



# EXPERIENCE MAKERS<sub>ON TOUR</sub>

**Novità nelle esperienze  
d'acquisto: creare  
esperienze data-driven**



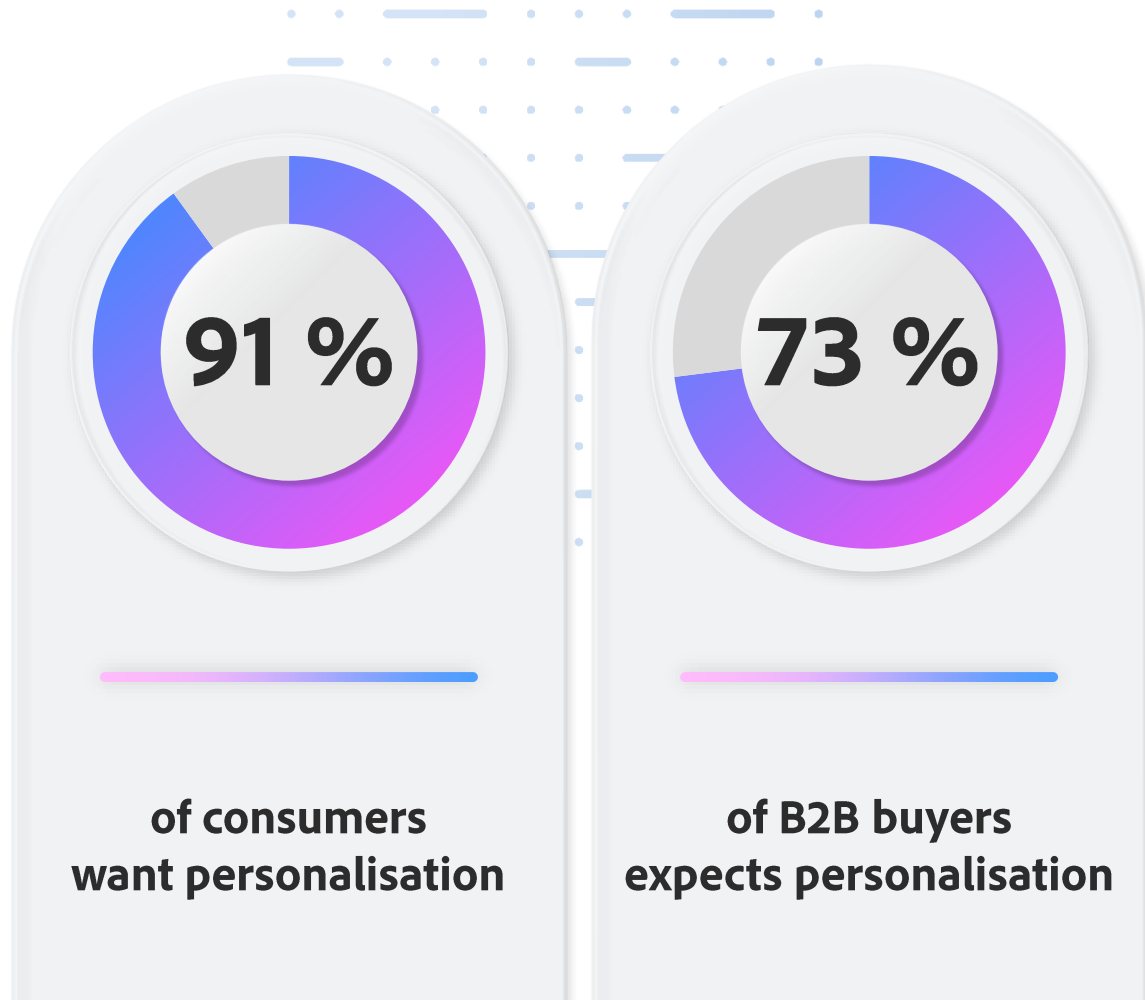


# Why data driven commerce?





# Experience matters





Let's go on a journey..

