



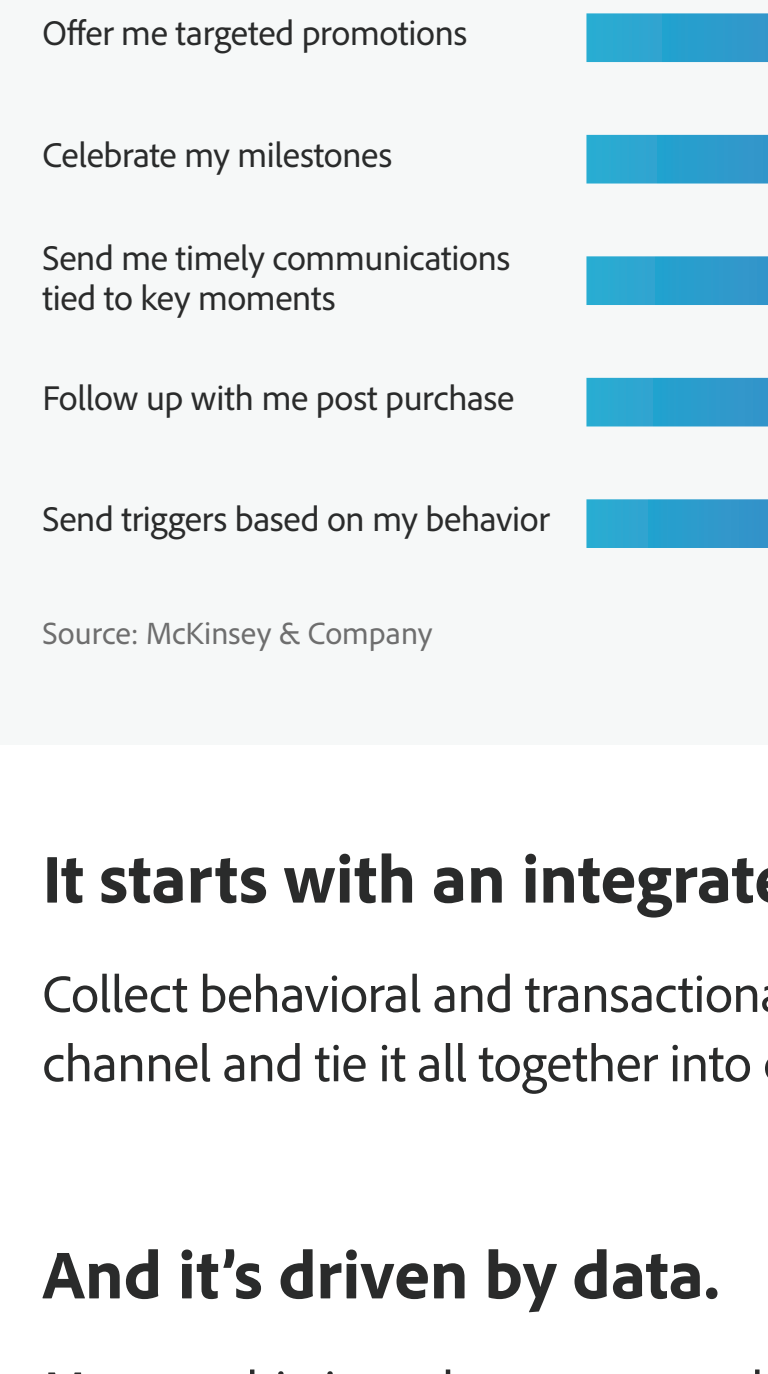
Delivering personalized commerce journeys.

From interaction to transaction, keep it personal—and do it at scale.



Your customers are primed for personalization.

Both B2B and B2C customers expect a buying journey that's completely effortless and secure at every step. Know who they are and give them what they want, when and where they want it—without it ever feeling intrusive.

