



Personalization that exceeds expectations.

How high-tech brands are winning with relevant experiences.



The high-tech audience is one of the most perceptive groups out there, filled with people who are used to easy, accessible, and fast digital experiences. Above all, they expect hyper-personalization at every turn, with experiences tailored to each of their needs. What's more, you're expected to cater to countless segments—individual customers, roles within a buying committee, accounts, distributors, or partners, to name just a few. And while it can be tricky to scale your content creation and delivery to achieve these experiences without increasing costs, it's far from impossible. In this eBook, we'll take an in-depth look at how B2B high-tech brands [Informatica](#), [Poly](#), [Esri](#), [IBM](#), and [Cisco](#) are doing it every day—and how they're seeing huge results.

Click on any of the company logos here to read more:



As more and more customers report their desire for personalization, these brands understand the importance of investing in the right tools to make it happen. But one tool stands out as the key piece to delivering relevant experiences—a modern content management system.

According to Demand Gen Report, 70% of buyers ranked relevant content that speaks directly to them as very important in their survey. On top of that, 96% of B2B professionals considered messaging that spoke directly to their industry needs as important as well. And one of our own reports found that 76% of customers think it's important for brands to demonstrate empathy by showing they can see things from their perspective and know what's important to them.

It's a tall order, to be sure. But beyond being essential, it's absolutely achievable. And it's worth every penny, as KO Marketing found that 70% of companies using advanced personalization said they earned 200% ROI or more from it.

76%

of respondents said the content from the vendor they chose had a significant impact on their buying decision.

Source: Demand Gen Report

In short, success in the digital economy depends on how personal you get with your customers. And great personalization depends on three key pillars:

1. Collaborate through integration.
2. Scale with automation.
3. Build a strong asset foundation.

Now let's turn to these brand stories to explore how they're blazing innovative trails toward digital maturity with Adobe

Experience Cloud—and how you can use their example to jump-start your own journey.

Integration is the key to effective collaboration.

A personalized experience begins long before a customer visits a website, taps an ad, or buys a product. It starts in your marketing and creative processes. From data and insights to strategy and creative execution, you need to ensure that all your teams can quickly and easily weigh in, right when they need to.

Let's take a look at how Informatica and Poly each tackled the personalization puzzle to transform the way they work.


Informatica improves customer engagement with relevant experiences.

Informatica is one of the world's leading data companies. But sometimes, even leaders can struggle to connect the dots. Such was the case for the brand, as its marketing teams used to spend profuse amounts of time and manual effort trying to get the right experience to the right person. It all came down to the fact that these teams had to deal with tools that couldn't handle the types of rich experiences they wanted to deliver to their website visitors.

Rather than seamless, scalable personalization, Informatica could only deliver the same static, rigid web experience to everyone, regardless of a visitor's industry, job, interests, or needs. It was then that the team realized they needed a solution that could help them create, manage, and orchestrate relevant customer journeys across every channel. All in real time, and all in one solution.

To transform the web experience, Informatica turned to a complete experience framework—including content management, analytics, marketing automation, work management, and more—that would support all its digital strategies. Now equipped with tools that connect workflows to outcomes, the company can deliver high volumes of content—all without putting any strain on IT teams. By empowering teams to get a comprehensive view of their workflows and project delivery timelines, people can collaborate more easily, resulting in better, faster experiences.





“ We had to stay a step ahead of customer interests and align with the unique journey they are on. The experiences we deliver to them couldn't be based on our terms, it had to be based on their intent.

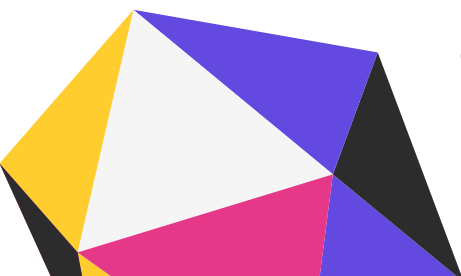
Carolyn Appleby

Group Vice President, Corporate and Digital Marketing
Informatica

45%

Informatica web visitors are now spending 45% more time on web pages.

Specifically, Informatica can now get a total understanding of its data, easily identifying certain job roles associated with IDs in the system. And with these IDs, the team can design and deliver relevant experiences that speak to each site visitor's specific roles, interests, behaviors, and more. Plus, the future holds unlimited possibilities—the team plans on integrating powerful machine learning to make their omnichannel endeavors even more potent.



