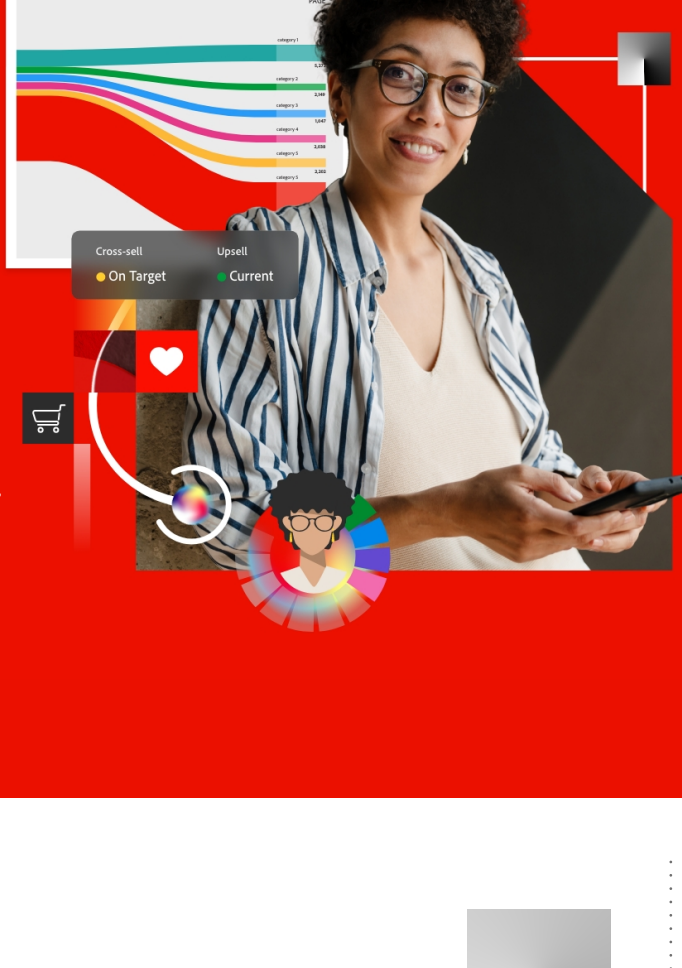




Adobe

Accelerate your business by debunking these 3 myths.

How to give your customers the personalized experiences they crave without sacrificing resources. Try Adobe data insights and audience solutions.



The struggle to meet customer expectations is real.

Your customers want it all—highly personalized experiences, easy navigation, relevant search, personalized attention, their privacy respected, and the ability to refine results. Delivering everything on this list might feel impossible, but there's a solution that's easier than you think.

Businesses that used Adobe customer experience solutions achieved*:

250%

ROI in only three years

20%

increase in conversions

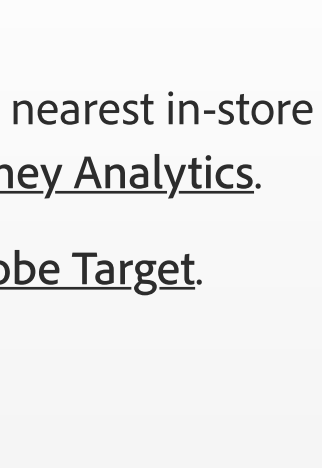
*According to a study by [Forrester Consulting](#) on behalf of Adobe.

Myth #1—The solutions are too complicated to use.

False. Adobe data insights and audience solutions are specifically designed for ease of use. You don't need to be a data scientist to unify your data systems or build rich customer profiles. The right tools will let your team create seamless experiences no matter where your omnichannel customer shops.

When [The Home Depot](#) realized it needed to create a unified customer experience online and in stores, it turned to Adobe data insights and audience solutions. Now, The Home Depot can:

- See a unified profile of its customers using [Adobe Real-Time Customer Data Platform](#).
- Understand how customers are engaging and suggest the nearest in-store location for relevant products with [Adobe Customer Journey Analytics](#).
- Quickly test offers, promotions, and web designs with [Adobe Target](#).



Redefine your customer experience without overburdening your team.

With real-time unified customer profiles and AI-powered 1:1 hyper-personalization at scale from [Adobe Experience Platform](#), The Home Depot is able to deliver the right message for every stage of a customer's journey while also freeing up its IT resources to tackle more complex data strategies.

