

Driving the Future of Digital Transformation with GM Financial

Adobe



Ellie Perez

Address
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Audience
Business owner



Searched: Explored product options for business



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Generate



Personalized banner

Ellie, enjoy unlimited and secure storage for your business

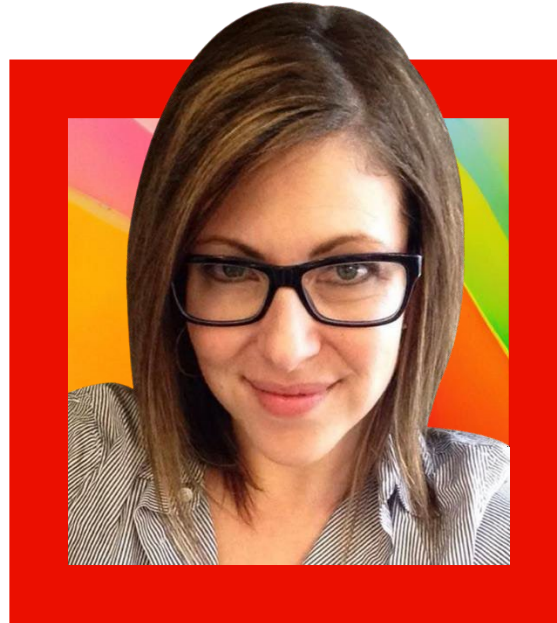
Know more

Today's speakers



Kelly Wyatt

Executive Vice President
and Chief Digital Officer,
GM Financial



Rebekah Smith

Global Director, Strategic
Accounts,
Adobe



Neerav Bhansali

Principal, Global Industry
Strategy – Automotive,
Adobe

