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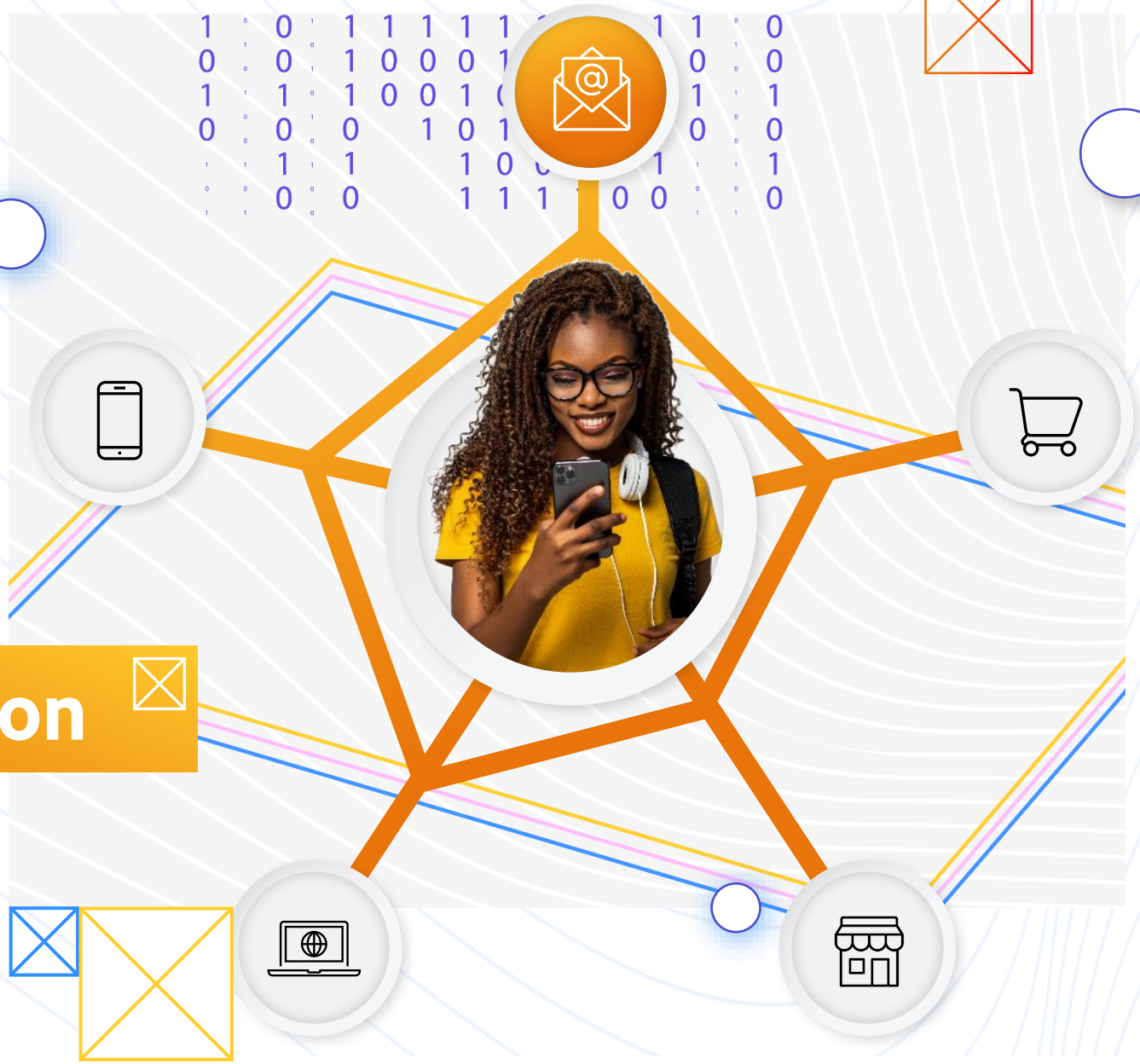
EXPERIENCE MAKERS ON TOUR

