**Adobe**

# Reimagining mobile engagement:

### Excite customers and ignite growth with personalized journey orchestration.

**The gateway to your customers is mobile.**

Connecting with customers — and reaching out to new ones — is increasingly demanding. Research from Gartner has found that marketers are deploying campaign activity across an average of nine channels, with customers frequently having very different experiences from one channel to the next.

The key to resolving these disparate experiences is customer journey management: designing, analyzing, and optimizing the interactions a customer has with your brand across the customer lifecycle. Instead of focusing on conversion — as with batch-and-blast campaigns — customer journey management optimizes for experiences.

The aim is to provide more meaning, personalization, and value at the individual customer level. And mobile channels offer a compelling starting point. Here, you can begin orchestrating personalized journeys in a way that inspires quick and impactful wins for customer acquisition, customer retention, and customer loyalty. All while laying the foundations for enhancing journeys across your entire marketing landscape.

It's time to reimagine mobile engagement.

# Your customers are mobile. Your brand should be too.

Prioritizing mobile allows you to plug in to the moment. Smartphones are an indispensable part of consumers' daily lives. This gives brands a vehicle to reach customers in real time — whether that's through SMS/MMS, push notifications, or in-app engagement. And with the right technology, the opportunities for personalization are endless.

**Prada**, for example, offers customers personalized in-store shopping experiences based on the products they have browsed online. Meanwhile, **Real Madrid C.F.** serves app users personalized video content based on their previous web viewing and team preferences.

Mobile has a high volume of touchpoints across the customer lifecycle. And in a commercial world that's obsessed with customer acquisition, it's worth remembering that it requires far fewer resources to focus on inspiring loyalty from your existing customers. Context-driven, personalized mobile journeys provide the perfect way to strengthen those existing relationships. In turn, helping you to be more dynamic and loyalty-focused than is possible with traditional batch-and-blast campaigns.
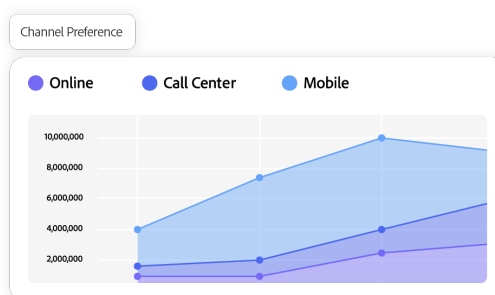


**63% of consumers prefer to use a mobile app over other channels to engage with or access their favorite brand's products and services, with ease of use and convenience among the top reasons for that preference.**

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## Mobile is moving faster than ever before. Brands are struggling to keep pace.

All marketing channels move fast, but none faster than mobile. Rapid advancements in cloud-native app development and agile methodologies have increased the speed at which brands are deploying new mobile-based products and services.

In this landscape, product and engineering teams are getting pulled into the design of in-app experiences. Analytics and data engineering teams are struggling to reconcile disparate silos of customer data. All while marketing desperately tries to hold the reins of brand consistency across channels.

With internal resources strained, a more cohesive approach is required — and urgently.

