Adobe Insights: Fuel Mobile Growth with Customer-Centric Strategies

Today's speakers

Keziah Husselbee
Product Marketing Manager,
Adobe

Don Huynh
Product Manager,
Adobe

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Agenda

Fuel Mobile Growth with Customer-Centric Strategies

- **State of Market & Consumer**
- **Growth Challenges**
- **Evolution of Lightroom Mobile**
- **Use Cases & Customer Success**
- **Q&A**

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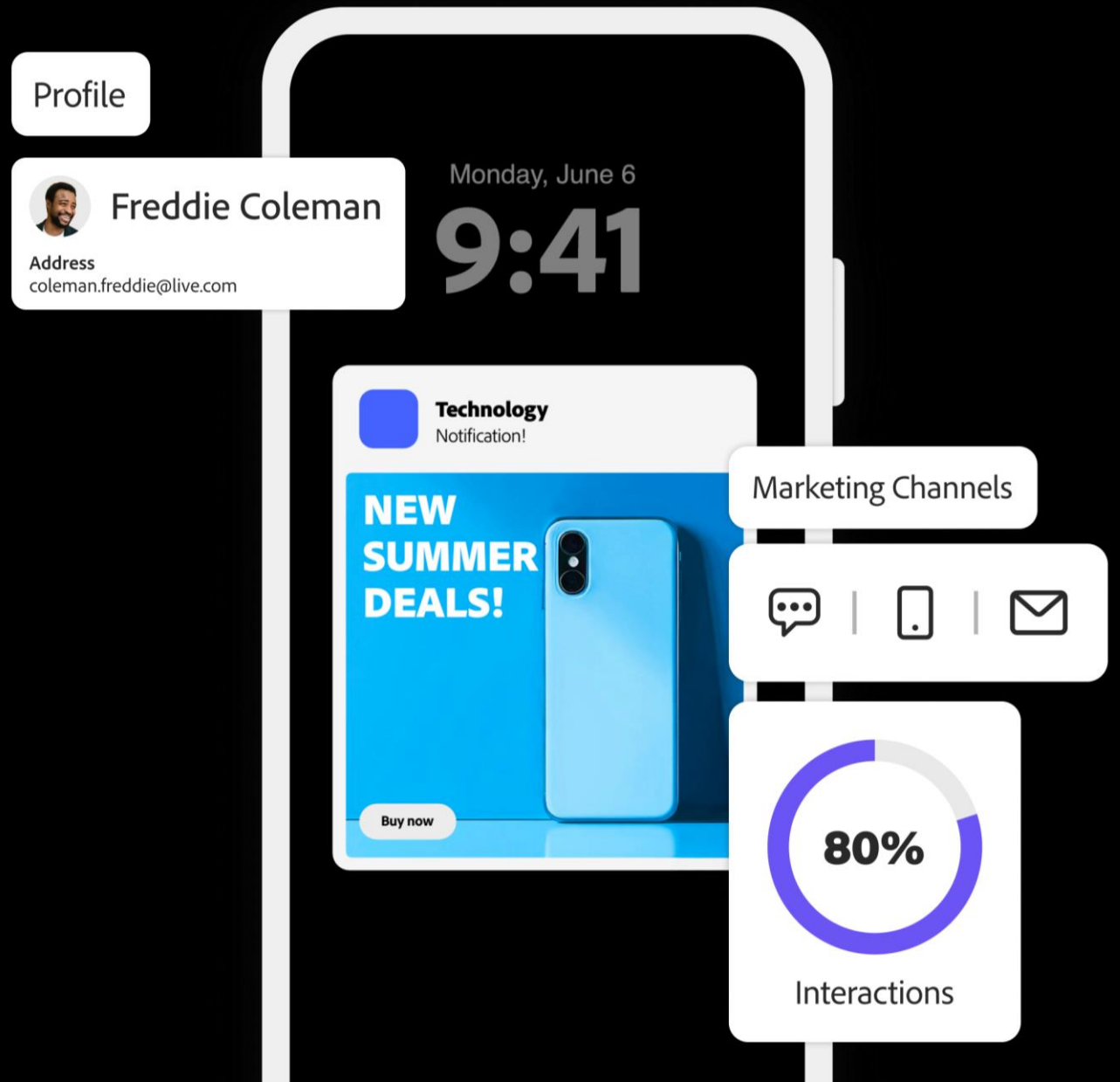
State of Market & Consumer



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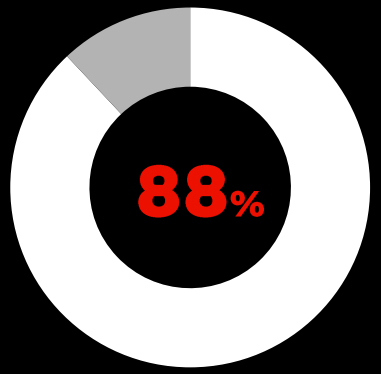
There's a discrepancy between marketers' strategies and consumers' expectations

Marketers feel confident they are getting it right



88% of marketers have a clear understanding of who their customers are

Consistent	**91%** agree	Provides consistent messaging, branding, and service quality across all channels and touchpoints (e.g., web, email, mobile, in person)
Personalized	**79%** agree	Delivers experiences and communications that are tailored to an individual customer's preferences, behaviors, or needs
Seamless	**72%** agree	Enables customers to transition seamlessly between channels and devices without experiencing disruptions or inconsistencies