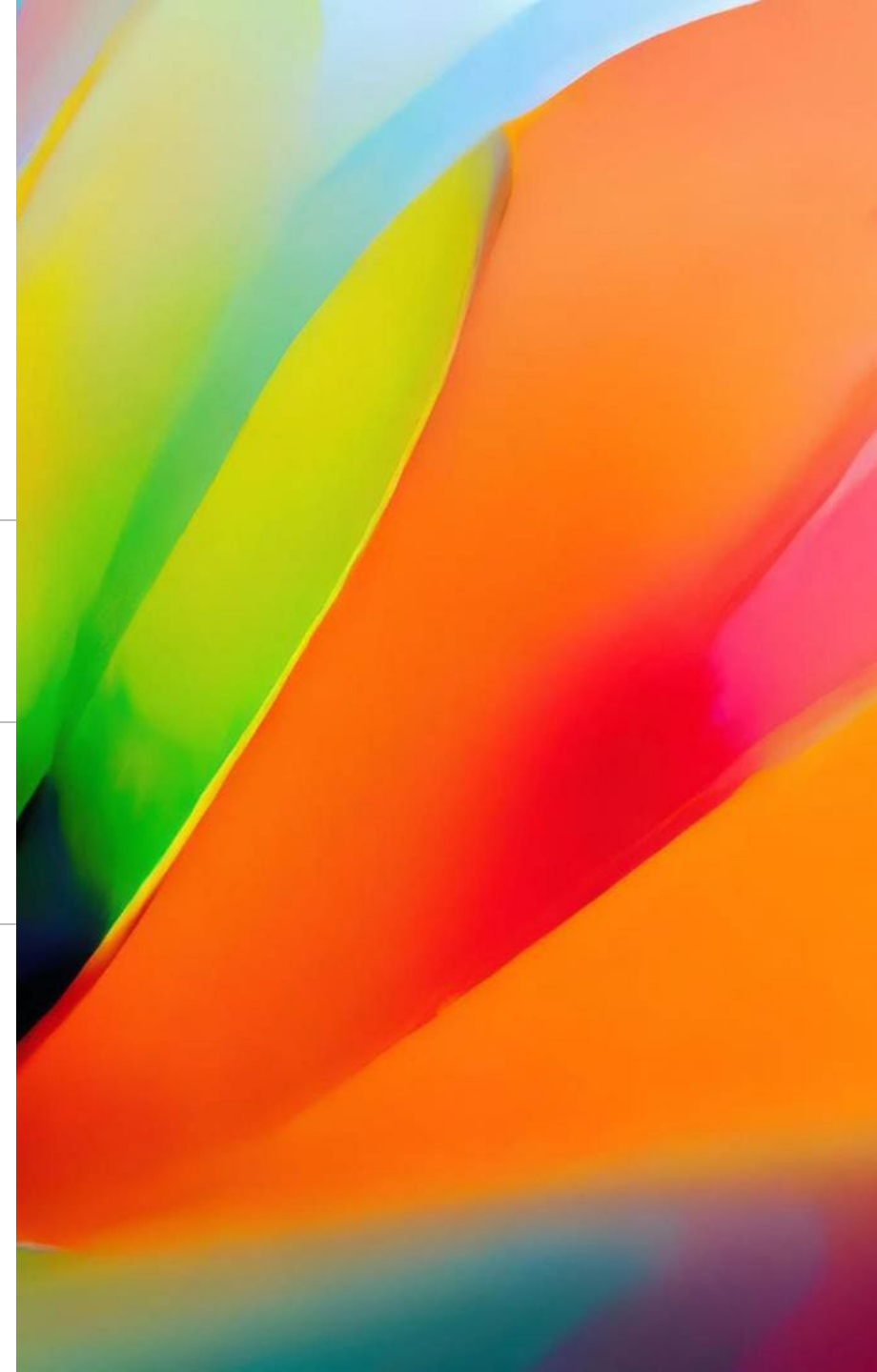
Agenda

Trends: *The State of Digital Experience in an AI-First World*

Showcase: *GM Financial's Digital Transformation Journey*

Panel Discussion: *Transformation Success Factors*

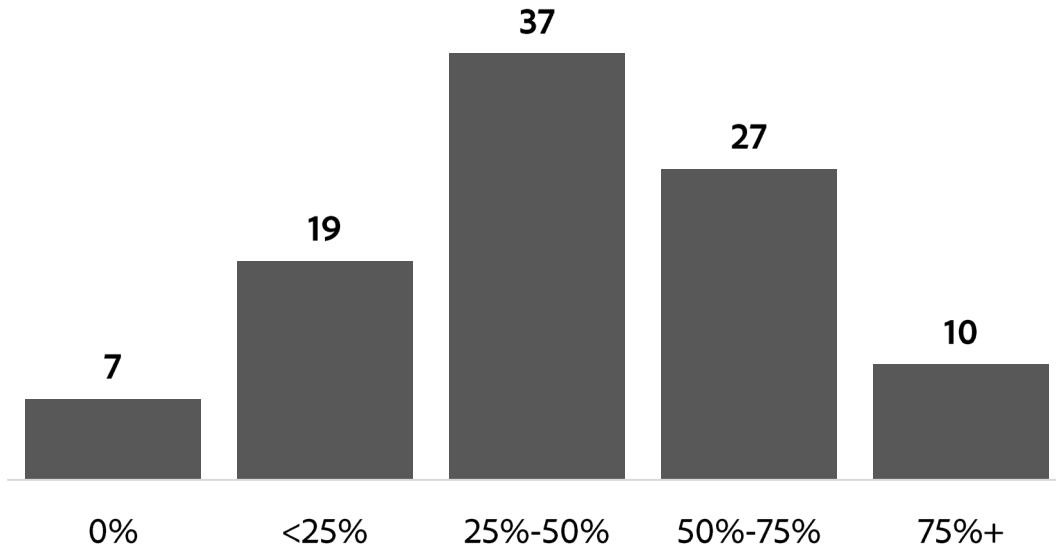
Q&A and resources



Personalization is the new performance gap

Only 10% of enterprises personalize more than 75% of the customer journey.

Marketing leaders described their current level of journey personalization:



Note: This represents the percent of enterprises at each personalization level
Responses from Global Marketing and Technology leaders (n=3467), 2025 Adobe Digital Strategy Group Survey