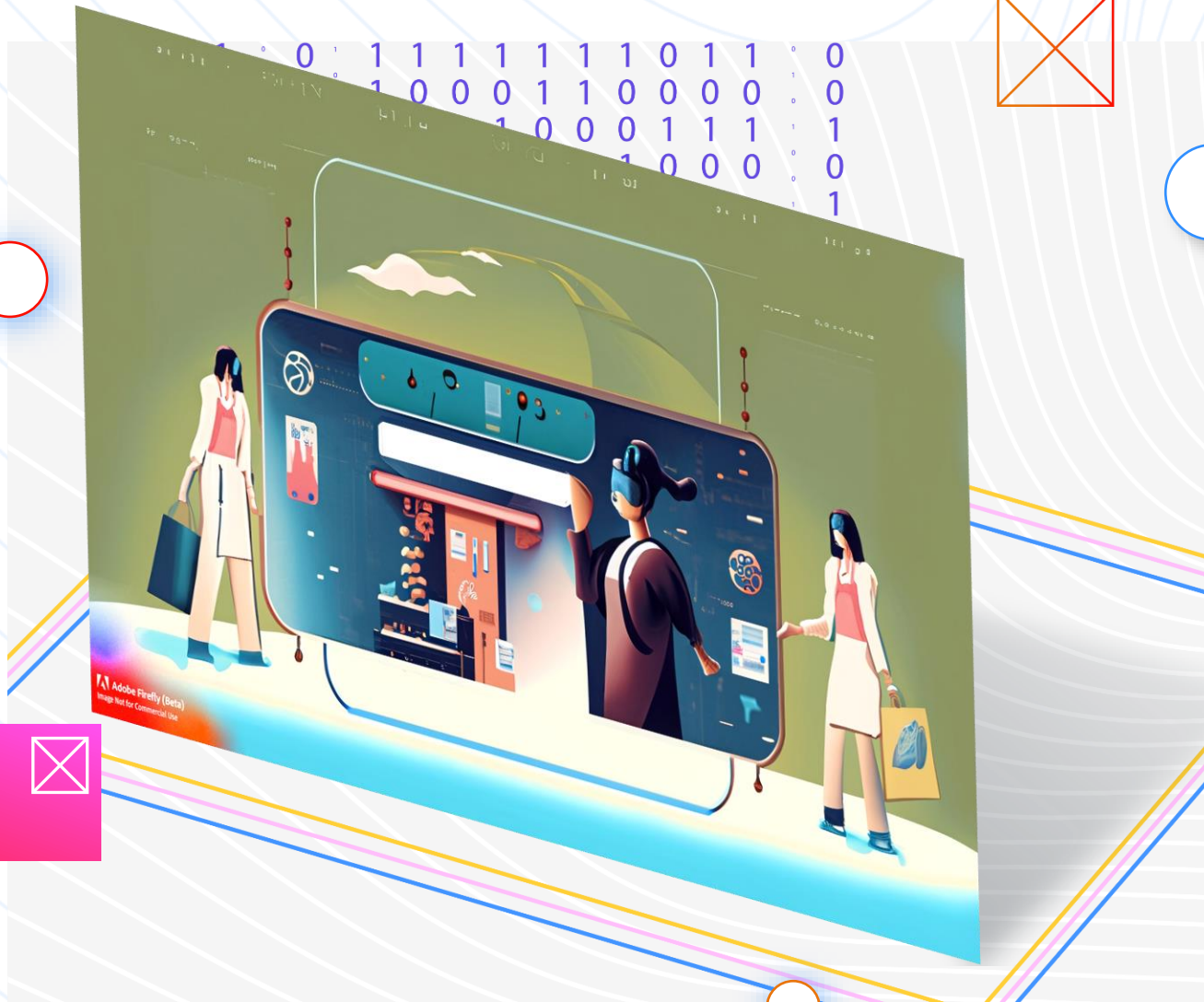
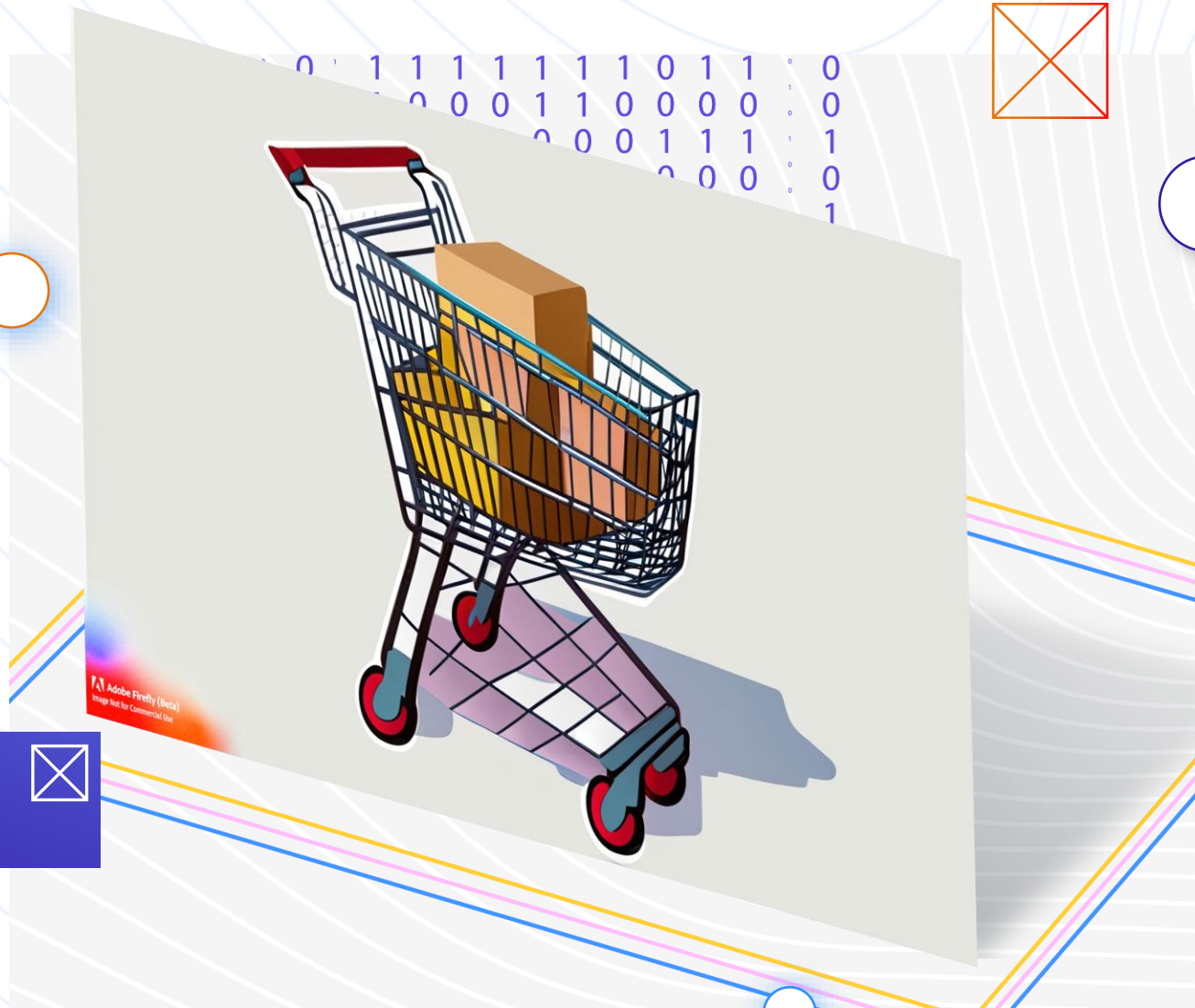


