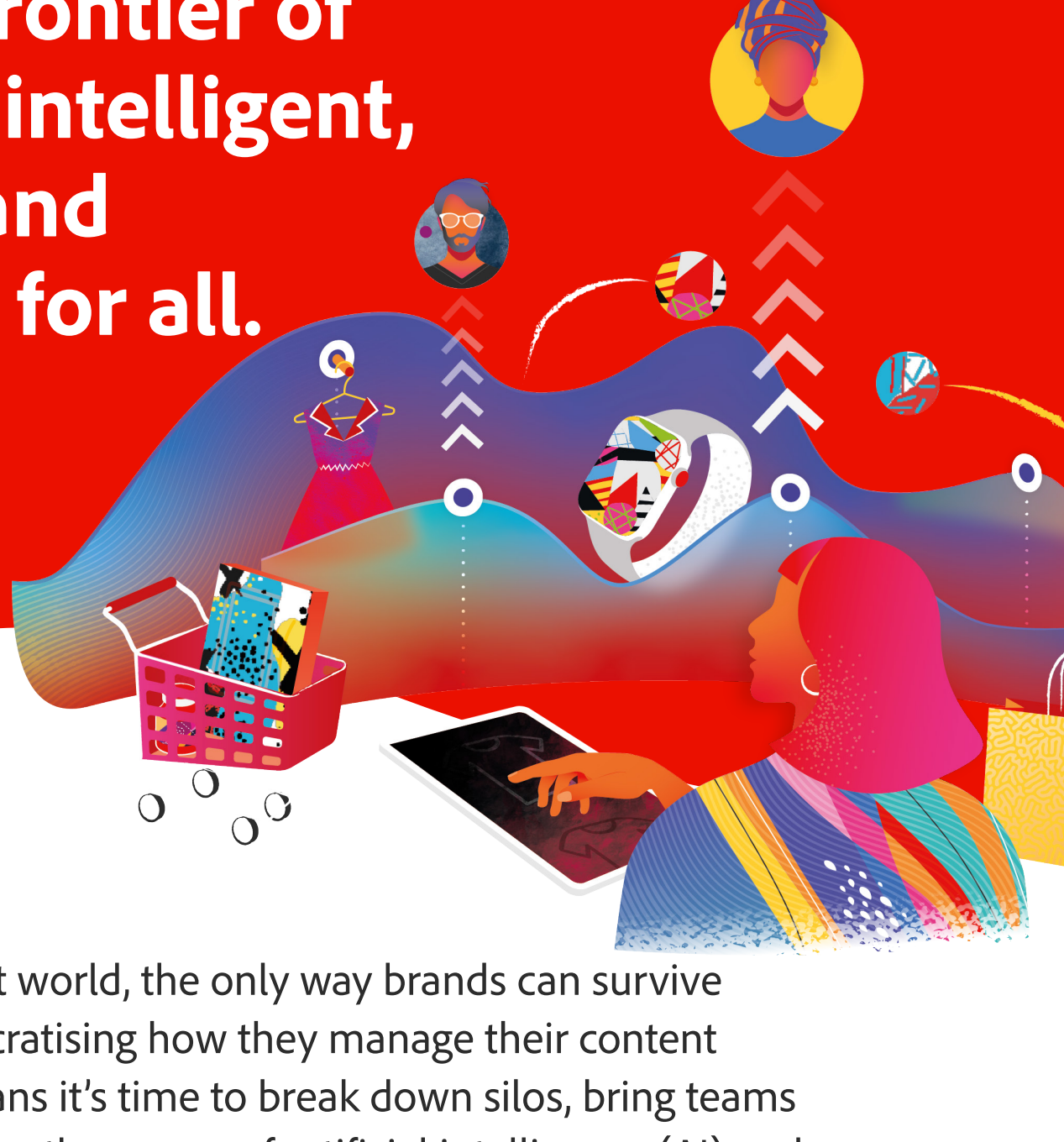


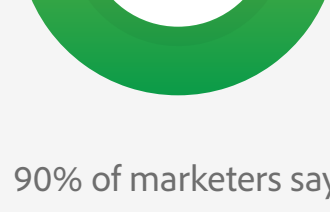
# The next frontier of content is intelligent, personal and accessible for all.