The Home Depot's success story:

10x

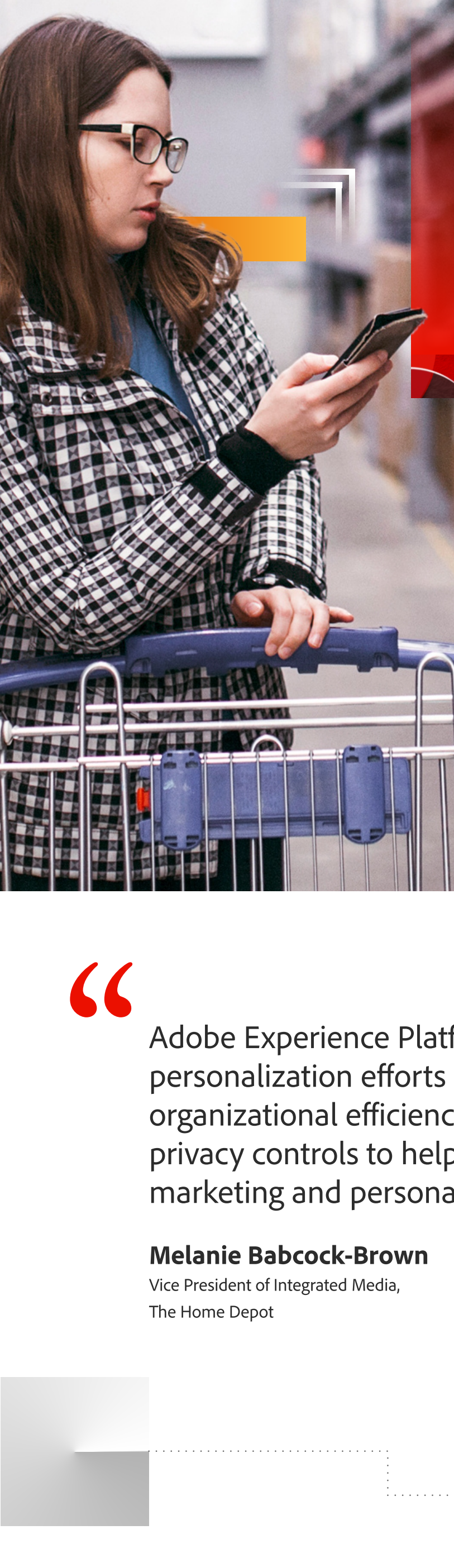
faster to deliver personalized experiences

62%

increase in personalized campaigns

>50%

increase in marketing productivity year over year



Adobe Experience Platform acts as a foundation for our personalization efforts while also empowering organizational efficiency, strict data governances, and privacy controls to help us achieve customer-based marketing and personalization at scale.

Melanie Babcock-Brown
Vice President of Integrated Media,
The Home Depot

Myth #2—They're too expensive.

False. Research shows that delivering bad customer experiences can cost you. Our solutions are modular, cost effective, and even smaller enterprises can take advantage of the scalable pricing model. Start with what works for your business today, and add tools as you grow.

79%

of buyers say they will change suppliers or retailers if they have a bad experience.

Source: [The Importance of Personalization in B2C Marketing](#)

Seamless customer experiences deliver on ROI.

Not only can subpar experiences cost you customer loyalty, you're missing opportunities for real and sustainable growth by delaying personalization. In the past year, companies that focused on customer experience significantly outperformed other companies.

Customer experience-led companies saw:

1.7x

faster revenue growth.

2.3x

increased customer lifetime value.

Source: [The Business Impact of Investing in Experience](#)

