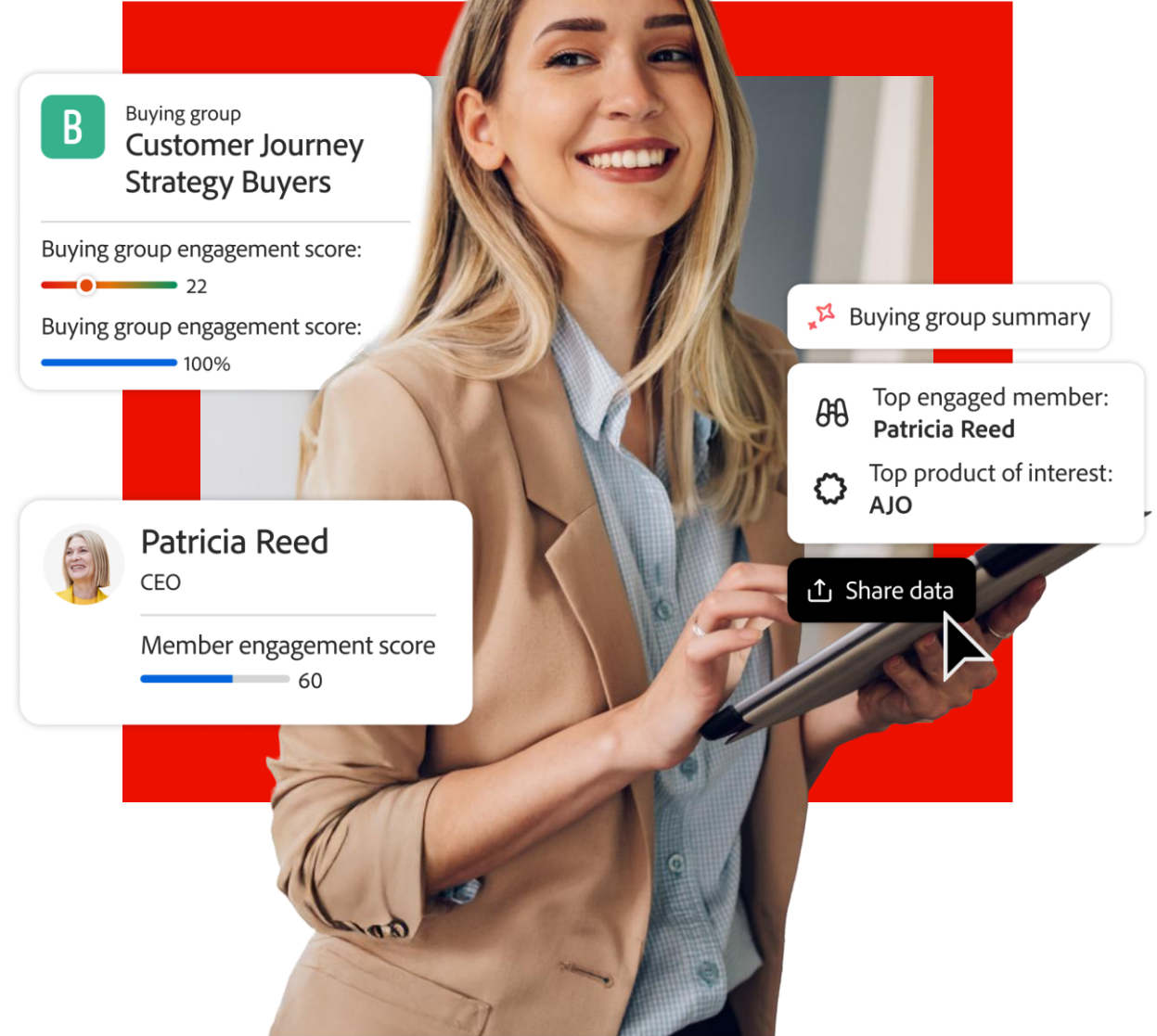


From Silos to Synergy: Fueling B2B Growth with AI and Customer-Centric Journeys

Adobe



Today's speakers



Brian Glover

Senior Director,
Product Marketing, B2B
Adobe



Jessica Kao

Director, B2B GTM
Transformation Advisor
Adobe



Chris Shatara

Director of Demand
Systems and Data
Cisco

Agenda

- Welcome to B2B 3.0

- AI Adoption and Activating Buying Groups

- The Future of B2B Panel Discussion

- Q&A and Resources



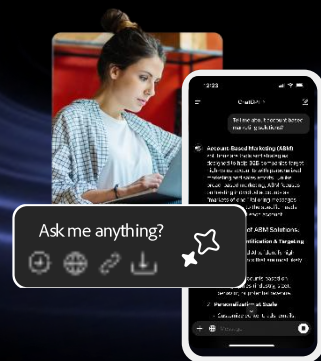
Welcome to B2B 3.0



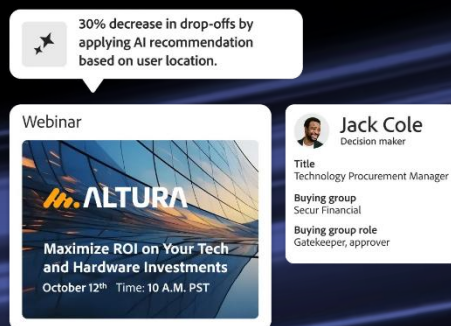
Brian Glover

Senior Director, Product Marketing, B2B
Adobe

B2B 3.0 is the new era of engagement reshaped by AI



**AI-driven
Buying**



**Agentic
Marketing
& Sales**



**Buying Group
Models**



**Content
Velocity**

90% of buyers choose a vendor from their day one list

1,000 moments 100 systems



300 days



37 interactions



10 channels



11 decision makers



2 LLMs



Profile

Priya Desai

Role

Director of IT Infrastructure

Company

FusionBank

Interests

Hybrid Cloud migration



**Hybrid Cloud,
Simplified.**

Secure your infrastructure
with Altura's AI-Driven
Platform.

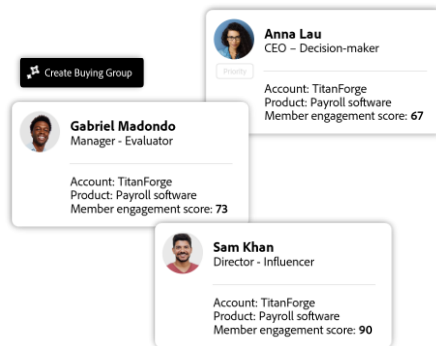
[Discover Now](#)