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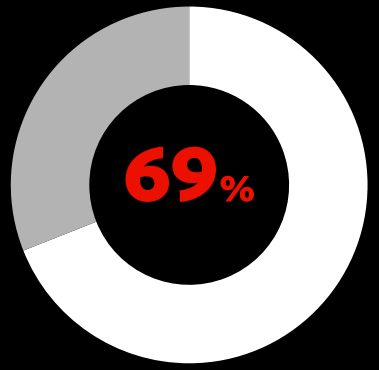
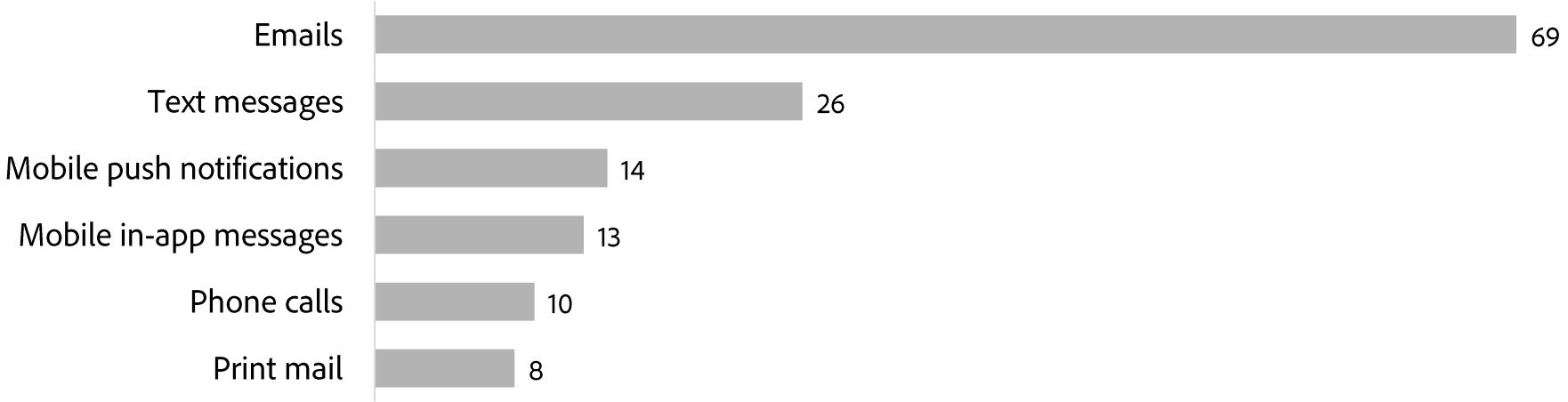
Consumers feel differently



feel that they get **too many messages and notifications** from brands

139
Messages
Per week

Average weekly messages that customers received by channel



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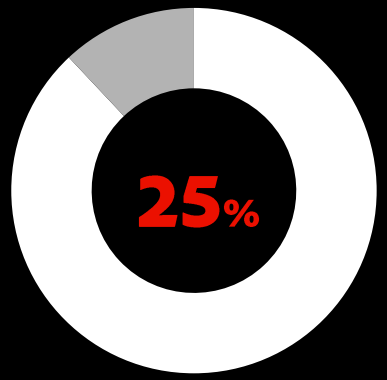
Personalization is a top challenge



of companies say that lacking personalization is a critical issue when trying to engage with customers

Personalization tactics that brands employ

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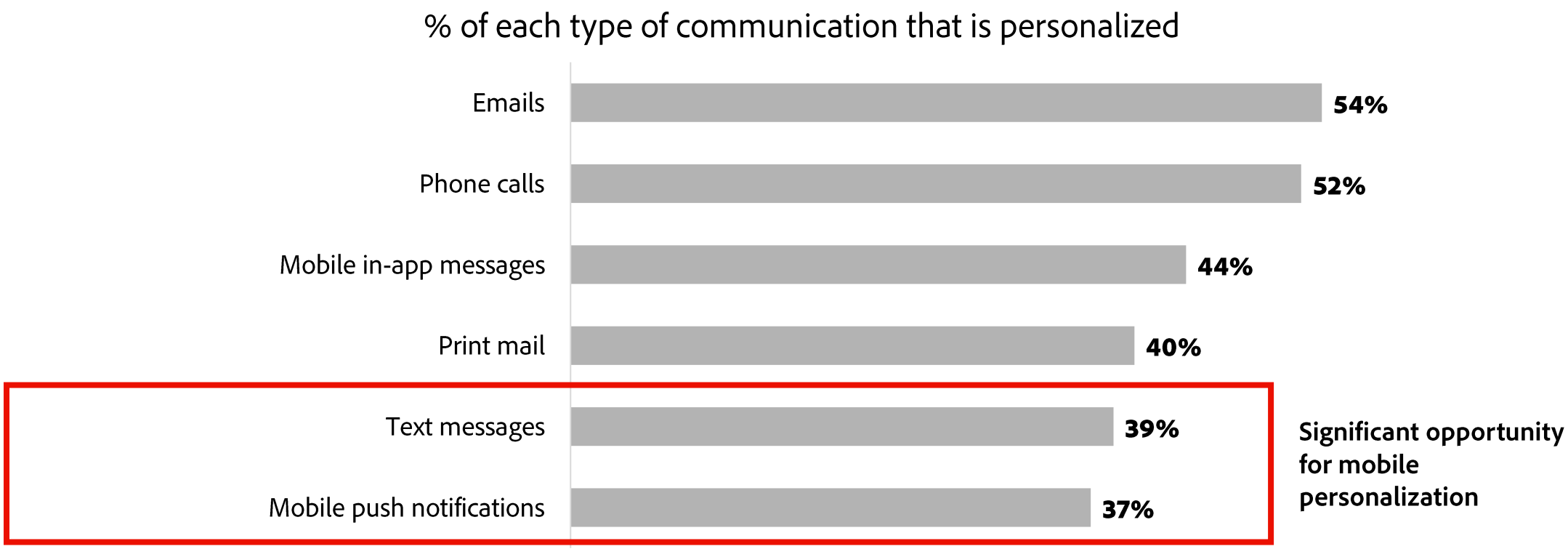
Personalization deployed by channel



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Brands have an opportunity to prioritize personalizing on key channels, especially mobile

Marketing/CX professionals rank mobile highly for ROI:

1. Emails
2. Text messages
3. Mobile push notifications
4. Mobile in-app messages
5. Phone calls
6. Online chat
7. Messaging apps
8. Print mail

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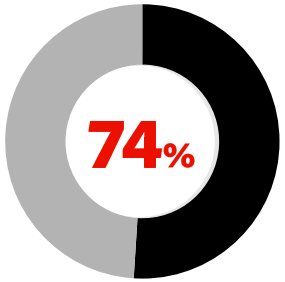
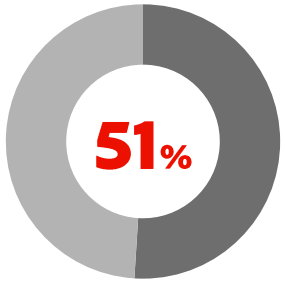
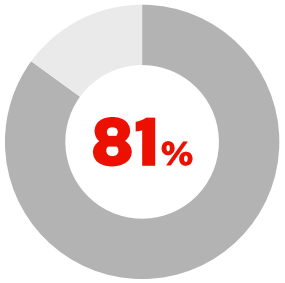
Consumers are more likely to act when messages are personalized