In our new digital-first world, the only way brands can survive and scale is by democratising how they manage their content experiences. This means it's time to break down silos, bring teams together and give them the power of artificial intelligence (AI) and machine learning (ML)—so they can get the right content to the right people at the right time and place.

## Empower content creation across the entire company.

Customers increasingly want personalisation at every touchpoint. To deliver that, everyone needs to be responsible for delivering great content experiences—not just the marketing team. With AI and ML, anyone at the company is empowered to create all the content variations needed to fuel personalised experiences.



90% of marketers say crowdsourcing content from across the company has a positive business impact.

## £33.2b

The global digital content creation market is expected to reach £33.2 billion by 2030.

Sources: Databox, PR Newswire

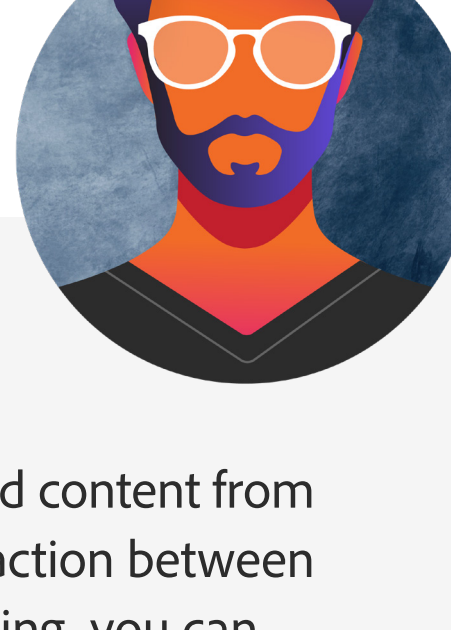
## £87k

Pitney Bowes experienced a **£87k reduction in operating costs** thanks to automation.

“We personalised our digital experiences and democratised web analytics across our marketing organisation. That led to a significant uptick in site visits and online revenue, not to mention improved customer relationships.

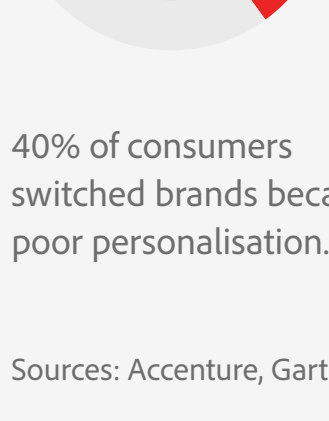
**Jose Rodriguez**

Senior Director, Marketing Technology, Operations and Digital Analytics  
Pitney Bowes

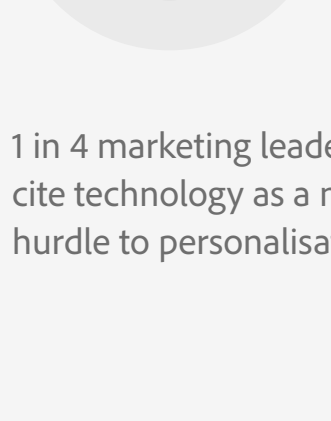


## Build intelligence into every experience.

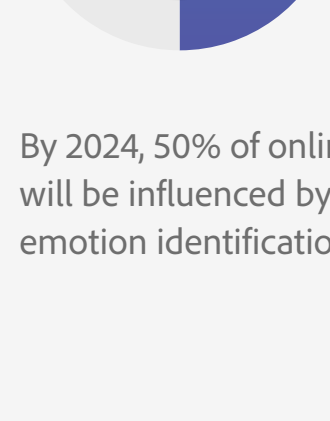
The promise of AI and ML is that you can deliver personalised content from start to finish. And you can do it faster, optimising each interaction between you and your customers. Plus, with A/B and multivariate testing, you can serve up the best performing experiences—all automatically.



40% of consumers switched brands because of poor personalisation.



1 in 4 marketing leaders cite technology as a major hurdle to personalisation.