Il potere dei dati: cosa significa Customer Experience data-driven

First came personalisation



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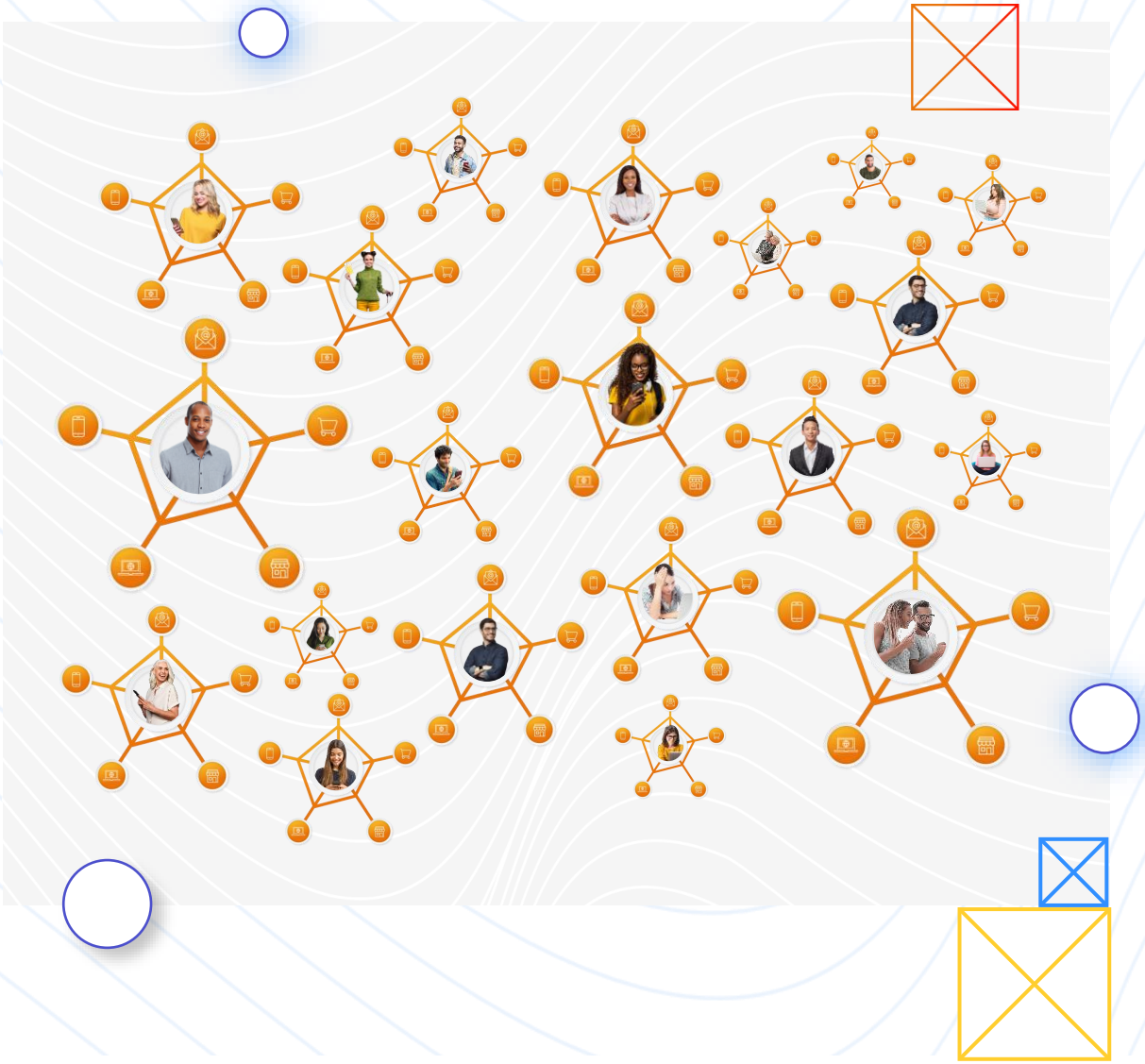
First came personalisation

