



EBOOK

# Next on retailers' personalization shopping list: Real-time experiences.

How retailers can scale personalized experiences and deliver them in real time across all their channels.



Retailers have understood the importance of personalized shopping experiences for years. And individual channels, such as loyalty programs and high-touch in-person stores, can often achieve personalization excellence.

But things fall apart when retailers try to connect journeys across channels and personalize experiences in real time. In a study by Adobe and Incisiv, 56% of retailers said they don't personalize more than half of their shopper journey. At the same time, consumer expectations are higher than ever. In a McKinsey survey of more than 1,000 consumers, 72% said they expect the businesses they buy from to recognize them as individuals and know their interests.

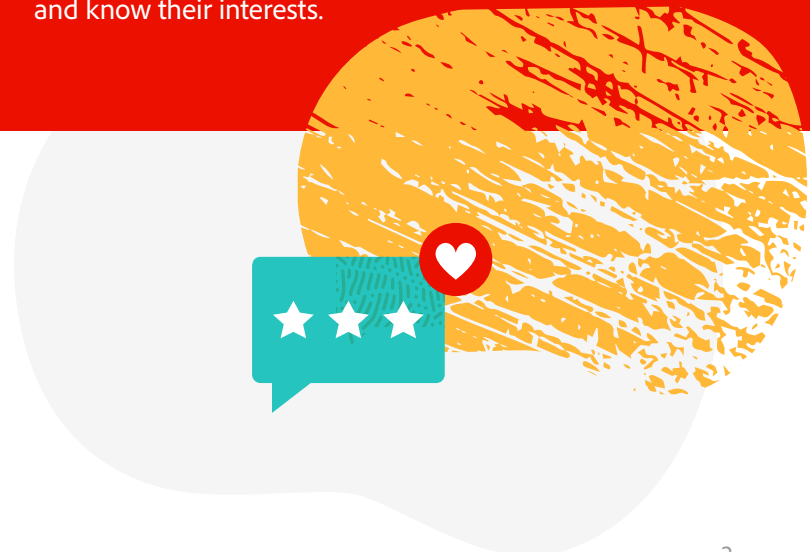
**It's essential to connect journeys across channels and personalize experiences in real time.**

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of retailers said they don't personalize more than half of their shopper journey.

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Although the pandemic drove retailers to new levels of digital maturity, personalization remains a struggle. “Less than half of retailers have a clear and detailed personalization strategy,” explains Michael Klein, global director of retail industry strategy at Adobe. “This is not surprising, because personalization requires data and insights from all customer-facing parts of the organization, but most retail organizations remain siloed by channel.”

For at least half of retailers, this means that no single executive or center of excellence is responsible for coordinating personalization efforts. And the customer data required for personalization is often scattered across multiple systems and only unified every day or week through batch processes. “When this happens, experiences in one channel may not reflect customers’ recent history in another. For example, a shopper might receive an online promo code for a discount on a product they just bought in a store,” adds Klein.

“ Fewer than half of retailers have a clear and detailed personalization strategy.

**Michael Klein**

Global Director of Retail Industry Strategy  
Adobe



# Go beyond basic personalization: the 5-star shopping experience.

Today's shoppers have been trained to expect a high level of personalization by a handful of market leaders like Amazon and Apple. These companies apply artificial intelligence (AI) and machine learning to vast quantities of shopper data—and they provide experiences that are so closely tailored to each customer that it's sometimes uncanny.

"Shoppers have seen what's possible. Now they want this level of service from every retailer," notes Klein. For a retail experience to meet consumers' expectations, it must be:

- **Always on:** Customers should be able to get help at any time of the day, even outside of normal business hours. For example, a customer might try on a sweater they bought online after work and discover it doesn't fit. Even at midnight, they should be able to find the easiest way to exchange it.
- **Consistent across channels:** Experiences should be consistent across channels and reflect each customer's latest interactions with your business. A shopper who visits an ecommerce store and searches for green shirts might receive an offer for a popular green shirt as a mobile notification the next time they're in a physical store. Or let's say someone buys a computer and registers it for online support. When they reach out to the call center with questions, they shouldn't have to explain what make and model they own.
- **Content-rich:** Customers should receive content that's tailored to their interests and in the format they prefer. A shopper who enjoys fashion podcasts might be served audio ads and an invitation to hear an interview with a popular fashion influencer.
- **Mobile-friendly:** Smartphones have become an increasingly important way for shoppers to research and buy products. According to Adobe Analytics data from one trillion retail site visits between November 1 and December 31, 2021, there were six days when over 50% of US online sales came from smartphones versus just one day during the same period in 2020. Retailers must plan experiences that are exciting, personalized, and designed specifically for the mobile channel.
- **Predictive and proactive.** Experiences should anticipate what customers will need in the future and identify possible issues rather than simply reacting to problems and requests. For example, a cosmetics customer in Maine who regularly buys sunscreen online might get a reminder to buy more when their local weather begins to warm up.





# Learn what it takes to become a personalization leader.

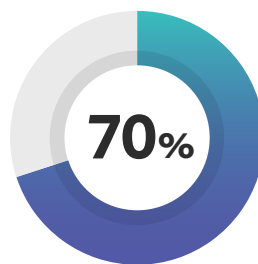
While delivering personalized experiences in real time and at scale can be a daunting challenge, it is achievable—and not just for the Amazons of the world. According to research from Adobe and Incisiv, only 16% of retailers have personalized more than 75% of their customer journey.

This small group of leaders tends to make personalization a top priority. According to the VP of digital for a US-based general merchandise retailer that participated in the Adobe and Incisiv survey, “There is no silver bullet. We’ve been at it for a decade, and we are still learning. And it’s so competitive; we have to continuously invest in upgrading our tools, analytics, and so on. All I know is that I can’t take my foot off the gas.”

