

Business Readiness: Building the Foundation for Transformation



🔍 Unified Customer Profiles



250K
High propensity

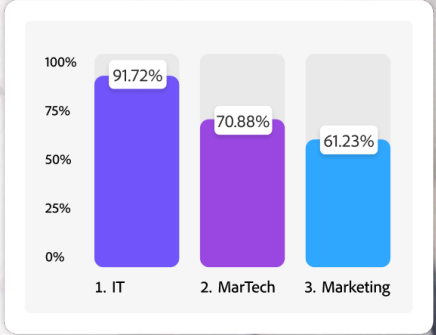
🌟 Engagement

IT
MarTech
Marketing

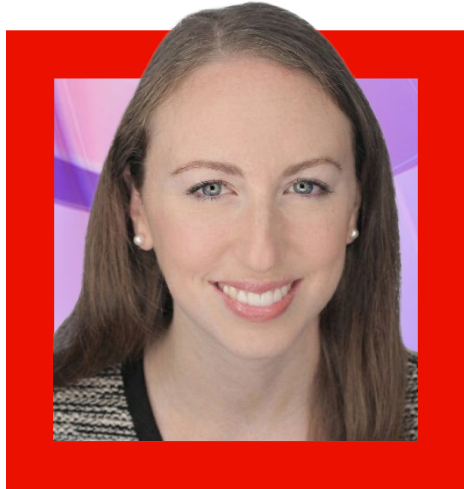


Friction in teams

🌟 30% decrease in drop-offs by applying AI recommendation.