Then comes personalisation at SCALE



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And we want to do it because it drives measurable results

10-15%
Revenue growth[1]

2x
Increase in ROI[2]

20-30%
Customer satisfaction lift[1]

10-20%
Reduction in marketing and sales cost[3]

6-10%
Decrease in cost to serve customers[4]

Hyper personalisation creates a distinct competitive advantage, enabling leaders to capture greater market share

Source: 1) McKinsey, "Value of getting personalization right or wrong is multiplying", 2) BCG, "The $70B prize in personalized offers", 3) McKinsey, "Driving differentiation in retail", 4) Adobe insights

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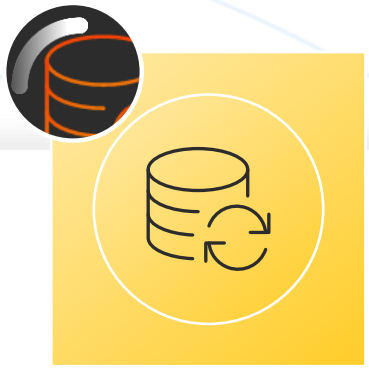
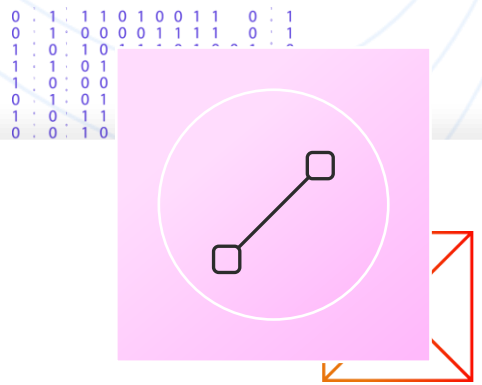


Real-time customer data

Content supply chain



Seamless customer journeys

Making data driven experiences

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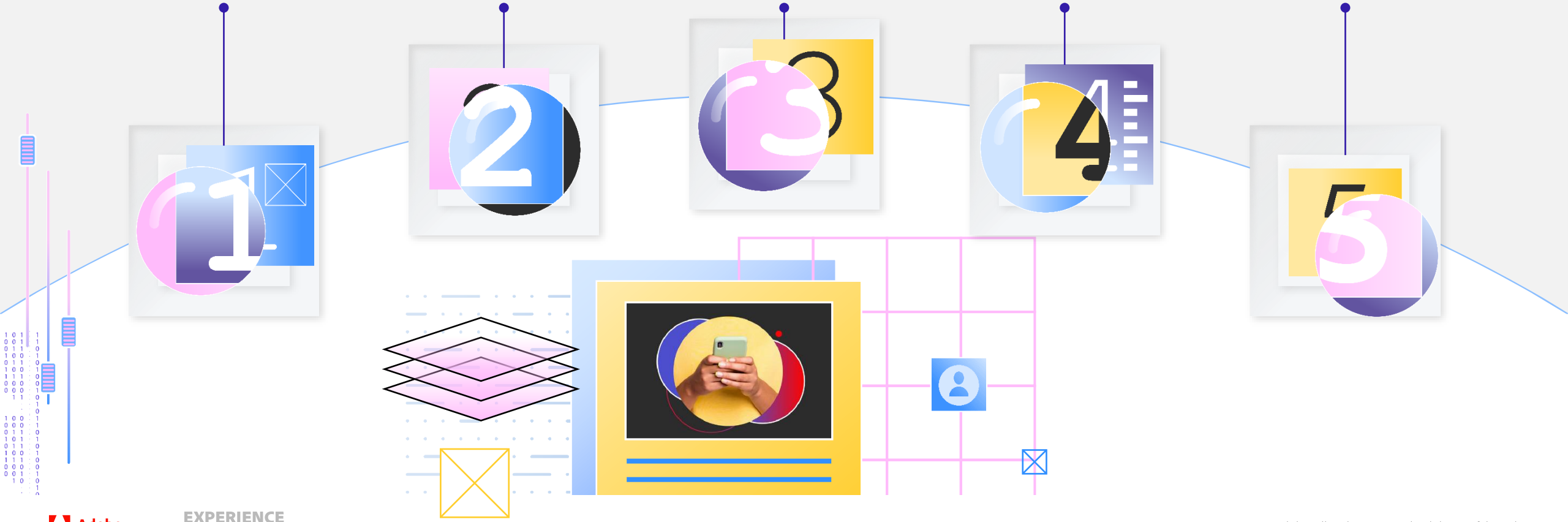
There are many challenges to achieving this