The personalization standard has shifted—companies must catch up



Legacy systems and fragmentation are blocking progress



Operationalizing journey-based personalization across the ecosystem is a must

Data silos are costing companies customers

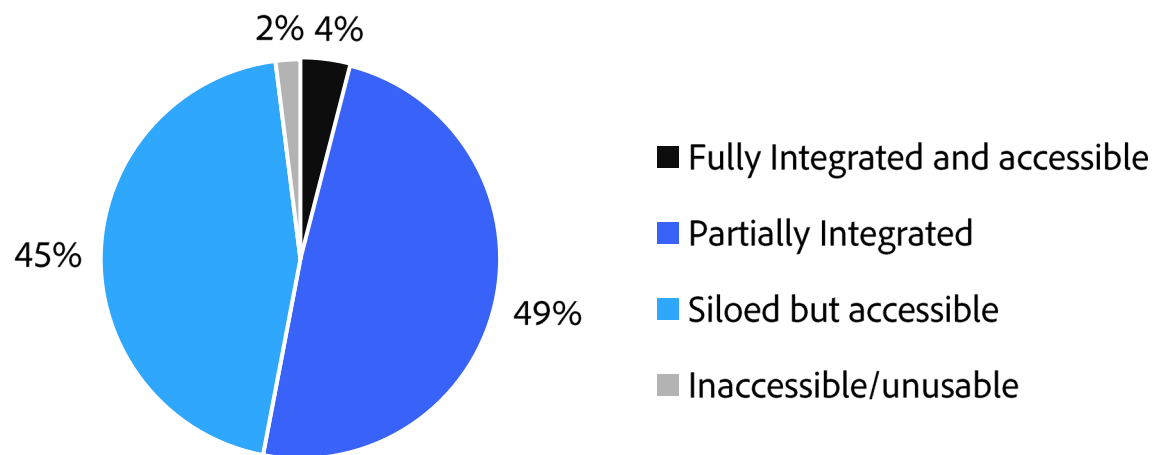
Only 4% of enterprise customer data is fully integrated and actionable.

65%

of firms lack real-time data integration capabilities; a foundational enabler for Agentic AI and next-gen customer engagement.

And only 4%

of an enterprise's customer data is fully integrated and accessible.



Responses from Global Marketing and Technology leaders (n=3467), 2025 Adobe Digital Strategy Group Survey



Fragmented systems undermine end-to-end customer experience



Customer data is either fragmented or partially integrated

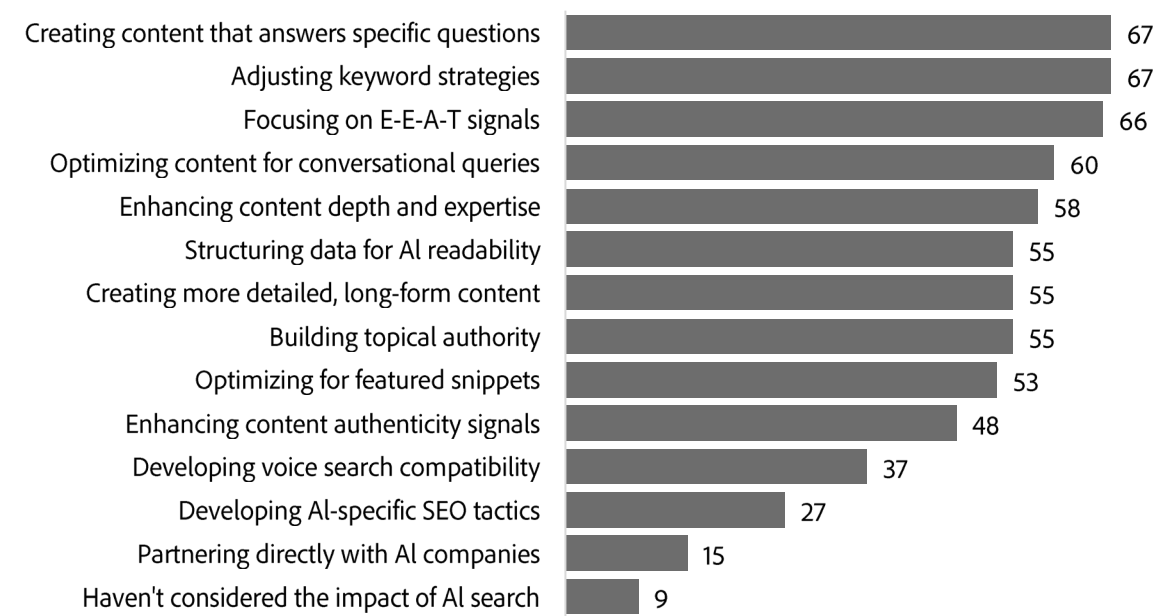


Activate unified data across the ecosystem

AI will reshape discovery and brand engagement – fast

19% of search traffic is expected to shift to AI-powered platforms in 2 years.

Marketers are changing the way they create content to address this shift in search behavior by:



Responses from Global Marketing and Technology leaders (n=3467), 2025 Adobe Digital Strategy Group Survey



Search is changing but brands aren't ready



Organic search is expected to shift, requiring urgency in action



Build content that speaks the language of AI



Driving the Future of Digital Transformation

Kelly Wyatt
Chief Digital Officer



Laying our foundation for the future



Evolving Our Capabilities



Migrating
applications
to the cloud

Modernizing
payment and
customer identity
platforms

Upgrading
data systems

Upgrading
MarTech stack

Implementing
AI features
into processes

Empowering Our Team



Change
management

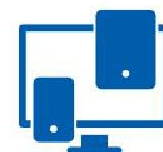
Organizational structure,
redesign and realignment