Today's speakers



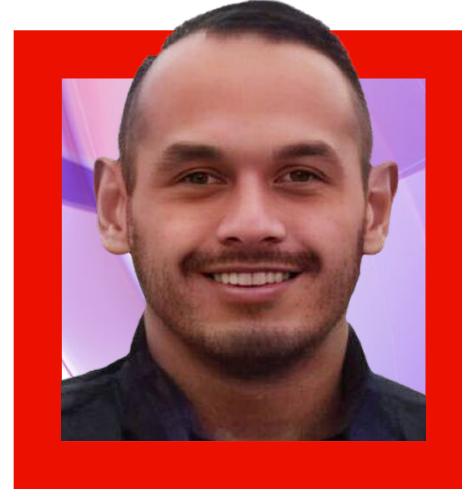
Nina Caruso

Group Manager,
Product Marketing,
Adobe



Matthew Young

Principal AI Engagement
Manager,
Adobe



Nino Querubin

Principal Digital
Strategy Consultant,
Adobe



Natalie Fong

Vice President,
Digital Product,
Ulta Beauty

Agenda

Enterprise readiness principles

Unlocking customer-centric engagement with Adobe

Ulta Beauty: The foundation of loyalty

Adobe x Ulta Beauty panel discussion

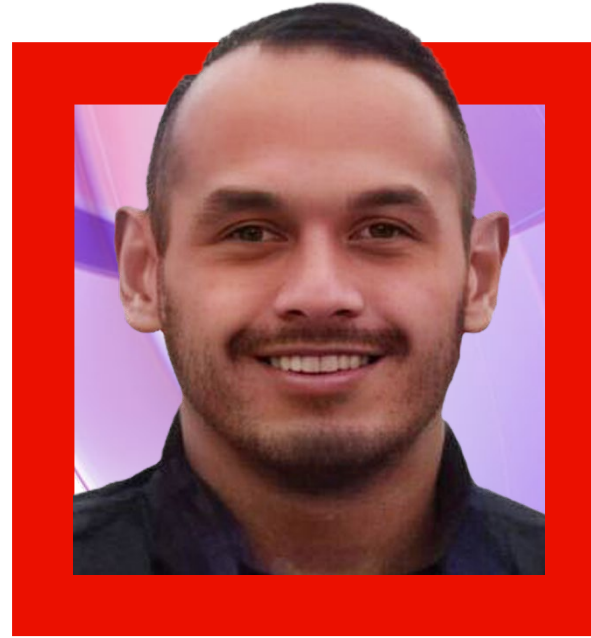
Q&A

Enterprise readiness principles



Matthew Young

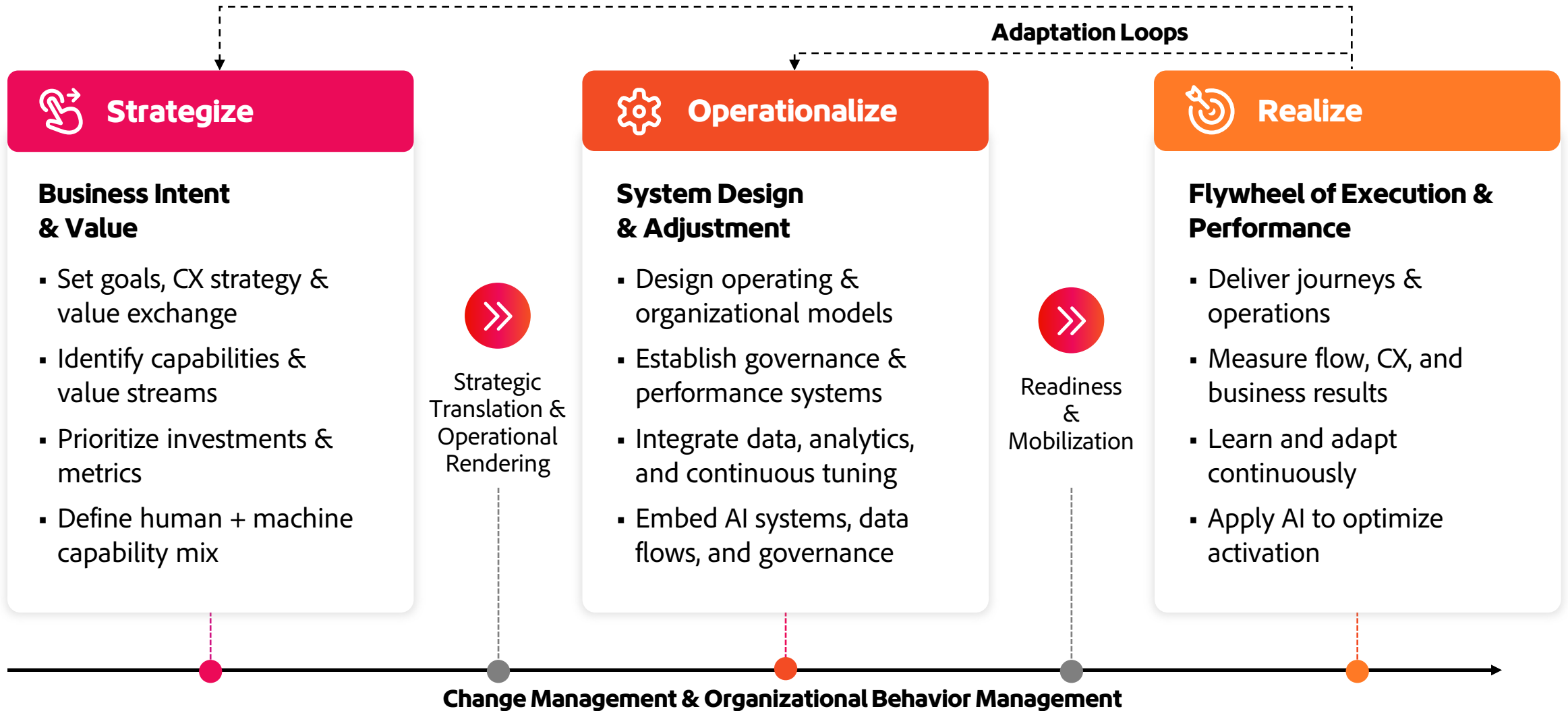
Principal AI Engagement Manager,
Adobe



Nino Querubin

Principal Digital Strategy Consultant,
Adobe

Business readiness framework



Strategic decisions that define an operating model

Strategize > Operationalize

Bring clarity and structure to how we design and operate for digital and customer experience success. Each step helps us make deliberate choices—not chase every possibility.

