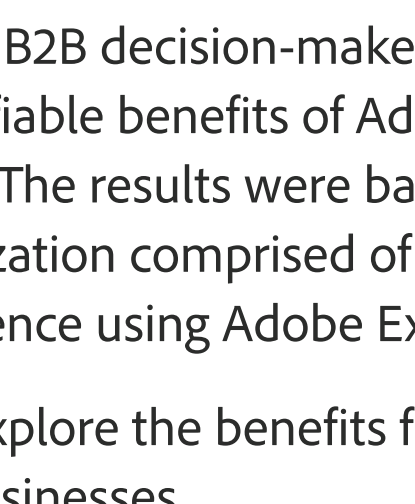




Big high-tech benefits. Bigger ROI.

Adobe Experience Cloud helps build relevant experiences to meet the needs of high-tech companies.



FORRESTER

Adobe commissioned Forrester Consulting to survey B2B decision-makers to uncover the quantifiable benefits of Adobe Experience Cloud. The results were based on a composite organization comprised of interviewees with experience using Adobe Experience Cloud.

Let's explore the benefits for high-tech B2B businesses.

Discover more value for your business.

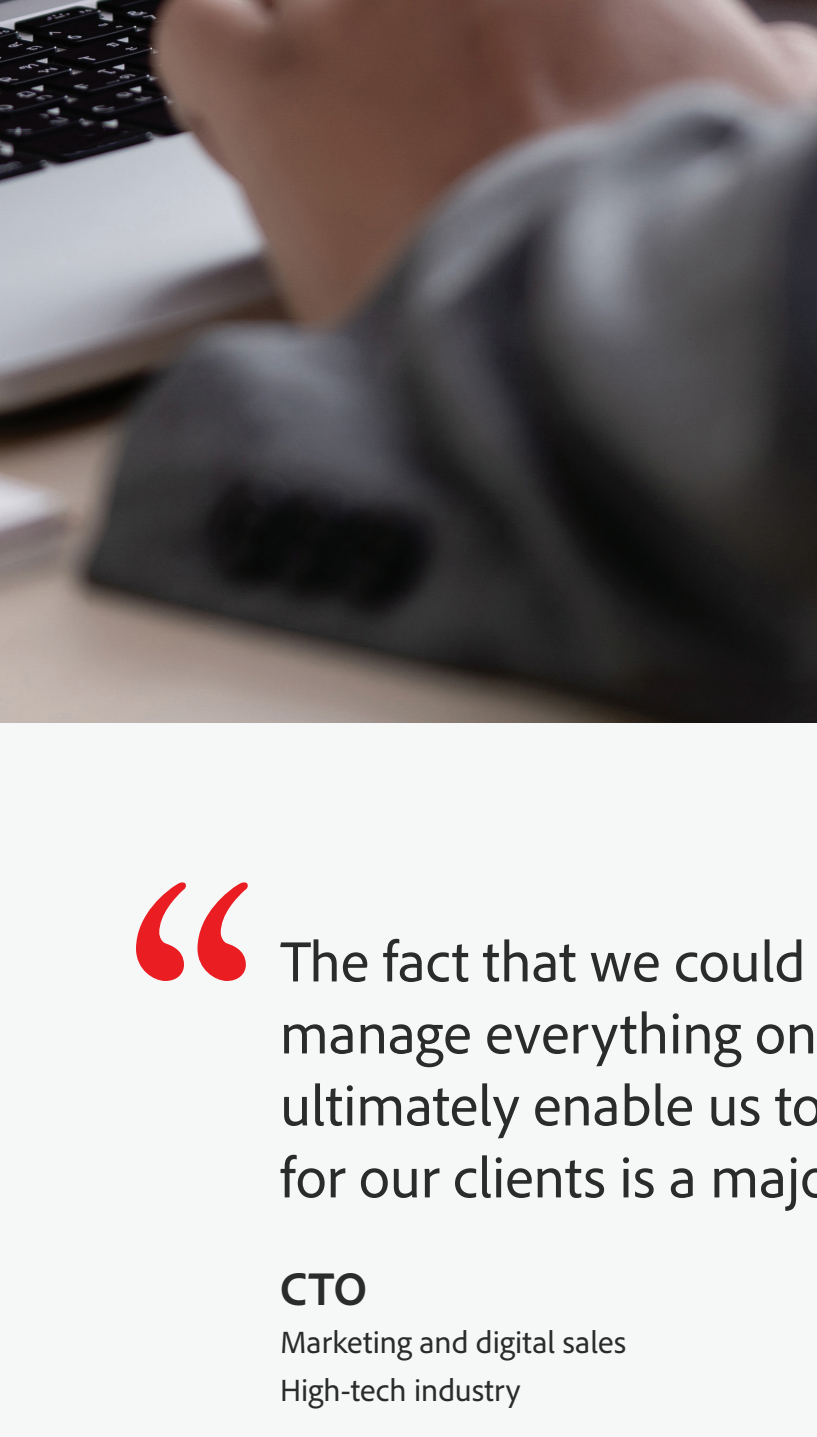
Forrester Consulting found that Experience Cloud has:

250%

return on investment (ROI)

\$23.2M

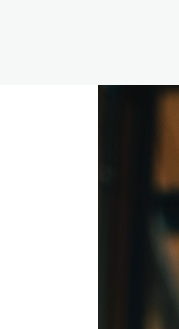
net present value (NPV)



BENEFIT 1

Accelerate digital experiences.

As a unified system, Experience Cloud cuts down on time spent switching between solutions while creating content. The ability to self-manage data, digital assets, and content adds further efficiency.



2+ months saved by reducing the production time of digital experiences



Almost 2/3 time saved when setting up a nurture stream

Time to deliver a web page

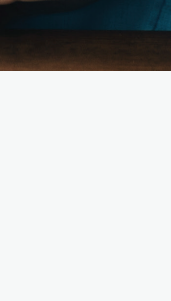
Before using Experience Cloud:

3 weeks



After using Experience Cloud:

3 days



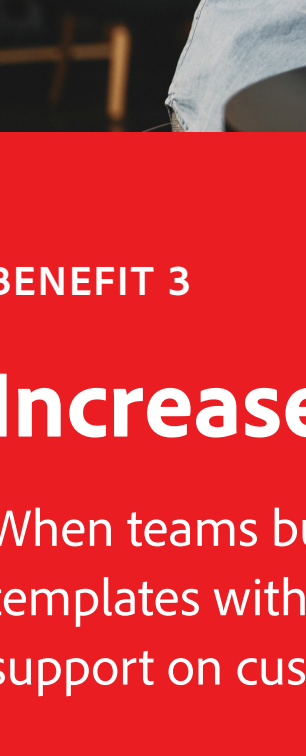
“The fact that we could have one platform that could manage everything on a granular level and then ultimately enable us to get to a personalized experience for our clients is a major win.”

CTO
Marketing and digital sales
High-tech industry

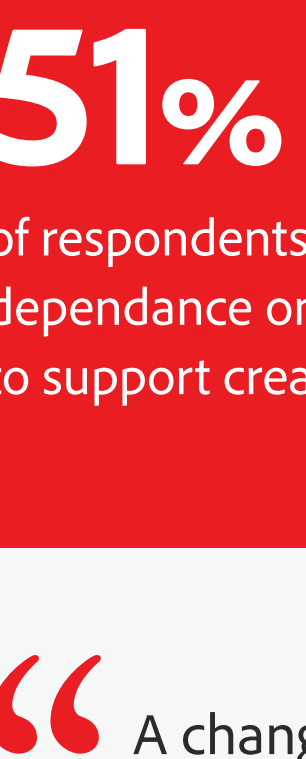
BENEFIT 2

Analyze customer experiences more efficiently.

With Experience Cloud, teams spend less time collecting data and more time digging deeper into actionable insights.



of respondents find it easier to create audience segments.



of respondents increased the number of reports or analyses run annually.



“It's now possible for us to see the end-to-end customer journey from the first visit to sales contact to deal closing. That's a huge win for us and contributes to understanding how much of the revenue is driven by marketing and related efforts.”

Director
Digital marketing
High-tech industry



BENEFIT 3

Increase developer productivity.