Building the
right skill sets

Real-time Customer Data Platform



More attributes available
for Customer 360° view

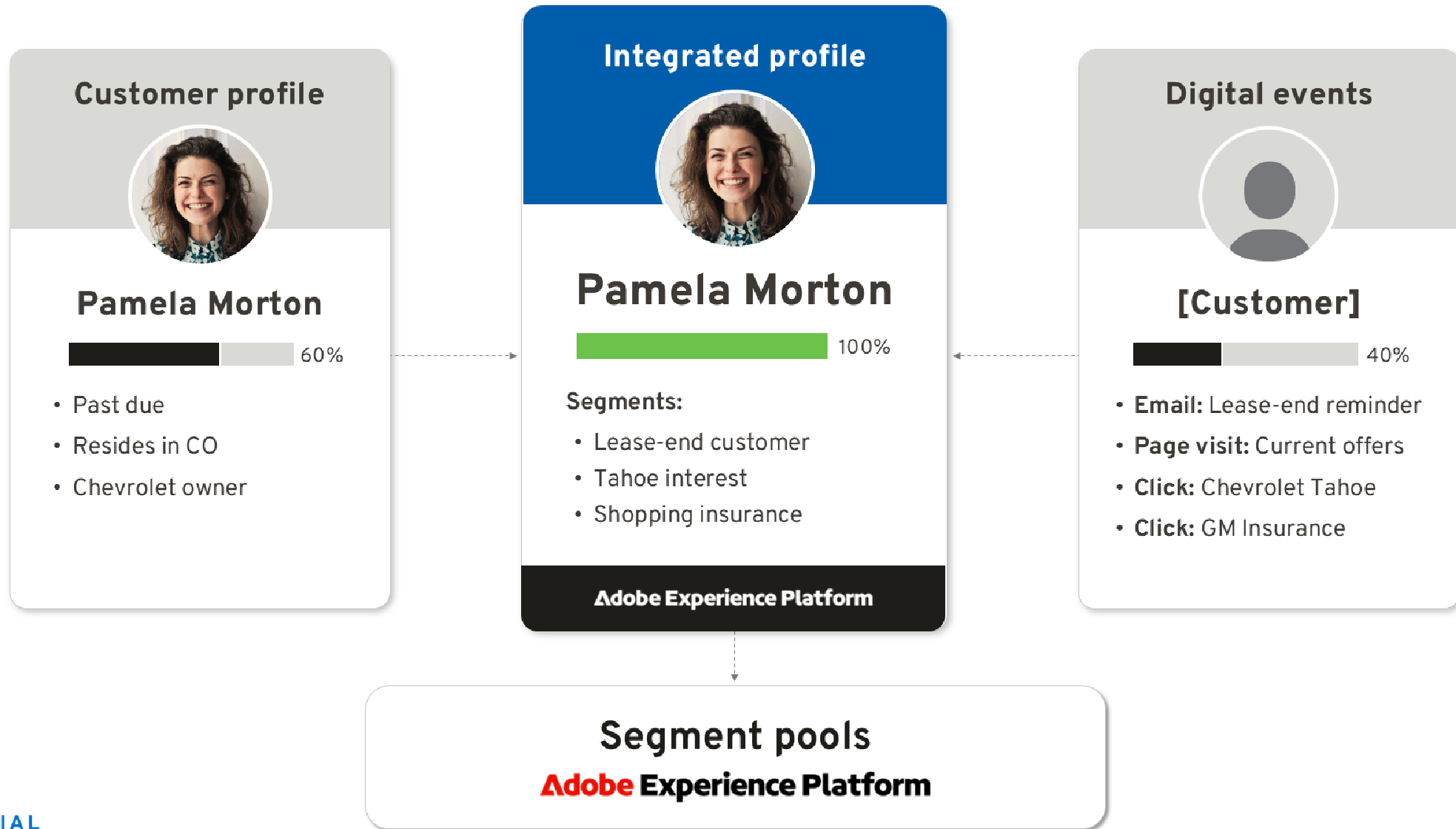