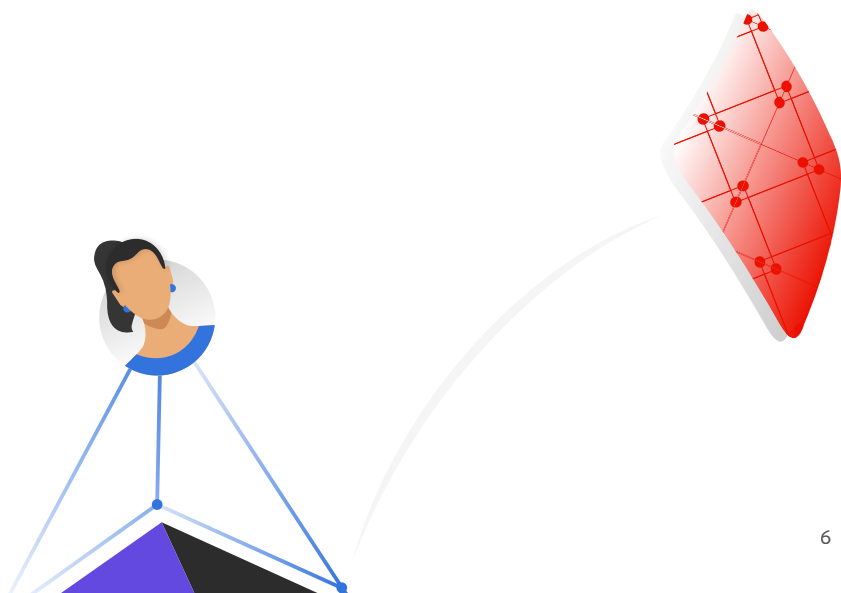
And the results speak for themselves. Traffic to Informatica's platform entry page has grown by 75 times, visitors are spending 45% more time on the page, and bounce rates have decreased from 63% to 32%. Which means not only are customers getting more information more easily, but the company itself is also much nimbler. Because teams can now collaborate within smooth, connected workflows from start to finish, they can quickly respond to customer needs—as well as the ever-changing nature of the digital economy.



Informatica®

Get the full Informatica story to learn more.

[Read the story](#)



Poly moves faster with better workflows.

Much like Informatica, Poly was having a tough time keeping its experience delivery at the pace customers were expecting. The COVID-19 pandemic thrust the business communications brand into the center of the remote work conversation. And while this was great for brand exposure, it forced Poly's small marketing team to suddenly appeal to a much bigger, much broader global audience.

Because of such a quick shift, the team had to react quickly, immediately changing messaging around physical conference room offerings to strategies on keeping people collaborative and productive from home. In turn, they also realized they needed to find ways to connect in personal, meaningful ways with their new audience.

To bring this new strategy to life—and to make it happen fast—Poly knew it needed to connect its workflows with content creation and customer journey orchestration.

With a new technology platform that offers complete insight across the board, Poly's team can establish clear content plans, track creation progress, and ensure everything is ready to deliver. It also has a built-in system of record to offer even greater insight into how the team works and where they can improve even more. Plus, by connecting their workflows with their entire collection of source files, photography, video, copy, and more, the team can quickly reuse content for new campaigns rather than having to create brand-new assets every time.

“

I want our marketers to have everything they need to be successful, from clear connections between their work and key initiatives, access to the right technologies and collaboration platforms, and decision-making information at their fingertips.

Jenifer Salzwedel

Senior Director of Marketing Operations and Enablement
Poly

2x

Poly workflows now
move twice as fast
as before.

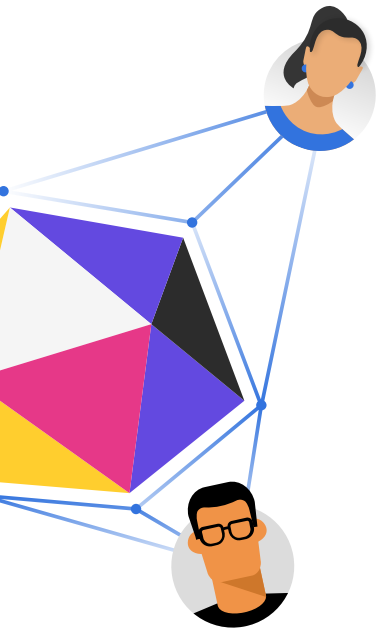
Now, with all the pieces in place for seamless collaboration, Poly works faster and delivers consistent customer journeys across all its channels. And because teams can also measure customer behaviors, they're able to take the next best action every time they engage with their customers.