When teams build inventories of reusable content and use low code templates within Experience Cloud, it reduces their requests for developer support on customer experience projects over time.

51%

of respondents saw a reduced dependence on technical teams to support creative efforts.

58%

of respondents gained streamlined workflows for developers and engineers.

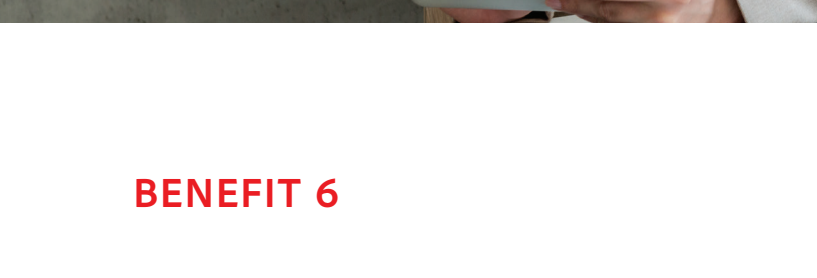
“A change of workflow used to take anywhere from two weeks to six months for our IT department to implement, whereas with our Adobe Experience Manager workflow, it can be done as quickly as one afternoon to maybe two weeks max for our one development sprint.”

Director
Marketing technology
High-tech industry

BENEFIT 4

Make campaigns more relevant to customers. And keep them coming back.

Experience Cloud helps teams create and deliver content that receives more clicks, opens, and views, which can lead to improved conversion and reduced churn.



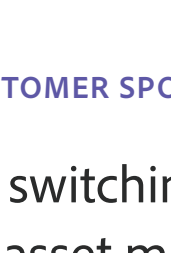
20-30%

average increase in visitor rate

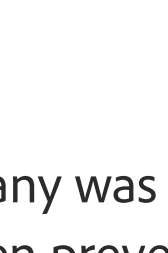
8-10%

increase in pre-sale opportunities

Surveyed organizations reported:



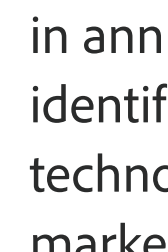
Relevant messaging about products or services



Increased customer spending



Positive experiences grow customers' confidence in the organizations



More frequent repeat purchases

CUSTOMER SPOTLIGHT

With a more informed strategy, the chief technology officer of one marketing and digital sales company reported they were able to consolidate a campaign of 3,500 emails to fewer than 300.