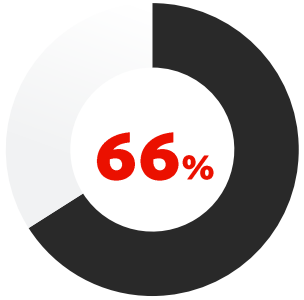
of consumers said they consider their cell phones to be highly important to their daily lives



of customers are more likely to a read a message from a company or brand that is personalized



of customers agree that their ***favorite*** **brand has a useful smartphone app**



of Marketers/CX professionals agree that **customer lifetime value increases when a customer downloads a brand's app**

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Growth Challenges

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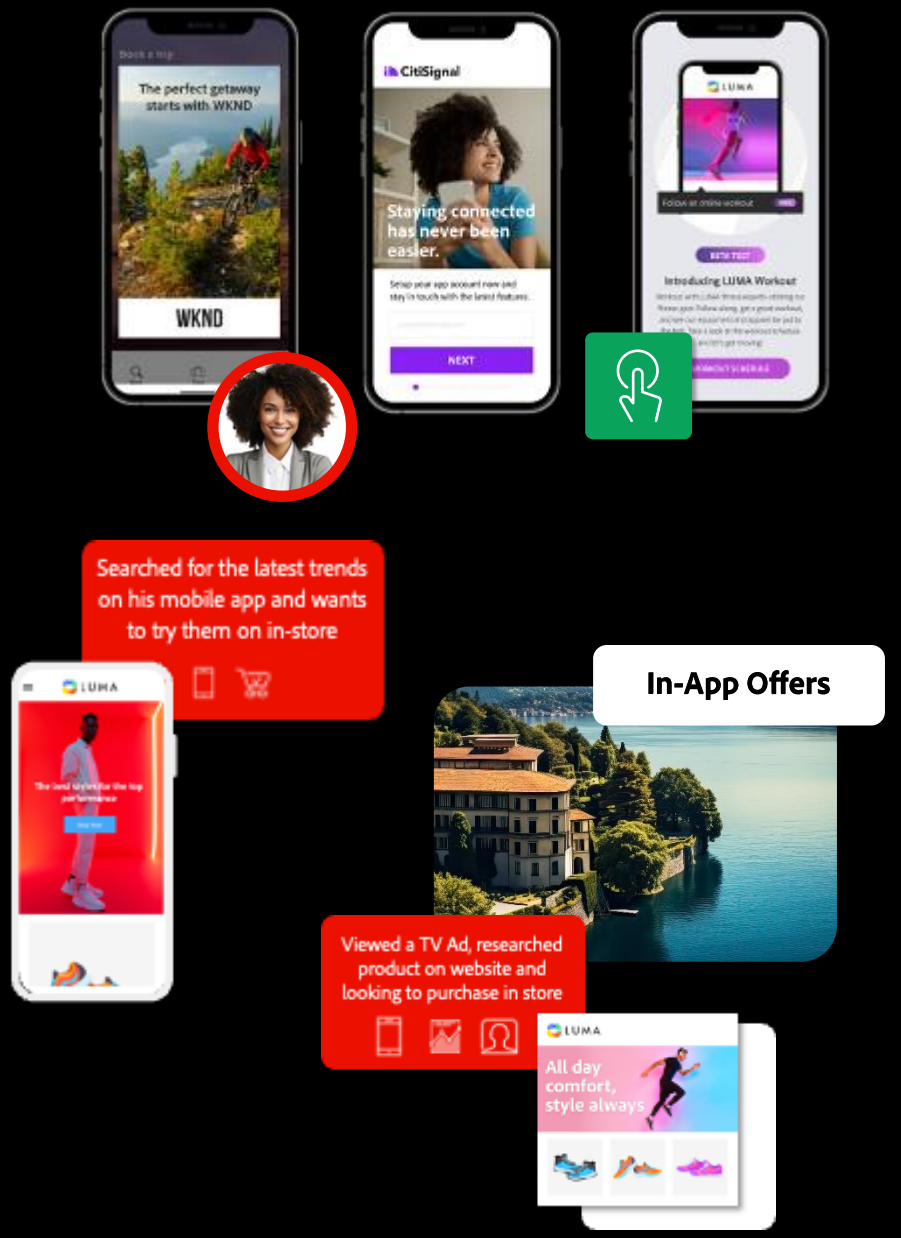
The mobile landscape is evolving rapidly...

- Mobile-first engagement
- Product led growth
- Personalized experiences



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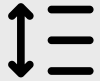
Why is mobile personalized engagement so hard?

Data

Lack of normalized data limit actions

Data mismatches with no real-time behavioral signals from users.



Measurement

Disconnected analysis impacts personalization

Teams face challenges understanding friction points or user behaviors in app.

Channels

Mobile channels live in a silo

Inability to track performance and impact across customer journeys.

Don't miss customer moments that matter...

You might be losing a lot more than disconnected mobile experiences.

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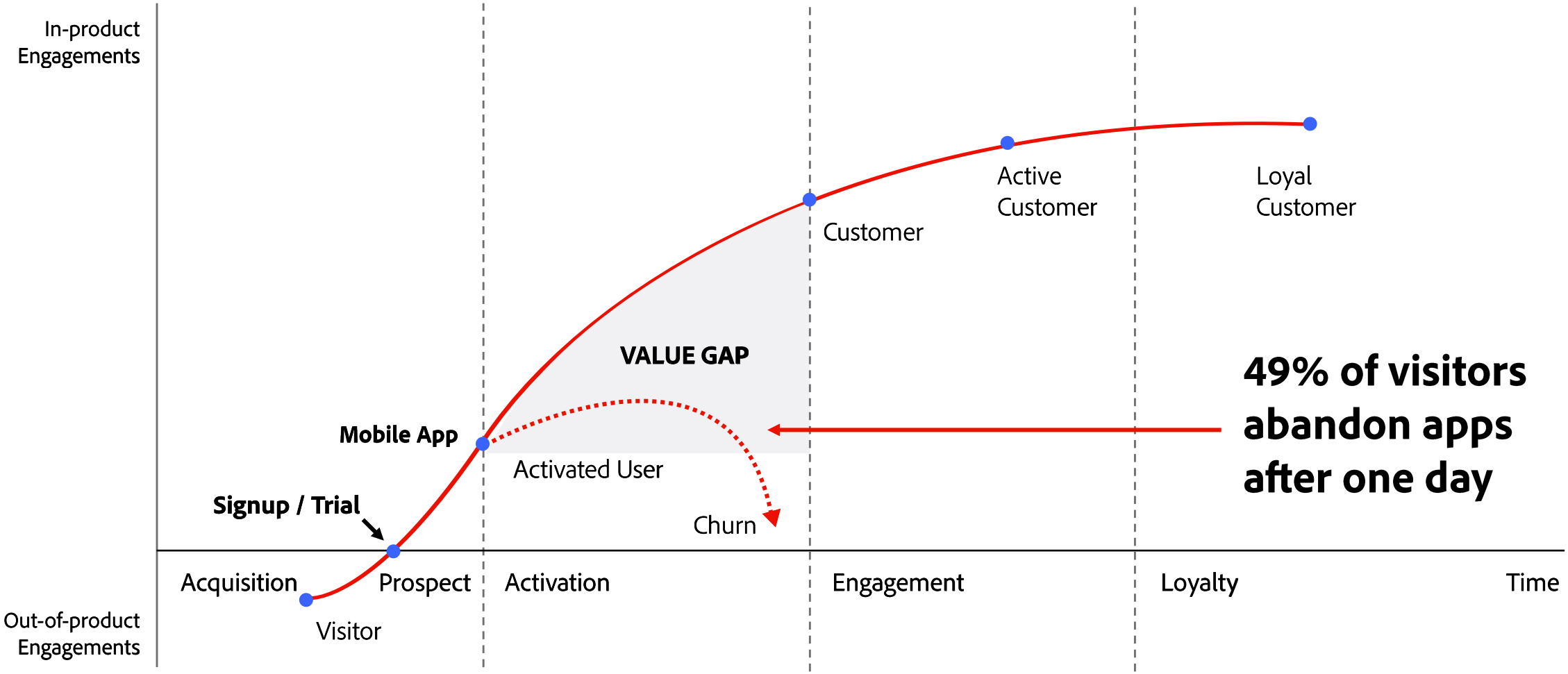
Marketers and product managers are met with challenges in delivering user journeys that move beyond activation.



