




# Better marketing across all your channels.

How Adobe Journey Optimizer makes multichannel customer journeys more agile, personalized, and engaging.





Omnichannel customer journeys are complicated and seemingly unpredictable. They're nonlinear and follow no particular pattern. Consumers may research online and then buy a product in store. They could see a product they like in store, look it up on their phone, and bookmark it to buy later. Or they might see a product on social media and buy it directly from an influencer's affiliate shop. The permutations are endless.

In this environment, keeping up with consumer behavior across channels—and providing personalized experiences—is more challenging than ever. Many marketing platforms evolved to address the needs of particular channels, such as direct mail, email, ecommerce, and more.

As a result, many organizations rely on a hodgepodge of campaign and data management technologies that often don't easily talk or work together.

This guide explains how Adobe Journey Optimizer—which provides a single integrated solution for creating and delivering multichannel experiences at every stage of the customer journey—can transform the way omnichannel businesses connect with their customers.



# Create and launch omnichannel campaigns.

Delivering omnichannel campaigns is a business-critical priority for marketers. According to research by Omnisend, marketers using three or more channels in any one campaign earned 287% more purchases than those using a single-channel campaign. And yet, many marketers do not run as many omnichannel campaigns as they would like because fragmented data and tools are holding them back.

Adobe Journey Optimizer gives you the power and flexibility to manage scheduled, ad hoc, or real-time campaigns spanning multiple channels from a single dashboard. An intuitive drag-and-drop interface and contextual insights help you easily segment audiences, design and personalize messages, and orchestrate the customer journey from end to end. Plus, you can use email, push, and in-app messages to engage customers throughout the brand experience, wherever they are in their journey.

For example, if you're a record company, you might use the unified customer profiles and segmentation in Adobe Journey Optimizer to personalize millions of push messages within minutes of dropping a major new release, prompting fans to watch related promotional content. Likewise, a retailer might create a unified campaign for the winter holidays, sending personalized messages that promote shopping in both online and in-store channels.

Features in Adobe Journey Optimizer that make this possible include:

- **Omnichannel Orchestration**, an advanced campaign creation and management tool
- **Asset Essentials**, a proven digital asset management solution for creating, delivering, and organizing creative assets
- **Real-time Customer Data Platform (CDP)**, a customer data management solution that collects, normalizes, and unifies customer data from every channel in real time

## How Adobe Journey Optimizer delivers ROI.

Adobe Journey Optimizer allows marketing teams to:

- Build more omnichannel campaigns without additional headcount or budget.
- Launch omnichannel campaigns faster.
- Save time on administering multiple campaign management systems and data sources.

### Why IT loves Adobe Journey Optimizer.

While Adobe Journey Optimizer delivers excellent results for marketing, it's also great for IT teams because it helps them:

- **Save on software license costs.** When you use Adobe Journey Optimizer to manage the entire customer journey, you can retire numerous channel-specific solutions for campaigns, report, and data management. Most organizations will end up spending less.
- **Reduce vendor management hassles.** When you replace many tools and systems with one platform, you also reduce the time you must dedicate to negotiating and managing vendor agreements. Getting support for issues also becomes much easier.
- **Spend less time and money on integration.** When you use various systems to manage the omnichannel customer journey, you can end up building and maintaining multiple custom integrations within your marketing stack. Adobe Journey Optimizer eliminates the need for many connectors. And its flexible API makes it easy to connect with other enterprise platforms, like your CMS, CRM, and more.

# Automate and understand the complete, cross-channel customer journey.

With a fragmented, disconnected tech stack, marketers are often unaware of how exactly shoppers are navigating their customer journey. And without good visibility into the customer journey, it's incredibly difficult to design and automate experiences that span multiple channels. It's also harder to measure how marketing impacts your organization's overall cross-channel sales.

Adobe Journey Optimizer lets you understand and automate all stages of the customer journey and gain insight into where customers connect most deeply with your brand. Our Real-time CDP unifies customer information from all sources, so you can craft a personalized journey for every customer.

For example, let's say a customer in Los Angeles regularly shops online and in their local store. You might send a personalized push notification when they're shopping in store with a special offer they can redeem if they buy something now. Or you might send an instant notification when they are online, reminding them of a sale at the local store. Features that make this possible include:

- **Message Designer**, a drag-and-drop interface for creating and personalizing messages
- **Journey Designer**, a drag-and-drop interface for building multi-step, multichannel journeys with targeted audiences, triggers for actions, and channel-specific messages

Moreover, Adobe Journey Optimizer includes a wealth of performance measurement and analytics reports. Live reports are exactly that—a real-time glimpse into what's happening in all your channels at each stage of the customer journey. Meanwhile, global reports give you a company-wide and channel-wide view of performance and let you dig into anomalies.

## How Adobe Journey Optimizer delivers ROI.

Adobe Journey Optimizer allows marketing teams to:

- Understand which messages, offers, and experiences perform better for different shoppers at different stages of their journey.
- Design cross-channel experiences that increase conversions and sales.
- Spend fewer hours every week manually defining and executing cross-channel journeys and building performance reports.



# Deliver responsive, personalized experiences in real time.

Personalized experiences, such as tailored product recommendations, have been proven to increase revenue and promote loyalty. According to a recent survey by Segment, more than half (60%) of consumers say they are likely to become repeat buyers after a personalized experience with a retailer. But most of today's omnichannel experiences are not personalized because retailers still rely on fragmented data and a patchwork of personalization tools.

Adobe Journey Optimizer provides a unified solution that makes crafting and delivering personalized offers spanning multiple channels both simple and cost effective. It harnesses the power of artificial intelligence (AI) and machine learning to help you determine how and when to engage with customers. The **Offer Decisioning application** analyzes your customer data and applies rules and rankings—such as frequency, eligibility, and capping—so you can choose the right offer for each customer at each point.

For example, a hotel might use AI-driven decisioning to send guests a personalized welcome when their flight arrives, with directions from the airport and a local traffic report. At the end of their stay, the customer might receive a thank-you note, an invitation to leave a review, or a loyalty reward.

## How Adobe Journey Optimizer delivers ROI.

Journey Optimizer allows marketing teams to:

- Provide personalized offers at every stage of the customer journey and dramatically increase conversions.
- Build personalized offer-driven strategies that can increase customer lifetime value and loyalty.
- Spend fewer hours designing offers and measuring performance.



## Take the next step.

Adobe Journey Optimizer represents the next evolution in omnichannel journey automation. Instead of struggling to piece together cross-channel campaigns and experiences with fragmented systems, marketers can now manage the entire customer journey in one place. It frees marketers from routine data and system management tasks and allows them to focus on improving results and delivering the experiences their customers truly need.

[Learn more](#)

[Adobe's customer journey home page](#)

[Adobe unveils new application to help brands personalize the customer journey](#)



# Sources

- 1 [“The State of Personalization 2021,”](#) Segment, 2021.
- 2 [“What We Can Learn from Omnichannel Statistics for 2020,”](#) Omnisend blog, February 17, 2020.



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