1. Data and processes are **siloed** and **unavailable** for activation and **analysis**
2. Consumers are increasingly concerned with **privacy**
3. Highly complex and **disjointed** content workflows
4. Orchestration is **siloed** and batch oriented
5. Analysis is **not available** at a customer level to non data-scientists



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But Adobe can help meet many of these challenges

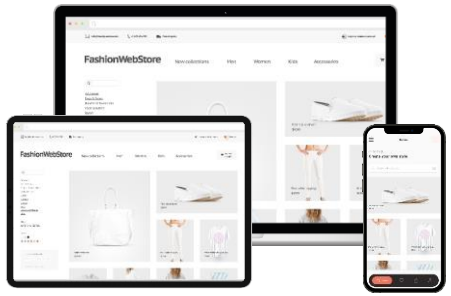
Personalised experiences

Delivering the right experience at the right time to every customer in the right context and channel

Unified Data & Insights

Real-time 360 customer data & signals
Responsible data management
AI/ML predictive models/algos

Content & Collaboration



Streamlined content creation & workflow
Modular content, intelligently assembled
Seamless content re-use

Orchestrated Journeys

Coordinated cross-channel journeys
Real-time, behavior-triggered, contextual
Advanced decisioning/next best experience

Org & Operating Model

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But Adobe can help meet many of these challenges

Personalised experiences

Delivering the right experience at the right time to every customer in the right context and channel

Simplified Data Management & Activation
Single view of the customer

- Adobe Real-Time CDP
- Adobe Customer Journey Analytics

Enterprise Content Management
Unified content that is searchable, actionable

- Adobe Experience Manager
- Adobe Workfront
- Adobe Commerce

Omni-channel journeys
Seamless, connected customer journey

- Adobe Target
- Adobe Journey Optimiser
- Adobe Campaign
- Adobe Marketo Engage
- Adobe Customer Journey Analytics

Experience Platform
Shared Services

- AI/ML
- Governance & Privacy
- Real-Time Customer Profile
- Data Collection & Query