**80% of consumers consider consistent experiences across different online channels "important" or "critical" to meeting their customer experience expectations.**
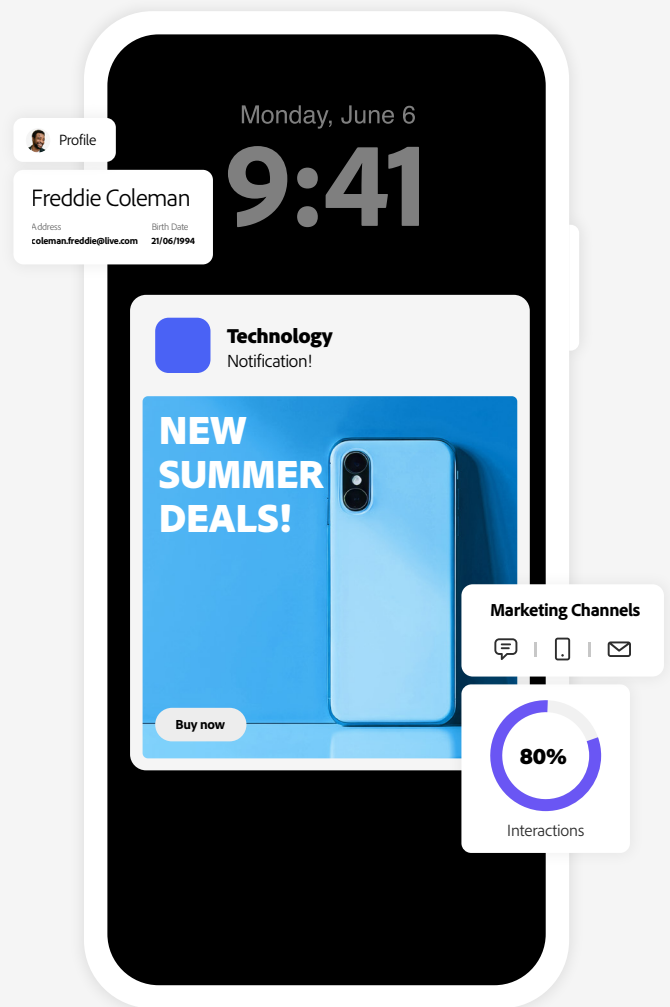
# A more rewarding relationship with your customers.

**The new era of customer journey management.**

By focusing on mobile channel activation, brands are building a more nuanced, personal, and profitable relationship with their customers. One that reacts to individual customer behavior, anticipates customer intent, and paves the way to reimagined customer journeys. But the successful provision of these experiences is contingent on three core pillars.

## 1. Connected teams, driving connected journeys.

Brands should instil cross-team flexibility, collaboration, and shared workflows: different teams converging around mobile with the customer at the center. Marketers, designers, product managers, mobile developers, data analysts, and growth strategists should all be working in harmony.

This creates positive feedback loops where all teams benefit from a central, shared mobile strategy and access to the right customer data for acquisition, engagement, and retention. For example: marketing journeys can fuel in-product design, and in-product engagement can fuel marketing strategy. Collaborative, cross-functional teams drive better business decisions. And this ethos can spiral out of mobile channels to inform journey orchestration across the web, email, or social media, and even in-store.

## 2. An imagination for meaningful moments.

Mobile channels are, inherently, mobile. That unlocks exciting opportunities to trigger personalized journeys based on geolocation and in-the-moment customer behavior. Imagine the café that pings loyal customers with personalized discounts for their favorite iced coffee as they approach the shop on a hot day. Or the theme park that guides visitors based on the type of rides they enjoy and live queueing times. With geolocation-based triggering and segmentation, the engagement opportunities are vast.

"At Marriott, we are putting personalization at the center of how we interact with our customers in an effort to create seamless, intuitive travel experiences."

**Chris Zheng,**
VP, Data Activation & Audience Strategy, Marriott International

## 3. A single source of customer truth.

Brands are becoming alert to the need for deep intelligence on customer behavior — the need to close the context gap between customers' mobile activity and business-wide strategic goals. Real — time access to unified customer data enables you to react to in-the-moment customer behavior at the individual level, creating deeply personalized journeys that are driven by customer intent. With consumers subject to overwhelming levels of marketing communication, your ability to reach out with relevant messages in moments that matter is sure to encourage positive sentiment toward your brand.

Over two-thirds of consumers (69%) feel that they receive too many messages and notifications from brands.

**Adobe | concentrix**

# TSB engage more customers through mobile.

TSB discovered that more than 300,000 customers had failed to set up direct debit payments for their credit cards and were therefore at risk of incurring late payment fees. Using Adobe Journey Optimizer, TSB engaged those customers on its mobile banking app with targeted prompts guiding customers to set up direct debit payments. Within the first week, over 3,000 customers signed up for direct debit payments, compared with just ten in the six months prior. And that's not the only successful metric TSB has achieved with the help of Journey Optimizer.