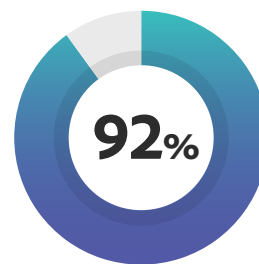
## Study results show that personalization leaders have these things in common:



use a feedback loop to continually improve personalization.



have a single executive who’s responsible for personalization.



have implemented a personalization engine.

# Build a tech stack to support real-time personalization at scale.

“A personalization engine is a great start, but it can’t operate in a vacuum,” says Klein. “For personalization to really work, you need a connected tech stack that can unify customer data and communicate in real time with every customer-facing system in your organization.”

A personalization tech stack should combine technology that manages data and insights, content and collaboration, and the customer journey.

## Data and insights

For successful personalization, you must be able to connect customer data stored in multiple systems inside and outside of your organization into profiles, pair it with contextual data, and then share it with platforms that can use it to deliver personalized experiences or glean insights from customer behavior. For example, a clothing company's mobile app might serve up product recommendations based on the customer's web search history, the weather where they're located, and current inventory levels. Adobe Real-Time Customer Data Platform makes all of this possible while refreshing customer profiles in real time.

## Content and collaboration

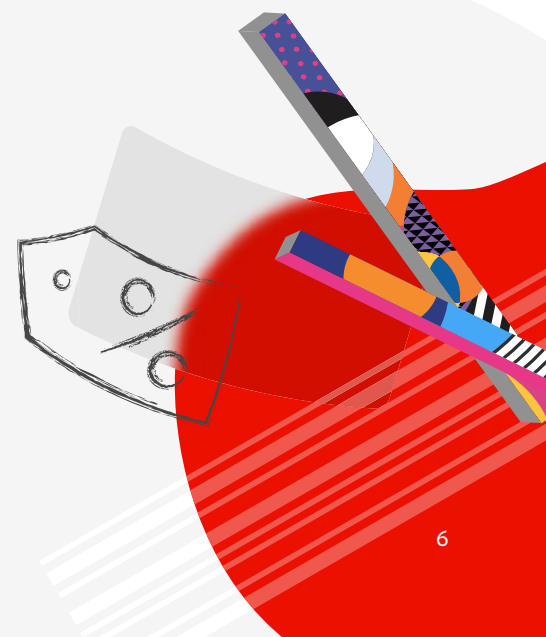
All personalized experiences involve some kind of content, whether it's a web page, a video, an image, a guidebook, or banner promotion. And the more intensely personalized experiences you provide, the more content you will need to create and manage. Adobe Workfront is designed to streamline content creation workflows, and Adobe Experience Manager Assets keeps your content organized, accessible, and available to support digital experiences.

## Customer journey

Today's customer journeys can be complicated and may involve many different touches and channels. They can also break down in many different ways and even contribute to customer churn. Retailers need the ability to orchestrate and personalize experiences that help progress shoppers through their individual journeys. They also need to identify and improve aspects of their customer journey that may be slowing customers down as they shop. Adobe Journey Optimizer helps you deliver better cross-channel customer journeys. And Adobe Customer Journey Analytics helps you take a deep dive into those journeys and uncover insights that can make marketing more effective while improving how customers experience your brand.

### **Want a quick preview?**

Check out our summary of this eBook in infographic form.



# Take personalized retail to the next level.

Making personalization an organizational priority and building the right tech stack are both critical for any retailer that's ready to scale personalized experiences and extend them through the buyer's journey. In this eBook, we share advice from Adobe partners that can help you take personalized retail to the next level, no matter where you are today. Each chapter will cover a personalization challenge and identify corresponding solutions that complement and connect to Adobe's core offerings.

## Making the business case for personalization at scale.

Marks and Spencer (M&S), one of the UK's largest retailers, partnered with Adobe to build a tech stack to personalize more than 500 million customer interactions each year. This journey took two years. And the first step was to convince the leadership team that investing in personalization could have a significant impact on revenues, margins, and customer lifetime value. "We were really focused," explained Alex Williams, head of growth and personalization for M&S, "on 'How do we create the cost structure for a team and a potential revenue stream where the return on investment of that approach made sense for us and we could manage it on a quarterly or annual basis?'"

Ultimately, personalization paid off for Marks and Spencer in a big way.

“ We ended up hitting 1.5x our revenue target in the first year and 2x our revenue target in the second year.

**Alex Williams**

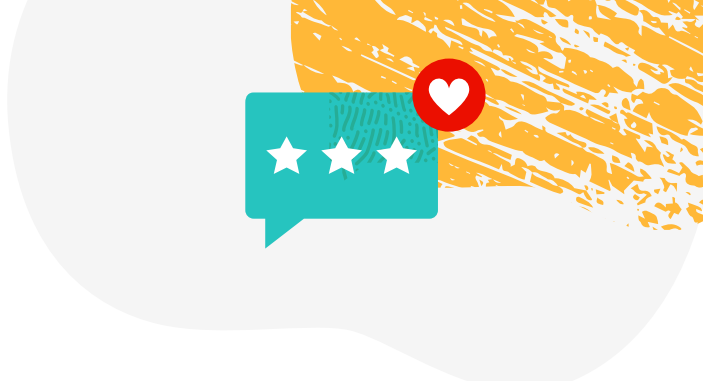
Head of Growth and Personalization  
Marks and Spencer

Learn how Marks and Spencer made a powerful case for [personalization at scale](#).

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**AppsFlyer**

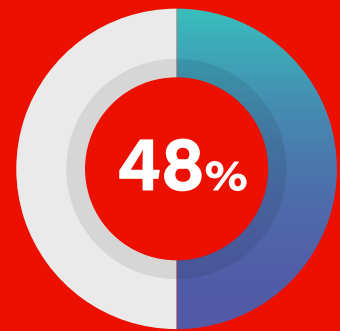
# Break the barriers to going mobile-first.

Three steps to personalizing mobile shoppers' experiences—on all channels.