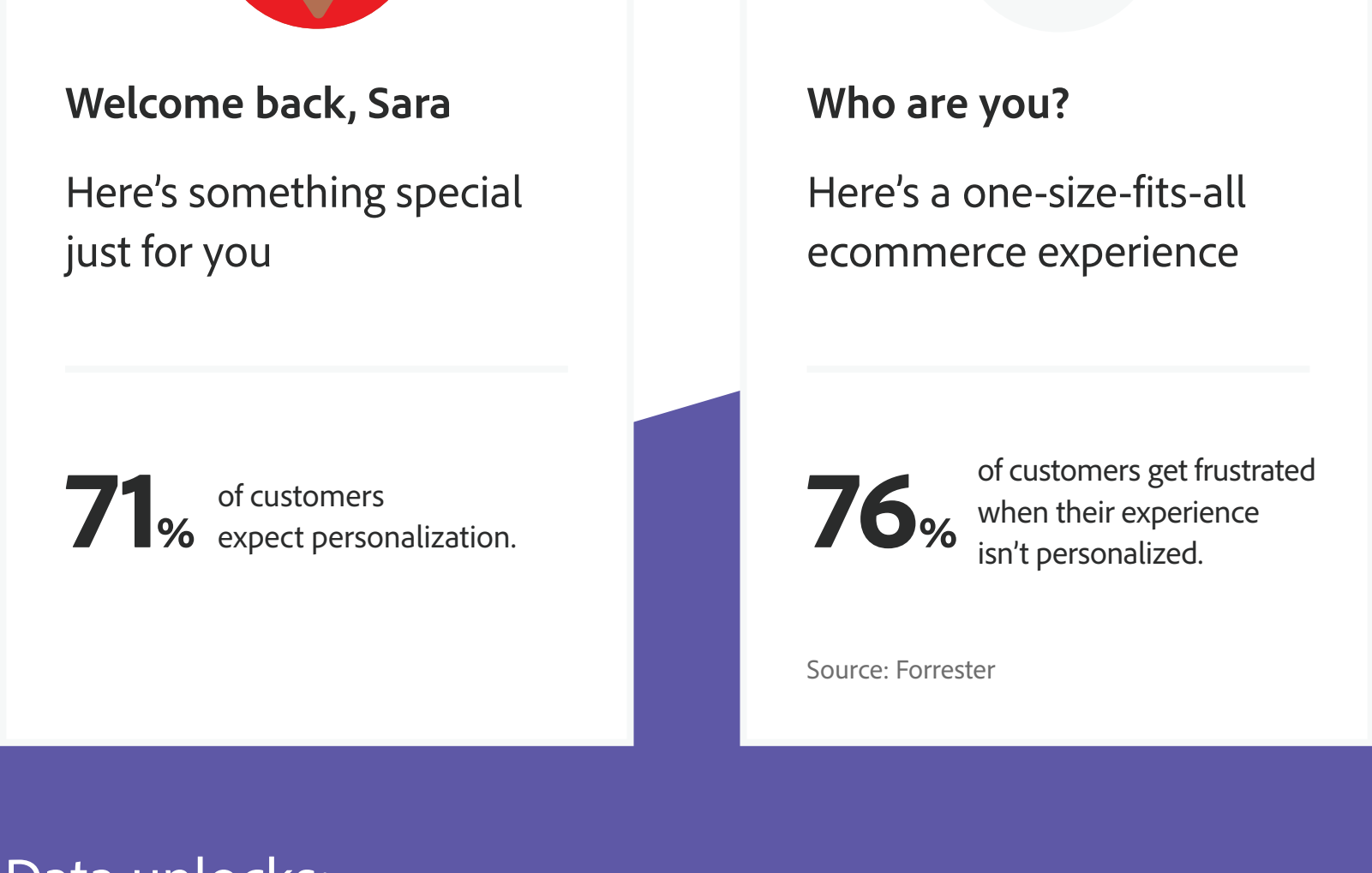


of consumers are more likely to consider purchasing from brands that personalize.

Source: McKinsey & Company

A personalized commerce journey offers value at every moment.

Go beyond the basics with the experiences customers want most.



Source: McKinsey & Company

It starts with an integrated customer profile.