1

How to
generate value
for the business?

2

How to
generate value for
your customers?

3

How to
manage your
digital capabilities?

4

What is the
operational structure to
support the utilization of
digital capabilities?

Operational readiness pillars

Operationalize > realize



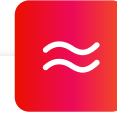
Advocacy



Alignment



Assimilation



Choreography



Enablement



Performance



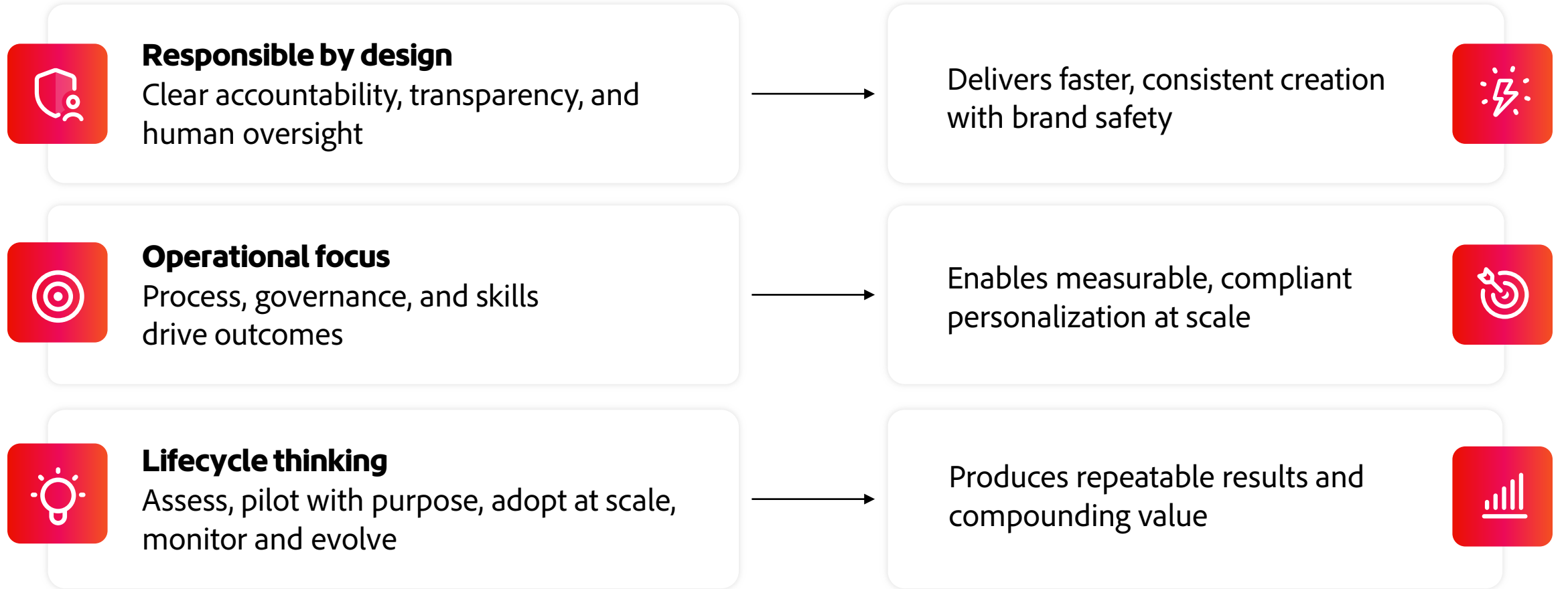
Resilience



Sustainment

What AI readiness means at Adobe

Responsible, operational, and human



Ambition vs. adaptation

Enterprises are racing to implement AI, but most have not retooled their operations to support it, resulting in a widening gap.

That gap is not technological.



**It's a failure to
prepare organizations.**



While AI usage is widespread, value isn't

78%

of organizations use AI in at least one business function.

McKinsey

32%

of organizations have scaled AI across their enterprise.