As a result, the team was able to accomplish nearly half of their campaign work in a single month leading up to launch, and 25% was done in the week before—a pace that was twice as fast as usual. Timelines like this are now commonplace at Poly, where campaigns are more efficient, connected, and customer-focused than ever.



Get even more details on Poly's transformation.

[Read the story](#)



The future of personalization is automated.

Our world is now digital-first, which means that your audience is now becoming more global, and they're increasingly moving into online, virtual environments. And every single team or individual deserves a personal interaction with your brand. The only way to survive this content surge, scale production, and publish hyper-personalized content across every step of the journey is to rely on digital asset management powered by artificial intelligence (AI).

Esri, a leading geographic information systems company, knows all about this. Let's take a look.

Esri tears down silos to build a single content foundation.

Esri has been around for more than 50 years, and its flagship product ArcGIS is known far and wide as the best in the business when it comes to mapping and analytics platforms. But even with its legacy of helping major companies all over the world solve major global issues, the company knew it was time to improve the customer experience. Not just to boost revenue, but to ensure that Esri technology reached as many people as possible.

Probably the biggest challenge the Esri team faced was silos—specifically, data lived in one silo and assets lived in another. On top of all this, Esri relied on more than 80 global distributors, which only added to the silo complexity. And without a central source of truth, data and assets were disconnected and scattered throughout the company—a problem only exacerbated by the team using over 100 different marketing technology products. Nobody was aligned, and they weren't meeting goals.



It became clear that Esri needed more than a quick fix. It needed a complete digital transformation.

Starting with a total culture shift, the company began breaking down those silos and fostering connections between internal teams. And it was all built around a single focus—the customer.

But a culture can only do so much without the right tools. The team knew they needed a single platform, focused on managing marketing automation, customer relationships, digital assets, and web content. At the core of the team's initiative was digital asset management (DAM)—they knew if they could start scaling content, the rest would fall into place. With a new DAM in place, the difference was night and day. Processes went from chaotic to seamless. Assets transformed from unruly to streamlined. And experiences shifted from disconnected to relevant.

“ We are gaining more control over our assets and becoming more consistent. It's making an impact on our brand. We've started moving in a positive direction and seeing nice growth in the last few years after having our international distributors leverage our DAM.

Steve Schultz

Head of Marketing Technology

Esri

With all this new technology, much of it automated by AI, Esri is seeing huge results. The company reduced its website size from 20,000 pages to just 1,500, and teams were also able to weed out duplicate content and reduce the total number of assets by 25%. And because they've streamlined and automated their content, they've seen conversion rates go up 25%, unique web visitors increase by 60%, and file size on desktop sites drop by 70%. Their site is winning big, and it's clear that the future is bright for Esri—and its customers.

With a stronger
DAM, Esri reduced
the total number of
assets by

25%



Learn more about Esri's incredible transformation.

[Read the story](#)



Hyper-personalization is built on a strong content foundation.

The last key to great personalization is a content architecture that helps the people in your organization balance the introspection of independent work with the collaboration of working with others. Really, it's all about strategy—planning for reusable content, from both creation and distribution standpoints. What pieces make up your content architecture? Is your DAM structured to provide the right content? You'll need to answer questions like these to build a solid foundation that will drive velocity and foster great collaboration.

Let's turn to IBM and Cisco, two industry titans that discovered what it takes to get content created and out the door faster.

IBM forges a future-proof foundation.