Org & Operating Model

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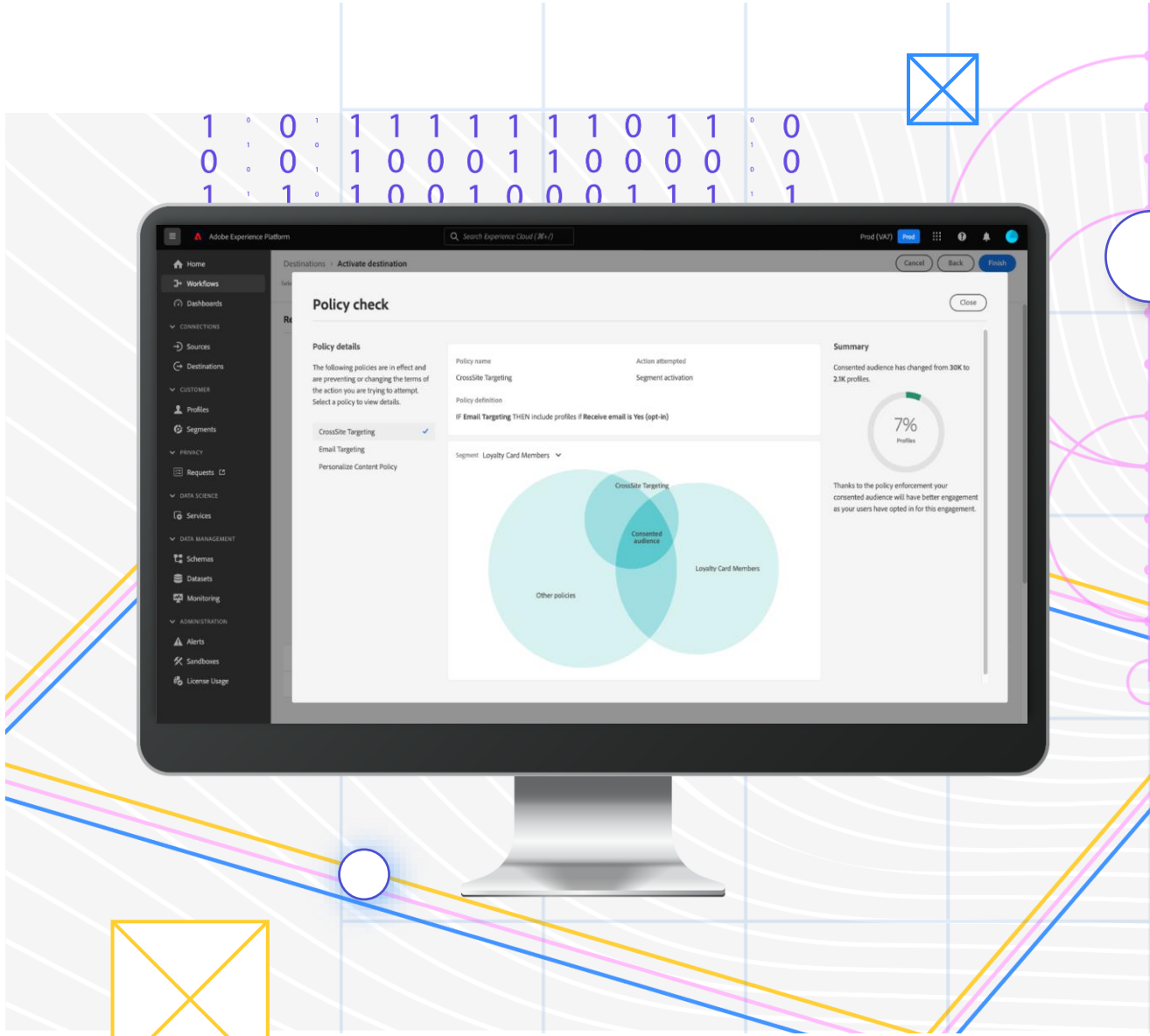
Data driven experiences needs a solid data foundation°

Connect all the data from all relevant sources into **unified** profiles and audiences

Real-time customer decisions at scale with **deep insights** from unified cross-channel data

Govern all data properly and ensure **compliance** with regulations and customer expectations

