



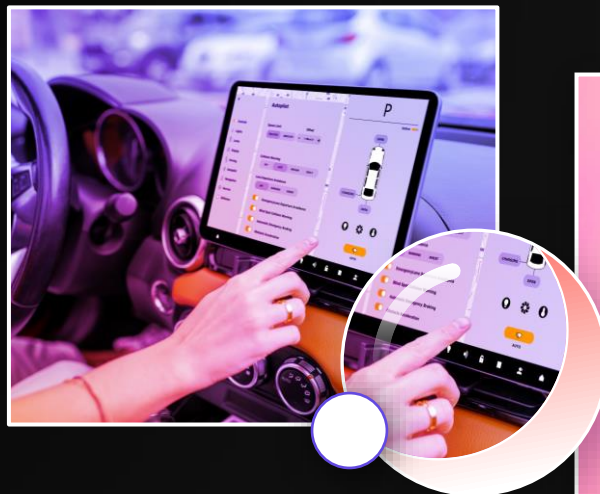
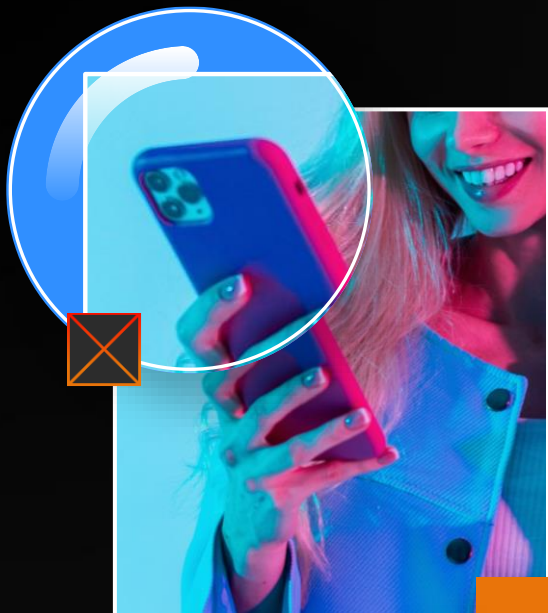
# EXPERIENCE MAKERS<sup>MILAN</sup>

## Adobe e il futuro del Customer Experience Management



**Francesca Perucchetti**

Go to Market Lead e Sales Specialist Manager  
Adobe Italia



Make the digital economy personal





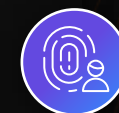
**Immediate**

**Contextual**

**Intelligent**

**Valuable**

**Private & secure**



**Unique  
to them!**



Personalisation delivered across  
**every channel** for **millions** of  
customers in **milliseconds**