Adopting a mobile-first approach to ecommerce is essential for retailers that prioritize growth. According to AppsFlyer's report *The State of Ecommerce App Marketing*, ecommerce app installs rose 48% between January and July of 2021, and consumers generated 55% more revenue in ecommerce apps compared to 2020 (March–July).

As AppsFlyer's mobile-first enterprise report with Adobe found, more than 40% of retail sales now come from mobile, and more than 76% of large retail companies engage with existing users through push and in-app messaging.

With more than 40% of all customers defining themselves as "mobile-only," apps have not only become a primary mode of engagement for consumers, but they have also shifted users' expectations toward increased personalization and seamless experiences.



rise in installations of ecommerce apps took place between January and July of 2021.

# Going mobile-first has its challenges.

Once retailers prioritize mobile growth, they must find solutions to these challenges:

1. **A lack of end-to-end visibility into mobile journeys** makes it difficult for marketers to get the full cross-channel picture, engagement per touchpoint, and view each customer as an individual.
2. **Broken user experiences** reduce mobile app conversion rates from email, SMS, and offline campaigns, leading to poor UX, lost revenue, and frustrated customers.
3. **Customer data and privacy challenges in mobile apps** limit access to user-level data, making it difficult to tailor user experiences and create long-term relationships based on value.

## Streamlining web and mobile throughout the customer journey.

A shopper may use an app to complete a purchase, but their earlier interactions with a brand may include web banners, referrals, or QR codes on a variety of digital signage, in-store props, or displays. Marketers need to be able to correctly attribute app installs to their relevant media sources.

Mobile measurement solutions connect mobile actions with marketing efforts. AppsFlyer solutions help retail brands personalize their mobile experiences to each customer's needs in three ways:

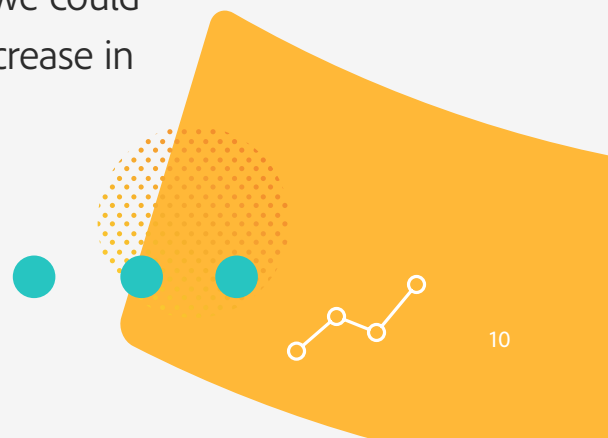
### 1. Gain full visibility into the customer journey.

Customers use multiple channels, touchpoints, and devices along their path to purchase. [AppsFlyer Measurement Suite](#) (for mobile) works with Adobe (for the web) to provide unified insights at every stage of a customer's journey.

This gives retail brands the ability to create engaging, highly personalized, and effective experiences while maintaining brand consistency.

“ AppsFlyer attribution data gave us insight into both our acquisition and remarketing efforts so we could optimize in order to realize a substantial increase in engagement and revenue.

**Margaret Dorsman**  
Marketing Brand Manager  
Macy's



## 2. Learn which offers keep customers coming back.

Driving conversions is about more than acquisition—it's about finding the right shoppers and turning them into loyal customers. [AppsFlyer Audiences](#) enables retailers to carefully segment their customers and makes it easy to tailor rewards and offers to keep them coming back.

## 3. Drive sales through seamless and contextual customer experiences.

With apps now central in shopping journeys, brands need to optimize the customer experience for users coming to the app from any channel, whether digital (social media, email, webs) or offline (in-store displays, billboards).

Brands must create experiences that are:

- **Contextual**—users' journeys are streamlined throughout platforms and channels in a way that lead to holistic, highly relevant experiences from start to end.
- **Personal**—users experience the journey as built uniquely for them.
- **Smooth**—users are ushered through seamless journeys with no broken links and no hassle.
- **Private**—users can choose which details they want to share and which to keep private.

This level of experience optimization can be achieved with [AppsFlyer's CX and deep linking suite](#). Brands can deliver personalized experiences that users love by taking them straight to where they need to go and keeping them in the shopping flow—increasing conversion rates and ROI.

**Deep linking** allows customers to move easily from a link in an email or webpage to a mobile app—without making app shoppers begin the buying process from scratch.



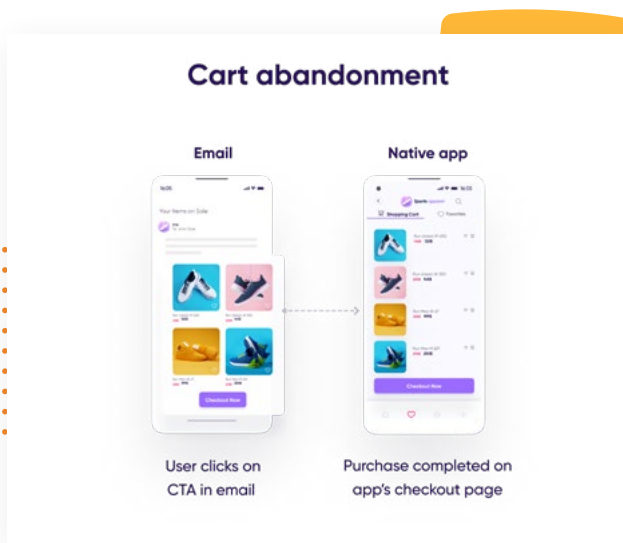
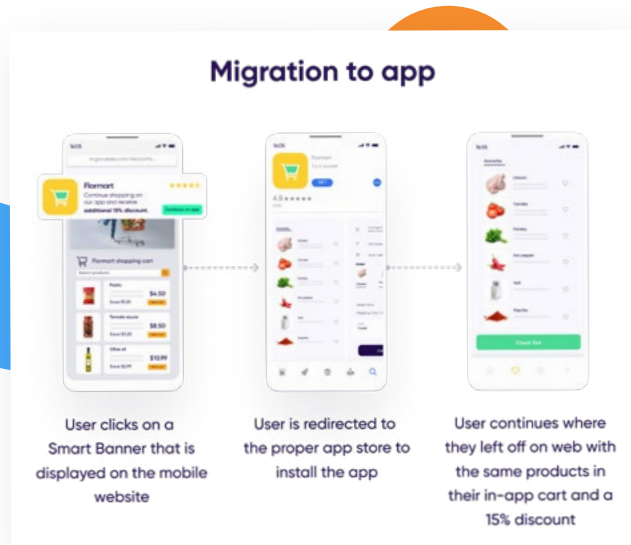