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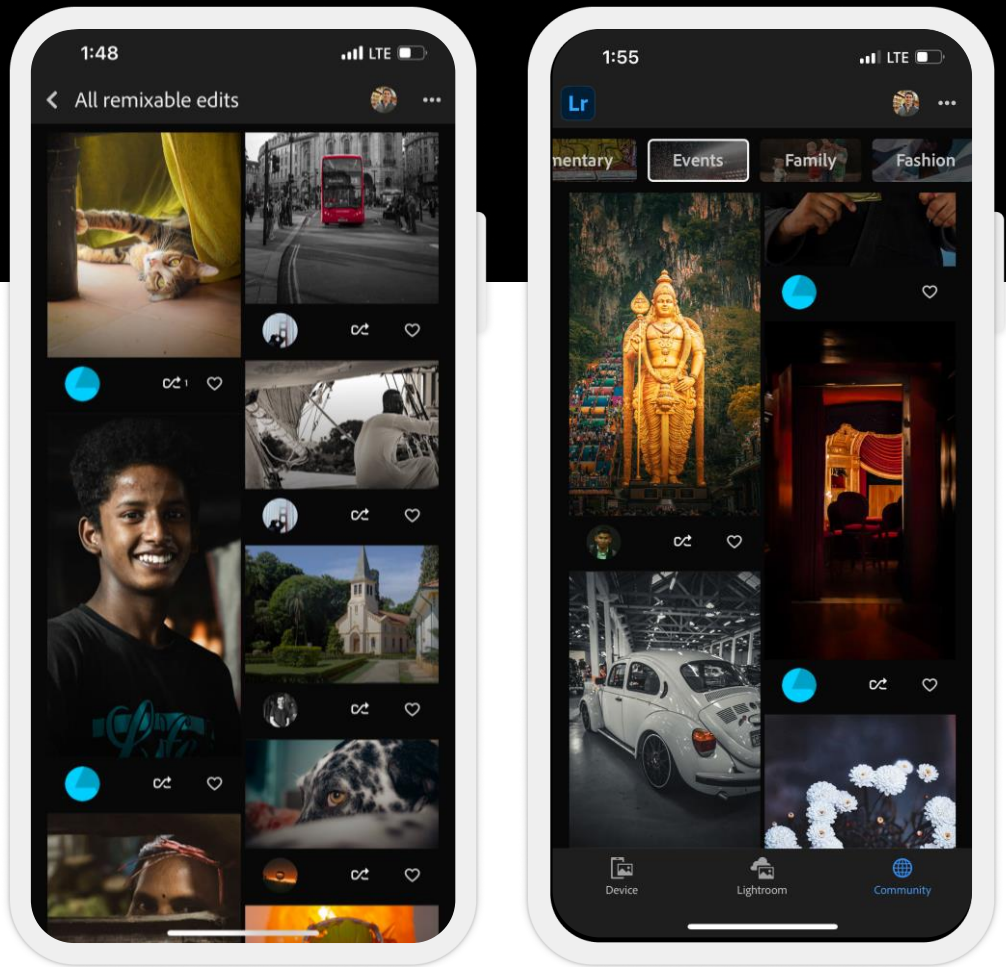
Adobe Lightroom's path to Adobe Journey Optimizer

Goal: Create more customized journeys to engage users with the right content at the right time



Challenges

- Extremely large data sets
- Users not aware of certain features
- Targeting the right message to the right audience
- Encouraging engagement

