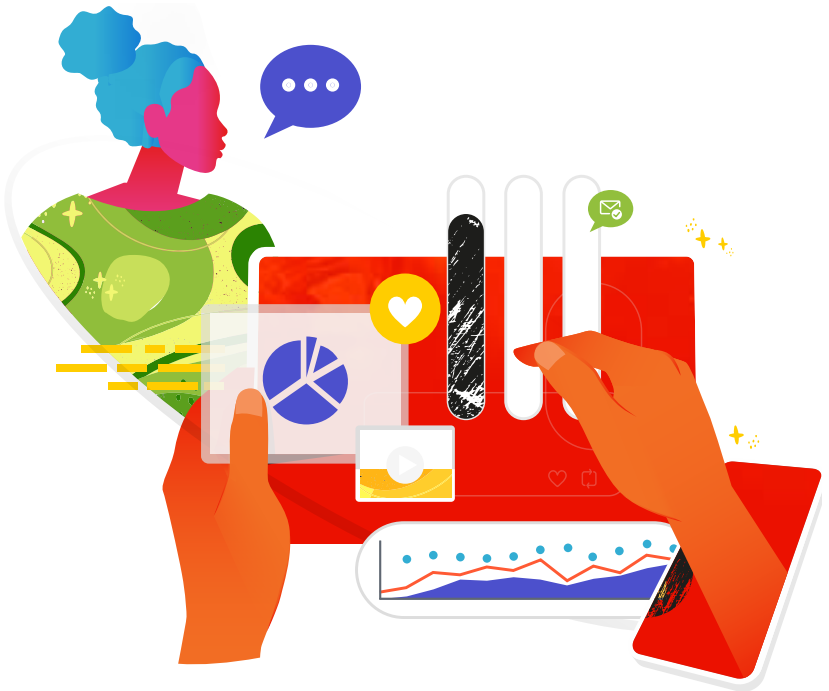




# Five reasons to choose Adobe Journey Optimizer.

Orchestrate omnichannel campaigns  
at scale more quickly and easily than  
ever before.



Customers want to feel seen. In fact, when it comes to interacting with brands, they demand it. But many brands struggle to meet this level of customer expectation—and those that fail risk falling behind in today's fast-paced market.

Often, the problem is technology. According to research from Adobe and Incisiv, only 46% of retailers in North America say they have the right technologies to support their personalization strategy. The other 54% are dealing with fragmented systems and data sources built for individual channels, so they can't personalize or get a holistic view of the customer journey.



**54%**

of retailers are dealing with fragmented systems and data sources built for individual channels.

Adobe Journey Optimizer helps businesses unify customer data across channels, understand what customers need, and design personalized omnichannel experiences. It delivers ROI by helping marketers build high-converting personalized campaigns while eliminating the need to manage multiple channel-specific systems.

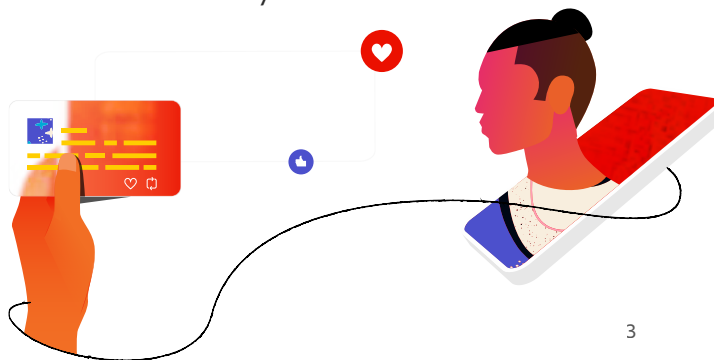
In this eBook, we explore how Adobe Journey Optimizer transforms omnichannel campaign orchestration. Read on to learn five reasons companies are adopting this solution—and benefiting from it.

