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Adobe's transformation of B2B CX marks a golden opportunity for unified CX orchestration

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Summary

In 2025, Adobe is set to intensify its focus on the B2B market, aiming to revolutionize digital experiences for business clients. Adobe's strategy revolves around integrating three key pillars—content, data, and journey orchestration—into a cohesive framework that enables unified customer experiences.

Unifying content, data, and journeys: a game-changer for B2B

Historically, B2B interactions have been characterized by long sales cycles, fragmented touchpoints, and siloed data. In contrast, B2C has set the standard for personalized, real-time, and engaging customer experiences. However, the B2B sector is undergoing significant digital transformation, with businesses seeking personalized, seamless experiences much like B2C interactions. This transformation creates significant opportunities for customer engagement platform (CEP) vendors to provide unified CX orchestration and integrated data solutions. In doing so, they will lay the foundation to becoming indispensable partners in the evolution of B2B CX. Adobe's growing strategic focus on B2B, positioning the company to meet evolving client expectations and capitalize on a market ripe for innovation.

Amit Ahuja, senior vice president of Adobe Experience Cloud, Platform and Products, emphasized the company's commitment, saying Adobe sees a massive opportunity in B2B, especially because he said clients have been asking for greater integration and unification. "We are thinking about B2B much more. We are going to unpack that quite a bit," he said.

By integrating content, data, and journey orchestration into a unified platform embedded with AI, Adobe positions itself as a comprehensive solution provider capable of addressing the complex demands of modern B2B organizations. This approach enables Adobe to help clients achieve personalized, seamless customer experiences across the entire lifecycle—from lead generation to retention—addressing pain points like siloed data and inefficient workflows. Furthermore, Adobe's generative AI capabilities enhance scalability and automation, allowing businesses to deliver tailored experiences. By emphasizing account-based marketing (ABM), real-time journey analytics, and robust customer success frameworks, Adobe aims to optimize the customer experience holistically. It achieves this through several ways:

- **Comprehensive offerings:** Integrating tools like Adobe Marketo, GenStudio, and Journey Analytics into a single ecosystem offers breadth and depth.
- **AI-powered personalization:** Embedding generative AI across its platform helps to achieve scalability and agility.
- **Data management:** Offering Federated Audience Composition and Real-Time CDP capabilities enables precise and actionable insights.

Solidifying Adobe's position in the B2B experience orchestration market

To solidify its position in the B2B market and capitalize on its unified experience orchestration strategy, Adobe must take deliberate steps to expand its offerings and further differentiate itself from competitors. Ahuja said Adobe is building out the concept of the platform with B2B editions of Adobe Customer Journey Analytics, Adobe Real-Time CDP, and Adobe Journey Optimizer. "We are seeing tremendous excitement about having a single place to recognize audiences, as well as activating that through the notion of a CDP, and then understanding the performance of the journey," he said. "This is the core of what we have been building for years."

Also, by developing vertical-specific solutions and addressing the unique challenges in sectors like healthcare, manufacturing, and financial services, Adobe can enhance its relevance and appeal to a broader range of B2B clients. Second, expanding partnerships with complementary technology providers, such as CRM and ERP platforms, will help Adobe further expand its integrated ecosystem of end-to-end solutions for clients' operational and marketing needs.

Additionally, Adobe should continue to invest in its generative AI innovations from 2024, including Adobe GenStudio for Performance Marketing, Adobe Experience Platform AI Assistant, Adobe Journey Optimizer B2B Edition, and Adobe Workfront Planning, emphasizing real-world applications like predictive analytics and real-time decision-making.

Finally, these initiatives should be accompanied by robust educational programs and simplified onboarding and implementation processes to ensure clients can effectively leverage these tools. This will be critical to attracting mid-sized and smaller businesses and will make Adobe's solutions accessible to organizations with limited technical resources.

Making the case for unified B2B CX to CEP market leaders

As Adobe intensifies its focus on unified experience orchestration for the B2B market, competitors must evolve their strategies to remain relevant. In an increasingly competitive digital landscape, focusing on B2B orchestration to deliver integrated experiences across all touchpoints is essential for market leaders to meet

evolving client expectations. As B2B buyers become more digitally savvy, companies that fail to deliver unified, data-driven experiences risk losing market share to competitors like Adobe.

B2B orchestration is no longer just about lead generation; it encompasses the entire customer lifecycle, from acquisition to retention and expansion. Market leaders that invest in robust platforms for data unification, journey optimization, and AI-driven personalization can help their clients navigate complex sales cycles and create value at every stage. This focus not only drives business outcomes for clients but also positions the technology providers as indispensable partners in their digital transformation journeys. Ignoring this shift could leave organizations struggling to adapt to the demands of the modern B2B ecosystem, where agility and customer-centricity are paramount.

Appendix

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