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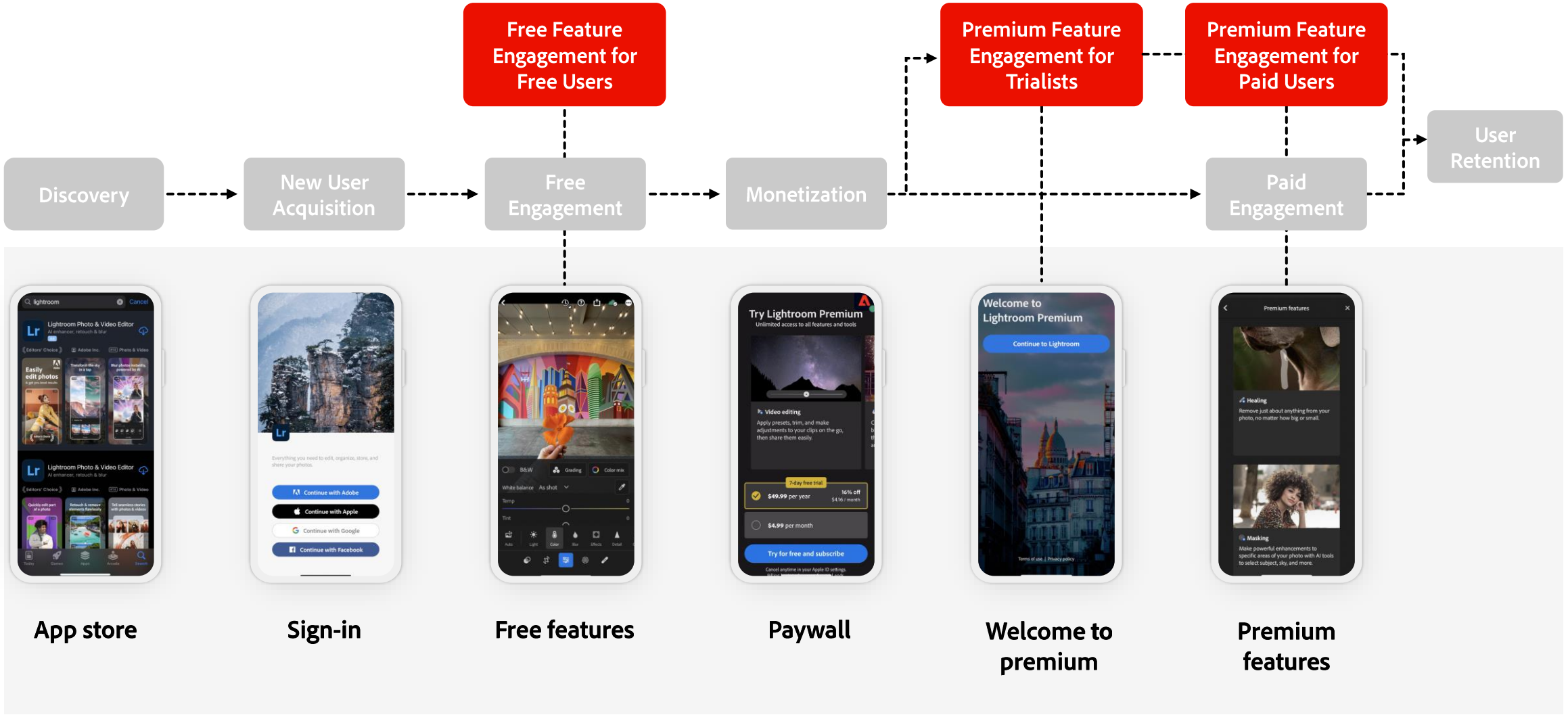
Personalized engagement to boost customer loyalty and lifetime value



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Adobe Lightroom growth use cases

New Feature Awareness

- Educate users about new launches

Engagement by Audiences

- **Free users** – highlight fun, free features
- **Trialists** – encourage adoption of premium features for quick transformations
- **Paid users** – nurture habitual use of more sophisticated features for extraordinary results

Community Engagement

- Encourage interactions within Adobe Lightroom community

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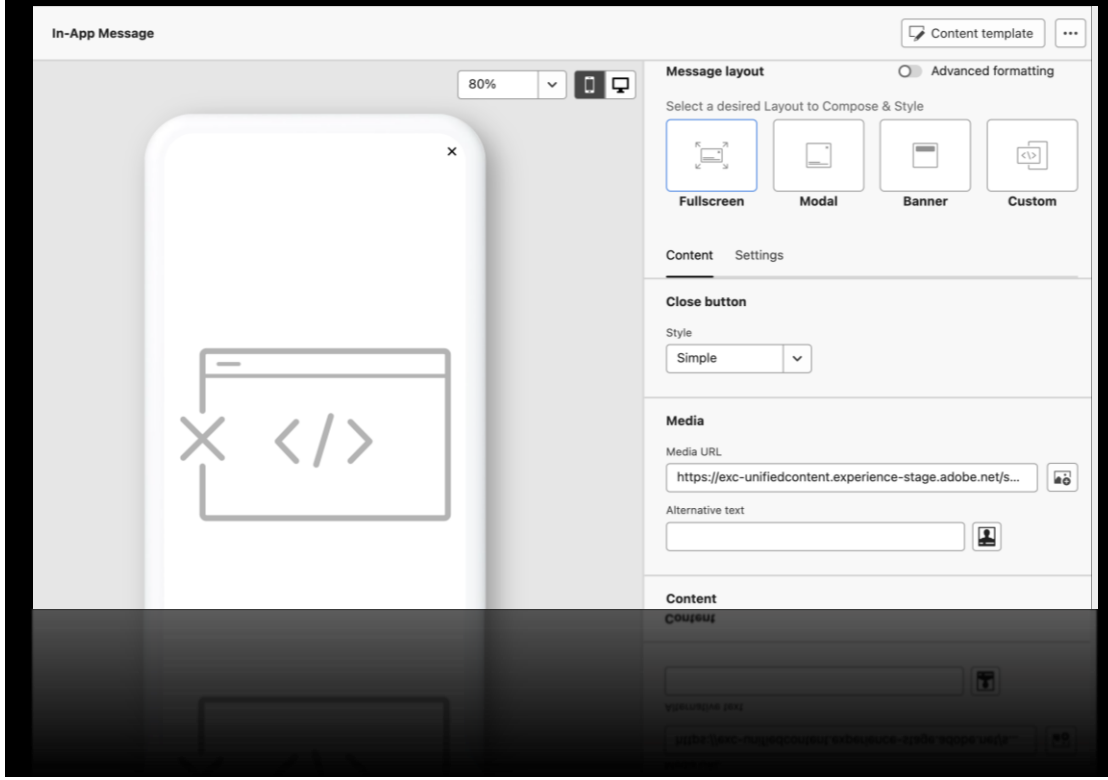
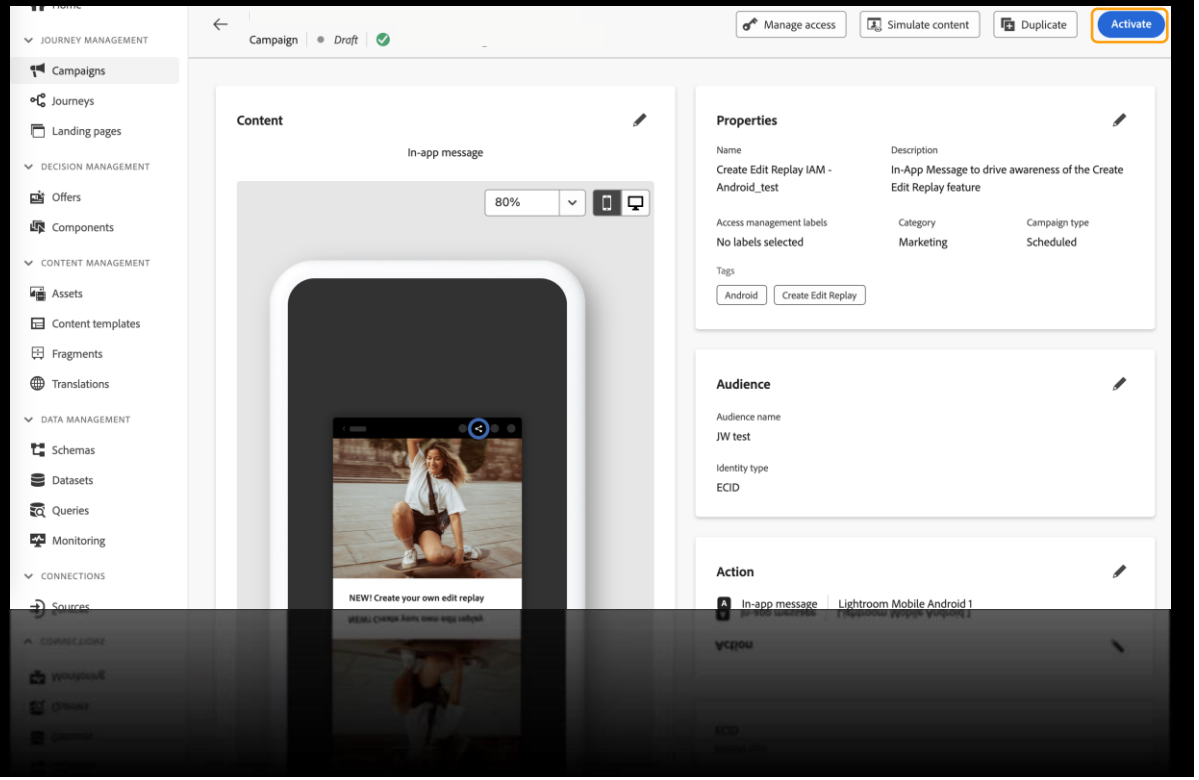
New feature awareness

