




6 Strategies for Delivering Connected and Personalized Customer Experiences with Adobe and AWS





Customer expectations have evolved significantly over the past decade and continue to advance at a rapid pace. Consumers have come to expect connected digital-first customer journeys and highly personalized experiences. In fact, 75% of customers are more likely to purchase from a business that knows their purchase history, provides product recommendations based on past purchases, or recognizes them by name.¹ Consumers want experiences that feel tailored just for them.

To meet these evolving expectations, marketing leaders need to leverage technologies that can deliver a digitally transformed customer experience across every single customer touch point, from any location, and on any device. A customer experience that is personalized and connected across every channel is one that will create the type of lasting and meaningful impact that engenders long-term brand loyalty and increased customer lifetime value.

With Adobe and Amazon Web Services (AWS), marketing teams are equipped with agile, cloud-based solutions to digitally transform every stage of the customer experience, from acquisition to retention. Adobe's pioneering marketing solutions paired with the breadth and innovation of AWS cloud services provide a dynamic suite of powerful solutions to transform marketing operations – from back-end workflows to customer-facing experiences.

In today's digital-first era, companies must leverage secure, agile solutions while also modernizing, digitizing, and innovating marketing operations at scale to create highly relevant and valuable customer experiences.

Proven strategies paired with dynamic cloud-based solutions for creating compelling content-led journeys empower marketers to deliver personalized, connected, and impactful customer experiences.

Leverage these six actionable strategies to digitally transform your marketing operations and create individualized, engaging, and memorable customer experiences.

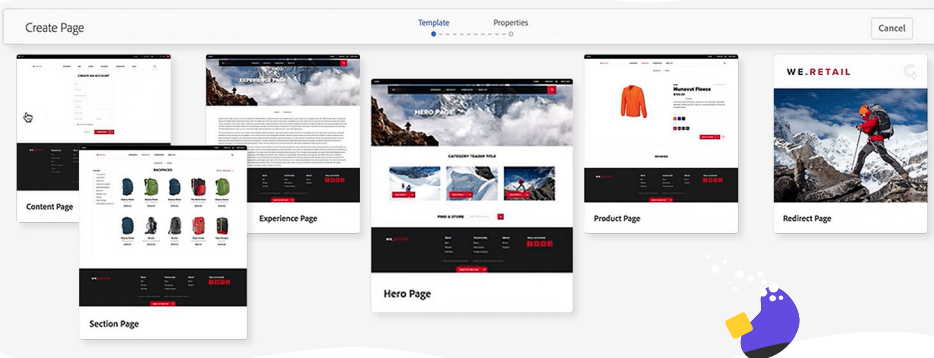
¹ <https://newsroom.accenture.com/news/consumers-welcome-personalized-offerings-but-businesses-are-struggling-to-deliver-finds-accenture-interactive-personalization-research.htm>



Strategy #1: Ensure every stage of the customer journey is integrated and connected.

Customers want experiences that are consistent and connected across every touchpoint. Progressing from visiting a website to filling out an online form, as one example, should be a seamless process. Navigating digital properties should be a frictionless journey.

Similarly, visual elements and digital assets should also be consistent and connected across every online touchpoint. The brand experience is most effective when it's connected, cohesive, and maintains a similar tone across every platform and on any device. Ensure you are creating a connected customer experience with consistent digital assets and integrated visual components along every stage of the customer journey.



One of the easiest ways to ensure integrated and connected content experiences is to use an all-in-one content management and digital asset management solution that enables marketing teams to deliver compelling customer experiences across every channel and on any device, including mobile phones, desktop computers, IoT, in-venue devices, tablets, and even smart devices. A centralized solution helps reduce back-end technology silos and connects disparate systems – such as internal digital asset management systems and customer-facing websites – that traditionally haven't always been integrated or usefully connected. Integrating these systems is essential for a single, holistic view of the customer.

An all-in-one platform that infuses digital asset management capabilities within a content management system ensures continuity across all digital experiences. Changes made to one aspect of the customer experience that are implemented in one system can be applied consistently – in real time – across other relevant connected systems. Reducing silos in the marketing technology stack facilitates frictionless and consistent digital customer experiences.

Adobe Experience Manager and AWS

Adobe Experience Manager and AWS provide marketing teams with a dynamic, all-in-one platform to create and deliver connected digital experiences across every touch point in the customer journey.



Websites and Mobile Apps

Easily compose and deliver digital experiences across online and physical touchpoints.



Digital Assets

Streamline digital asset creation, management, and delivery.