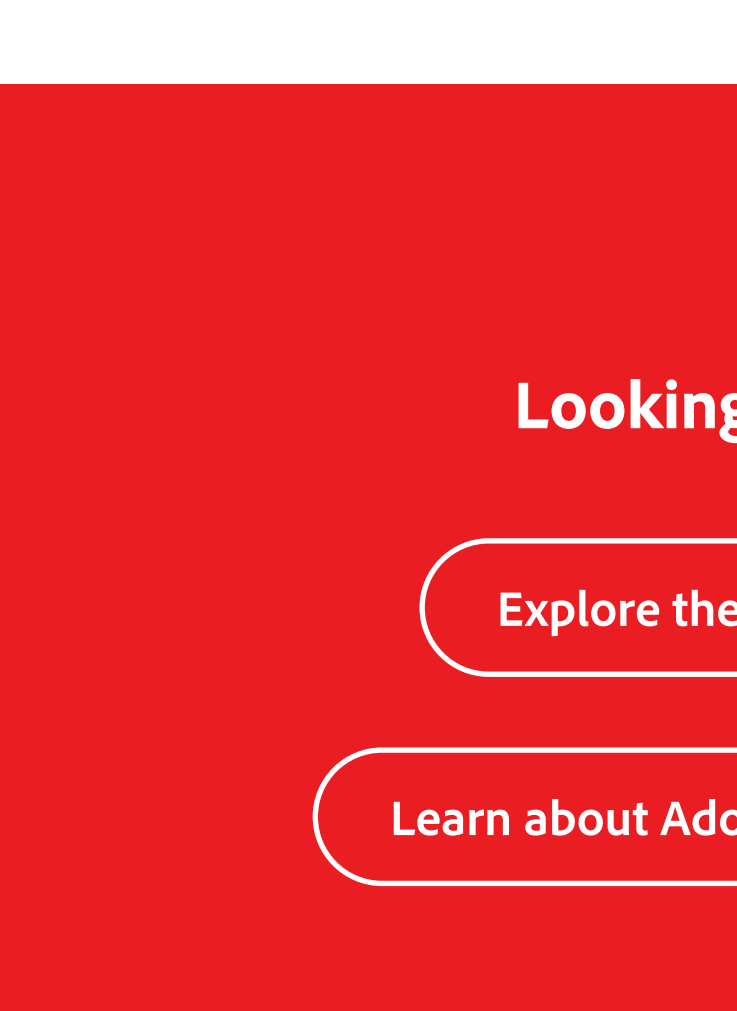
3,500 emails to

fewer than 300

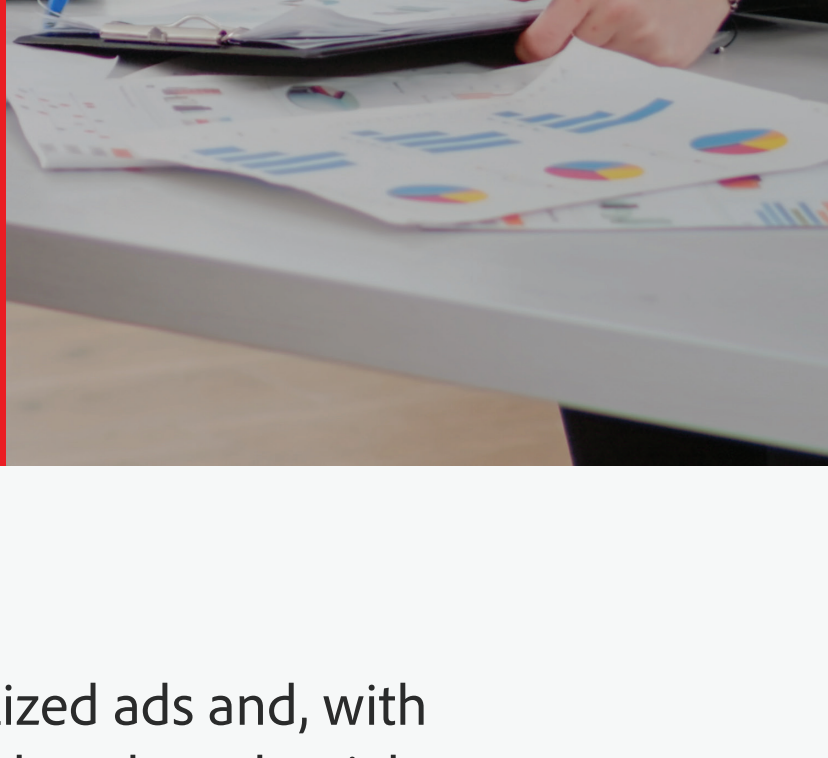
BENEFIT 5

Perform better on ad spending.

Organizations found they can stretch their ad dollars further by targeting more relevant audiences with content using more efficient delivery.