Simple steps to create an in-app messages

Set the **Goal** -> Target **Audience** -> Start the Campaign -> Enter content into **Editor** -> **Experiment and Test** -> Publish and Activate





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Engagement by audiences

Free new users

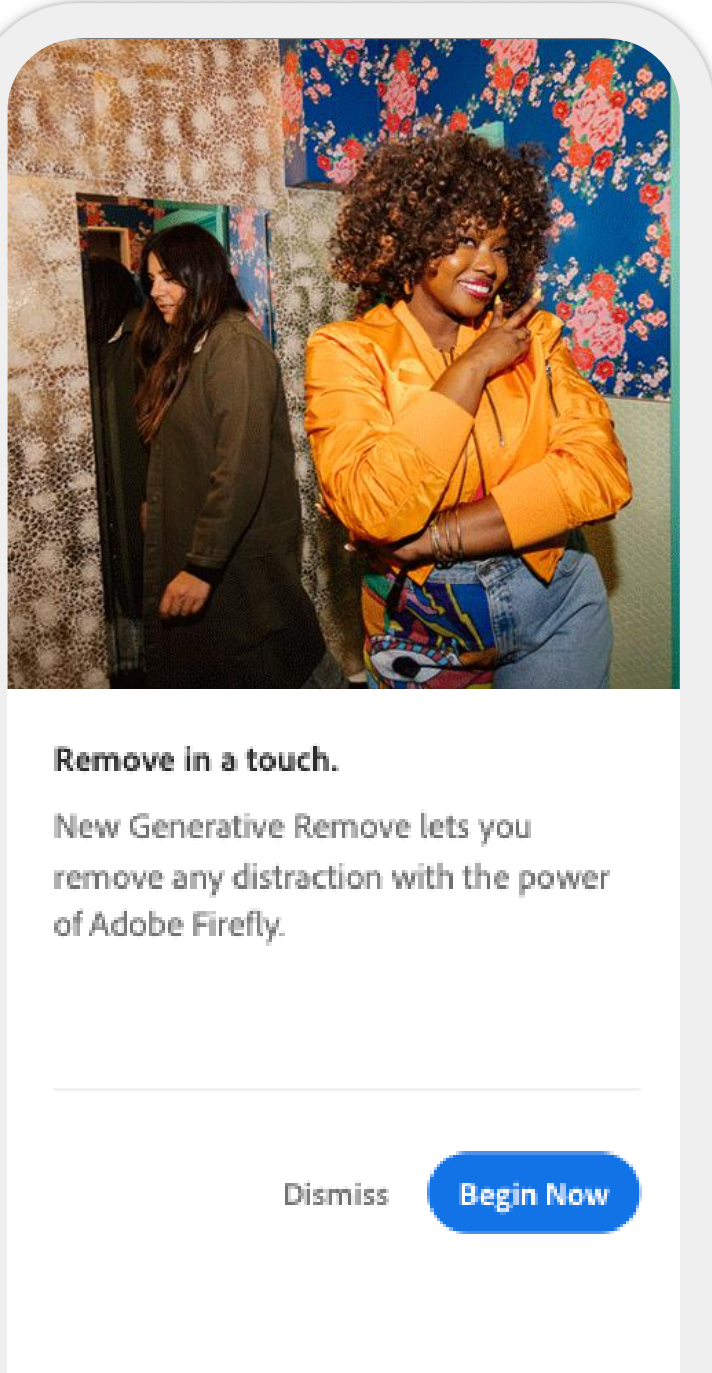
- Highlight fun, free features

Trialists