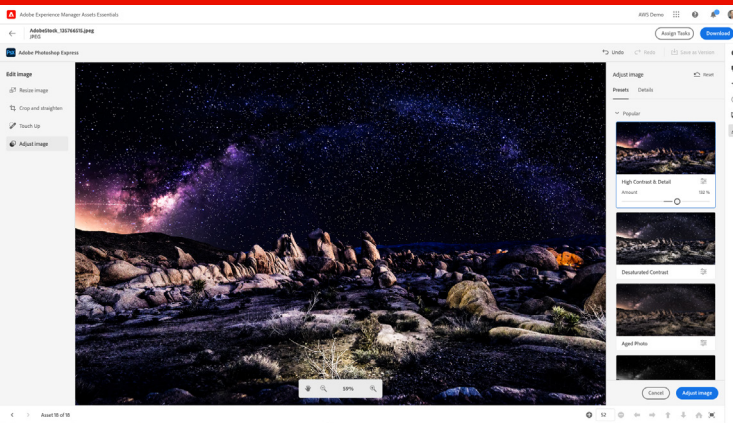
Online Forms

Manage multi-channel digital enrollment, onboarding, and customer communications.



Interactive Experiences

Deliver dynamic interactive experiences across any screen, any platform, and any device.



Adobe Experience Manager and AWS enable innovative content-led experiences with a solution that combines digital asset management, digital document solutions, and a scalable content management system.

[Discover how to transform the digital customer experience with Adobe Experience Manager and AWS.](#)

Strategy #2: Streamline marketing processes.

The customer experiences that are most compelling begin with connected and streamlined back-end processes. When creative teams are equipped with the right tools and optimized processes, they are empowered to deliver their best work. Enable your marketing team to spend less time connecting siloed project management systems or piecing together disparate workflows and data and instead spend more time creating and delivering groundbreaking creative work. Streamlined and optimized back-end processes are the foundation for great customer experiences.

Seamless customer experiences start with frictionless back-end processes.

Having the right technology solutions in place is a must for maintaining efficient, frictionless processes. Marketers need solutions that can connect disparate systems, simplify workflows, and support collaboration, particularly amongst remote teams. Reduce process bottlenecks and ensure that people, processes, and platforms are all connected and working in sync by adopting a centralized marketing workflow solution for all back-end marketing operations. Connecting and streamlining marketing and creative workflows creates greater efficiencies, collaboration, and synergies.

Leverage a solution that can remove the complexities that often arise with large-scale or intricate back-end processes to enable teams to focus on the work that matters. With a comprehensive marketing solution, marketing teams can easily manage and streamline mission-critical marketing processes. An all-in-one solution makes it easy to manage capacity planning, facilitate end-to-end campaign management, streamline team-wide collaboration, track resource requirements, and optimize creative workflows – all in one place.



Adobe Workfront and AWS

Adobe Workfront and AWS enable marketing teams to transform marketing operations, drive better decision-making, and deliver compelling creative work with an all-in-one solution to plan, implement, and manage end-to-end marketing processes – from the initial creative project brief to campaign implementation to process optimization.

Adobe Workfront and AWS accelerate organizational productivity and make project management easier for marketing teams. With an intuitive, easy-to-use interface that doesn't demand heavy lifting from developers, Adobe Workfront and AWS simplify work for IT and contribute to better harmony and synergy between the marketing and IT teams.

Adobe Workfront delivers a 285% return on investment, according to [Forrester](#).

Leveraging a centralized, cloud-based work management platform, it's much easier for marketing teams to plan, predict, collaborate, evolve, and deliver their best work.

- Gain operational efficiencies
- Accelerate content velocity
- Achieve faster time to market
- Manage project resource planning
- Optimize the work experience
- Automate resource planning
- Streamline end-to-end campaign management
- Simplify project management

“**Workfront has brought order to chaos. It has allowed us to regain our reputation for creative excellence.** Workfront has also allowed us to take smart, creative people and remove the burden of trying to organize and find stuff, giving them more time to be creative. That's priceless!”

Bill Gattinger

Senior Manager, Traffic, Product and Direct Marketing, ATB Financial

Equip your team with a marketing solution that facilitates better collaboration for distributed and remote teams and empowers marketing professionals to deliver results faster, more profitably, and at higher volume.