An always-on approach for account orchestration

1

The Who

Select Accounts & Identify Buying Groups

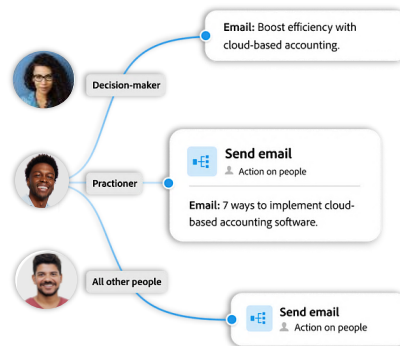


Best-fit prediction
and solution interest

2

The What

Orchestrate Engagement

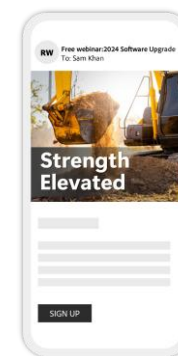


Inbound and outbound
journeys together

3

The Where

Intelligently Qualify Opportunities

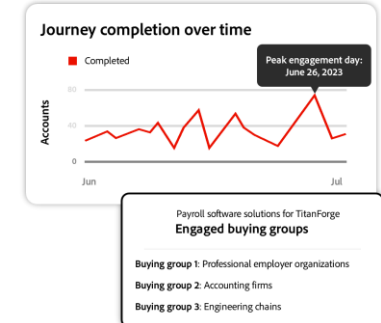


Streamlined, real-
time sales research

4

The Why

Measure & Optimize Investments



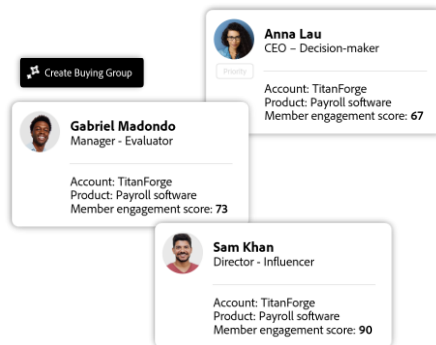
Proactive analysis and
recommendations

An always-on approach for account orchestration

1

The Who

Select Accounts & Identify Buying Groups



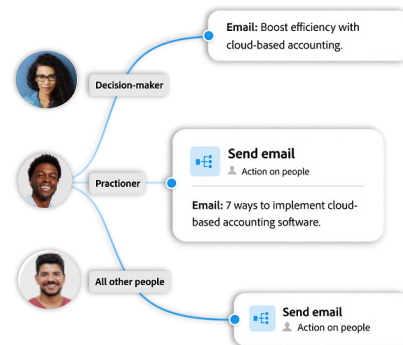