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# The basics





# The Medium

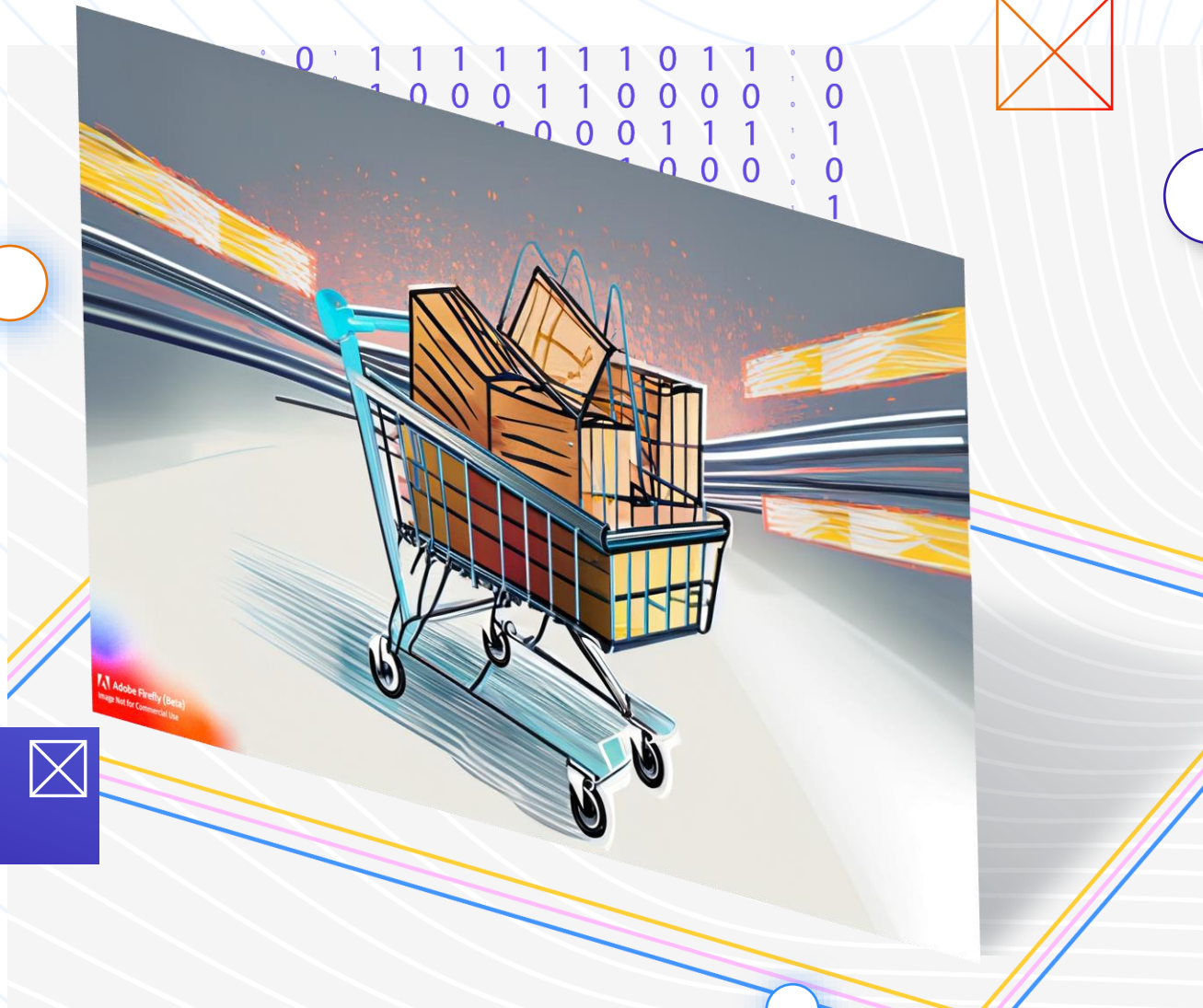


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# The Advanced