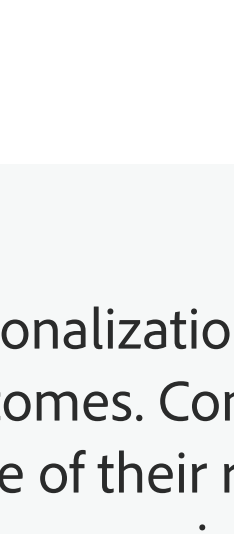
Collect behavioral and transactional data from every interaction on every channel and tie it all together into customer profiles that update in real time.

And it's driven by data.

More sophisticated ecommerce data helps you personalize every interaction.



Using data

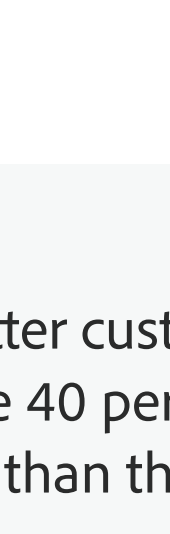


Welcome back, Sara

Here's something special just for you

71% of customers expect personalization.

Not using data



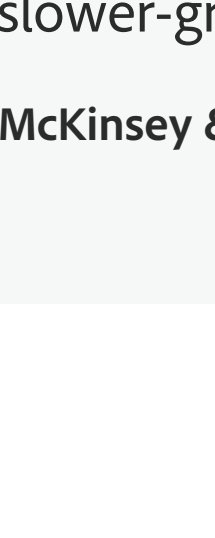
Who are you?

Here's a one-size-fits-all ecommerce experience

76% of customers get frustrated when their experience isn't personalized.

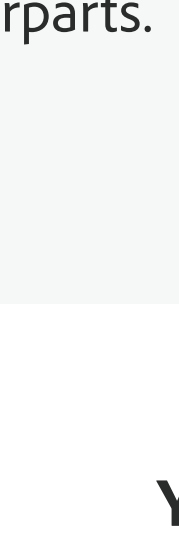
Source: Forrester

Data unlocks:



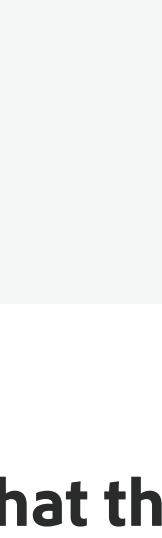
Better analytics

Find more effective ways to connect and convert—and know what needs improvement.



Better experiences

Increase conversion rates and average order value across touchpoints.



Better journeys

Expand opportunities to sell across a wide range of customer journeys.

78%

of customers say personalized content will make them more likely to refer a friend.

Source: McKinsey

320%

increase in conversion rates from personalized product recommendations.

Source: Barilliance

60%

of customers say they'll buy again after a personalized shopping experience.

Source: Twilio

The results say it all.

In 2021, organizations that invested in customer experience technologies surpassed companies trailing behind.