Best-fit prediction
and solution interest

Audience Agent

2

The What

Orchestrate Engagement



Inbound and outbound
journeys together

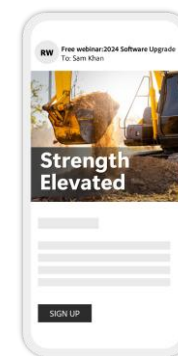
Journey Agent

Product Advisor Agent

3

The Where

Intelligently Qualify Opportunities



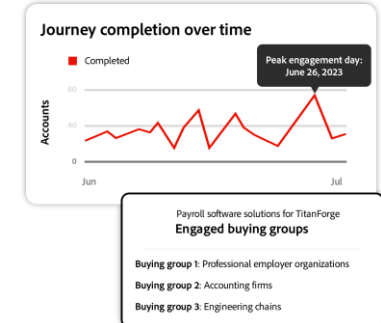
Streamlined, real-
time sales research

Account
Qualification Agent

4

The Why

Measure & Optimize Investments



Proactive analysis and
recommendations

Data Insights Agent

Adobe is the platform for intelligent Account Orchestration



Experience Platform Agent Orchestrator

Adobe Experience Platform

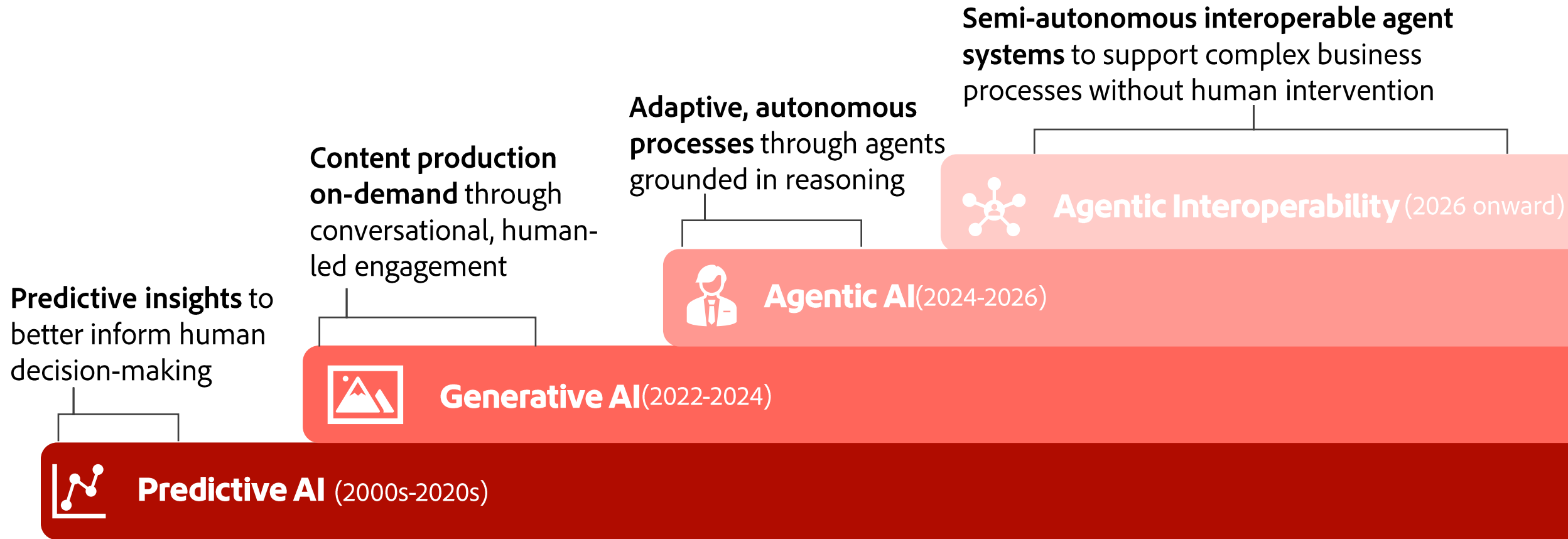
AI Adoption and Activating Buying Groups