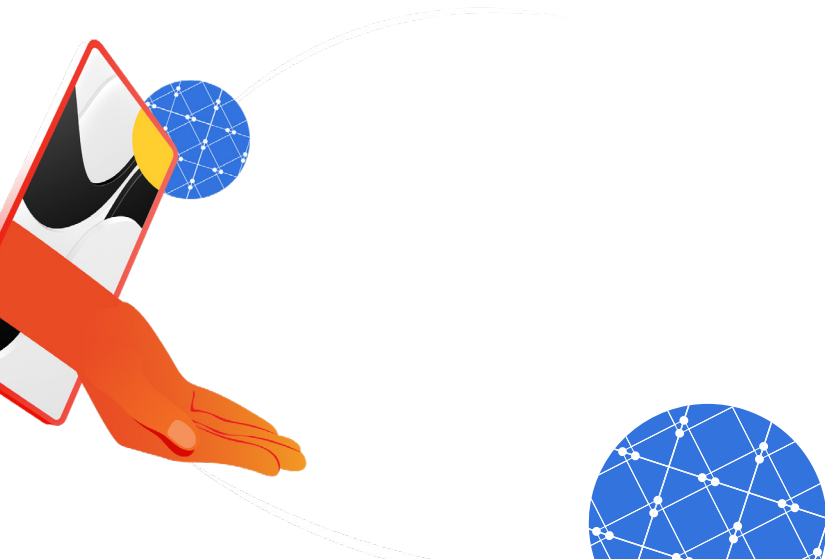
IBM is and always will be a pioneer. After nearly 100 years of blazing trails in information technology, it became apparent that the leading tech brand couldn't settle for its legacy systems anymore. True, it had plenty of data, and teams throughout the company were more than comfortable working with it. But the storytelling aspect just wasn't connecting with customers the way leadership hoped. Without a strong content foundation, IBM couldn't turn that data into compelling narratives.



To remedy this problem, the brand started by consolidating all marketing tech enterprise-wide into an integrated platform, with the end goal of unifying its digital assets. With over 171,000 assets across 40 different DAM repositories, IBM's issue was that its best content just wasn't reaching customers. Add to that the fact that marketing teams were working with over 10,000 web templates, and the result is a disconnected, siloed mess.

But with its new technology foundation in place, the IBM team worked wonders.

They simplified web strategy and content creation with a select number of reusable templates, unifying the way IBM portrayed itself to its customers. Now, marketers across the company have a newfound freedom to create more efficiently—and deliver consistent, engaging experiences in mere minutes. Plus, this foundation is allowing teams to quickly test messaging and content—from a single repository instead of 40—so that campaigns always use the best performing experiences for every channel.



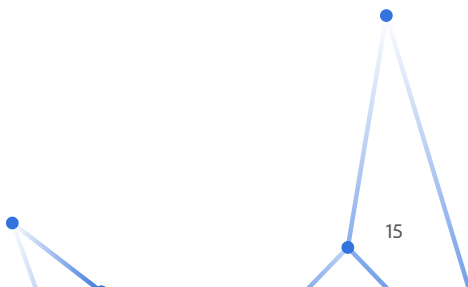


There are all these new questions that our sales and marketing team are learning together. We wouldn't have known enough about the accounts with the way our data used to be organized, and we would not have been able to push the information to sales. This is now one of the most powerful things we're doing.

Ari Sheinkin

Vice President of Global Demand
IBM

But that's not all—IBM is reporting huge returns on its investment. Click rates in emails are up by 112%, cost savings on web page globalization is up 72%, and web page creation time is down from 3 days to just 45 minutes. Not to mention the fact that the team has now unlocked the potential of the 150 million interactions they had been missing this whole time.



112%

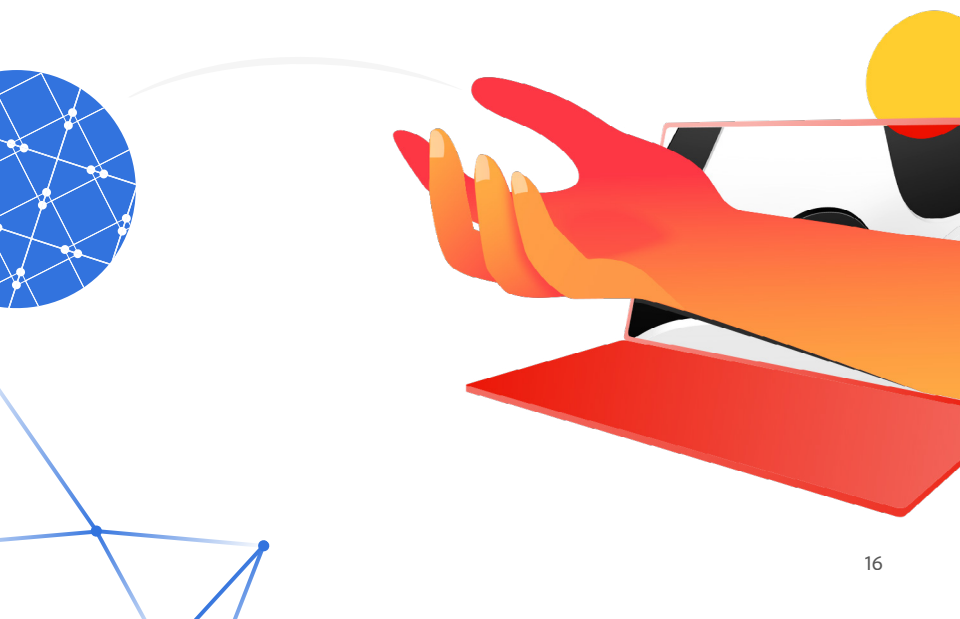
IBM email click rates
are **up by 112%**.