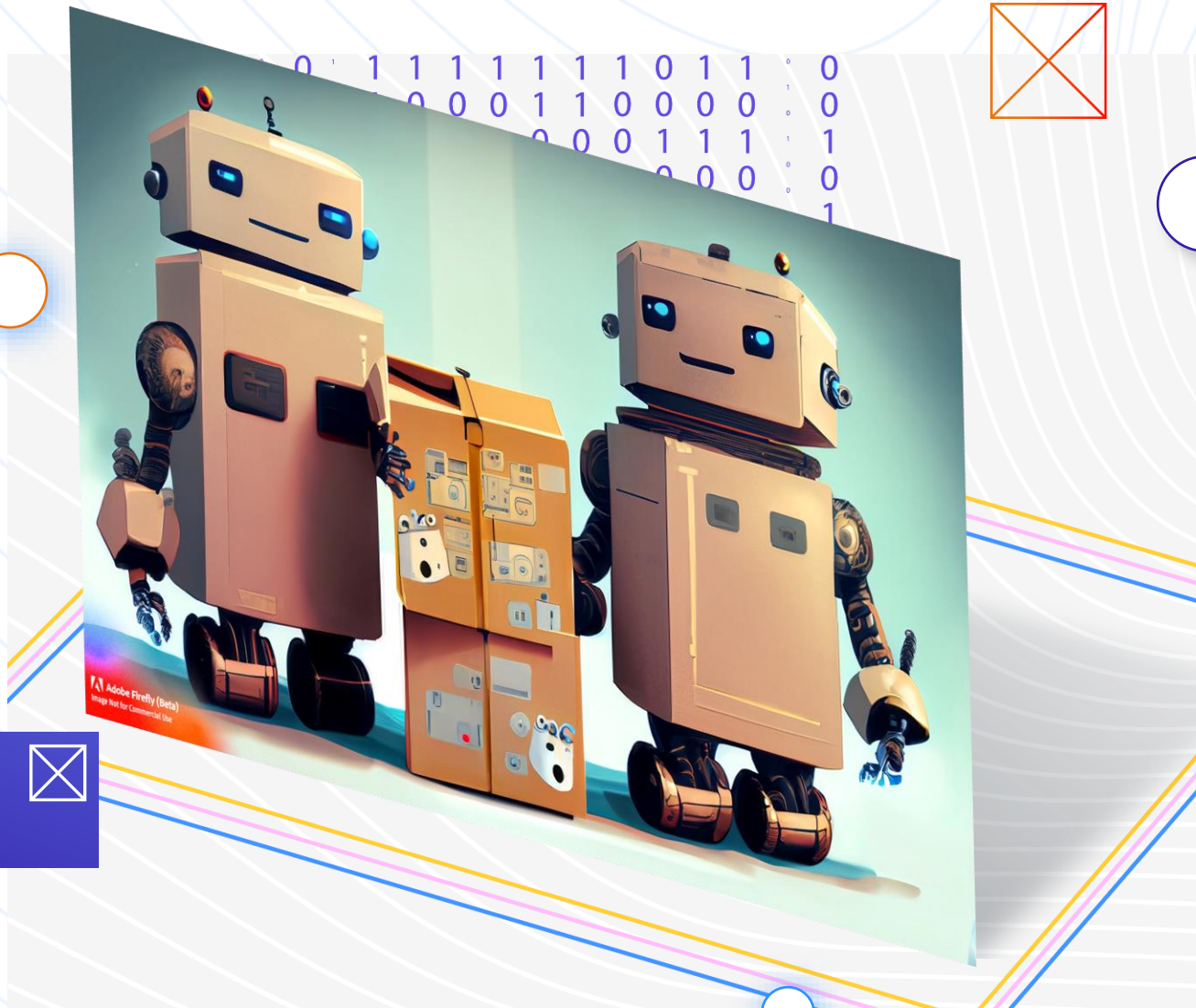


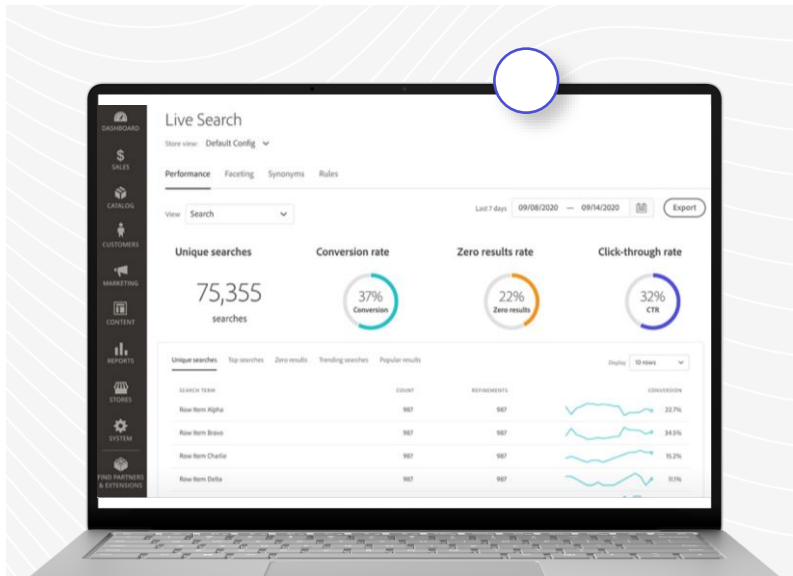
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# Using AI to power search, product recommendations, and browsing