# Integrating AppsFlyer with Adobe.

Retail brands deploy Adobe and AppsFlyer solutions together to solve many of the challenges inherent in multi-channel marketing, such as reducing cart abandonment, migrating customers from web to app, optimizing average order value (AOV), and increasing in-store conversions.

Use case: Help customers cross channels with zero hassle.

Use deep linking to convert existing customers into loyal mobile users by providing quick access and valued incentives.



Use case: Drive customers to your app from all your brand's channels in one click.

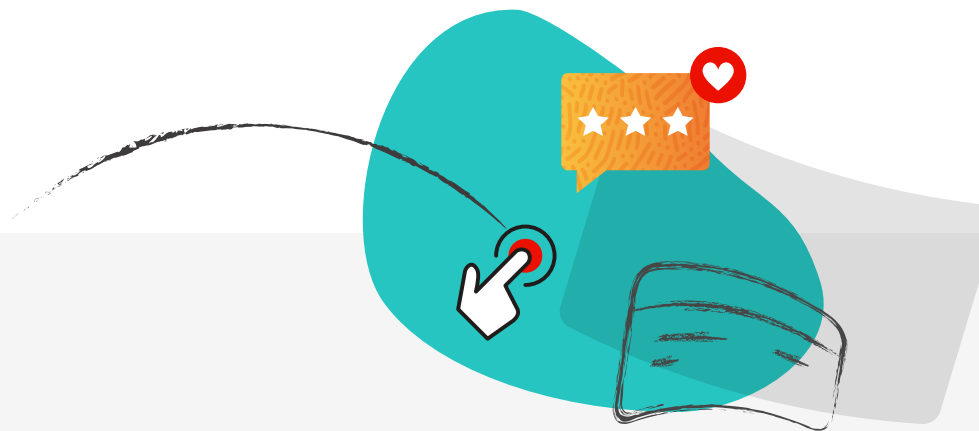
Encourage customers to spend more time in brand-owned channels (mobile web, social media, SMS, email, referrals, and in-store QR codes) to boost mobile growth, support user acquisition, and fuel remarketing strategies.

# Unlocking powerful marketing tools.

When they're looking to optimize and personalize their customer journey, marketers must incorporate every available data point. In a mobile-first world, AppsFlyer's best-in-class marketing measurement and analytics platform is integral to executing and constantly improving strategic, omnichannel marketing strategies.

Integration with Adobe unlocks app user behaviors, empowering marketers with holistic multi-touch measurement, actionable insights, and engagement tools to maximize ROI across the customer lifecycle.

By integrating AppsFlyer data into Adobe Experience Cloud and Adobe Experience Platform, retailers can enhance segmentation into targeted campaigns for precise customer experiences—the key to unifying the customer journey across channels, improving CX, lifting app engagement rates, reducing churn, and boosting brand loyalty.



## About AppsFlyer

AppsFlyer helps brands make good choices by providing comprehensive mobile data and insights through innovative privacy-preserving measurement, fraud protection, and engagement technologies.

Built on the idea that brands can increase customer privacy while providing exceptional experiences, AppsFlyer empowers thousands of brands and 10,000+ media and technology partners to create better, more meaningful customer relationships.

[Learn more](#)



**IBM**

## The personalization imperative.

For today's retailers, successful digital transformation also means designing and delivering personalized customer experiences.

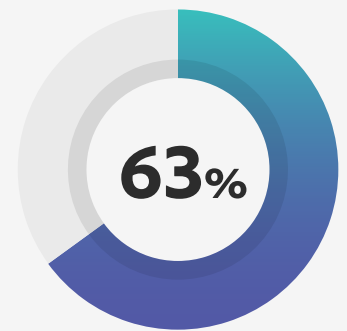
Today's retail CMOs recognize the importance of the customer experience (CX)—and its effect on the bottom line. In a study by IBM's Institute of Business Value, CX leaders reported three times higher revenue growth over the past two years versus other organizations surveyed. Effective CX leaders know how to activate personalized experiences. This requires shifting from personalizing messages and broadcasting them over various media to delivering personalized processes and brand engagement with customers at every touchpoint, including the ecommerce website, in-person stores, call centers, and more.

But this is easier said than done. Nearly all marketers (94%) surveyed in Adobe's Future of Marketing study said their companies are good or excellent at delivering personalized experiences. Consumers, however, do not agree. When asked whether their digital experiences had improved over the last 12 months, only 37% said their experiences have gotten better, while 63% said they've stayed the same or gotten worse.

What is responsible for this disconnect between retail sellers and their customers? Most retail organizations are structured around their channels, capabilities, and data sources rather than a holistic customer journey. Providing a differentiated and truly personalized CX requires companies to focus on and align their operations and supply chain people, processes, and technology with customer needs.

### Powering personalization with unified data.

Although retailers have made incredible strides during the pandemic, offering new digital shopping channels and flexible fulfillment options like curbside pickup, they still depend on legacy tech to power many aspects of their business. Individual channels—such as online,



of consumers said their digital online experience has stayed the same or gotten worse over the last two years.

