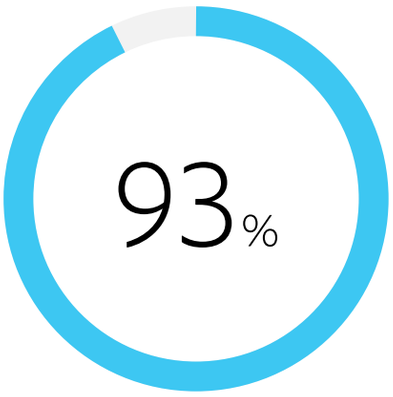
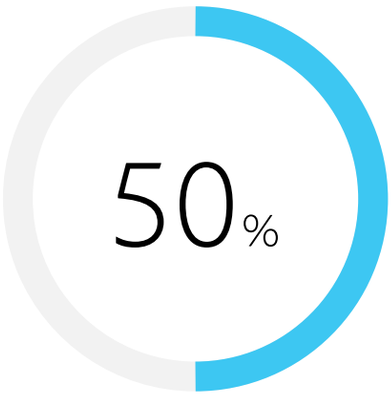
Unlock the amazing possibilities of personalization.

There's more to personalization than simply customizing content. Go beyond the basics to create experiences that wow every customer.



93% of companies see an uplift in conversion rates using personalization.

Source: Econsultancy, 2017



50% of consumers are likely to engage with a brand when they receive an interesting offer.

— Cara Wilson, Digital Marketer and Writer

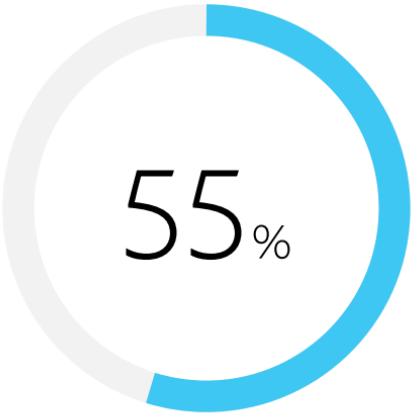
Five ways to create **awe-inspiring experiences.**

1. Focus on omnichannel marketing.
2. Scale experiences with technology.
3. Look to AI-powered automation.
4. Trust customer intelligence powered by machine learning.
5. Conduct A/B and multivariate experiments.

01

OMNICHANNEL MARKETING

Create connections across every channel that **lets customers flow through cohesive experiences** without a hitch.



55% of consumers are willing to pay more for simpler experiences.

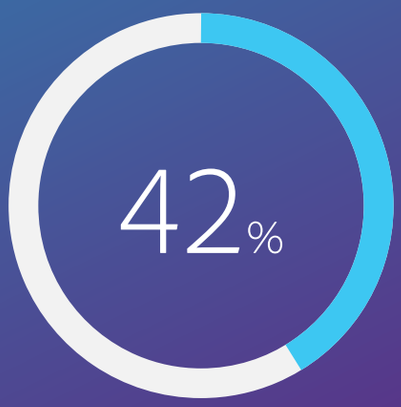
Source: Siegel+Gale

Omnichannel marketing requires all departments to work together.

— Kristen McCabe, Senior Content Marketing Specialist at G2

Research from Virtua shows that 73% of buyers now shop across multiple channels. To meet customer expectations on every channel, align internal teams in their personalization goals so they can create experiences that match customer deftness across devices.

Give customers amazing experiences every time by **connecting what you know about their preferences with AI** to ensure they get the best content for their journey.



42% (of marketers) say they manually curate content. That's a lot of heavy lifting!

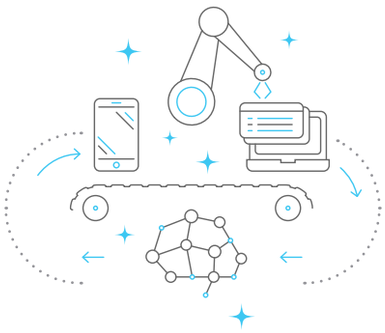
— Jason Hickey, Senior Product Marketing Manager for Adobe Target, 2018

Customer experience leaders are **more than twice as likely** as their peers to use AI for marketing.

Source: "Experience Index: 2019 Digital Trends," Econsultancy

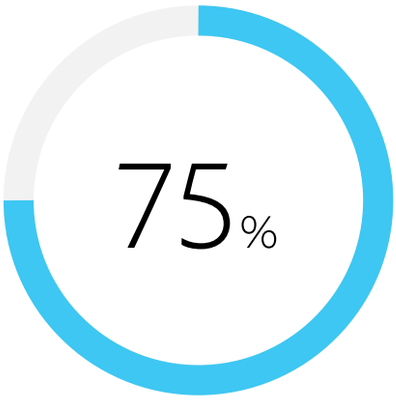
Invest in AI to scale experiences — it lifts the burden from employees. With AI, you make sure that high-quality, relevant content reaches the right people at the right time. Predictive and prescriptive analytics can also help give every customer action an equal and relevant brand reaction at every touchpoint.