McKinsey

1%

of organizations consider themselves fully mature in AI adoption.

McKinsey



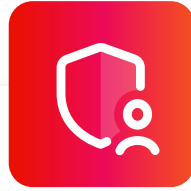
Practical points on AI readiness



Make AI the easiest path

Focus on:

- Default workflows
- Removal of parallel paths
- Explicit deprecation of legacy behaviors



Protect people while they are learning

Focus on:

- Explicit learning period
- Clear escalation paths when things go wrong



Kill something on purpose

Focus on:

- One approval step removed
- One agency task retired
- One legacy process formally ended

**AI transformations succeed
when people and organizations
are ready.**

Unlocking customer-centric engagement with Adobe



Nina Caruso

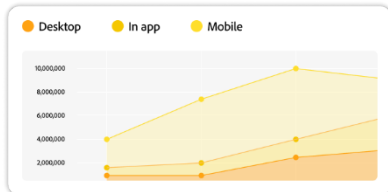
Group Manager,
Product Marketing,
Adobe

Customer-centric engagement to grow customer lifetime value



📶 Mobile traffic surge

Optimizing mobile user experience and creating mobile-specific content will be crucial.



Omnichannel insights & analytics

Connect customer identities and interactions across channels, devices, and time for fast, holistic analyses that deliver accessible and more precise customer insights for engagement optimization.



James Khan

Address: james@bodea.com Birth Date: 03/18/87

📄 Read: Real Eco-Warriors

🔍 Search: Top 10 EV cars

👤 Joined Group: EV cars

Intelligent audience targeting & engagement

Unlock more value from your data with unified profiles and audience-based engagement, using AI for more precise targeting that boosts return.



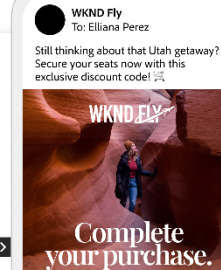
Elliana Perez

🚨 At risk for churn

Last visit: 10 days ago

🛒 Abandoned cart

📧 Personalized offer

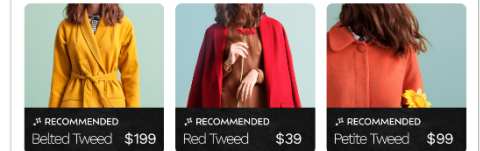


Personalized lifecycle journeys

Engage customers with personalized engagement in context of where they are in their lifecycle based on real-time customer behavior and business signals.

📧 Personalized content

PRODUCT RECOMMENDATION



Mobile adoption & growth

Fuel growth and customer loyalty by driving mobile adoption with personalized onboarding, in-the-moment engagement, product insights and optimization.

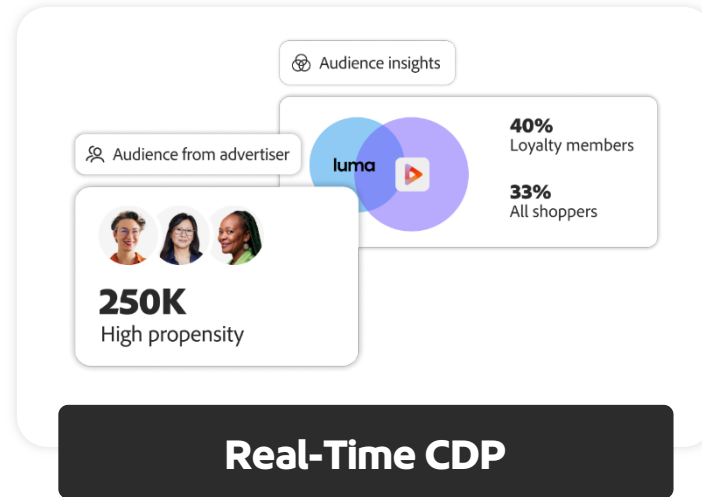
A unified platform approach brings together customer data insights, orchestration and omnichannel delivery with embedded AI