Enables unified
customer experience
across channels and brands



Future-proofs against
privacy headwinds

Creating an integrated profile



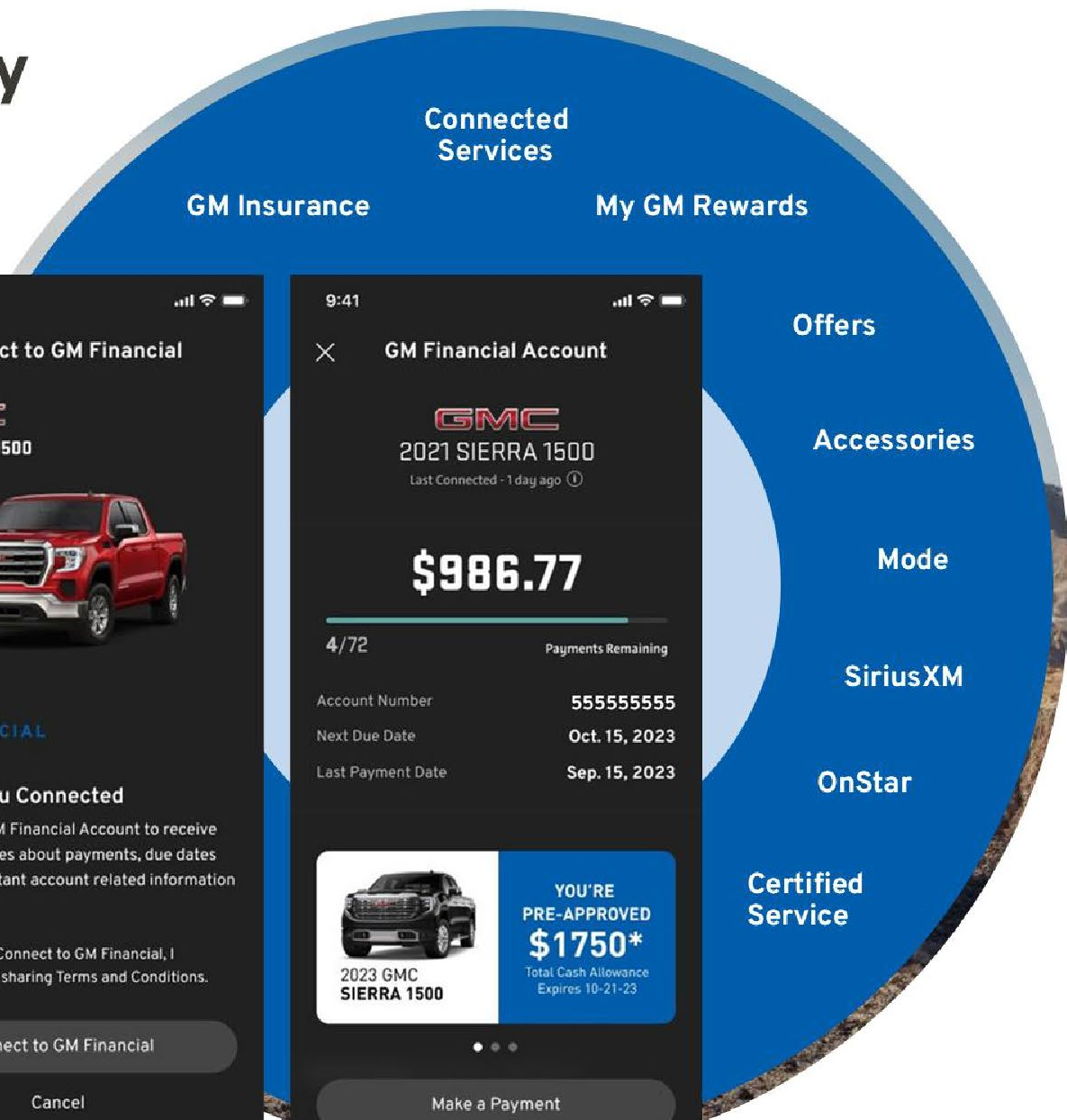