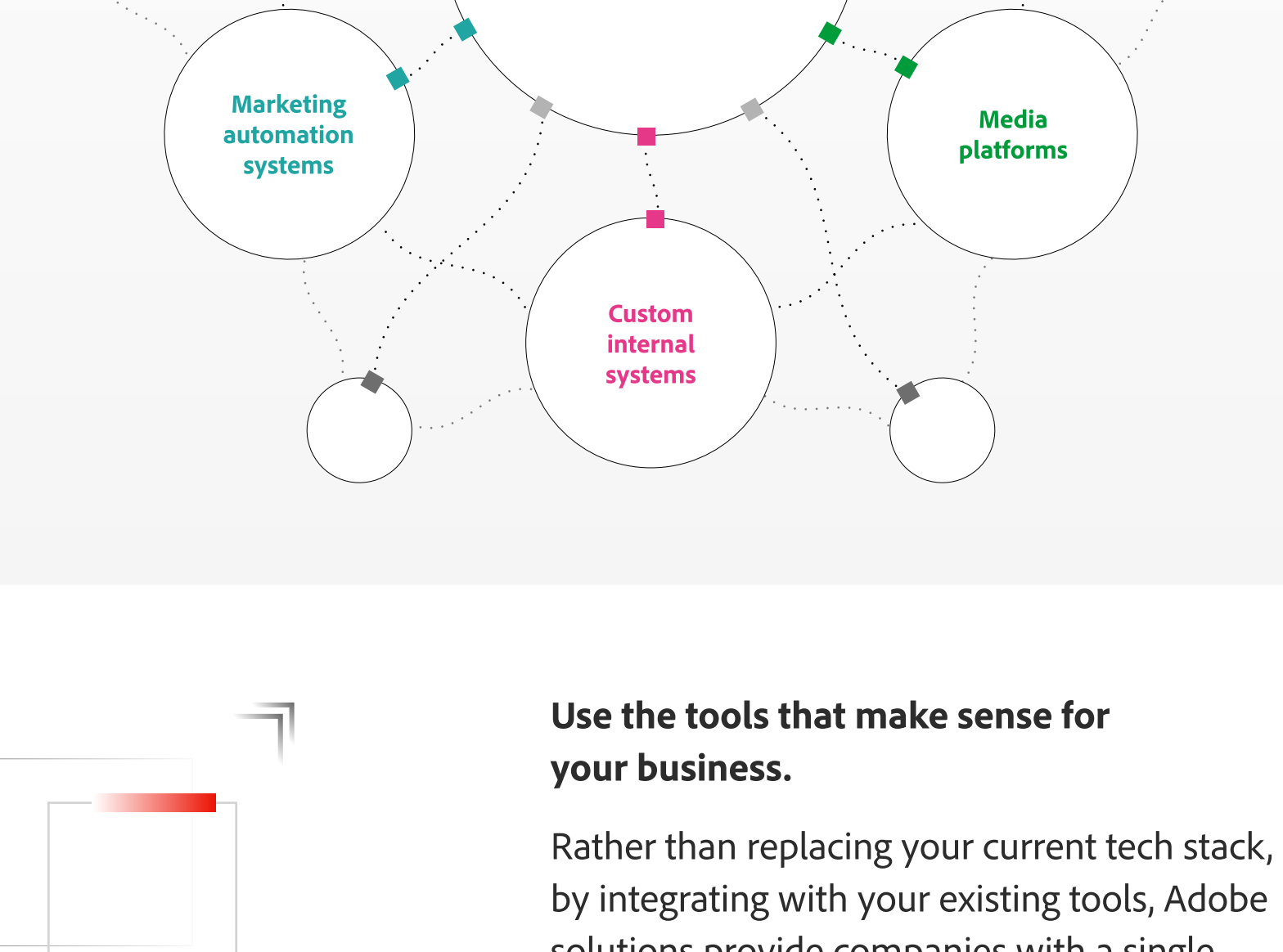
Say yes to revenue growth.

Adobe research shows most companies achieved impressive revenue growth because they focused on the customer's overall experience by delivering relevant, personalized messaging.

Source: [The Business Impact of Investing in Experience](#)

Myth #3—They only work with Adobe data sources and products.

You guessed it—this one's **false** too. We know not every business has the entire Adobe portfolio. Third-party integration is built into Adobe solutions so you can get the absolute most from your tech stack investment. Easily connect with third-party analytics tools, marketing automation systems, CRM platforms, media platforms, custom internal systems built by IT teams, and thousands of other applications.



Use the tools that make sense for your business.

Rather than replacing your current tech stack, by integrating with your existing tools, Adobe solutions provide companies with a single source of truth to make data-driven decisions and personalized content in real time.

[Western Digital](#) transformed the customer experience by using Adobe data insights and audience solutions to connect data points across 39 major sites and various microsites containing upwards of 44,000 assets. Now, Western Digital has:

- Increased ecommerce transaction growth by **100%** using machine learning and AI
- Seen a **15%** spike in cross-sell/upsell purchases
- Increased velocity from an average of **1.46** tests a month to **22**

The goal was to bring together information sources and websites to act in a more coordinated way. We finally had a single solution to tie all the products, brands, and business requirements together.

Akshay Sharma
Senior Director, IT-Web Technologies and Advanced Services,
Western Digital

See how it all comes together.

Find out how Adobe data insights and audience solutions can increase your ROI, save you resources, and deliver the hyper-personalized experiences your customers crave.

[Dive deeper with the full guide](#)



Resources

["In Store, Online, The Home Depot Inspires the Entire Experience."](#) Adobe case study, The Home Depot.

["The Importance of Personalization in B2C Marketing."](#) Bloomreach, June 2021.

["The Business Impact of Investing in Experience."](#) Forrester Consulting.

["The Truth About Adobe Data Insights and Audience Solutions."](#) Adobe resource center.

["Western Digital Drives Marketing Innovation with Adobe Experience Cloud."](#) Adobe case study, Western Digital.