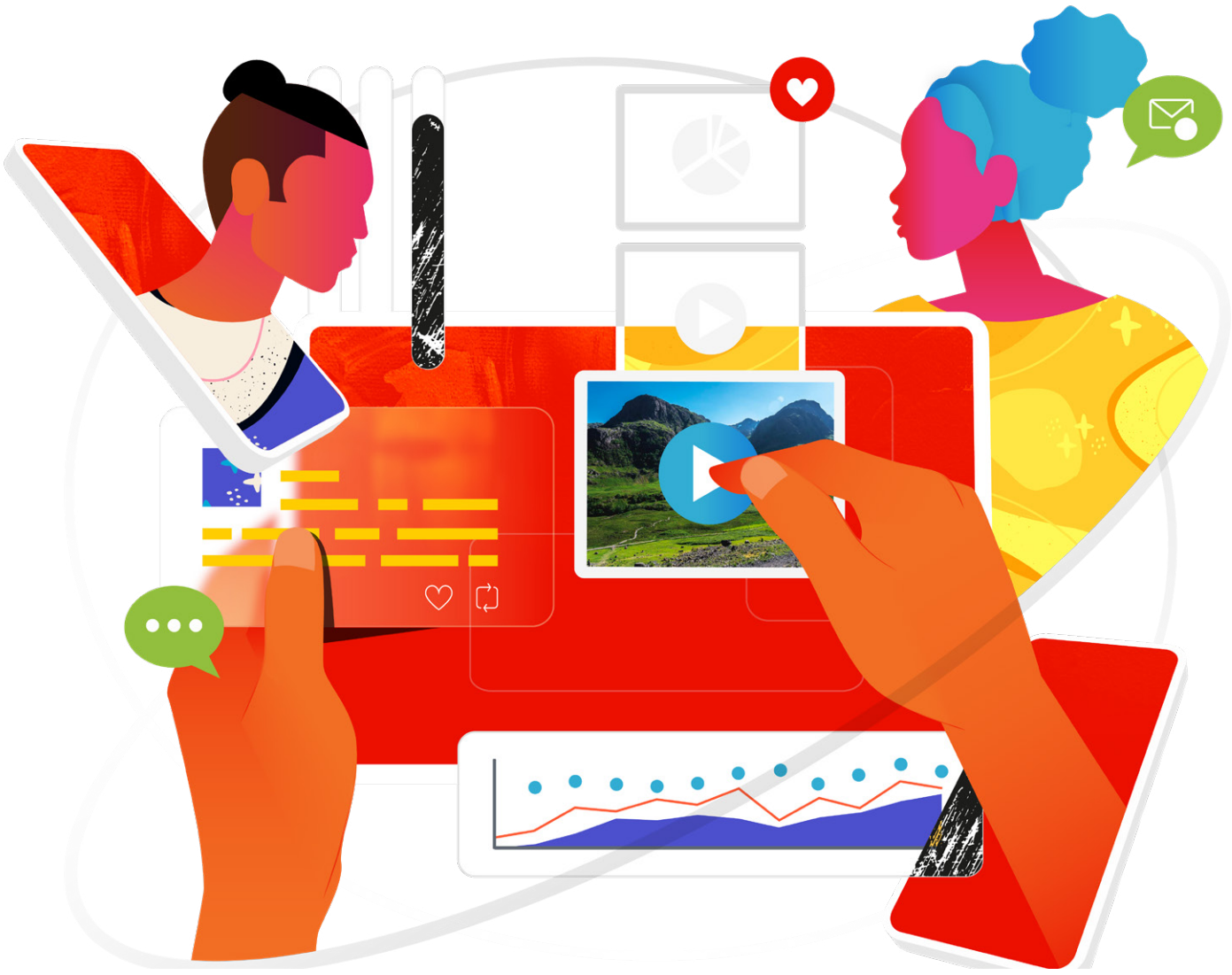
ADOBE JOURNEY OPTIMIZER

Connect the dots—and make them personal.

Adobe Journey Optimizer helps brands create a connected omnichannel journey for every customer.



Today's customer journeys are more complex than ever before.

Shopping is now much more than simply deciding between in-person and online channels. Consumers research and buy products through a myriad of digital channels, including social media, mobile apps, and even smartwatches. Their journeys also span in-person and digital touchpoints. For example, they may research in store and buy online—or buy online and pick up in store.