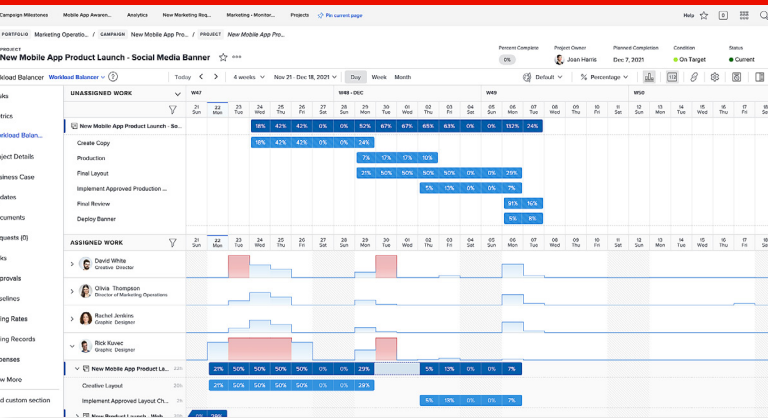


Learn how to simplify and streamline marketing operations with [Adobe Workfront](#) and [Workfront Fusion](#).

Strategy #3: Leverage artificial intelligence to deliver highly personalized customer experiences.

Customers want experiences that are tailored to their specific needs, wants, and buying habits. With artificial intelligence (AI) and machine learning (ML) technologies, marketing teams have the capabilities to leverage customer data to its fullest potential to deliver experiences that are personalized for individual customer profiles.

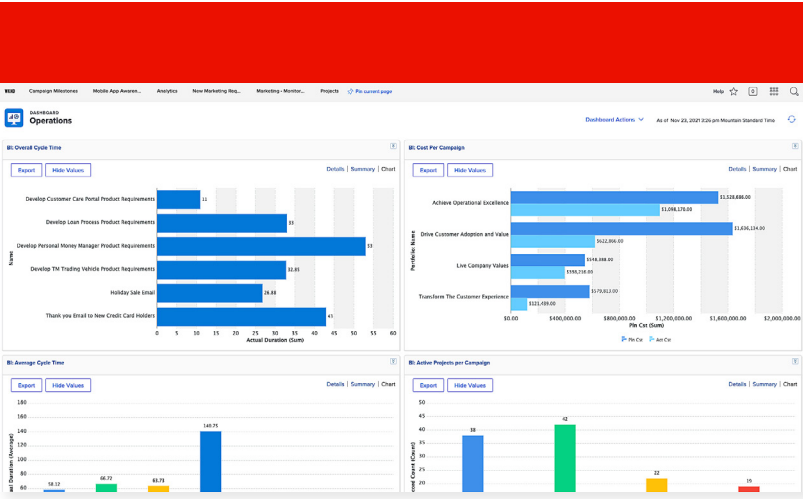
Some of the most compelling experiences for customers are ones that feel like they are tailored just for them – experiences that are uniquely customized to align with each customer's unique preferences, tastes, interests, and purchase histories.



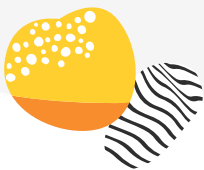
With Adobe and AWS, marketing teams have access to cutting-edge AWS services like Natural Language Search and access to powerful capabilities including AI and ML technologies for delivering unique customer experiences. With Adobe Experience Manager and AWS, marketing teams are equipped with the capabilities to create multiple website experiences and automatically deliver these personalized content experiences to various customer profiles, creating a unique digital experience for every single website visitor.

Strategy #4: Make data-driven marketing decisions.

Rich data insights can uncover opportunities for customer engagement and power experiences that are uniquely designed for every customer's individualized journey. The right data insights can drive meaningful personalization.



Whether it's customer data or internal data, doing more with your data can accelerate sustainable business growth and drive unique customer experiences. Discover useful insights and facilitate data-driven decision-making using Data Lakes on AWS to store and analyze multiple data types from a wide variety of sources in a centralized repository. Having the right data about people, processes, and platforms provides visibility into operational efficiencies and potential bottlenecks, delivering valuable opportunities to evaluate areas of process friction and improve mission-critical operations.



420%

ROI of Adobe Sign over 3 years.

1.5

Hours saved per transaction.

\$6

Cost savings per transaction.

\$600,000

Paper and shipping **cost savings** over 3 years.

125

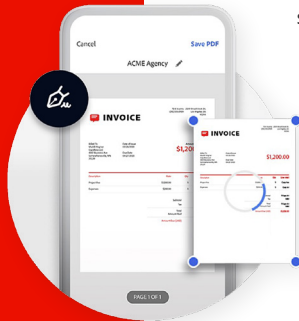
Total hours saved per user over 3 years with Adobe Sign.

\$6.8 million

Benefits of Adobe Sign over 3 years.

Strategy #5: Automate mission-critical workflows.

Paperless processes have become a must in the digital-first era. Whether it's customer-facing processes such as client onboarding or internal processes such as document archiving, creating uninterrupted and secure digital experiences has become imperative.