Activate in the **right time** and **right place** for you and your customer



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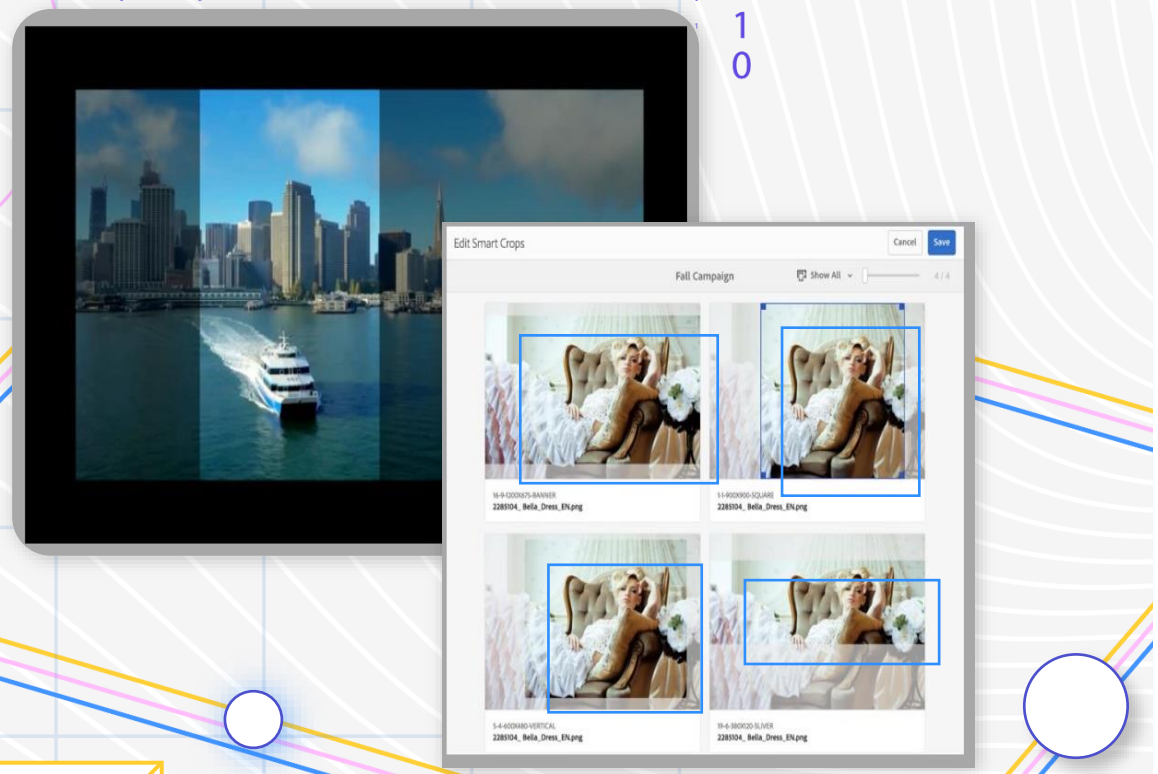
Data without content is not an experience



Connect all phases of content production – from planning to creation to delivery

Create experiences one and personalise for any channel, touch-point or audience

Establish a single source of truth for all content and experience management

Speed to launch, pivot with agility and increase ROI with content tailored to your audiences