# Reason #1: Unify customer profile data in real time.

A unified, real-time customer profile is fundamental to understanding journey-wide customer engagement. But many companies have customer data scattered across multiple sources, which limits visibility into each customer's journey. Before marketers can get a complete picture of each customer's path to purchase and gain insights into their current and future needs, this data must be collected together in one place.

With Adobe Journey Optimizer, you can create unified customer profiles that fuse data from all your sources. Journeys can be optimized and personalized based on real-time insights from all your profiles. You can:

- Capture massive amounts of behavioral data on granular levels
- Pull in real-time data so your profile is up to date and your insights are relevant
- Pair real-time customer profiles with message orchestration and delivery

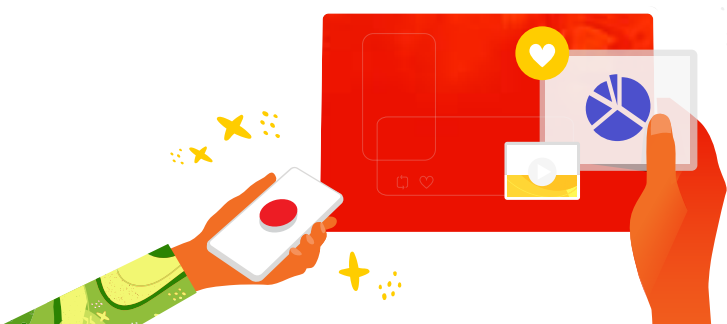


# Reason #2: Manage campaigns across multiple channels with a single, integrated solution.

Marketers often rely on separate systems for email, direct mail, mobile channels, and other touchpoints. With disconnected single-channel systems, it's a hassle to run omnichannel campaigns. You can find yourself constantly moving between dashboards or asking IT for custom reports.

Fortunately, Adobe Journey Optimizer lets you run omnichannel campaigns from one platform. From a single journey canvas, you can create, optimize, and deliver email, SMS, in-app messages, and push notifications—all from a single interface. Having everything in one place helps you to:

- Personalize content across all channels
- Optimize omnichannel journeys based on real-time data
- Manage 1:1 journeys and campaigns
- Save time with premade journey templates



# Reason #3: Deliver personalized omnichannel experiences for the entire journey.

According to Adobe's 2021 *Digital Trends Experience Index*, 61% of mainstream marketers said that if they were customers of their own company's digital experience, they would "possibly" or "definitely" look for other brands. But there are reasons to be optimistic—it's easier than ever to deliver consistent personalized experiences.

Adobe Journey Optimizer includes an offer library and an intelligent decisioning rules engine to create and manage personalized offers as well as new experience optimization capabilities. Intelligent ranking services and content experimentation help brands deliver better content, messages, and offers. Marketers can then consistently provide personalized offers at each stage of the customer journey that, over time, significantly increase customer lifetime value. With Journey Optimizer, you can:

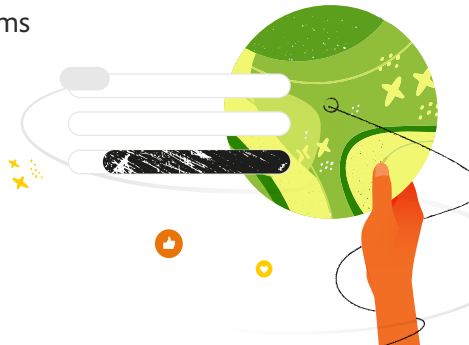
- Surface predictive insights throughout the customer experience
- Automate personalized decisioning with AI
- Send customers the right offer at the right time
- Apply rules and constraints to profiles
- Know which content and campaigns tend to move prospects further along in their journeys

# Reason #4: Spend less time managing content while reducing time to market for campaigns.

Collecting and retrieving content across scattered marketing solutions—and ensuring they're consistent—is a time-consuming chore for marketers when they're planning and managing campaigns. It can add hours or even days to every launch. Instead of hunting down printable files or digital assets, teams have to use their precious time to focus on understanding their customers and designing better strategies.