## 11x
higher than expected incremental revenue from real-time data capabilities.

## 300%
increase in loan sales among mobile users.

## 75%
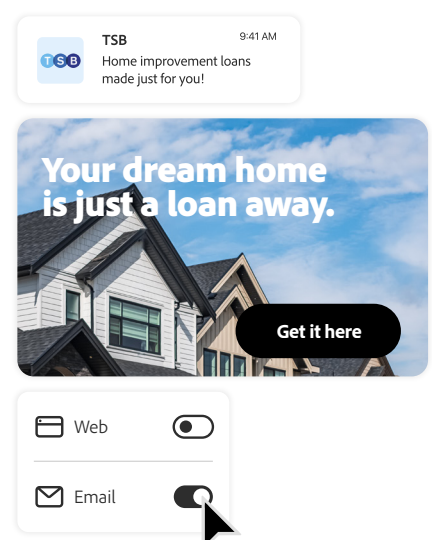of total sales with in-app loan applications, up from **24%** previously.

## 90%
reduction in latency from ingestion to actioning customer data.

"Banking is inherently personal and has a more profound impact on customers than many other sectors. Personalized digital experiences, such as those enabled by our partnership with Adobe, help us to build deeper, more meaningful connections with those who trust us to manage their money. This is about more than sales. This is about making our customers feel valued and appreciated and enabling them to realise the milestone moments of their lives."

**Emma Springham,**
CMO, TSB

TSB    9:41 AM
Home improvement loans made just for you!

Your dream home is just a loan away.

Get it here

Web

Email

# Customer journey management technology:

## Mobile capabilities and the opportunities for your brand.

New customer journey technologies provide exciting mobile capabilities — enabling brands to craft personalized messages and orchestrated journeys that cut through the spray-and-pray noise. With the right technology, brands can plot a path to increased engagement, loyalty, and revenue. So what capabilities should you look for?

"Multichannel marketers start their journey to orchestration constrained by limited resources and complex tech stacks. They do need better data management, but they also need innovations to help manage the growing workload imposed by orchestration, lest they be buried by the burden of maintaining always-on journeys."

**Gartner.**

## A single system for mobile engagement.

Many brands already have large tech stacks. A forward-thinking customer journey management platform should include all mobile capabilities in one interface: SMS/MMS, push notifications, in-app messages, mobile web support, and — of course — seamless app integration. To facilitate in-the-moment app experiences, your platform should enable you to trigger notifications or create embedded personalized dynamic content — no matter where the app is hosted or how it was developed. All without the customer needing to run an app update.

## Fuel your journeys with customer context.

The foundation of personalized customer journeys is reliable data. Look for native integration with your customer data platform, with the ability to ingest online and offline data from multiple sources — building real — time profiles that reveal each customer's current and historic interactions with your brand across channels.

**76% of marketers rank customer understanding and insight as either critical to their success or a high priority.**

**Gartner.**

**"The ability to bring all of our consumer information together — in real time — is critical to helping us engage with billions of Coca-Cola consumers around the globe."**

**Keith Bartig,**
Director of Marketing Technologies,
The Coca Cola Company

## Turn data insight into meaningful mobile engagement.

Customer insight is nothing without action. The most capable customer journey management platforms offer the ability to trigger journeys based on customer browsing behavior, geolocation, buying history, app open rates, and more. You should also have the option to activate automated next-best experiences based on intelligent optimization models — with all necessary customer data processed in milliseconds. For customer experiences that automatically adapt to the moment.