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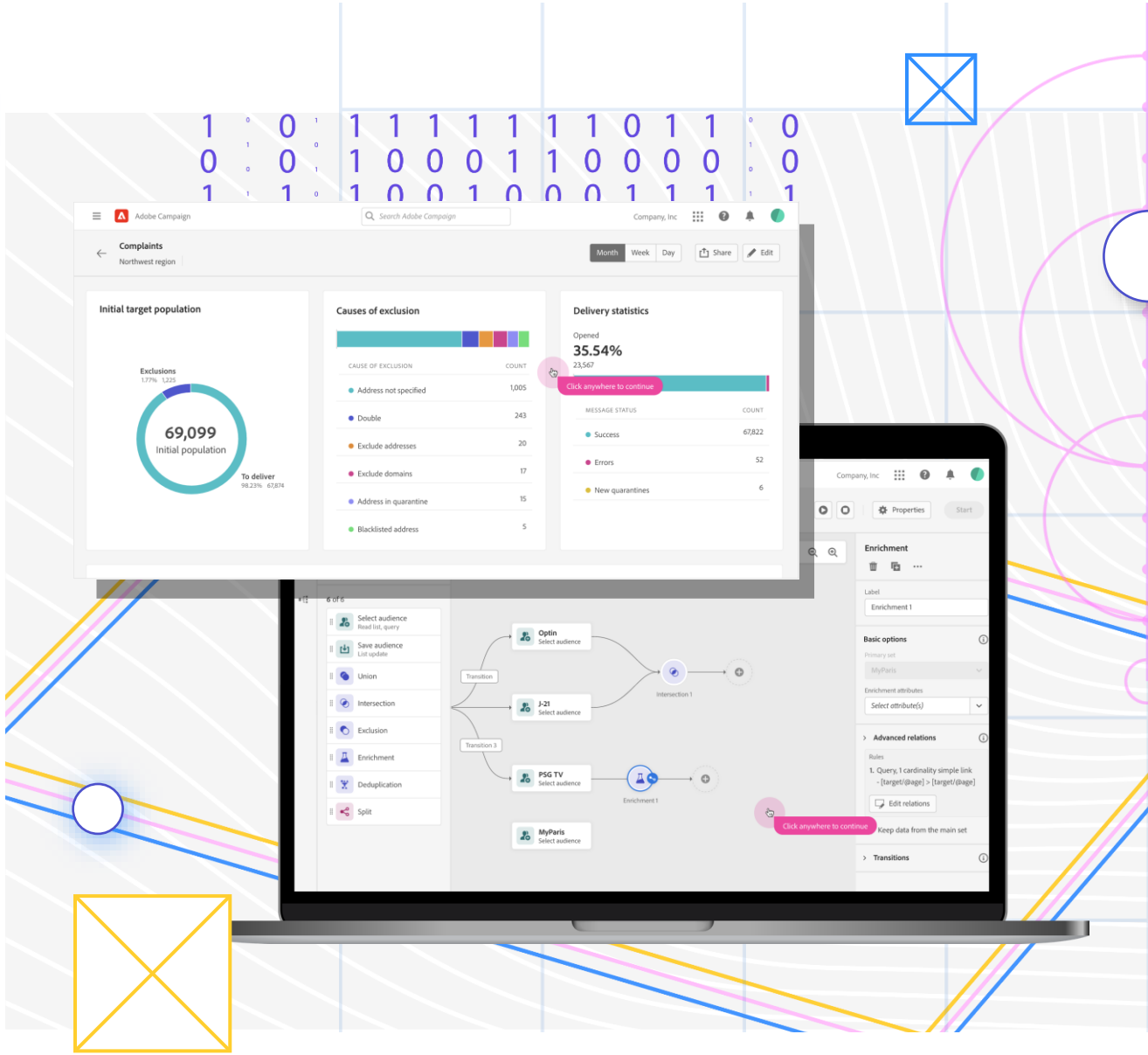
Which then needs to be connected and contextual everywhere

Using the unified profile to personalise across websites, channel, apps and campaigns

Leverage AI/ML to better react to real-time insights and customer behaviour at scale

Ensure consistency of content and offers across all channels – inbound and outbound

Create consistency to increase satisfaction, conversion, retention and brand affinity