Adobe Journey Optimizer comes with Assets Essentials, a digital asset management system that helps you spend less time searching for and managing content assets and dramatically reduces how long it takes to produce campaigns. Effective ways to manage content can make the difference for a successful campaign. Assets Essentials in Adobe Journey Optimizer allows you to:

- Find, organize, and tag approved content assets
- Ensure content assets are consistent across channels
- Easily share assets with other teams
- Produce campaigns faster



# Reason #5: Meet customers where they are in the right moment.

As customers' attention spans get shorter, it's critical to deliver the right message at the right time. The stakes are higher, too. A study by PwC revealed that at least 32% of customers stop doing business with a brand they love after only one bad experience.

Real-time data coming in from every channel can help you give fans, guests, subscribers, and shoppers the content and offers that are most relevant at any given moment. Whether you're engaging with customers online or in person—before, during, or after an event—Adobe Journey Optimizer can help you give them what they need. You can use it to:

- Actively listen for data signals in real time to trigger journeys
- Design connected, personalized experiences triggered by customer actions in real time
- Analyze customer behaviors to predict what they will need at any moment
- Optimize personal and contextual experiences for customers at any stage of the customer journey



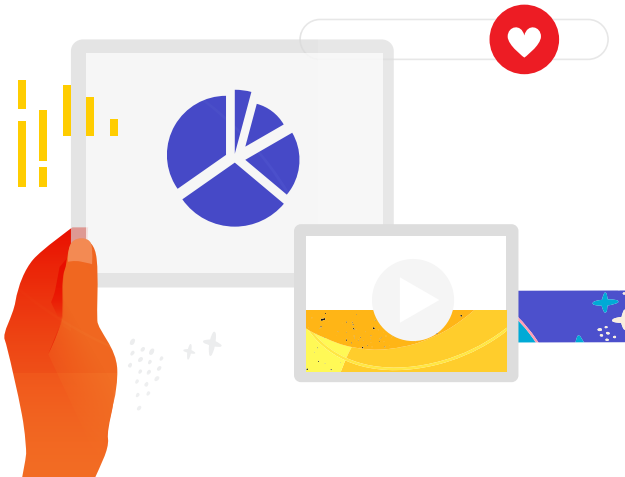
# How to get started.

Adobe Journey Optimizer can help you support omnichannel campaign orchestration no matter where you're starting from.

## Need to break down silos?

Traditional marketing technologies and the silos that have sprung up around them over the years are some of the biggest roadblocks to providing a seamless customer journey. By choosing Journey Optimizer, companies gain the ability to:

- Keep content, messages, and offers consistent
- Provide contextually relevant messaging throughout the journey
- Understand journey development
- Determine how different channels relate
- Get further into personalization





## Need to build out your omnichannel experience?

A major challenge for marketers is knowing which channels are going to be most effective for which buyers. But with Adobe Journey Optimizer, companies can:

- Design and deliver personalized messages for email, push, in-app, or SMS messages
- Use location-aware mobile engagement and other new tools
- Integrate email marketing in omnichannel marketing touchpoints
- Customize digital experience according to each buyer's location, referral, or browsing behavior
- Create new cross-channel strategies

## Need to unify your customer data?

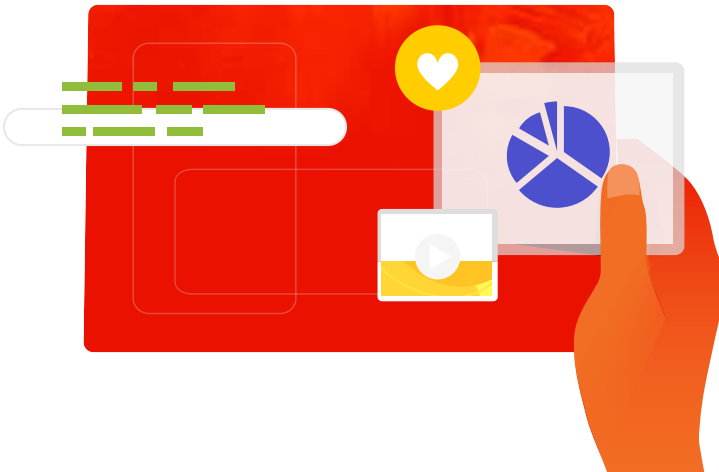
Thanks to customer data captured in their company's data lake, many teams have access to complete customer profiles—but not always in real time. That's why Adobe Journey Optimizer is helping companies to:

- Take a unified approach to data
- Create a culture around informed, data-driven decisions
- Get the data, content, and orchestration needed to make real-time journeys possible
- Design and orchestrate real-time journeys for individuals
- Skillfully manage content and digital assets

# Need to identify the next best action for each customer?

All marketers aspire to use artificial intelligence and machine learning to analyze data and identify the next best action for each customer wherever they are in their journey. Companies can better achieve this by using Adobe Journey Optimizer to:

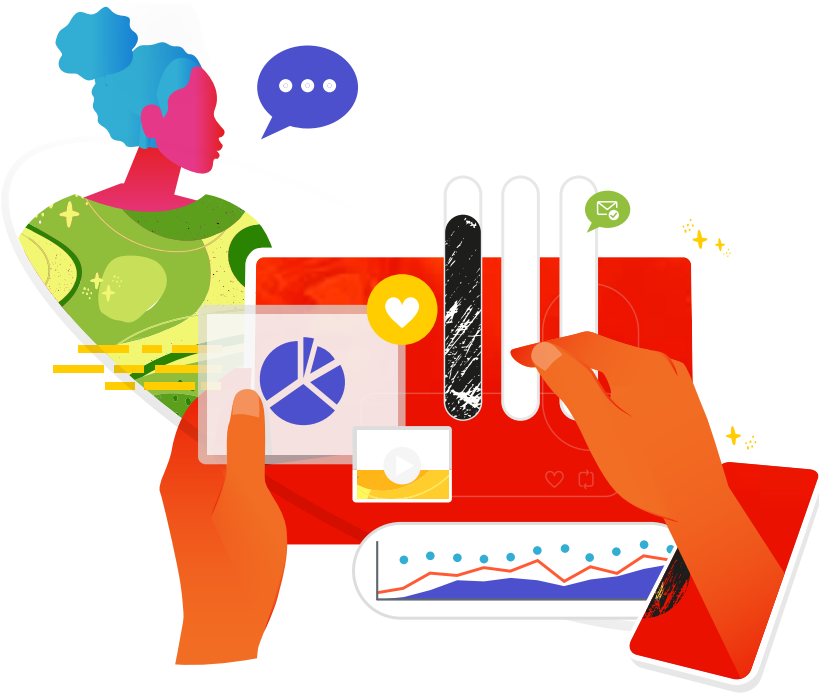
- Refresh customer data—no matter where it's being collected and stored—with data streaming
- Update individual customer profiles in real time
- Easily create event-triggered marketing campaigns that span multiple channels
- Automate the delivery of personalized offers and experiences across channels in real time
- Gain deeper insights into the customer journey and what shoppers really need



# Take the next step.

Learn how Adobe Journey Optimizer can be your key to connected customer journeys.

Contact us



## **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 Journey Optimizer**

Adobe Journey Optimizer manages scheduled omnichannel campaigns and one-to-one moments for millions of customers. It helps brands intelligently determine the next best interaction with scale, speed, and flexibility across the entire customer journey—allowing companies to create and deliver both scheduled marketing campaigns and tailored individual communications all within the same application.

# Sources

["2021 Digital Trends Experience Index," Econsultancy and Adobe, 2021.](#)

["Experience Is Everything: Here's How to Get It Right," PwC, 2018.](#)

["Looking Closer at Retail Personalization: a Report on Region and Sub-Industry," Incisiv and Adobe, February 2022.](#)



Adobe, the Adobe logo, and Adobe Experience Cloud are either registered trademarks or trademarks of Adobe in the United States and/or other countries.

© 2022 Adobe. All rights reserved.