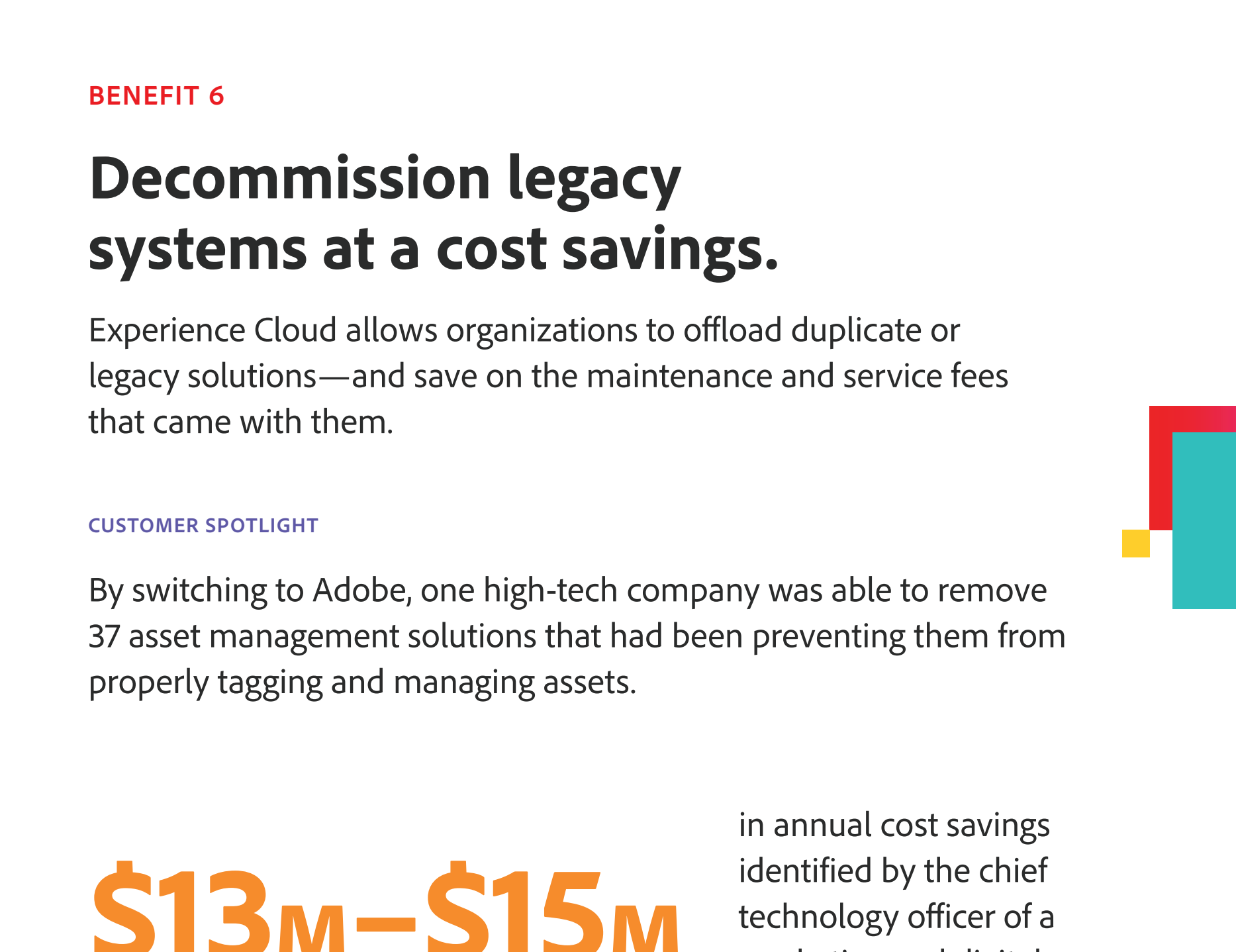


73% of respondents agreed that improvements in targeting and campaign delivery have resulted in paid media spending efficiencies.



“We've created brilliant, personalized ads and, with [Adobe], we're able to assess and analyze the right segments or audiences to receive them much more efficiently than we could in the past. It's helped us improve our marketing spend by 20% to 30%.”

Director
Marketing technology
High-tech industry



BENEFIT 6

Decommission legacy systems at a cost savings.

Experience Cloud allows organizations to offload duplicate or legacy solutions—and save on the maintenance and service fees that came with them.

CUSTOMER SPOTLIGHT

By switching to Adobe, one high-tech company was able to remove 37 asset management solutions that had been preventing them from properly tagging and managing assets.

\$13M–\$15M

in annual cost savings identified by the chief technology officer of a marketing and digital sales company

“It's responsible for us generating tens of millions of dollars more. I don't think it's an understatement to say Adobe Experience Cloud is worth its weight in gold.”

Director
Digital marketing and CRM
Automotive industry



Take the next step with Adobe.

Companies that are dedicated to creating bold customer experiences start to see major benefits. Forrester Consulting found that Experience Cloud has a 250% ROI and \$23.2 million NPV.

The value of Adobe Experience Cloud.

250%

return on investment (ROI)

\$23.2M

net present value (NPV)

Looking for more?

[Explore the Forrester study](#)

[Learn about Adobe Experience Cloud](#)