Create magic for customers with **AI automation behind the scenes and behind every experience.**



Good AI makes life easier. Great AI gets out of the way.

— Sid Shah, Senior Director, Customer and Product Analytics, Adobe



75% of enterprises using AI and machine learning enhance customer satisfaction by more than **10%.**

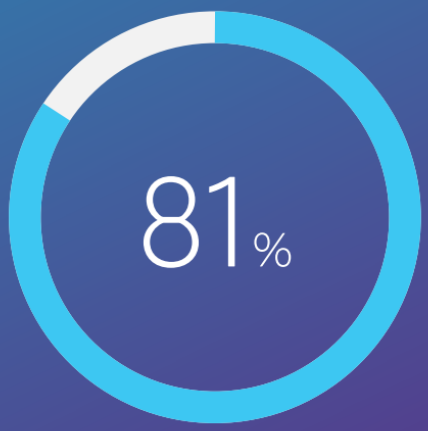
Source: Forbes

Automation helps brands do amazing things — like precisely mapping specific customer journeys and using data to create experiences that feel a lot more personal to the people they reach. Invest in AI broadly to help every team understand how technology can simplify tasks and reduce tedium.

04

CUSTOMER INTELLIGENCE POWERED BY MACHINE LEARNING

Use machine learning to turn your holistic view of customers into **specifically targeted experiences for everyone.**



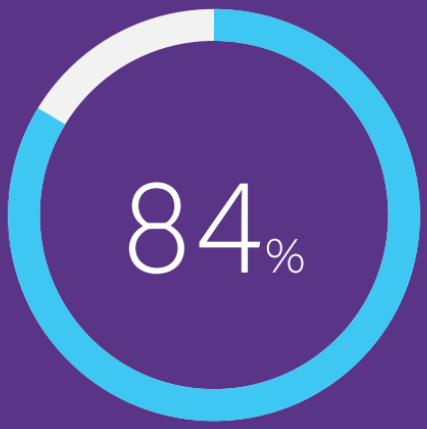
81% of companies say they have a holistic view of their customers.

But only **37% of consumers** feel that their favorite brand understands them.

Source: "A Marketer's Guide to AI and Machine Learning," Econsultancy

Algorithms allow you to **automatically identify relationships between data** and learn the **best experiences to show** based on that data, without having to be explicitly programmed.

— Shannon Hamilton, Project Manager, Adobe Target



84% of marketing organizations are implementing or expanding AI and machine learning in 2018.

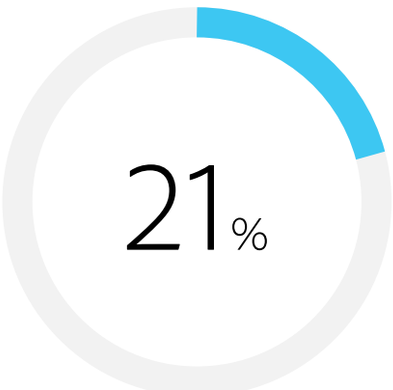
Source: Forbes

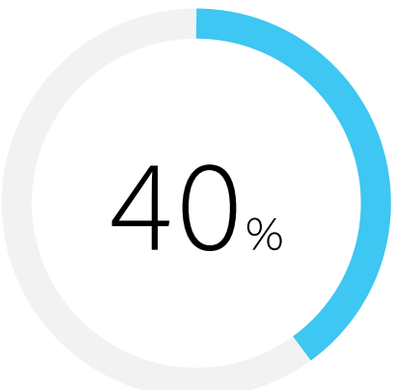
By 2020, marketers believe machine learning will be able to offer up personalized headlines, advertising copy, and even design formats. But there's no need to wait. Today's machine learning tools can help your organization glean meaningful insights about customers from data, and then turn those insights into action plans.

05

A/B AND MULTIVARIATE EXPERIMENTS

Run tests and **get feedback on experiences** before you **deliver them to customers.**





21% of high-performing companies have conducted more than fifty experiments in the last year — compared to just 4% of mainstream respondents.

Source: "2018 Optimization Report," Econsultancy

40% of senior retail marketers planned to implement A/B or MVT testing in 2017.

Source: eMarketer

It's not enough to start running tests. You need solid reasoning and intention behind what you test, who you ask for feedback, and how you implement the results. The right personalization solution can help you gather — and glean meaningful insight — from customer behaviors.

Personalization should feel like magic — and deliver real results.

Advanced technology can help you create experiences that are data driven and deeply personal to customers in all the right ways. Adobe Target, the optimization engine within Adobe Experience Cloud, performs behind-the-scenes work to ensure you're making the most of advanced machine-learning technology — all with just a few clicks.

Go behind the scenes to learn what personalization looks like, done right, with Adobe Target.

Learn more

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