Binding dimensions

Product name
Name
Dexter
Color
Dandelion

Customer Journey Analytics



Audience insights

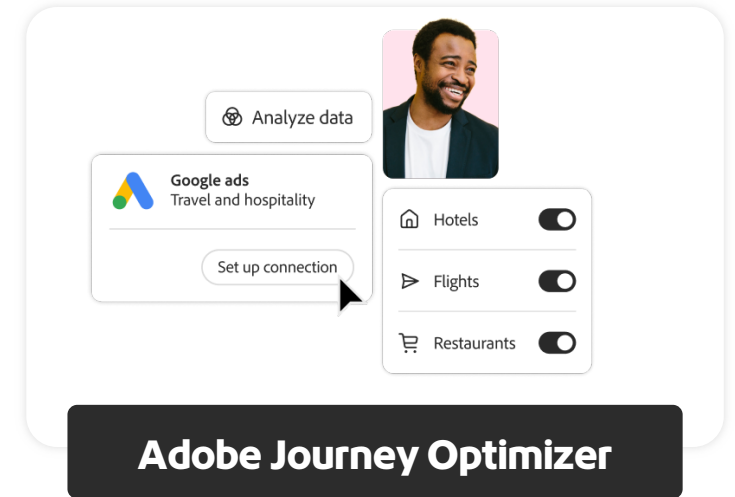
Audience from advertiser

luma

40% Loyalty members
33% All shoppers

250K High propensity

Real-Time CDP



Analyze data

Google ads
Travel and hospitality

Set up connection

Hotels
Flights
Restaurants

Adobe Journey Optimizer

Experience Platform Agents

- Audience Agent
- Data Engineering Agent
- Data Insights Agent
- Journey Agent
- Experimentation Agent

Experience Platform Agent Orchestrator

Purpose-built Agents | Multi-Agent Collaboration | Reasoning Engine | Customer Experience Models

Adobe Experience Platform

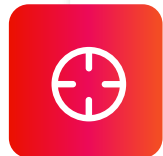
Customer-centric engagement with Adobe



Unified platform for customer engagement that's ready today



Embedded privacy that breeds organizational and consumer trust



Purpose built AI and Agents that are ready to multiply your impact



Ulta Beauty: The foundation of loyalty



Natalie Fong

Vice President,
Digital Product,
Ulta Beauty

Ulta Beauty's wins

Ulta Beauty + Adobe: Delivering deeply personal, emotionally resonant experiences to each guest, providing measurable gains across data, activation, productivity, and loyalty.



Data Foundation & Speed

Record 4-month
Real-Time CDP
deployment



Activation & Personalization

Real-time personalized
journeys and content
across channels
using Adobe Journey
Optimizer and
Adobe Target



Loyalty & Growth Impact

Supporting path to
50M loyalty member
goal by 2028



Organizational Efficiency

Double digit
productivity gain in
engineering and
content creation

Ulta Beauty's wins



Customer Intelligence

Drive Next Level Customer Intelligence & Foundational Decisioning



Onsite Personalization

Activate Personalized Content & Offers tools on Ultra App & Site Segment → 1:1



Orchestrated Customer Journeys

Orchestrate Journeys Across Channel Touchpoints (Start Real-Time)



Recommendations

Leverage Product Recommendations to Maximize Revenue

Ulta Beauty & Adobe

Ulta Beauty has treated its partnership with Adobe as a business readiness and value realization program, pairing technology modernization with the operating model and change mechanisms needed to maximize value.

This approach is visible in Ulta's repeated emphasis on:

Pillar 1

Clarifying business objectives and prioritized use cases

Pillar 2

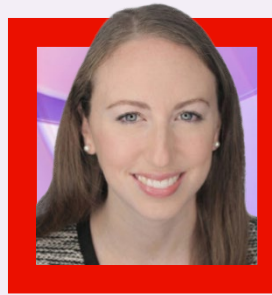
Establishing governance and cross-functional ways of working

Pillar 3

Investing in enablement and Ultimate Support to move from planning to measurable activation