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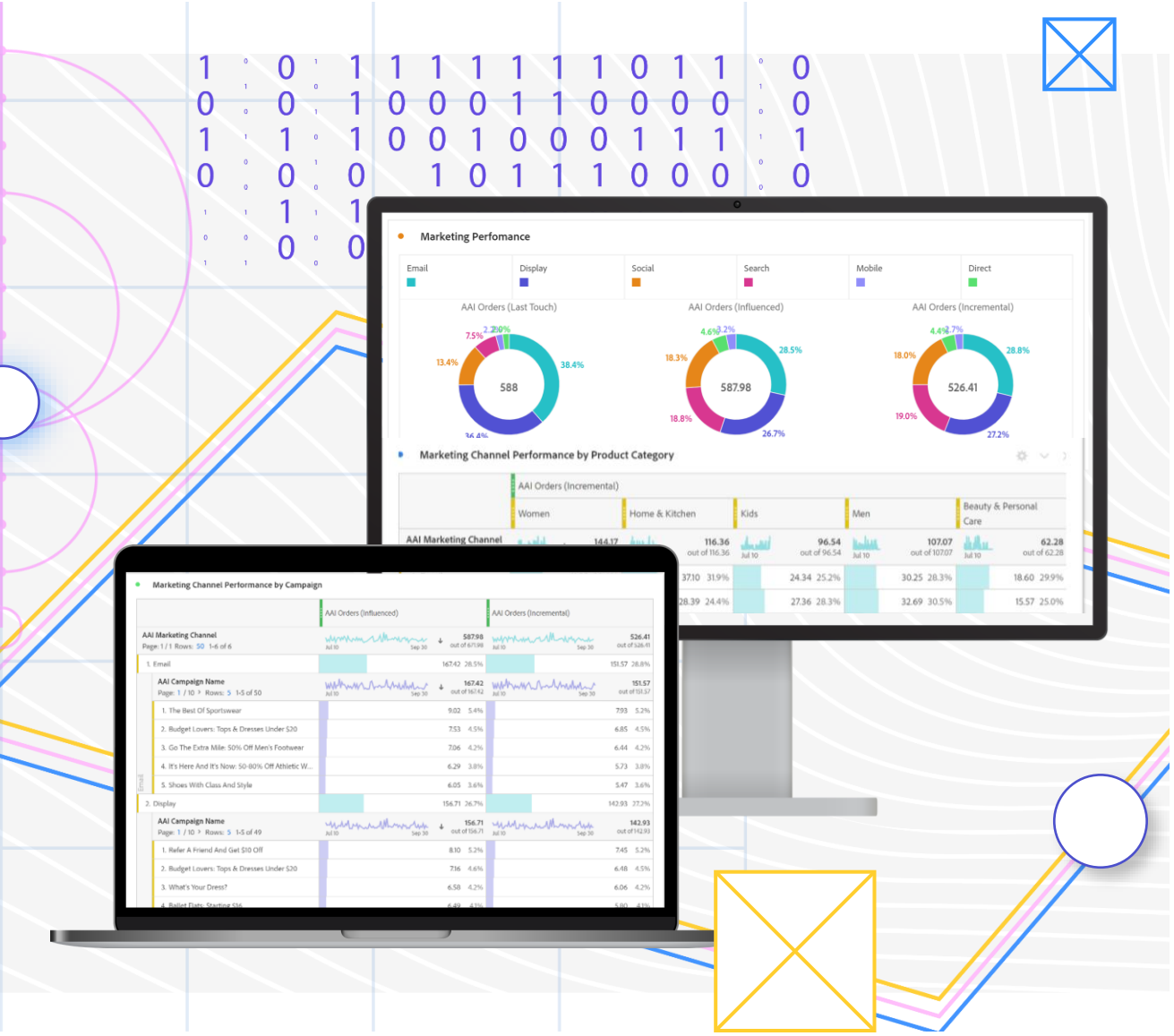
And bringing this together requires deep holistic insight



See holistic journeys. Unleash siloed data and insights with a complete, sequential customer view across online and offline events

Ask more of your data. Rapidly query a comprehensive dataset, inclusive of historical data, in an easy-to-use interface that doesn't require SQL

Democratise insights. Enable anyone responsible for the customer experience to make confident, data-driven decisions and optimisations.

Act quickly and drive impact. Out-clock alternative processes, getting insights in minutes and seamlessly publishing for activation

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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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More on this and so much else at Adobe Summit

Sensei GenAI Services

Sensei is growing. Building on a decade of Adobe ML and AI technology that operates across the Adobe platform

Taking GenAI content and pushing it though our model pipeline to create truly innovative content – 3D, vectors, videos and more

Firefly

A family of Adobe generative AI models specifically created for content generation for creative output

Built from the ground up to be deeply integrated into application and content workflows

Open beta – sign up now!

Product Analytics

A new way for organizations to enable product teams with insight on the whole customer journey

Product teams self-serve and quickly have insights that show product contribution to business outcomes

Audience Analytics

Analyse Adobe Experience Platform generated audiences wherever they are activated – Real-time CDP or Adobe Journey Optimizer.

Creating a virtuous cycle of precision insights for activation and journey outcomes

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