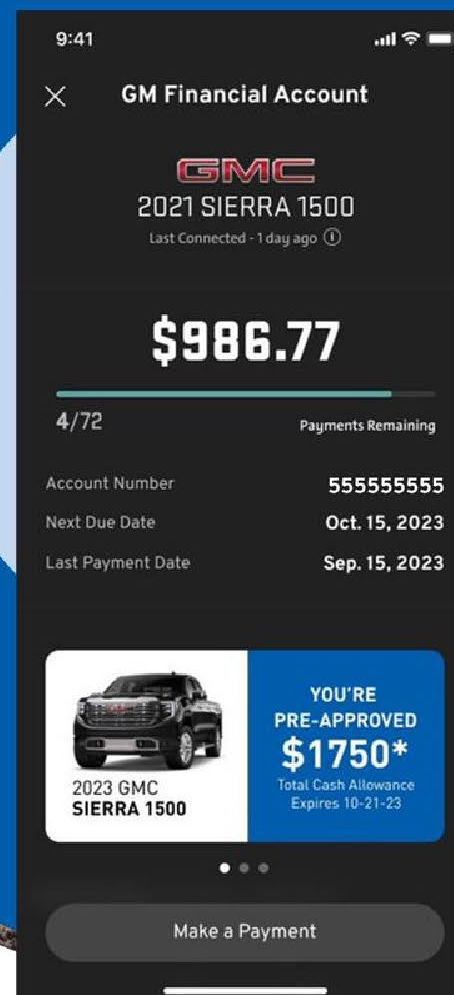
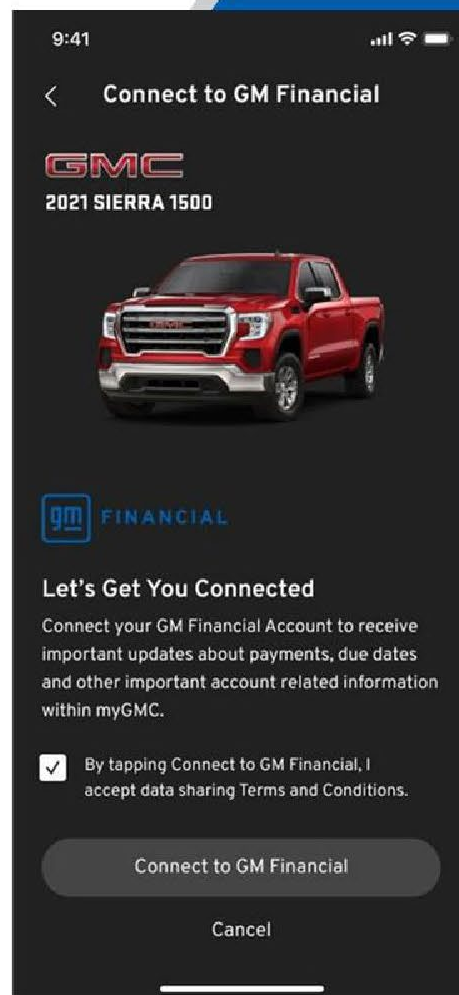
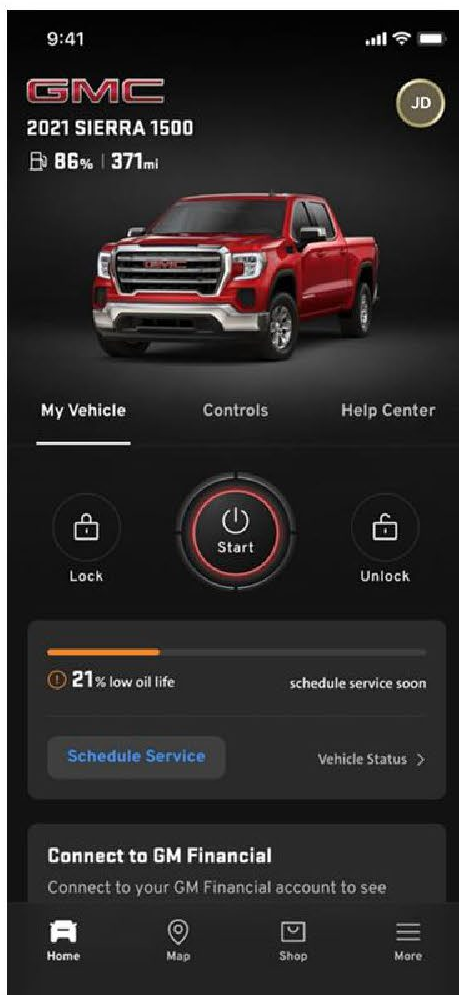
Personalizing the customer journey