# Make it personal

Customer needs  
are constantly  
evolving



# Removing the divisive broad-brush demographic approach



**73%**

of people want to be seen as individuals

**78%**

of consumers change their tastes every few months

**37%**

even say they see themselves as very different to how they were 12 months ago



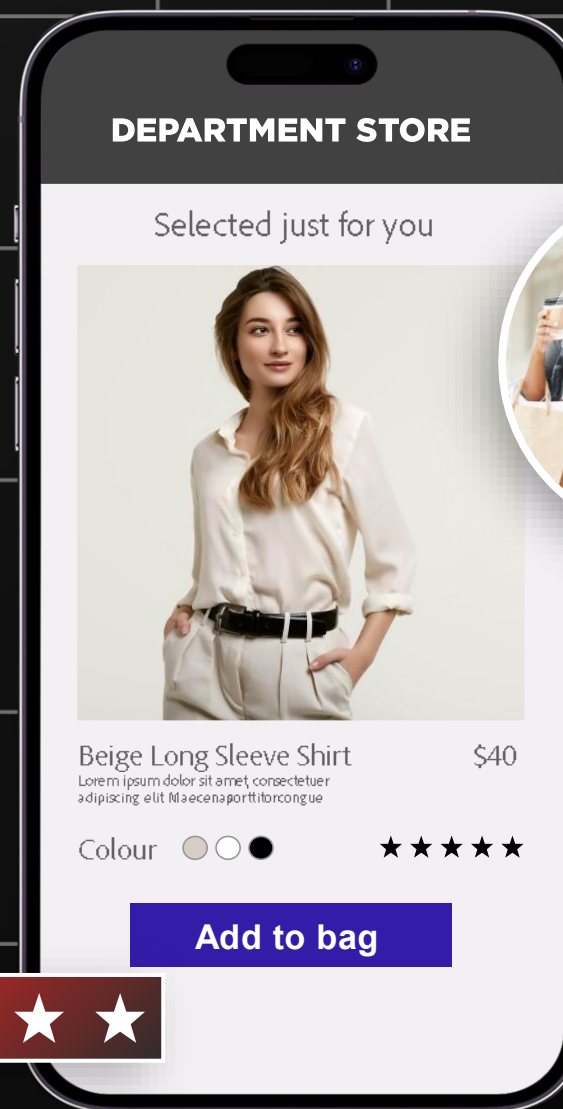


**Consumers expect  
brands to understand  
them as the unique  
people they are today**



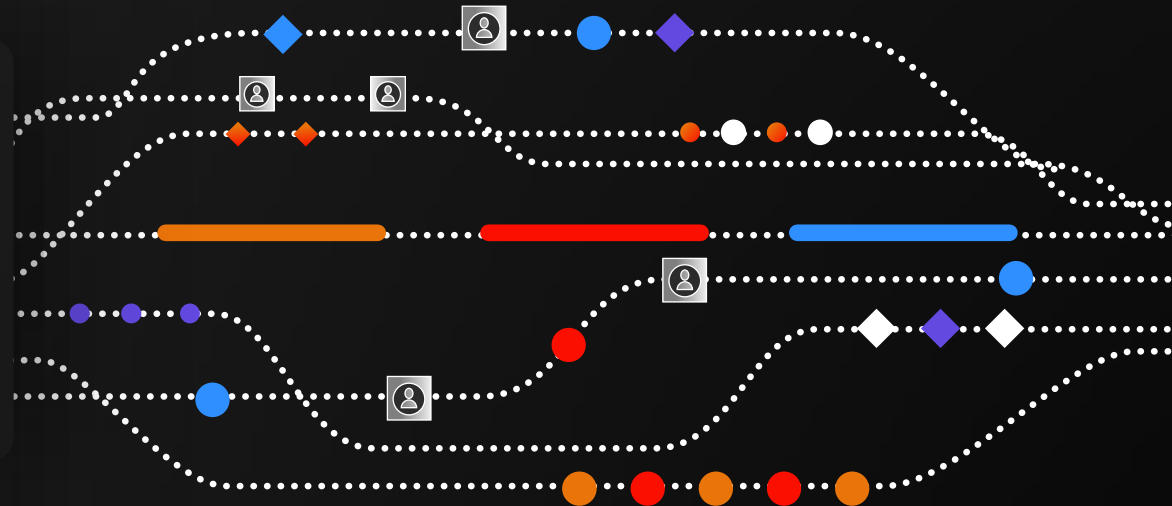
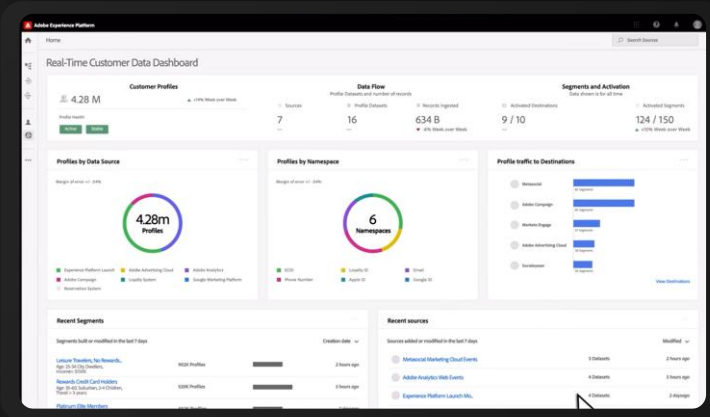
# The way to the customers heart ☒

Consistent,  
timely,  
empathetic  
interactions





# Adobe's Real-Time CDP





**Real-time  
customer  
data**



**Content  
velocity**



**Seamless  
customer  
journeys**



**Make the digital economy personal** 