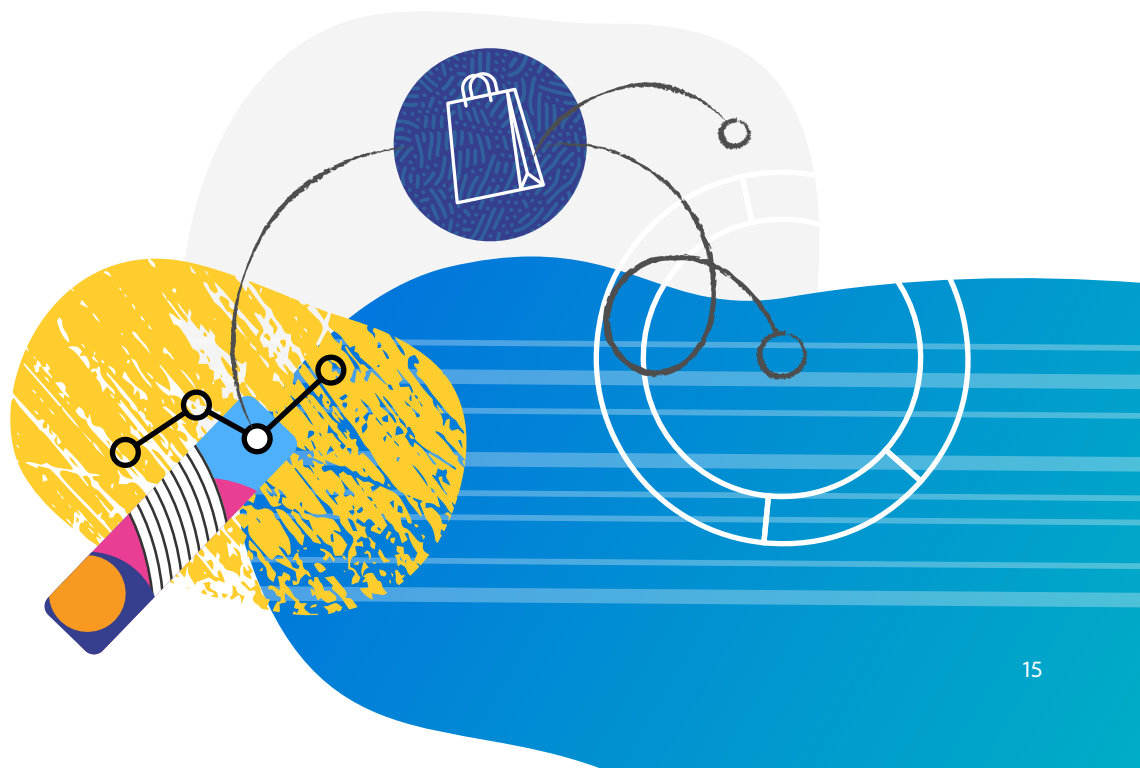
in-store, customer service, supply chain, etc.—often run on standalone platforms that are not fully or even partially integrated. As a result, customer data is trapped in multiple systems that may lack a single, consistent customer ID. This makes it extremely difficult for teams to get a complete picture of each customer’s experiences with their brand. As a result, individual teams end up making decisions based on a limited subset of data, which can lead to inconsistent and suboptimal experiences.

Driving personalized brand experiences in retail like auto-replenishment, personalized product curation, and synchronized, cross-channel journeys requires a foundation of unified customer data as well as well-coordinated processes, capabilities, and systems across the enterprise. Retailers need complete customer profiles as well as a new organizational “operating system” to deliver personalization at scale.

## Start with cross-functional collaboration.

The first step to building a bridge between siloes and delivering a personalized retail CX is to align your people and processes around the customer. When IBM iX clients want to achieve personalization at scale, we encourage them to take advantage of the IBM Garage, an approach grounded in Agile development that helps cross-functional teams work together to achieve customer-centric goals.

Fundamentally, the Garage methodology starts with the customer journey, and together with the client, IBM iX defines what *great* looks like (what we like to call the “golden thread”). This helps to surface and prioritize personalization events that are associated with the greatest possible improvements in CX and gains in ROI.



## Next, enable personalization— at scale.

Once you've identified personalization events, it's time to enable them with the right processes and technologies. IBM iX is the business design, customer, and experience transformation arm of IBM Consulting, and we help retailers turn their personalization goals into realities.

Recently, our team of Adobe experts and design consultants partnered with a leading US grocery retailer to help them transform their ecommerce experience. IBM iX began by working closely with their teams to identify and prioritize more than 100 opportunities for personalization. Then we worked together to enable several CX and personalization events, including auto-replenishment and personalized landing pages, resulting in a 176% increase in online revenue from target segments, a 25% increase in online conversion rates, and 10% average increase in order size.

## Adobe and IBM iX: Better together.

Adobe technologies, including Adobe Experience Platform and Adobe Experience Cloud, are a central part of the enablement solutions we deliver. Adobe Experience Platform helps our clients connect all customer touchpoints with a singular and consistent customer ID. Adobe Experience Cloud solutions help retailers orchestrate campaigns and communications across all channels and understand the omnichannel customer journey.

For example, with support from IBM iX, Abercrombie & Fitch migrated more than 3 million content assets from on-premises data storage to Adobe Experience Manager Assets. They reduced content creation cycles from up to a month to as little as 10 minutes.

“ We knew that our legacy tools weren't going to meet the needs of our marketing teams and meet the needs of our business.... We stood up the Adobe Experience Manager suite and assets in order to be able to deliver content spots across the sites and across our apps, and then have an easier way to manage our digital assets.

### **Eric Johnson**

Group Vice President—Digital and Retail Solutions  
Abercrombie & Fitch





## Take the next step.

We know your CX goals are ambitious—but customer experience is at the heart of everything we do. Data and siloes are not inescapable obstacles. With the right approach and the right technologies, your retail organization can overcome them. IBM iX and Adobe can help you bring together all of the essential elements of personalization to design and deliver tomorrow’s experiences today.