Jessica Kao

Director, B2B GTM Transformation Advisor
Adobe

AI is transforming the customer experience and requires a rethink of what success means



Source: : 1. IDC FutureScape: Worldwide Future of Customer Experience 2025 Predictions

Panel discussion



Brian Glover

Senior Director,
Product Marketing, B2B,
Adobe



Chris Shatara

Director of Demand Systems
and Data,
Cisco



Jessica Kao

Director,
B2B GTM Transformation Advisor,
Adobe

Adopting buying groups builds on existing work

Myth

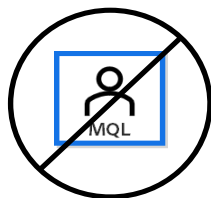
Build all buying groups for all products



We don't have personalized content for each persona for every buying group

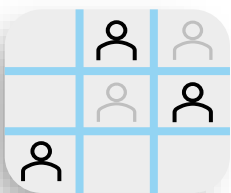


MQLs motion eliminated when transitioning to buying groups



Reality

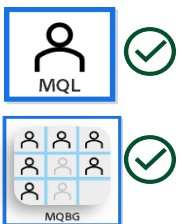
Build one buying group for an existing campaign.
Pilot, Test, Learn



~80% of content will be the same across buying group personas.¹



Lead journeys and MQLs **exist** alongside buying group motions



Sources: (1) Forrester

Key takeaways

Start and evolve your customer engagement

Rethink How We Define AI Success

AI is about unlocking new capabilities and approaches.

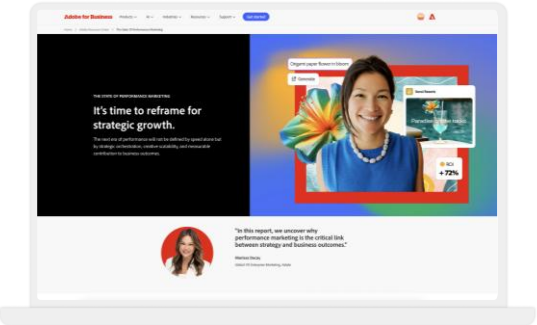
Don't Wait for Perfect Data

Digital maturity initiatives will drive improvements in data quality.

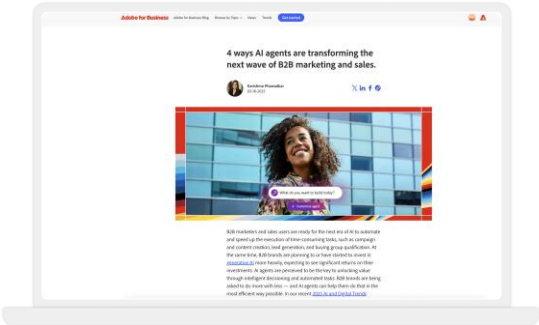
Start Small, Learn Fast

Focus on achievable goals — momentum builds trust & paves the way through B2B 3.0

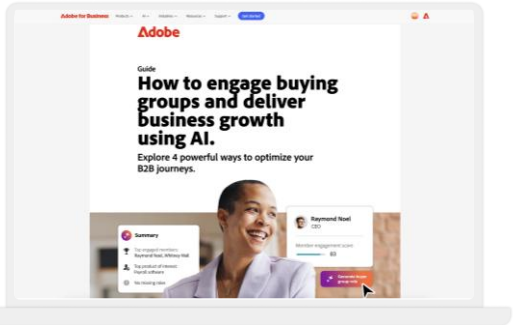
Related resources



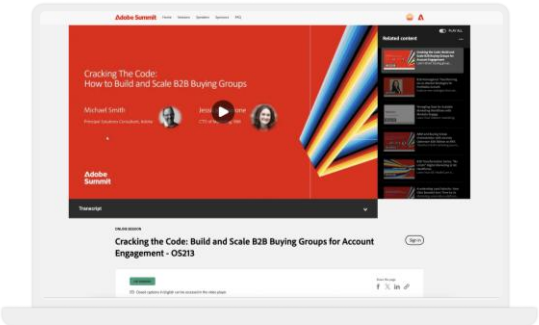
The state of performance marketing:
It's time to reframe for strategic
growth.