- Encourage adoption of premium features for quick transformations

Paid users

- Nurture habitual use of more sophisticated features for extraordinary results



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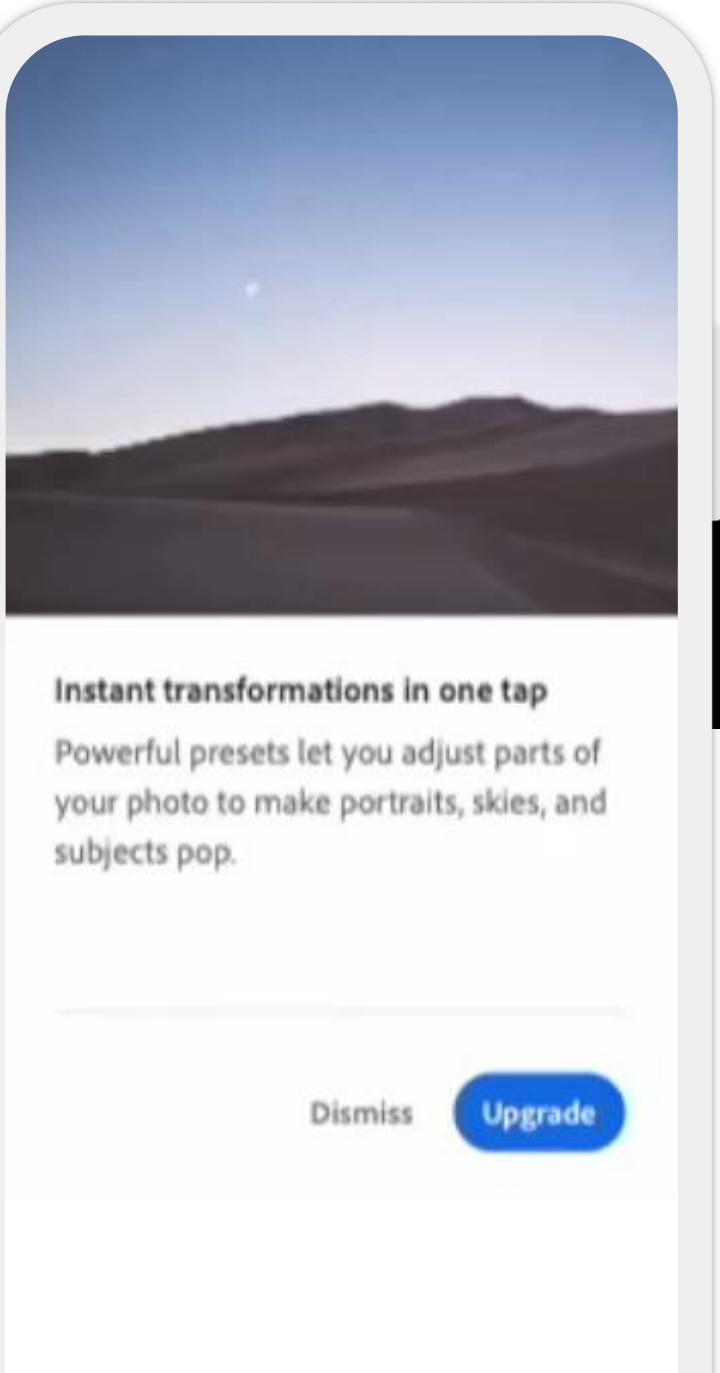

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Engagement by audiences

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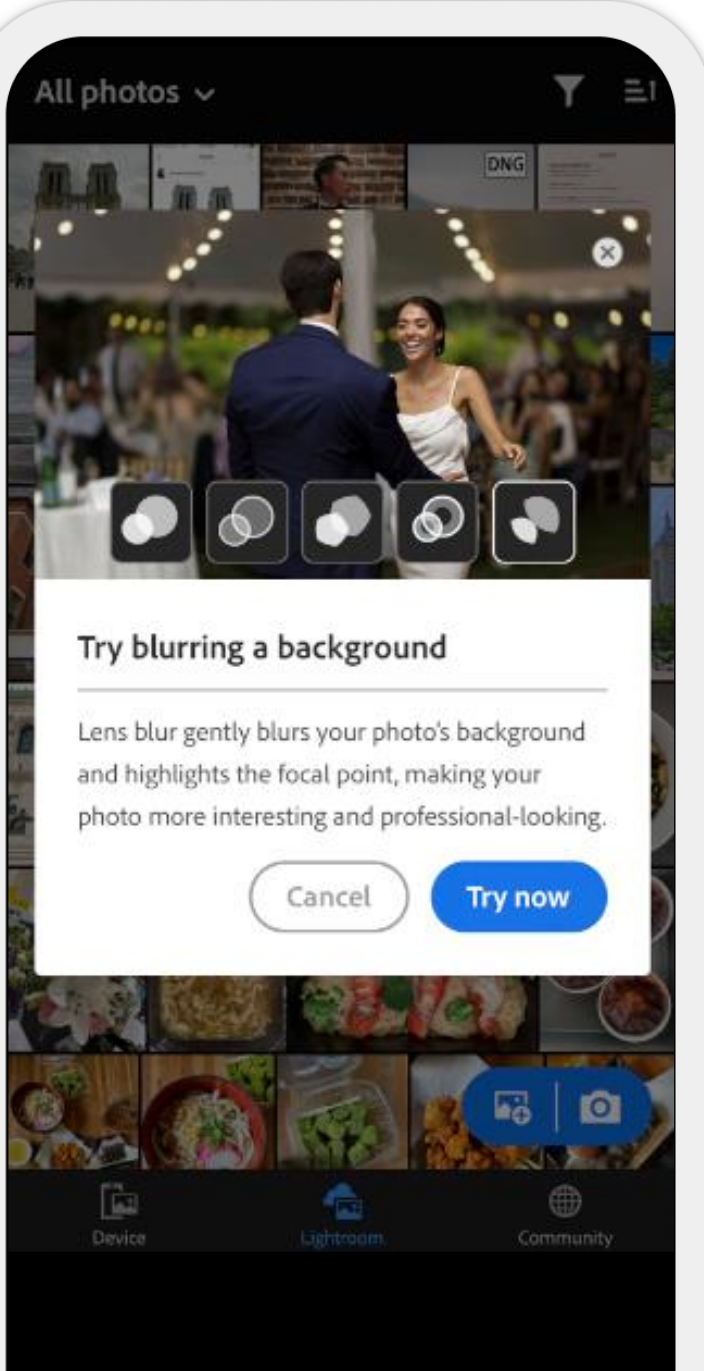