By 2024, 50% of online ads will be influenced by AI emotion identification.

Sources: Accenture, Gartner

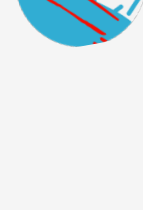
Dixons Carphone saw a **17% increase in conversion** when using targeted web offers.

## 17%

“We can utilise artificial intelligence to reach out to more customers in a personal way by removing the manual task of creating audiences and matching them with top experiences.

**Harry Sohal**

Product Owner, Adobe Experience Manager  
Carphone Warehouse

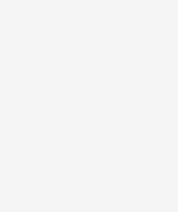


## Deliver experiences across all channels.

The digital economy has arrived, which means the future is about creating experiences customers can interact with across all channels and in many different forms. To make this easier, AI and ML can help you dynamically adjust content—like auto-cropping images and video or summarising text—to meet any channel's requirements.



Consumers interact with an average of 6 touchpoints when making a purchase.



Omnichannel shoppers have a 30% higher lifetime value than shoppers who use only 1 channel.

Sources: Knexus, Google

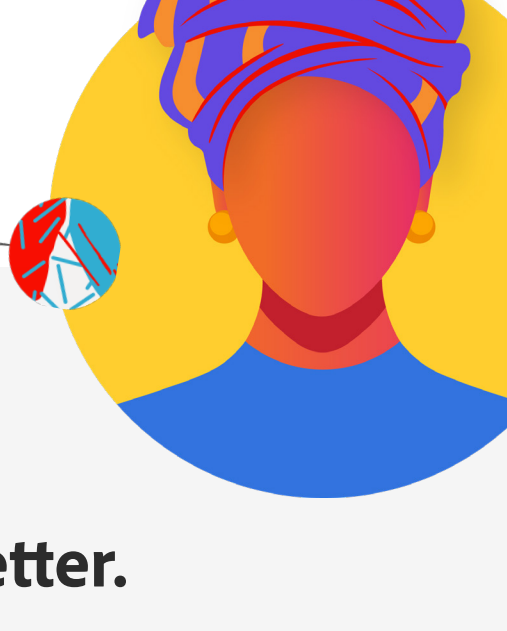
## 45%

Informatica boosted traffic to its cloud data management platform entry page **by 75x**, with visitors spending **45% more time** on the page.

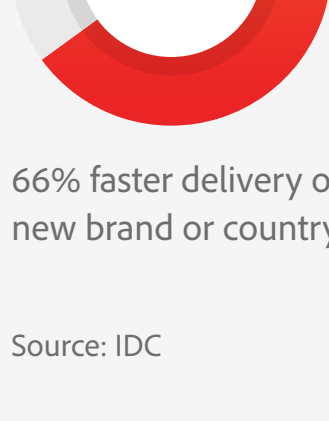
“We knew we had to build a technology platform that would support delivery of relevant and in-time orchestrated experiences across every channel, every time someone interacted with Informatica.

**Carolyn Appleby**

Group Vice President, Corporate and Digital Marketing  
Informatica



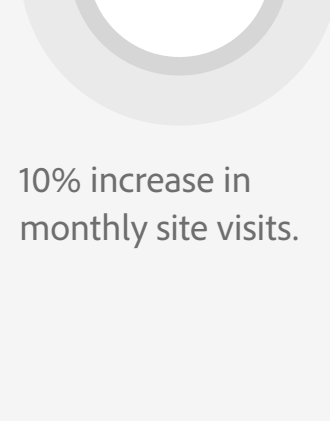
## An AI-powered CMS makes everything better.



66% faster delivery of a new brand or country site.



23% higher productivity for digital experience teams.



10% increase in monthly site visits.

Source: IDC

With the combined power of Adobe Experience Manager Sites and Adobe Sensei, you can deliver personalised content faster to your whole audience—on any channel. And because it's built on a scalable, agile and secure foundation in the cloud, you'll have all the tools you'll need to keep your customers coming back now and into the future.

**Learn how Experience Manager Sites can help your business.**

[Get details](#)