1.7x

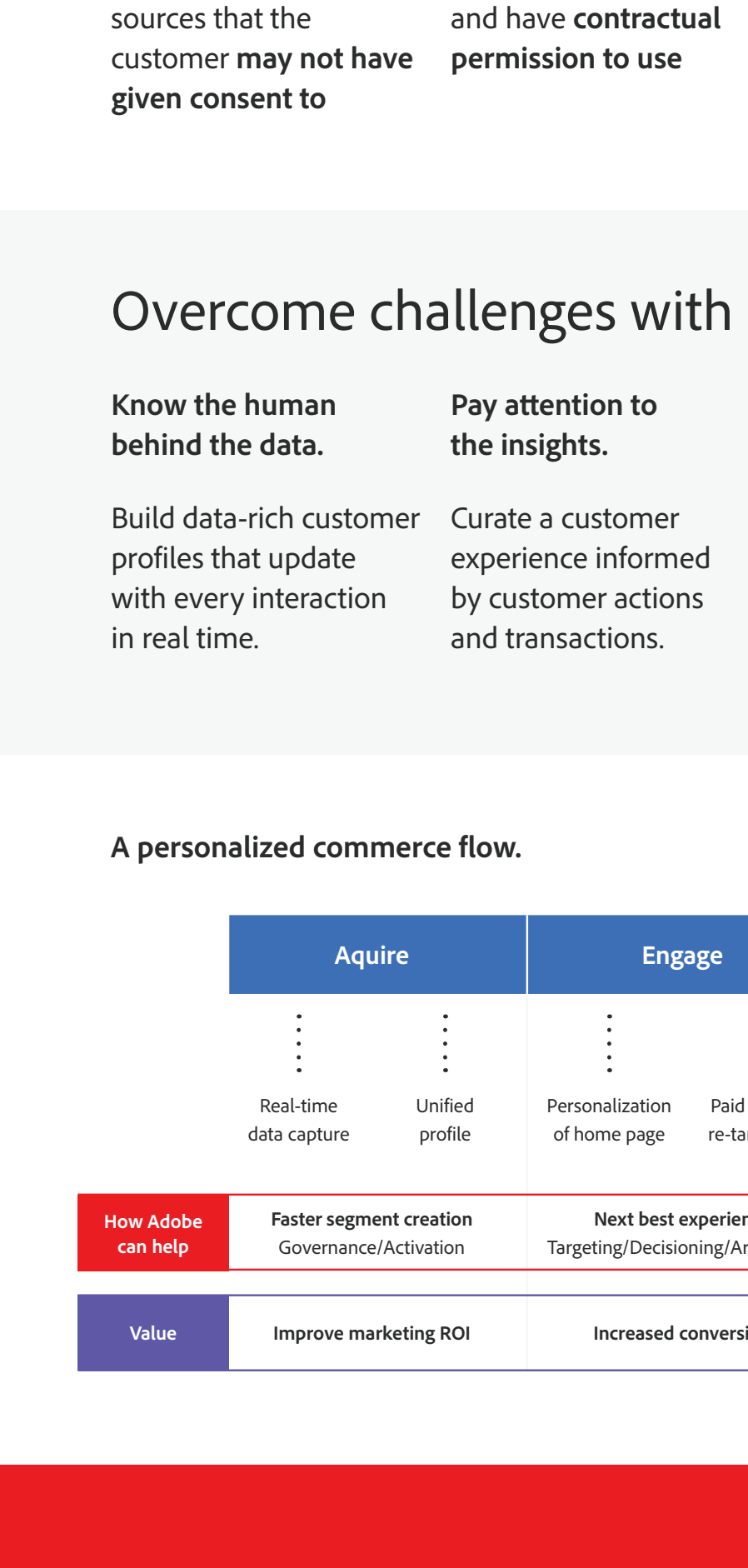
faster growth

2.3x

increased customer lifetime value

“Personalization drives performance and better customer outcomes. Companies that grow faster drive 40 percent more of their revenue from personalization than their slower-growing counterparts.”

McKinsey & Company



You've got what they want. So give it to them.

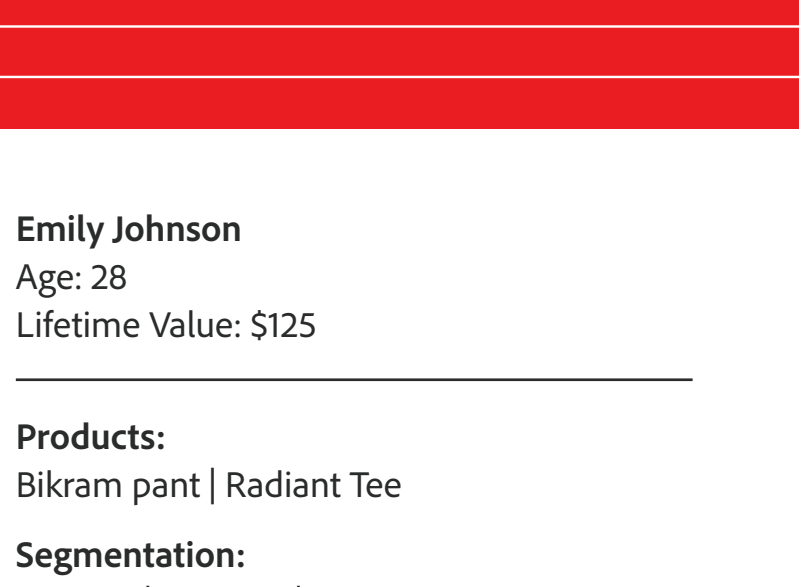
Enter personalized commerce.