Accessible, real-time data to streamline the customer journey and experience

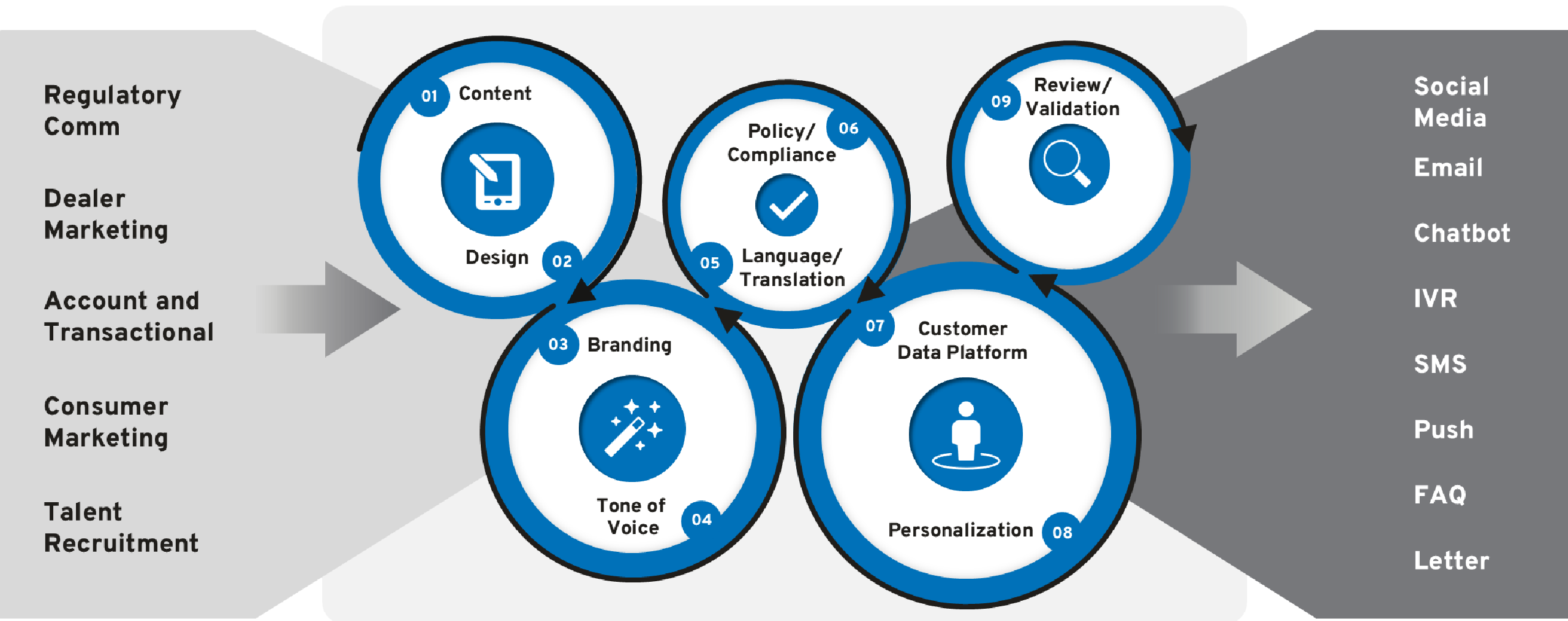
Single user ID across all products and platforms

“Next best actions” tailored to each customer at every stage with Journey Optimizer

One-stop shop for all products and services



Automated Content Supply Chain



Supported by AI enablement

Develop/test code | Content supply chain | Expand self-service to Consumers and Dealers



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Panel discussion



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Chief Digital Officer,
GM Financial



Rebekah Smith

Global Director,
Strategic Accounts,
Adobe



Neerav Bhansali

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Global Industry Strategy – Automotive,
Adobe

Key takeaways

Transformation needs a holistic approach



Personalization for marketing is table stakes – expand the lens to all communications, including transactional and regulatory

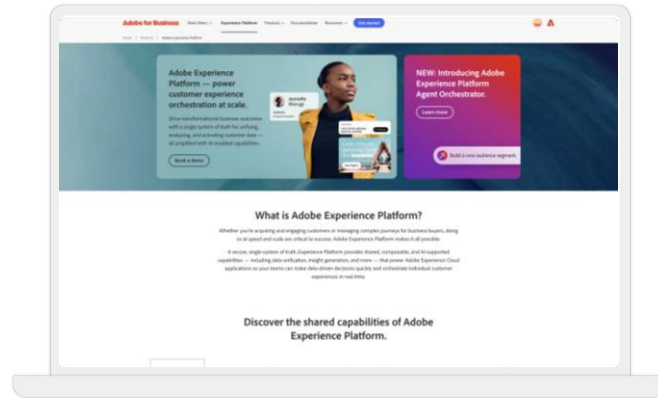


A single unified customer view is foundational to a successful transformation – and essential to maximize AI

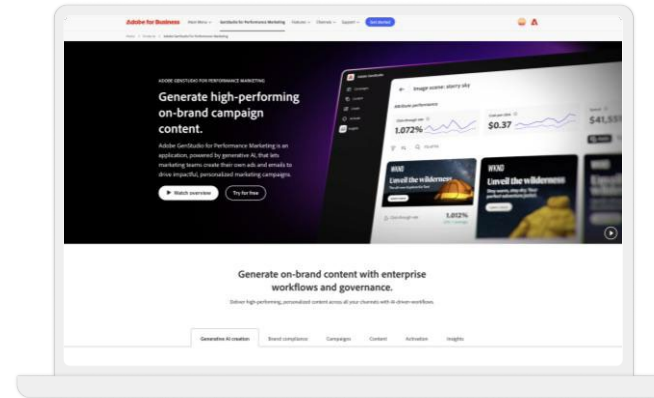


Technology alone isn't enough – need to refine your organization and operating model and how AI can streamline process