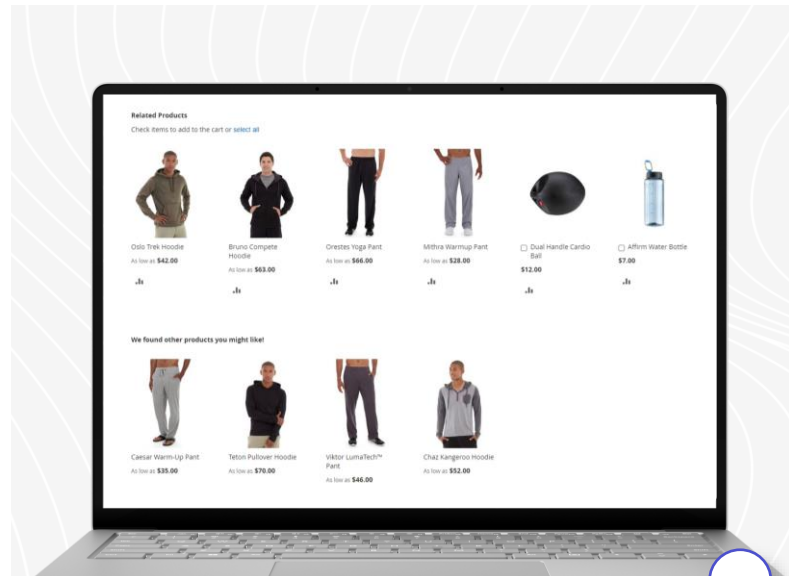


## Live Search



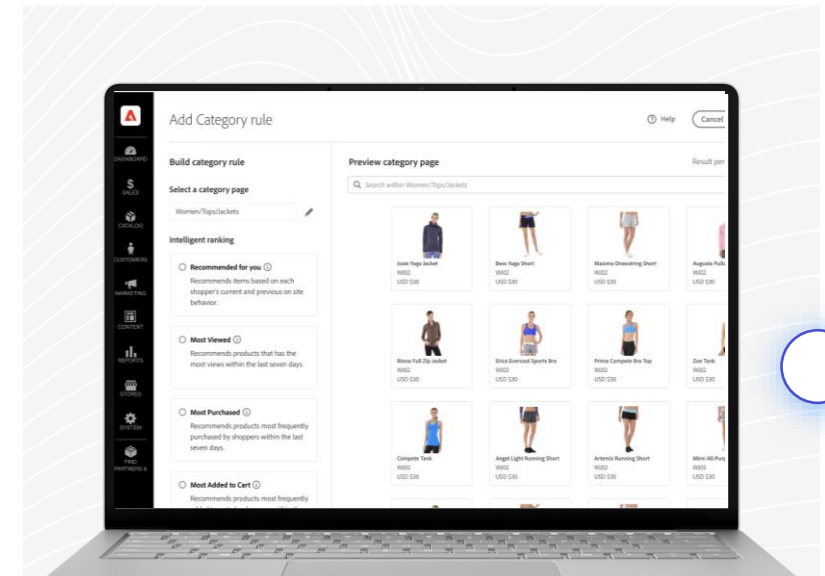
Lightning-fast relevant search experience with multi-dimensional faceted search, merchandising rules, and fully headless support.

## Product Recommendations



AI-fueled product recommendations based on shopper behavior, trends, product similarity and more.

## Browse Experience



Highly visual and interactive merchandising with user-friendly tools that don't require IT work at every step.





# Site search done wrong leaves money on the table



Nearly

40%



of visitors use on-site search<sup>1</sup>

They convert

2x



as much as non-searchers<sup>1</sup>

But over

60%



of top-performing sites have  
“below acceptable search performance”<sup>2</sup>

## Top issues with site search



Search lacks **visibility**

Requiring exact **jargon** and  
lack of **typo tolerance**

No active **merchandising**  
to sell what you want to sell

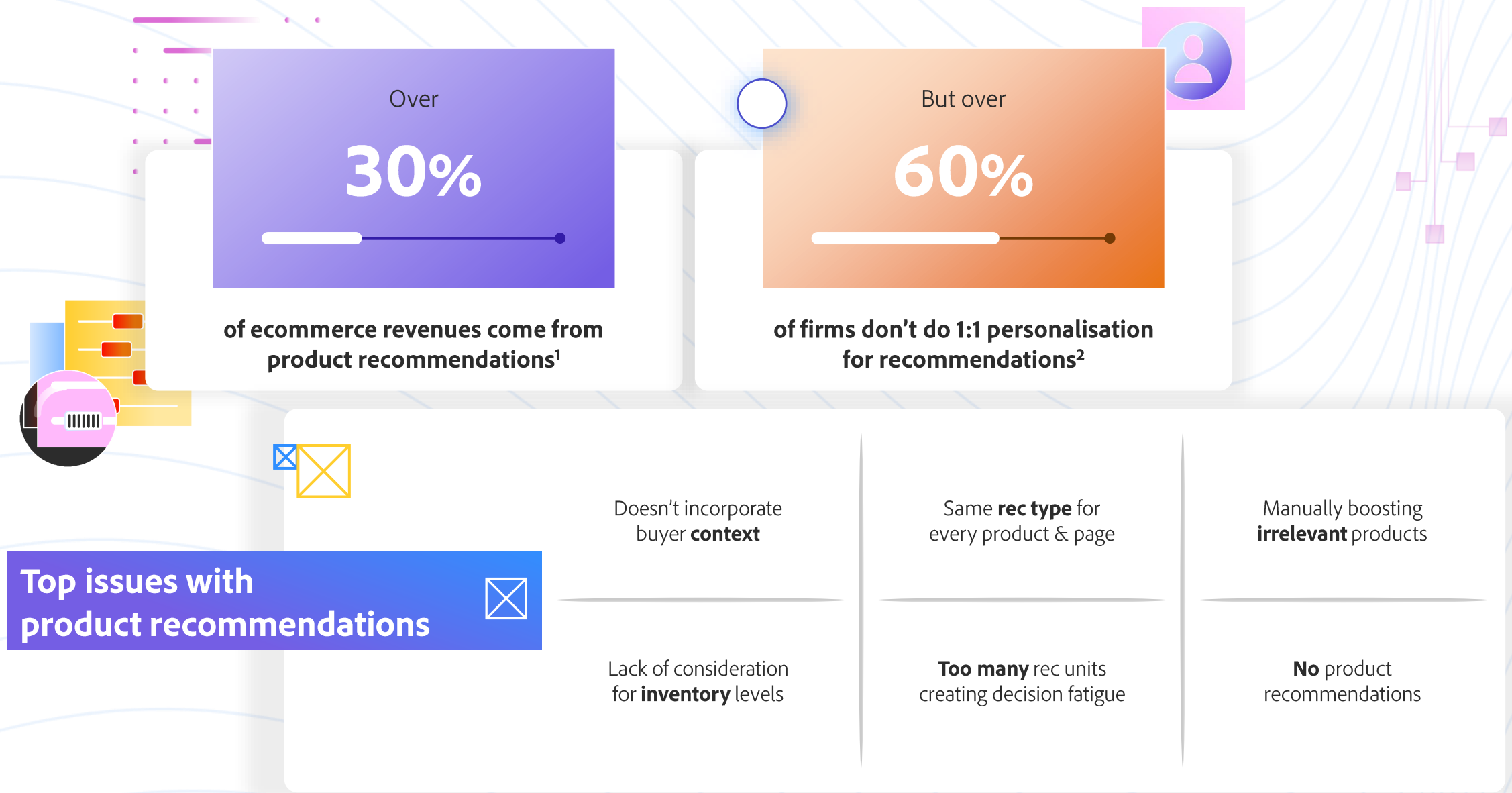
Lack of **dynamic filters**  
to show relevant attributes