The seamless integration of data, journeys, content, and commerce to give customers the experiences they want for the results you want.

Know your challenges.

Challenge #1.

Ecommerce data is scattered across different applications and is difficult to interpret. Huge volumes of data are stranded in silos, and not all of it deserves attention.

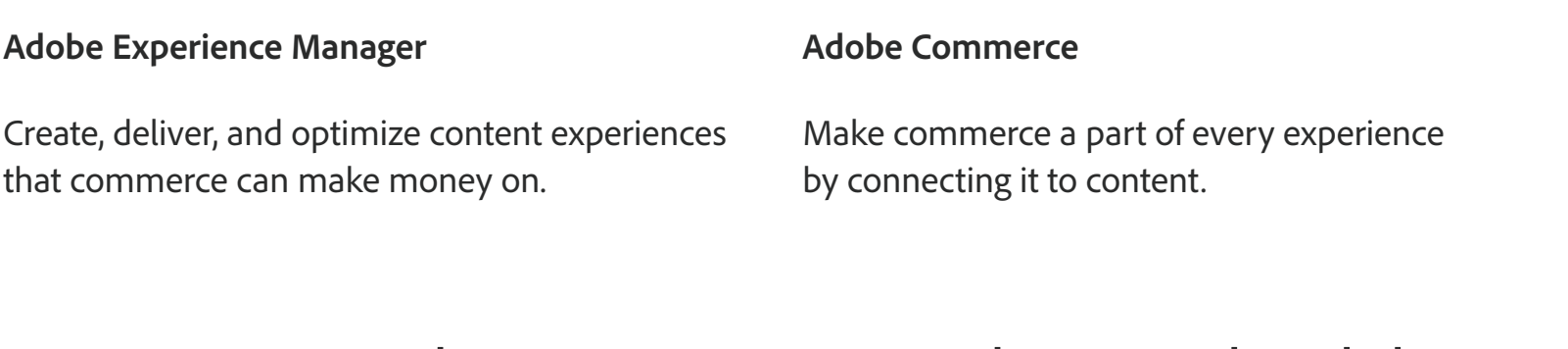


Challenge #2.

Large data volume and quality make it difficult to take action.

Challenge #3.