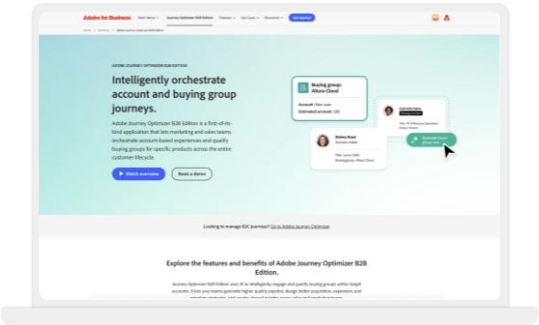
4 ways AI agents are transforming
the next wave of B2B marketing and
sales.



How to engage buying groups and
deliver business growth using AI.



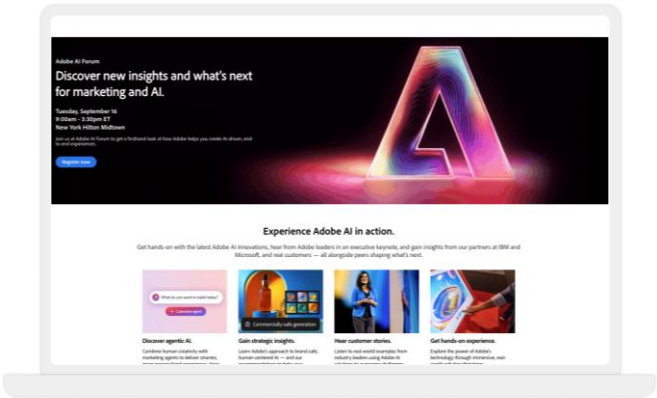
On-demand: Build and Scale B2B
Buying Groups for Account
Engagement



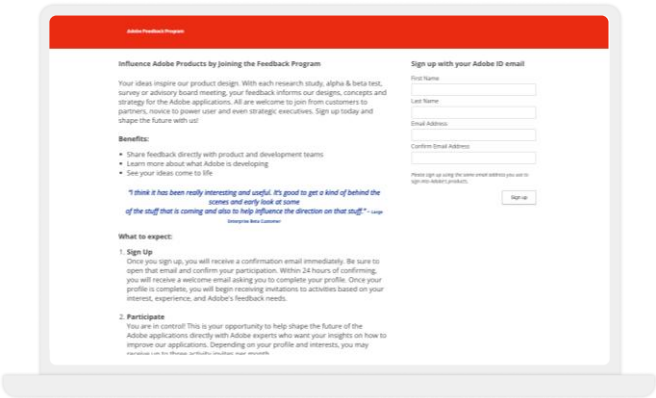
Intelligently orchestrate account
and buying group journeys.



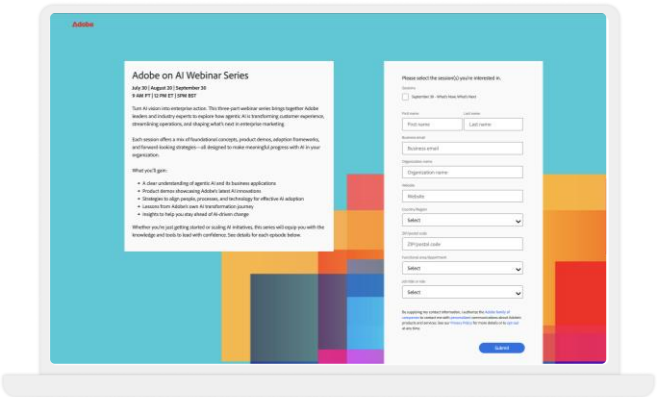
Related resources



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.



Adobe on AI Webinar Series.



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