No “search **as you type**”  
or autocomplete

Slow or **lagging**  
search experience



# Product recommendations often lack personalisation and optimisation





# Personalising the browse experience leads customers to convert

Most customers **browse category pages**, which serve as the bridge between the home page and product detail pages.

Personalising the browse experience **drives conversion**.



## Top issues with the browse experience

No clear **hierarchy** structure

No **sorting** filters  
(relevance, price)

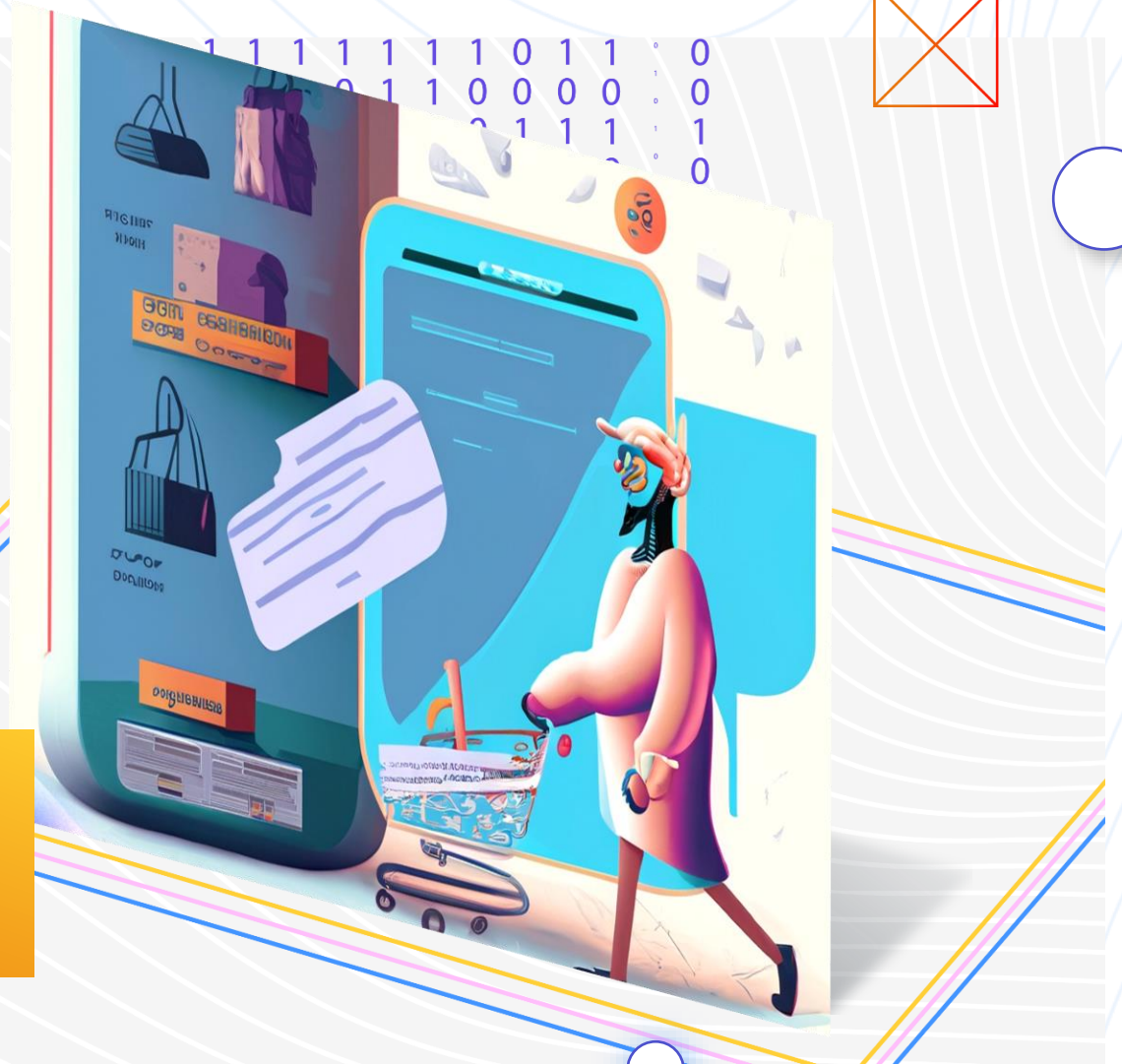
Overly **fusing** categories  
to drive cross-sell