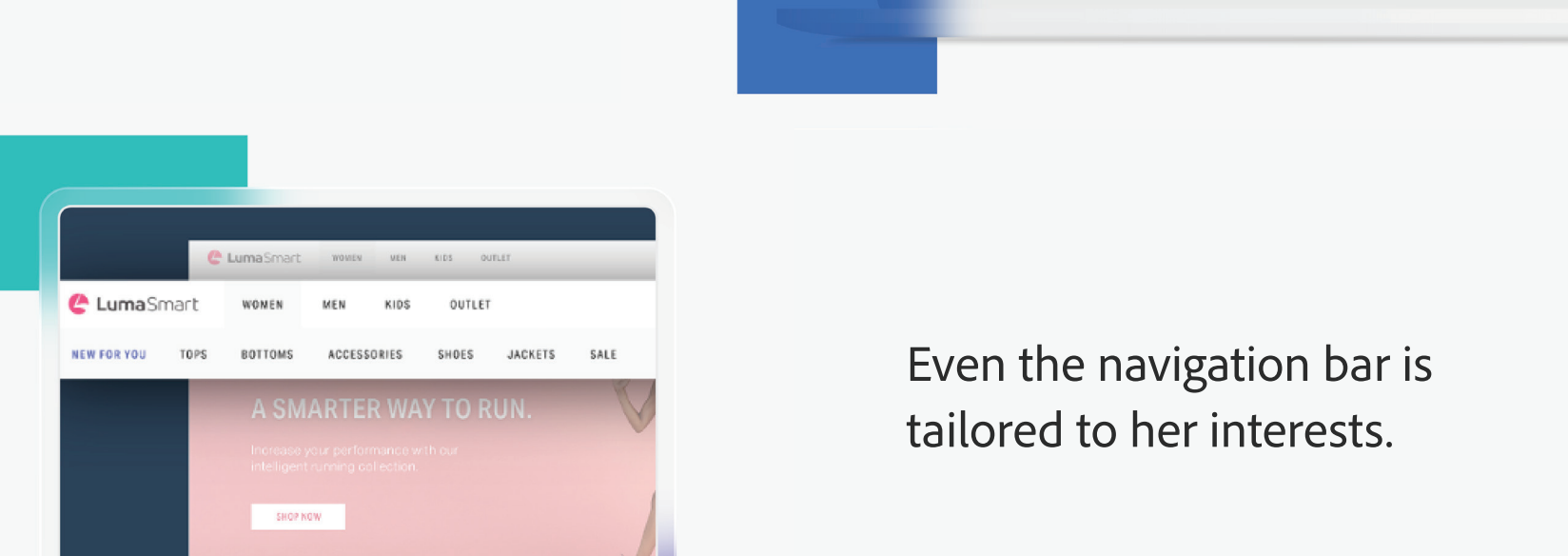
Third-party data is disappearing, and many organizations are unable to capture and fully utilize first- and second-party data.



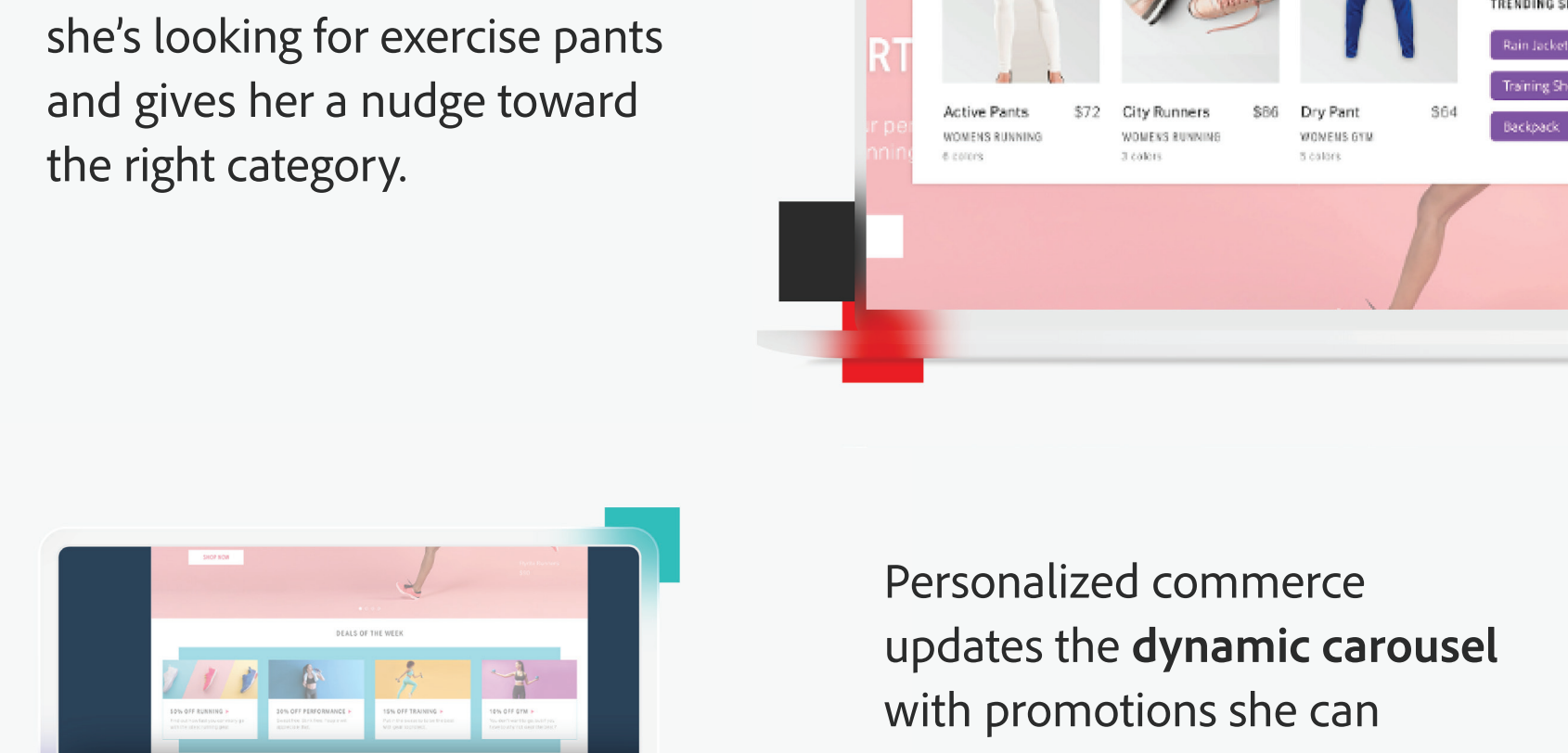
Overcome challenges with an integrated data approach.