Adobe x Ulta Beauty

Panel discussion



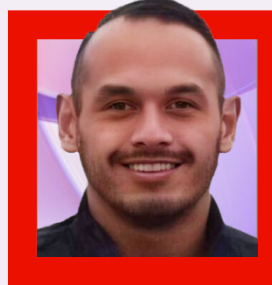
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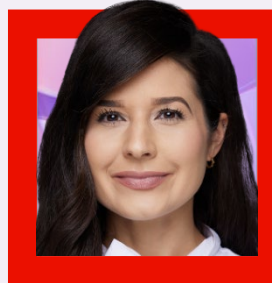
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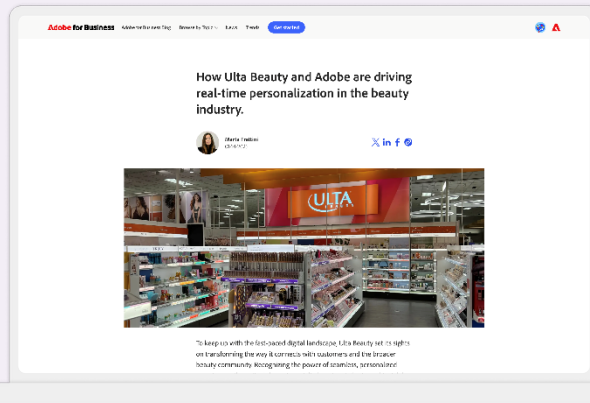


Natalie Fong

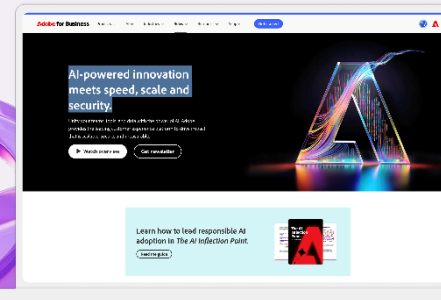
Vice President, Digital Product,
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Related resources

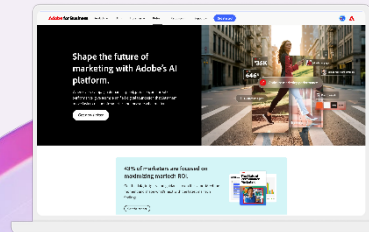
How Ulta Beauty and Adobe are driving real-time personalization in the beauty industry.



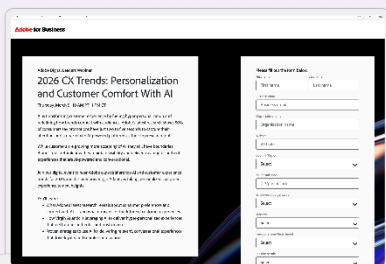
AI-powered innovation meets speed, scale and security.



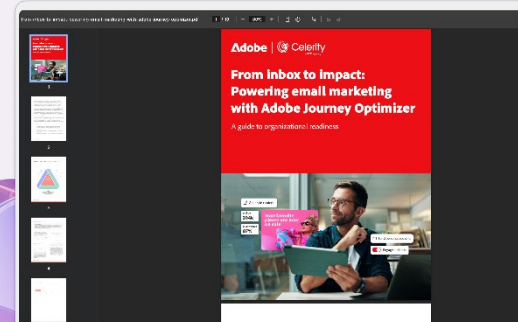
Shape the future of marketing with Adobe's AI platform.



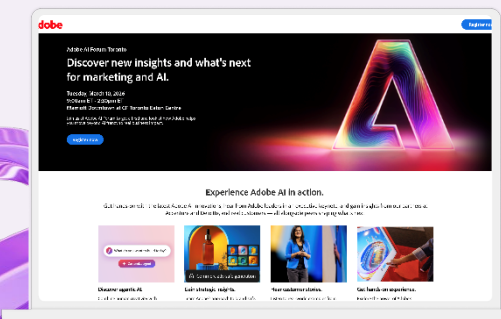
2026 CX Trends: Personalization and Customer Comfort With AI



From inbox to impact: Powering email marketing with Adobe Journey Optimizer



Discover new insights and what's next for marketing and AI.



Adobe