Automate and accelerate signing workflows from days to minutes with an advanced e-Signature solution such as Adobe Sign and AWS. Adobe Sign is the e-Signature solution

for achieving 100% paperless processes that are compliant and secure. Track and manage documents from anywhere in real time and streamline important process flows. Adobe Sign and AWS empower everyone to be able to work and transact 100% digitally, contributing to an environmentally responsible and sustainable future.

Eliminate manual, repetitive work and enable teams to focus their time and resources on tasks that directly impact the customer experience. Adobe Sign and AWS help facilitate better business continuity, secure and compliant processes, and effective remote work.

[Accelerate the paper-to-digital transition and automate e-Signature processes with Adobe Sign and AWS.](#)

Strategy #6: Prioritize security and data privacy across every marketing channel.

Security is the cornerstone of customer trust. Without taking steps to ensure a reliable and secure foundation across the entire marketing technology stack, even the most innovative customer experiences might be placed at risk.

Running your marketing technology stack in the cloud enables marketing organizations to tap into the inherent cloud benefits of agility, scalability, and security. Running marketing solutions in the cloud also helps ensure site uptime, delivering digital customer experiences that are uninterrupted and consistent. Unlike legacy solutions, which are often plagued by outages and disruptions, with cloud-based solutions customers can access data centers in regions and availability zones around the world, ensuring they have reliable, consistent online experiences.

As the volume of data grows at a rapid pace, data privacy has become a prime concern for customers. It's imperative to ensure all marketing platforms that collect, transmit, or analyze customer data comply with relevant data residency and privacy regulations. Particularly for global marketing organizations, it's critical that all customer-facing platforms adhere to and are in compliance with data privacy laws and regulations in each of the regions and localities of operation.

Adobe and AWS provide highly secure marketing solutions that maintain data privacy, security, and compliance amidst an ever-evolving compliance and regulatory landscape.

AWS provides support for more compliance certifications and security standards around the globe than any other offering.

- PCI-DSS
- HIPAA/HITECH
- FedRAMP
- GDPR
- FIPS 140-2
- NIST 800-171

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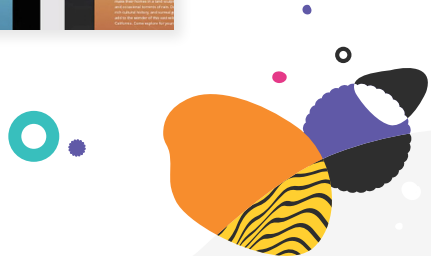
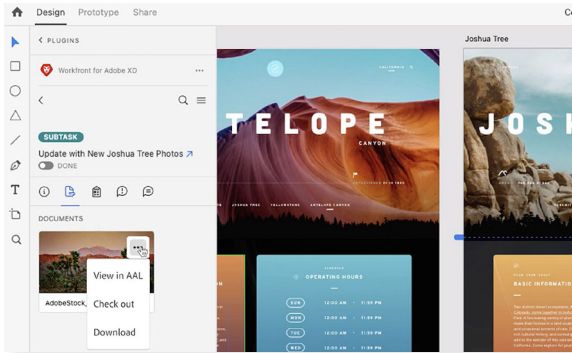
Adobe and AWS: Innovative solutions for the entire customer journey.

Together, Adobe and AWS help organizations deliver innovative and personalized customer experiences with agile, scalable solutions for all marketing needs – from customer websites to digital asset management solutions. Adobe and AWS are transforming the ways marketing teams communicate, collaborate, and deliver groundbreaking customer experiences.

Adopting Adobe and AWS solutions enables marketing teams to tap into the benefits of the cloud, including:

- Global availability
- Flexibility to increase and decrease operations as customer demand changes
- Agility
- Scalability
- Compliance and data privacy
- Security of AWS

AWS is the most comprehensive and broadly adopted cloud platform, offering more than 200 fully featured services for every type of capability – from storage to security to AI offerings – with two times more regions and availability zones than the next largest cloud provider.





To deliver customers a personalized and impactful experience, adopt solutions that are connected and integrated on the back end, whether that's an integrated digital asset management and content management system, or project management solutions connected to CRM systems. Streamlining the marketing technology stack helps set the foundation for connected and consistent customer experiences across every platform, device, and opportunity for customer engagement.

With Adobe and AWS solutions, marketing teams have a single source of truth for all their marketing needs, ranging from consumer websites, intelligent document processing solutions, e-Signature tools, creative asset solutions, e-commerce platforms, project management solutions, customer data analytics, and much more.

Leveraging secure, dynamic, and cloud-based solutions, marketing teams are empowered with the tools to deliver customized, innovative, and memorable customer experiences that contribute to brand loyalty, revenue growth, and customer retention.

[Learn more](#)

[Learn more about the Adobe and AWS solutions that enable marketing teams to digitally transform every aspect of the customer experience.](#)



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