### About IBM iX

IBM iX is the business design, customer, and experience transformation arm of IBM Consulting. Our team of over 17,000 business designers across 57 studios envisions the experiences of the future and makes them real. At our core, we believe that good design is good business, and we have developed one of the world’s largest organizations focused on transforming businesses through human-centered design. We help clients transform their experiences through the intersection of brand and digital strategy, human-centered design, and exponential technologies like AI. We think bigger than an agency and more creatively than a consultancy, with the power to integrate the whole system.

[Learn more](#)

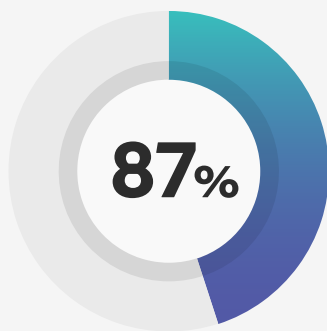


**Medallia**

## Your customers have the answers.

Voice of the customer data can help you design a personalized retail experience that gets results.

Today's consumers are hard to please. Increasingly, they ignore one-size-fits-all offers and expect more custom services than ever, especially when they shop online. And marketers are getting the message loud and clear. In an Adobe survey of nearly 10,000 marketing professionals, 87% of senior executives said they believe customer expectations have been digitally rewired—and that success is defined by a brand's ability to respond.



of senior executives said they believe customer expectations have been digitally rewired.

For retailers, the pressure is on to move beyond basic personalization—like offers that target broad audience segments—to highly tailored experiences spanning multiple touchpoints that reflect each customer's history with a brand. The very best of these experiences are true one-to-one interactions, relying on real-time data to anticipate customers' changing needs from moment to moment.

The good news is that customers are always talking to you, in big ways and in small. Voice of the customer (VOC) data comes in many forms and may be stored in many different places, from your call center platform to your marketing database. Collecting this data, uniting it with behavioral and transactional data, and making it widely available are the key to delivering more relevant and personalized retail experiences..



# Why retailers can't hear their customers.

The pandemic turbocharged online shopping and omnichannel fulfillment, but much of this growth was highly reactive in nature. New specialty systems were installed alongside legacy platforms as events moved faster than any technology plan. As a result, many retailers now rely on a handful of integrations to power their business while their VOC data remains siloed—locked away from the people who could use it to deliver better customer experiences.

For example, let's say a customer who ordered from a grocer's website leaves a negative review criticizing the produce. If the company's data sources are siloed, the negative review and the order that sparked it may never become visible to the customer care team. Even worse, the marketing team might unknowingly send the dissatisfied customer a coupon for more produce while the original complaint remains unresolved.

## Getting the data to your people.

The solution to these challenges is to connect your VOC data to sales and behavioral data that already resides in your customer profiles. VOC data can include responses to digital forms, chat and voice transcripts, call center records, satisfaction and "likely to recommend" scores, and more. It can provide valuable context for customer histories and help customer-facing employees throughout your company—from service and sales reps to marketing—design better and more personalized customer experiences.

How does this work in real life? Consider a beauty company that has just launched a new pastel eye shadow palette. Their marketing team might prioritize promotions targeting customers who are likely to recommend products to their friends and family and have a documented interest in pastels. Or the team might empower beauty consultants to share special offers with customers who have asked about pastels repeatedly when interacting with chatbots.

Some customers willingly express their opinions. Many others remain silent—but that doesn't mean they aren't showing signs of frustration or enjoyment. Medallia's technology can observe specific behaviors across digital properties, identifying and triggering these behaviors to drive actions.

## Better together: Adobe and Medallia.

Medallia's VOC solutions capture signals from in-person and digital channels and analyze them to generate insights. Medallia can capture observed behaviors, identify frustration or engagement with personalized experiences, and collect feedback. Both types of data can be used to enrich segments in Adobe Real-Time Customer Data Platform, enhance analysis in Adobe Customer Journey Analytics, and provide events and triggers for Adobe Journey Orchestration.

Medallia, an [Adobe Premier Partner](#) and the [2022 Adobe Digital Experience Technology Partner of the Year](#), has established out-of-the-box connectors for sharing data with Adobe Experience Platform through streaming or batch processes.

# The voice of the customer in action.

DICK'S Sporting Goods, the largest sporting goods retail company in the United States, serves its customers both online and in store. One of its marketing team's biggest challenges was figuring out why customers would sometimes abandon their digital shopping carts. The team tackled this problem by using Medallia for Digital to collect VOC insights using customer surveys launched on web and mobile channels. As a result, they were better able to understand what customers really needed—and turn shopping carts into purchases.

"We can now understand customer priorities better by launching and turning around these surveys with Medallia, then pairing the information with Adobe Analytics insights and matching things like bounce rates and high traffic pages," says Miche Dwenger, VP ecommerce experience for DICK'S Sporting Goods. "We can then pass that information along to these stakeholders—people who deal with cart issues, people who buy products for the site, people who handle messaging—so they can enhance their piece of the customer experience."

## Take the next step.

The sooner you start listening to your customers, the sooner you can transform your retail experience. Adobe and Medallia can help you design a voice of the customer program and use VOC data to inform personalized experiences for the entire customer journey.



## Medallia

### About Medallia

Medallia is the pioneer and market leader in customer, prospect, employee, citizen, and patient experience. The company's award-winning SaaS platform, Medallia Experience Cloud, is becoming the experience system of record that makes all other applications customer- and employee-aware. The platform captures billions of experience signals across interactions including all voice, video, digital, IoT, social media, and corporate messaging tools. Medallia uses proprietary artificial intelligence and machine learning technology to automatically reveal predictive insights that enable personalization at scale to drive powerful business actions and outcomes.

Medallia customers reduce churn, turn detractors into promoters and buyers, create in-the-moment cross-sell and up-sell opportunities, and drive revenue-impacting business decisions, providing clear and potent returns on investment.