Manual and **static**  
boosts and buries



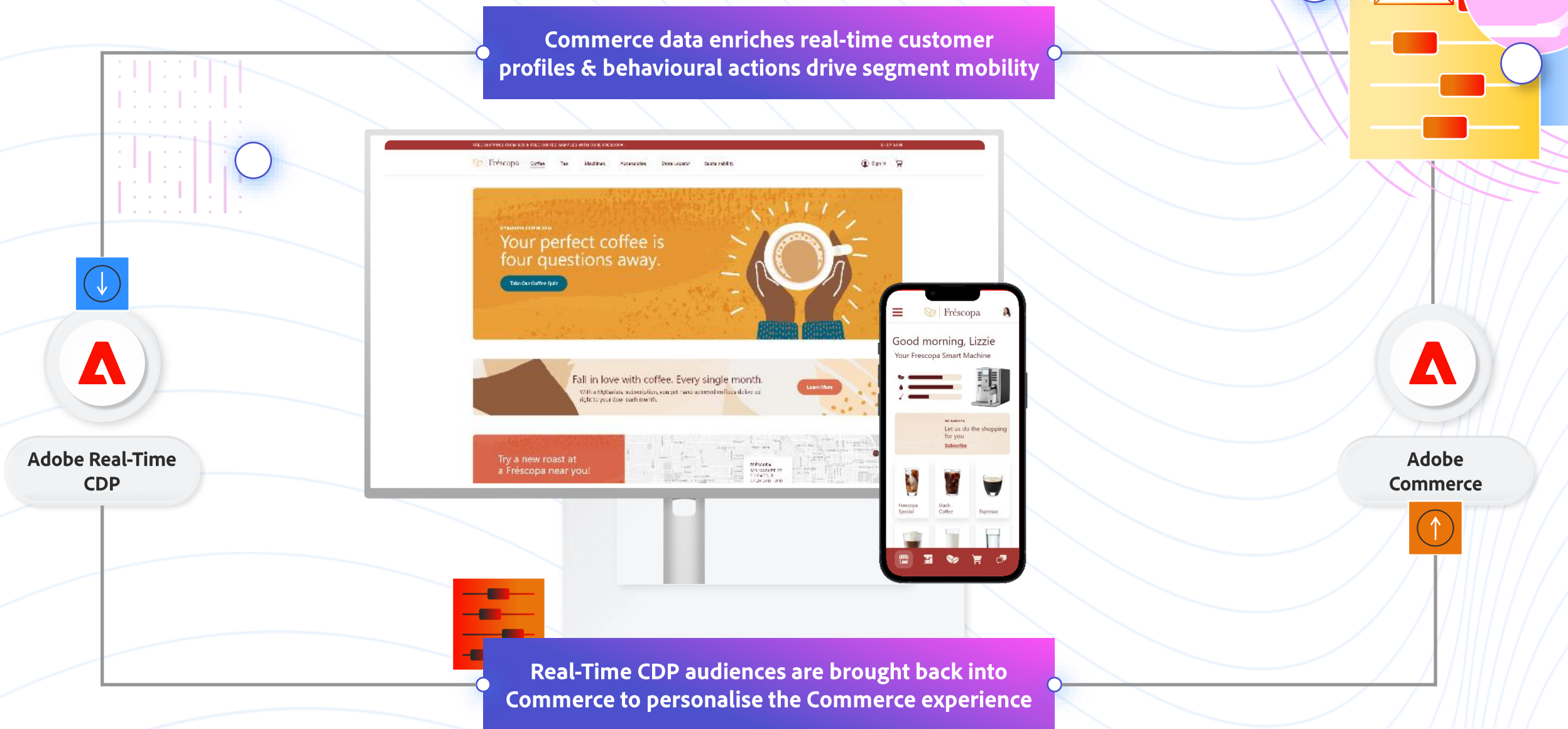


# Delivering truly data driven Commerce



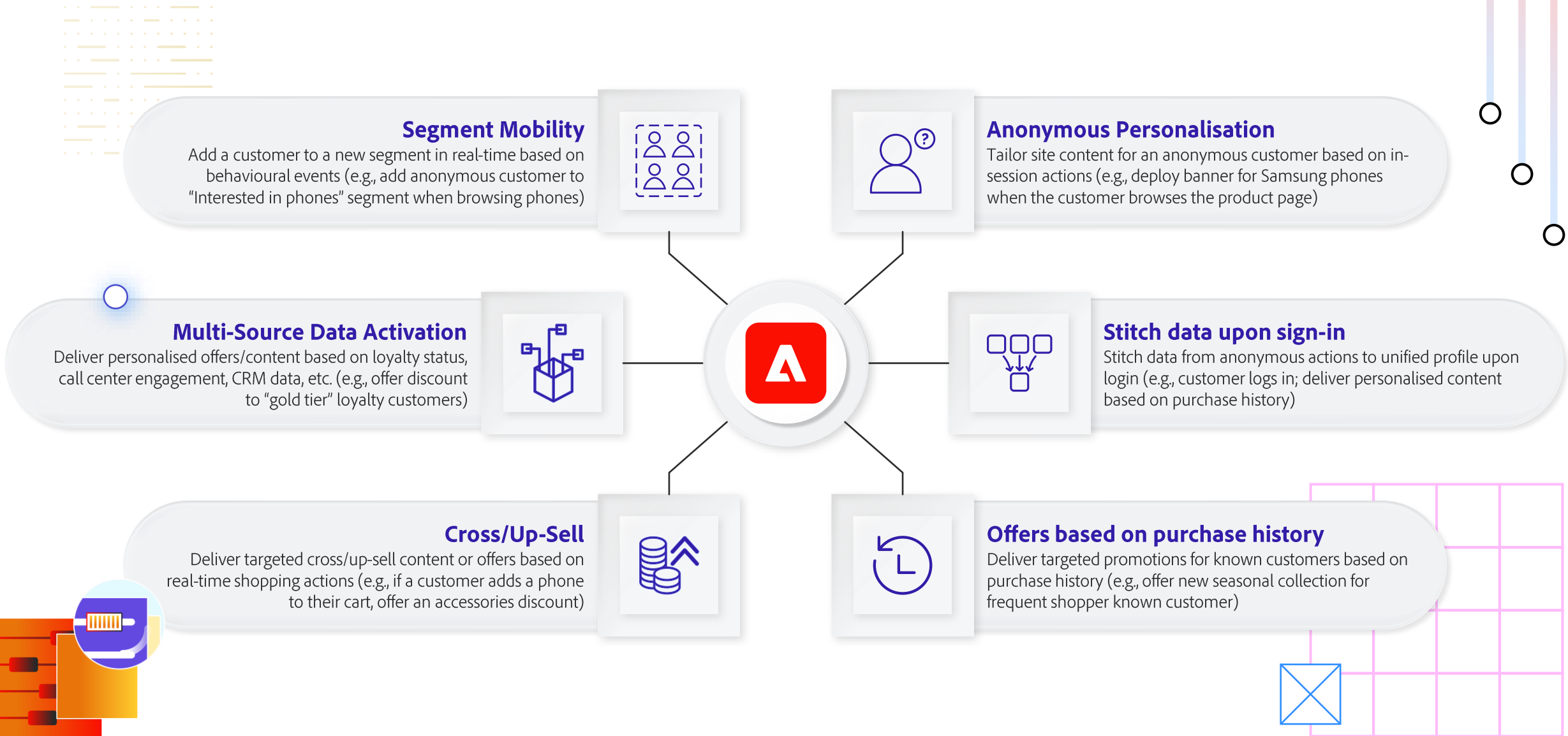


# Using CDP to create real-time personalised experiences





# Powerful use-cases for personalised commerce





# Adobe offers an integrated platform to deliver hyper-personalisation