**60% of consumers get frustrated with brands that know a lot about them but don't take their preferences into account.**

**Adobe | ●Econsultancy**

## Optimize the performance of your mobile journeys.

To improve conversion and engagement, you need the ability to measure how your customer journeys are performing. The most capable customer journey management platforms track the performance of all live journeys in real time across KPIs such as subscriptions, clickthroughs, app launches, and bounce rates. Identify specific audience segments that are performing well in a journey and see where dropouts are occurring — right down to the individual customer level.

## Orchestrate seamless mobile experiences.

Designing highly nuanced customer journeys can be as simple as using a drag-and-drop interface. Once a customer meets the journey selection criteria, they enter and flow through the journey in a way that's completely automated. Marketing and product teams with granular controls can fine-tune journeys based on real-time data — with predefined triggers that activate individual journeys and next-best experiences according to customer behavior. It brings transformative efficiency to marketing operations and business goals.

An ideal platform should have native capabilities and templates to design in-app, push or SMS/MMS content — such as a WYSIWYG message designer as well as built-in developer tooling to set up and validate mobile channels with technical assurance. So you can rapidly craft, test, and deploy on-brand content — all in one platform. Finally, it's important to look for interoperability, finding a platform that integrates seamlessly with your tech stack.

## Personalized customer engagement in every moment, on any channel.

**Adobe Journey Optimizer** is a single application for managing scheduled cross-channel campaigns and real-time, one-to-one customer journeys — with intelligent decisioning and insights. Research from Forrester found that brands adopting Journey Optimizer can expect a **20%** increase in orchestration efficiency and **431%** ROI within three years.

# AI is reshaping the customer experience.

Brands can now utilize sophisticated decisioning engines with AI-driven personalization to improve customer experiences at scale. Automate next-best actions across content, audiences, channels, or journey paths. And test each experience with ranking formulas and AI models to judge their likelihood of driving progress toward your strategic business goals.

Leading customer journey management platforms also feature a native AI assistant that can field queries in natural language. So you can ask questions about trends in your data and understand the mobile behaviors that are getting results.

Some AI assistants also help with onboarding users, progressively introducing deeper levels of functionality. Over time, expertise blooms among your team as users learn to utilise the full suite of journey management tools — rather than simply engaging with surface-level capabilities.

**Realmadrid**

# Real Madrid C.F. gets big wins with personalized customer journeys.

**Real Madrid C.F.** use a combination of tools — including Adobe Journey Optimizer — to act on key customer moments and journeys, driving real-time personalized experiences with fans. Digital communication channels — such as browser, mobile app, and digital wallet notifications as well as messaging channels such as WhatsApp, iMessage, and SMS — allow them to interact directly with the fan at any moment. These channels also allow two-way communications that enhance a human-like relationship. Web and app experiences are designed to be more personalized when logged in, such as videos picked according to previous viewing and entire content sections based on segmental personal profiles.

**2.2x**
year-on-year revenue gain through ecommerce.

**2.5x**
year-on-year revenue gain through mobile app.

**73%**
reduction in CPA.

**60%**
improvement in conversion.

# Personalized mobile moments that bring your customers closer.

Investment in strategic mobile engagement is fueling the acceleration from campaign-centric to customer-centric journey management. With consumer expectations moving toward personalized experiences, starting your journey orchestration efforts with mobile enables you to rapidly test and deploy use cases that prove the value of personalized customer journeys — both in terms of marketing engagement and business growth.

Most importantly, a successful mobile-first approach lays the foundations to orchestrate personalized journeys across every other channel in your marketing mix — allowing you to tailor more customer experiences with real-time context; infusing more value into every moment.

It's time to reimagine mobile engagement.

# The journey starts here.

**Adobe Journey Optimizer** lets brands act on real-time data to orchestrate personalized, omnichannel journeys that are consistent, contextual, and delivered at the right time. It lets them create and deliver real-time, individualised customer journeys — and scheduled marketing campaigns — across any app, device, screen, or channel from one canvas. The result is meaningful brand experiences that boost customer loyalty and lifetime value.

Discover how

## Sources.

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