[Learn more](#)



Sinch

## Mobile CX gets personal.

Learn how personalizing mobile can help bridge the mobile customer experience gap.

Retail brands are taking advantage of mobile like never before, and the biggest shift is coming in the form of personalization. Consumers expect relevant and personalized experiences on their mobile devices—yet, for many retailers, mobile customer experience lags behind. And mobile shoppers have little tolerance for impersonal mobile experiences on what is arguably the most personal device they own.



Mobile shoppers have little tolerance for impersonal mobile experiences on what is arguably the most personal device they own.

Delivering a great digital customer experience at scale requires retail brands to truly understand their customers' preferences. The challenge for retail is understanding how to scale effectively and deliver ROI as well. To date, retailers are merely scratching the surface of what's possible in messaging. We know consumers want to shop online, but which channels do they prefer? From the customer's viewpoint, retailers need to be on the right channels at exactly the right time. And retailers need to rethink their approach too. Instead of an abandoned cart email, why not a rich message with the ability to start a conversation? Instead of a generic offer, why not a personalized video based on previous purchases?

To accomplish this, it's vital for marketers to harness unified customer data profiles and marketing automation to deliver thoughtful and personalized mobile experiences on the channels their customers use.

## Mobile done well is conversational.

Most marketers today continue to use mobile primarily as a broadcast channel. This is a mistake. Because mobile is a personal space, consumers expect any branded interactions that happen there to be uniquely relevant. Moreover, mobile messaging now allows retailers to market through conversations, both inbound and outbound. This capability helps marketers talk *with* their customers instead of *at* them. It also empowers retailers to use chatbots strategically, connecting marketing engagement, fulfillment, and service.

## Sinch and Adobe: Bringing personalization to mobile channels.

Delivering on the promise of mobile retail starts with integrating mobile channels and the existing personalization technology stack, and then adding new, mobile-centric marketing tools. Sinch can deliver a combination of mobile access APIs and campaign platforms built for mobile engagement that works seamlessly with cloud platforms like Adobe to deliver personalized mobile experiences.

Sinch and Adobe now partner with several retail brands to deliver personalized mobile experiences where the engagement rate is often 10 times that of email. Consider the experience of Nissan Europe.

## Nissan Europe revs up mobile engagement.

Nissan Europe worked with Sinch to reach their end-of-funnel prospects who could not be engaged using their traditional channels. The plan was to provide deeply personalized mobile messages reflecting each customer's unique priorities.

Sinch partnered with internal teams at Nissan Europe to combine customer intent data on their preferred models, colors, and other features from Adobe Campaign and other sources. This data provided the basis for a highly personalized rich SMS campaign that matched each customer with an individualized offer and directions to the nearest dealership with that exact vehicle in stock.

As a result, Nissan Europe achieved an 11% increase in conversions and a substantial ROI. Based on this success, Nissan rolled out the campaign across Europe, empowering dealers to reach customers with highly relevant and targeted SMS messages and increasing campaign usage five times over compared to previous years.



**Adobe Campaign and Sinch helped Nissan Europe launch a personalized SMS campaign that matched each customer with their ideal car—and included directions to the nearest dealer.**



**+11% conversion**



**5x increase in campaign usage by regional dealers**

## Take the next step.

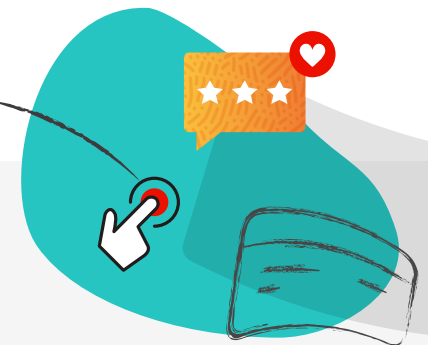
By personalizing mobile experiences and connecting them to other channels, you can tap into the power of this growing retail channel. If you need help assessing your mobile experience and taking the next step towards personalization, Sinch and Adobe can help.



### About Sinch

Sinch's leading cloud communications platform lets businesses reach everyone on the planet, in mere seconds or less, through mobile messaging, email, voice, and video. More than 150,000 businesses, including many of the world's largest companies and mobile operators, use Sinch's advanced technology platform to engage with their customers.

[Learn more](#)





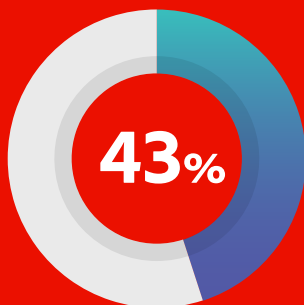
Yext

## In search of personalization excellence.

How a personalized search experience can increase conversions, improve the customer experience, and deliver valuable insights.

Today's consumers know what they want from online shopping. They expect to be served relevant, personalized content on their timetable—not when it's most convenient for marketing. And they want prompt, precise answers to their questions at every point in their journey.

That's why 43% of users on retail websites go directly to the search bar—they want information that's accurate and personalized to their device, location, preferences, and more. Unfortunately, they are often disappointed. For example, on a pet supplies website, a search for "dog food" might yield hundreds of responses, while "dog chow" only produces four or five. And they might include links to products that cannot be shipped to their location. Consumers also expect to receive direct, accurate answers to questions such as "How can I check my gift card balance?" or "What is your return policy?"



of users on retail websites go directly to the search bar.

In fact, the Baymard Institute recently surveyed the search performance of the 50 top-grossing ecommerce sites in the US, and found that only 34% of these sites could handle queries with themes, features, or symptoms rather than specific product names. This translates into increased frustration for consumers—and decreased sales.

## More personalized search with artificial intelligence.

Many retailers rely on the default search engine that came with their ecommerce platform. This can work if your platform of choice has a strong search offering. In most cases, however, it leads to substandard search results. Sometimes retailers attempt to compensate for poor search functionality by spending hours building and maintaining back-end rules. But usually, these efforts rely on guesswork and are inconsistently maintained.