Know the human behind the data.	Pay attention to the insights.	Improve personalization as you go.	Increase ROI.
Build data-rich customer profiles that update with every interaction in real time.	Curate a customer experience informed by customer actions and transactions.	Use multivariate and A/B testing to learn what works best and for whom.	Spotlight high-margin products and enjoy higher conversion rates.

A personalized commerce flow.



Do it with Adobe.



Unify data and act on insights in real time.

Adobe Customer Journey Analytics	Adobe Analytics	Adobe Real-Time Customer Data Platform
Understand shopper behavior, store performance, and opportunities for optimization across the entire customer journey, online and off.	Get to know the digital moves customers make (and why) with out-of-the-box dashboards.	Combine commerce data with cross-channel data for complete shopper profiles that make it easy to take action.

Give them rich content experiences they can't ignore.

Adobe Experience Manager	Adobe Commerce
Create, deliver, and optimize content experiences that commerce can make money on.	Make commerce a part of every experience by connecting it to content.

Keep it personal every time, everywhere, with Adobe.

Target	Customer Journey Analytics	Commerce
Cross-sell, upsell, and increase average order value by automating A/B and multivariate testing.	Maximize data across a wide set of touchpoints and optimize the best performing channels.	AI-powered product recommendations and search.

The look of personalized commerce.

Sara's a repeat visitor to the LumaSmart website. Past behavioral data shows she's a runner, and she's greeted with relevant content from the start.



Even the navigation bar is tailored to her interests.

Intelligent search can see she's looking for exercise pants and gives her a nudge toward the right category.



Personalized commerce updates the dynamic carousel with promotions she can actually use. And presents trending products based on her interests, organic demands, and current inventory.

Take the next step in digital transformation.

The numbers don't lie. 88% of customers think the experience a company provides is as important as its product or services. Source: Insider Intelligence

And take it from standard to 1:1 personalization. 10x conversion rate, 8x revenue per visitor, 9x average order value

Start your personalized commerce journey with Adobe.

Learn how Adobe Commerce data powers personalized commerce experiences that boost sales.

Learn how



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"Attitude of Consumers Worldwide Toward Personalization and Customer Experience Provided by a Company, 2008 & 2021" Insider Intelligence, May 2022. Geoffrey Keating, "Renouncing The State of Personalization 2021" Twilio, June 1, 2021. Stephan Saranto, "Personalized Product Recommendations: Tactics for Profits" Barilliance, September 6, 2021. "The Business Impact of Investing in Experience" Forrester Consulting, June 2021. "The Value of Getting Personalization Right—or Wrong—is Multiplying" McKinsey & Company, November 12, 2020.