With so many choices, the customer journey has become longer and more complicated—and, for many, less fun. When Adobe and Advanis recently asked 6,000 shoppers whether their digital experiences had improved over the previous 12 months, only 37% said their experience had gotten better. The other 63% claimed it had stayed the same or gotten worse.

Brands are failing to deliver personalized journeys that connect multiple channels.

One reason customers may be disappointed in their digital experience is that it isn't always personalized or consistent across channels. Delivering personalized experiences at scale is a top priority for an overwhelming majority—94%—of brands. But those same brands admit to personalizing only 25% to 50% of their marketing content, not their target of 50% to 75%.

Consumers notice when brands fail to personalize experiences. And, as their expectations rise, poor or nonexistent personalization will become a growing source of frustration. It might even prompt customers to switch brands.

The biggest barrier to omnichannel journeys is fragmented data and siloed technologies.

A major reason why brands are not doing well at personalizing journeys or linking them across channels is that there's a disconnect between their customer data and their marketing platforms. Many organizations' customer data is scattered across multiple purpose-built systems, including call center, customer relationship management, enterprise resource planning, help desk, and other solutions.

This fragmentation also exists within marketing organizations, which often maintain multiple standalone systems to address the needs of particular channels: direct mail, email, ecommerce, and more. The content and creative assets that power customer experiences may also be stored in channel-specific libraries—and difficult to find.

It's no surprise, then, that pulling together a personalized omnichannel customer journey can be extremely challenging.

Adobe Journey Optimizer makes personalized omnichannel journeys possible.

Adobe developed Journey Optimizer to make the dream of a personalized and connected customer journey a reality. It allows brands to break technology and organizational silos, stitch together data from different systems, and use it to understand their customers and deliver personalized experiences at every stage of their journey.

Unified customer profiles

At the core of Adobe Journey Optimizer is a unified customer data profile that can be updated in real time. Journey Optimizer lets you connect data scattered across multiple sources into unified profiles that can be used to anticipate customer needs. By analyzing customer profile data, its AI-powered decisioning engine can develop personalized offers for each of your customers, which can have a powerful impact on how they perceive your brand. Research by Accenture suggests that 91% of consumers are more likely to shop with a brand that provides offers and recommendations relevant to them.

One centralized content library

Content and creative assets, such as imagery, are an essential part of personalized experiences in every channel. Because Journey Optimizer includes Adobe Experience Manager Assets Essentials, all of your creative assets for web, mobile, social, and even in-person channels are easy to find, customize, and incorporate into omnichannel campaigns.

This centralized asset library is a big reason that one national retailer is able to combine Door Buster campaigns and one-to-one digital interactions, creating a personalized journey that drives in-store and online shopping for its back-to-school, Black Friday, and other seasonal events.

Real-time omnichannel journeys

According research by Mitto, 64% of marketers have little to no visibility into customer conversations across platforms and channels. Journey Optimizer makes it easy to orchestrate omnichannel campaigns and conversations that include one-to-one interactions from a single canvas.

> “Our mission at Walgreens Boots Alliance is to help our customers lead happier, healthier lives—and one of the ways we’re making that happen is through hyper-personalized customer experiences. We’re excited about what Adobe Journey Optimizer offers—a powerful combination of real-time data, AI-based decisioning, and the added value of built-in best-in-class asset management capabilities with Adobe Experience Manager Assets Essentials, which will enable us to show up for customers when and where they need it.”
>
> **Alyssa Raine**
> Group VP, Customer Marketing Platforms
> Walgreens

With an intuitive drag-and-drop interface and contextual insights, Adobe Journey Optimizer helps you easily segment audiences, design and personalize messages, and orchestrate the customer journey from end to end. What’s more, you can create event-driven journeys that are activated in real time by customers’ behavior. For example, Adobe Lightroom uses event-based journeys in Journey Optimizer to reach casual app users and encourage them to upgrade to paid subscriptions. Since the introduction of these personalized journeys, conversions from free to paid Lightroom subscriptions have increased by 15%.

Learn more about Adobe Journey Optimizer.

Read our website

Review our documentation

Sources

"Introducing the Future of Marketing Research Series," Adobe blog, October 4, 2021.

Jill Standish et al., "The Retail Experience Reimagined," Accenture, 2021.

"The State of Customer Experience," Mitto, 2021.

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