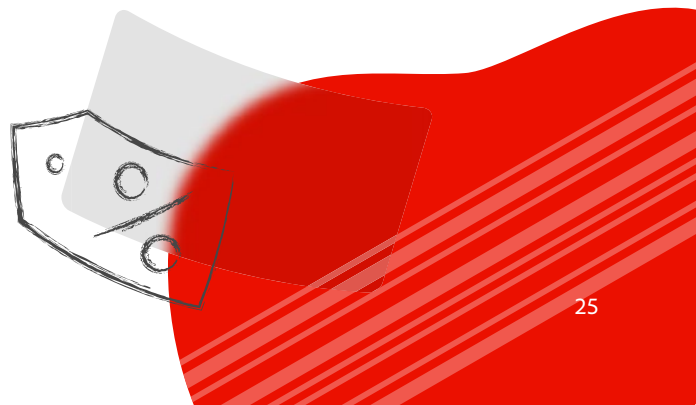
A better approach is adopting AI search experiences based on natural language understanding. Natural language search allows shoppers to use a more familiar form of communication with the search engine, responding to casual search queries with accurate and useful results. It utilizes Natural Language Processing (NLP), a form of artificial intelligence that collects and processes mountains of previous searches and related data to determine a customer's intention, which allows it to supply extremely specific search results to any question.

While the AI involved is complex, adding natural language search to ecommerce sites and maintaining it over time is typically much easier for marketers than defining and updating rules continually for less-advanced search engines.

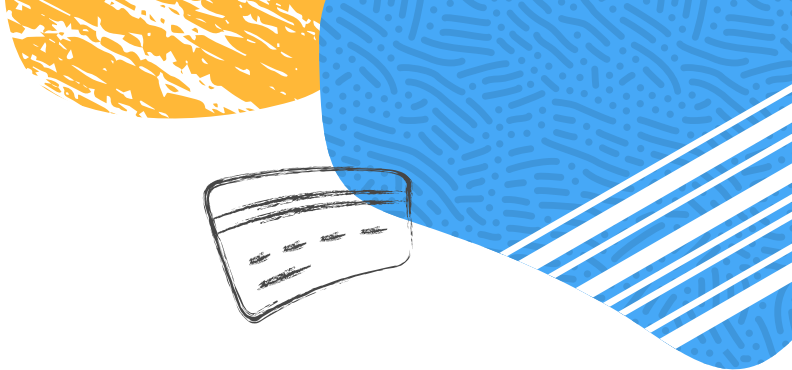
## How Yext is delivering personalized and powerful search.

Yext collects and organizes content from your store, then uses natural language search to deliver relevant, actionable information—in the form of answers—wherever people ask questions about your products or categories. With Yext, retailers can build amazing search experiences based on natural language understanding for their website, app, or anywhere else people are searching.

Yext relies on a powerful analytics component to catalog every customer query. With this information, you can see how your search experiences are performing, understand each shopper's intent, and gain insight into how to improve not only the search experience, but the entire customer experience. After switching to Yext from another site search vendor, Casio has seen that visitors who search convert at a rate three times that of users who don't search at all. In fact, the Yext search experience already accounts for 25% of Casio's ecommerce sales.



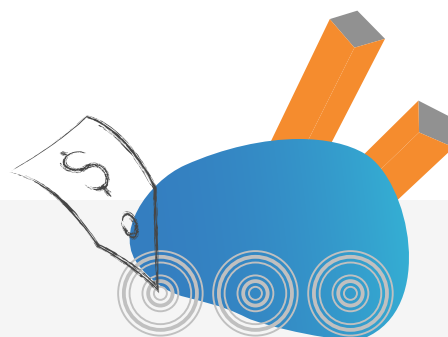




## Yext and Adobe: Better together.

The Yext Search and Adobe Experience Manager Sites integration incorporates the Yext Site Search solution into Experience Manager-powered websites to deliver powerful, natural-language onsite search experiences. You can also sync assets you have stored in Adobe Experience Manager Assets with the Yext Knowledge Graph for use in Yext Search or other Yext-powered experiences. Plus, search data and analysis from Yext can be easily merged with Adobe Analytics to give you a more granular understanding of consumer intent.

“We knew that we needed something new to transform our website into a modern, intuitive shopping experience. It needed to be fun to visit, fun to browse through, and fun to buy with,” says Hironori Ishizuki, executive officer of the digital division at Casio. “How well search engines can respond to people’s needs and wants is a very important requirement for websites. I truly believe that great search like Yext is indispensable in this day and age.”



### About Yext

Yext (NYSE: YEXT), the Answers company, collects and organizes content from across the enterprise, then leverages AI to deliver relevant, reliable information—in the form of answers—wherever users ask questions about a business. Since 2006, brands like Anheuser-Busch, Lego, Campbell Soup, Constellation Brands, and Casio have trusted Yext to create frictionless digital experiences that quickly connect customers and employees to the knowledge they need, resulting in more conversions, lower support costs, and deeper brand loyalty.

[Learn more](#)

# Adobe Experience Cloud

Adobe Experience Cloud is the most comprehensive suite of customer experience management tools on the market. With solutions for data, content delivery, commerce, personalization, and more, this marketing stack is created with the world's first platform designed specifically to create engaging customer experiences. Each product has built-in artificial intelligence and works seamlessly with other Adobe products. And they integrate with your existing technology and future innovations, so you can consistently deliver the right experience every time.

# Adobe Experience Platform

Adobe Experience Platform makes real-time customer experiences possible. As the foundation for Adobe Experience Cloud products and services, Experience Platform is an open system that stitches together customer data from every interaction through every channel in real time. The result is true, comprehensive customer profiles that drive relevant experiences for every customer. And it gives you the ability to analyze the data that really matters for customer experience, to train artificial intelligence and machine learning models that put your customers first, and to connect all your customer experience technology to a single source of truth.

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