loyalty.

### 4. Keep listening: Operationalize continuous optimization.

Marketers need data to show their work is delivering a ROI.



Marketing teams are under pressure to prove impact. But focusing only on short-term metrics often leads to disconnected efforts that don't build enduring customer relationships.

Nearly all marketing teams track ROI — but few evolve their strategies based on those insights. It's not enough to report what happened. Only 44% of marketing teams report tracking customer lifetime value (CLV), an important metric for determining the ROI of campaigns. Teams need systems that help them understand why, and more importantly, what to do next.



Adobe empowers marketing operation and martech professionals to experiment, measure, and iterate with built-in testing, AI-powered segmentation, and real-time journey analysis — all from a single, unified platform.

**Elevate your impact with unified customer experiences.**

True engagement requires unified data, connected applications, and intelligent automation. Adobe for Business delivers all three — helping your teams:

- Break down data and technology silos.
- Orchestrate cross-channel journeys.
- Build and activate audiences in real time.
- Use generative AI for insights, content creation, and optimization.
- Run experiments to fine-tune every interaction.
- Fine-tune every interaction through experimentation.

When customer engagement is backed by intelligence and automation, every interaction becomes an opportunity to build loyalty — and every team becomes a driver of growth.

**Check out the Reimagining customer journey management report for more data to guide your customer experience strategy.** [Learn more](#)

**Learn more about Adobe's Unified Customer Experience solutions.** [Learn more](#)