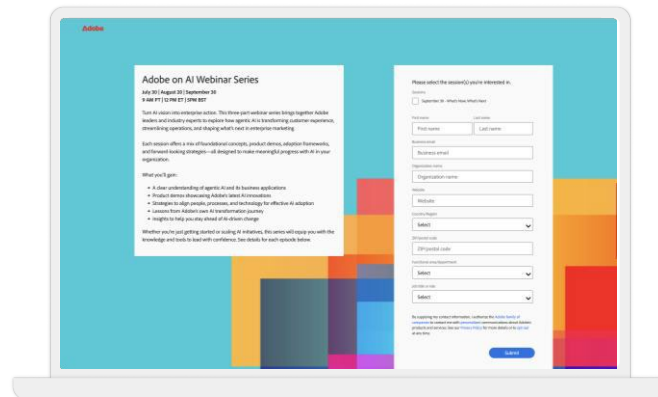
Related resources



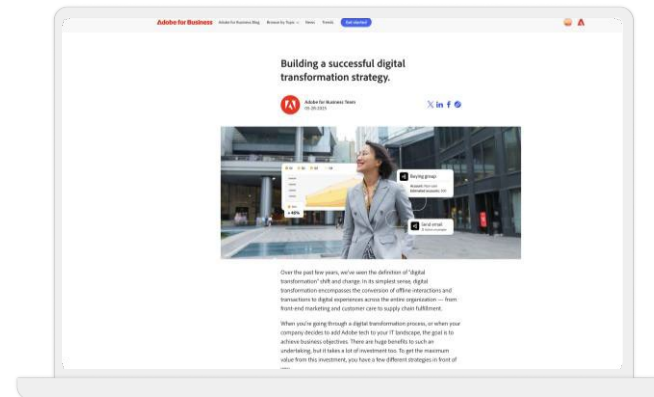
Adobe Experience Platform — power customer experience orchestration at scale.



Generate high-performing on-brand campaign content.



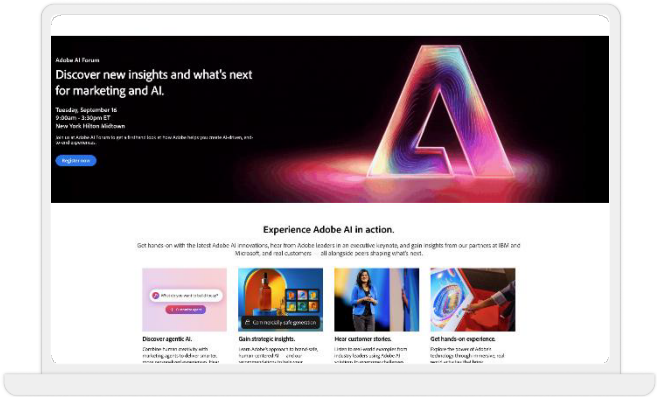
Adobe on AI Webinar Series.



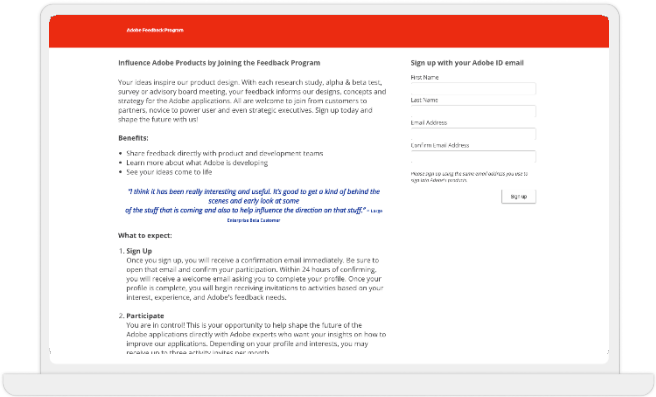
Building a successful digital transformation strategy.



Related resources



Upcoming event on 9/16: Join us at Adobe AI Forum to get a firsthand look at how Adobe helps you create AI-driven, end-to-end experiences.



Join the Adobe Feedback Program to partner with our product teams to help shape Adobe products.



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