In short, IBM is still moving boldly into a future filled with possibility.
And it all started with a singular desire to tell the right story.



Learn more about how IBM revolutionized its digital foundation.

[Read the story](#)



Cisco reinvigorates customer experience by reimagining its foundation.

A global leader in information technology and networking, Cisco is no stranger to connecting people together through technology. But it wasn't until recently that the tech giant was able to do just that with its own internal processes.

There were a few things missing from Cisco's website before the team decided to reimagine and redesign it into a customer-first immersive experience. Not the least of which were hyper-personalization, a modern software as a service (SaaS) platform, and smooth commerce functions. And considering how huge an asset the site is to Cisco—receiving over 100 million visitors a year across 59 country sites in 27 languages—the lack of a powerful content foundation was beginning to show.

So in August 2021 the team decided it was time for not just a change, but a revolution.

Their mission was two-fold—to move more of the company's offerings toward a SaaS model and to bring more cross-portfolio solutions to market. To achieve this mission, they knew they needed a scalable foundation built to deliver the hyper-personalized experiences high-tech customers crave. Possibly the biggest endeavor was to move their website to the cloud, so it could match the speed and customization needed to deliver one-to-one experiences at scale.



Essential to this move was a central repository to organize the company's digital assets and reusable editable templates. That, paired with a powerful work management solution, empowers the Cisco team to not just make content faster but keep track of every step of production and moment of collaboration within a single system of record. And with all these pieces in place, they can discover powerful insights, create relevant content, and deliver the best experience to the right person at the exact right time. All from a single platform.



We had years of legacy, technical debt, and customizations, both in the infrastructure and the components we had built, that just became unwieldy. This was an opportunity for us to start with a clean slate, and that's had significant benefits in terms of customer experience, performance, and scalability.

Chad Reese

Senior Director, Digital Marketing Platforms and Activation
Cisco

Now, after the revolution, the team is already seeing the benefits. Desktop and mobile performance has improved, with pages loading 33% faster. There are more customers visiting the site, with traffic increasing by 10%—and those customers are sticking around longer, as bounce rates have dropped by 24%. Plus, the clicks for “How to Buy” on the site have skyrocketed by a whopping 190%.

6x

Clickthrough rates for
personalized Cisco offers
are **up by 6 times**.

Still, the most telling result might just be the fact that clickthrough rates for personalized offers have shot up by six times—a clear sign that not only does personalization work, it flourishes. All told, the Cisco experience now matches—if not exceeds—the gold standard of high tech. And really, this tech titan is only getting started.



Read all the details behind Cisco's journey of reimagination.

[Read the story](#)

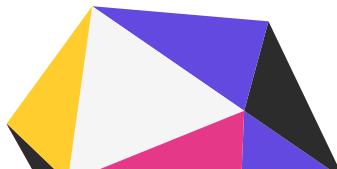


Adobe is built to deliver on the promise of personalization.



At Adobe, our mission is to help everyone create the standout experiences people are expecting. The key to that is connecting with your customers in personal, human ways. As these leading brands have proven, the time to act is now—and your brand can do the same. By investing in the right technology to help you collaborate better, automate delivery, and establish a strong content foundation, you'll be well on your way to content that's more relevant, consistent, and agile.

Adobe Experience Cloud is an industry-leading suite of customer experience management tools, designed with both you and your customer in mind. It's built on Adobe Experience Platform and powered by Adobe Sensei, so you get all the tools you need to deliver hyper-personalized experiences exactly when customers want them.



And because we're in the high-tech industry ourselves, we know better than anyone how to support you in your quest to create experiences in a way only you can. We're here to help you in your journey toward hyper-personalization—and customer experiences that will keep your perceptive audiences coming back.

Learn more about how we're helping the high-tech industry succeed.

Get details



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