Data to drive insights, segments, activations, reporting and even content variation



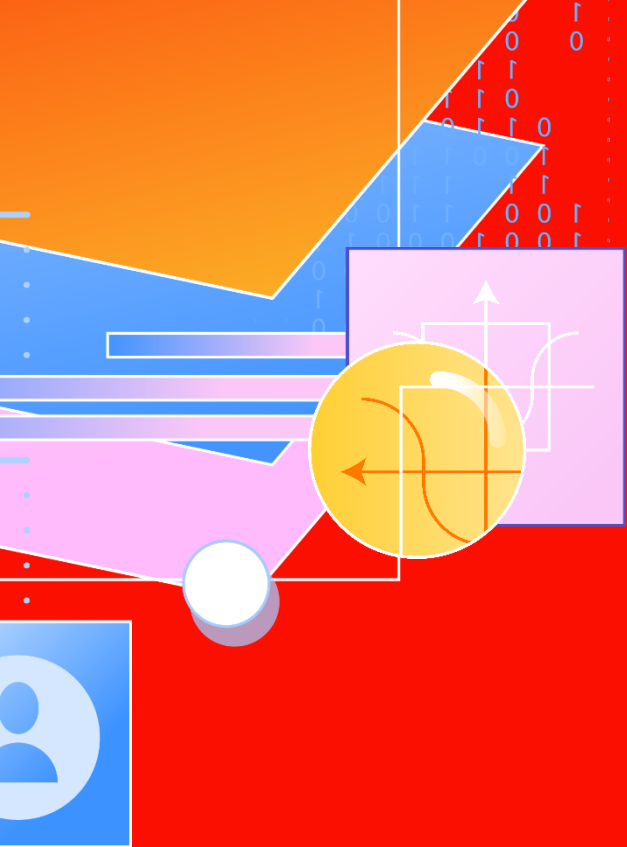
With orchestration to drive a consistent experience on any touchpoint



Comes together to create delightful moments for customers, at a lower TCO for you







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**MAKERS** ON TOUR