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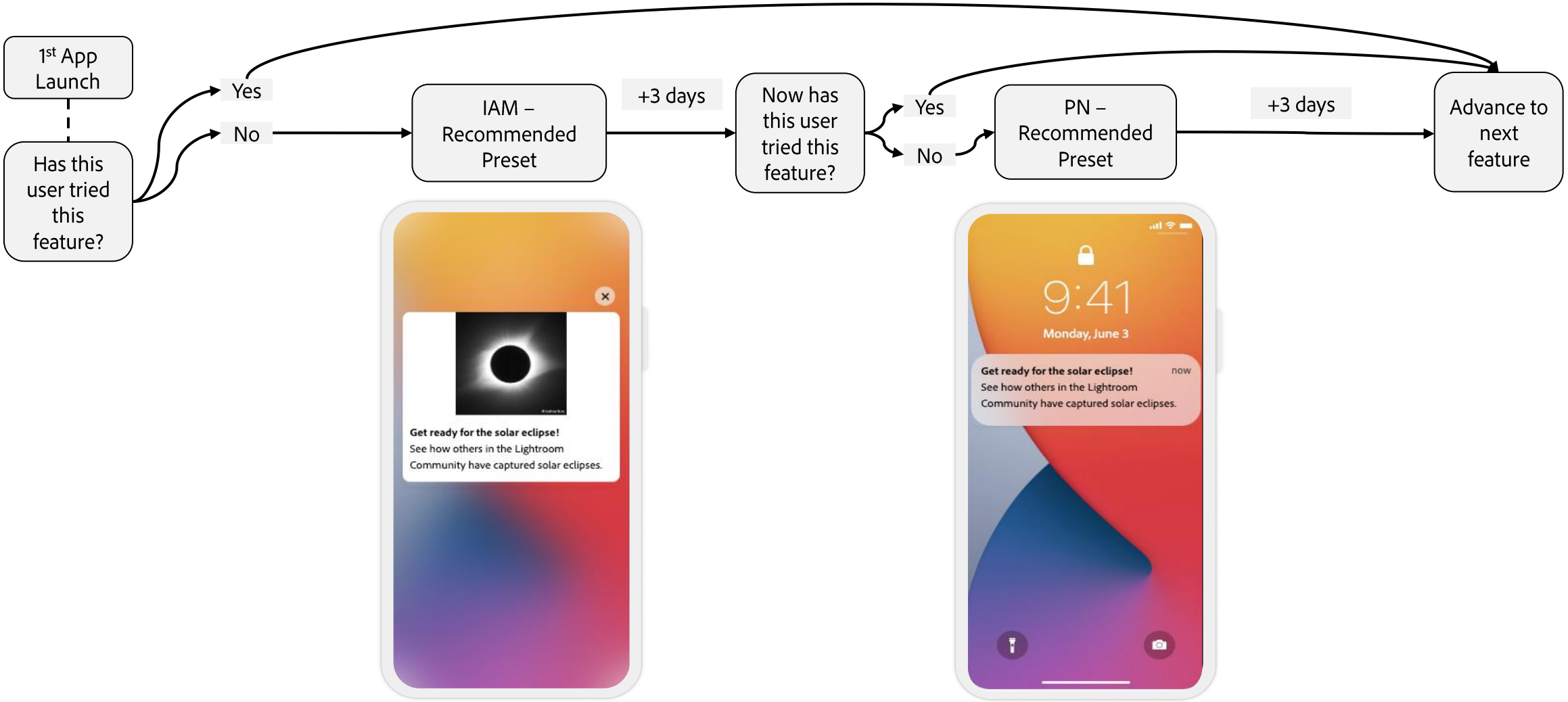
Example of feature nurturing



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Adobe Journey Optimizer drives value for real-time mobile engagement

+13%
lift in new users week over week

+15%
lift in free-to-paid conversion

135%
lift of new user tutorial completes

"As we create more complex **multi-step journeys** to better engage our users, Journey Optimizer solves challenges **on feature awareness, personalized content delivery, and improving adoption**."

Kelly Mullins,
Senior Growth Product Manager – Adobe Lightroom

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Adobe Journey Optimizer

Real-time, customer-centric engagement across any app, device, screen, and channel

- Unify your data, insights, orchestration, and delivery in a single application for personalized engagement
- Orchestrate, design, and deliver audience-based campaigns and real-time 1:1 interactions across channels
- Apply intelligence for experimentation, optimization, and decisioning to maximize engagement & returns
- Use AI/ML to create personalized content at scale and improve practitioner productivity

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Explore mobile use cases across the maturity spectrum

1

Foundational

Free Trials
Complete Onboarding
Account Creation
Referrals
Basic Cart Abandon
Basic Browse Abandon

2

Maturing

Free to Paid Subscriptions
Post Purchase Engagement
Post Purchase Recommendation
Post Order Cancellation Message
Order Status Updates
Order Feedback Request
Personalized Cart/Browse Abandon
Loyalty Program Welcome
Limited Time Promotions

3

Advanced

Loyalty Action-Based Messages
Stock or Price Drop Messages
AI-Decisioned Offers
Reactivation for Churn Risk Customers
Update for Affinity Categories/Brands
Personalized Referral Programs
Action-Triggered Recommendations
Personalized Retention for Repeaters

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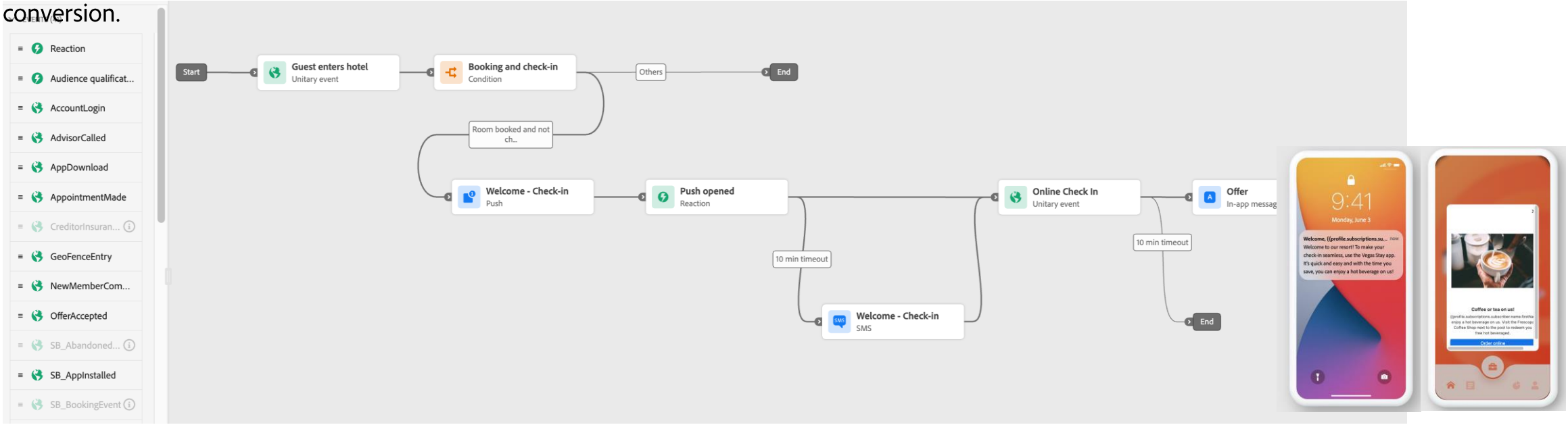
Location-based mobile reminders with personalized offer

EMAIL | **IN-APP** | **PUSH** | **SMS**
WEB | CODE-BASED | **CARDS** | MAIL

Goal: Remind customers to complete actions with real-time mobile messaging and a follow-up offer to increase customer loyalty and upsell conversion.



Use Case Steps:

1. A **journey actively listens** for geo-fenced triggers
2. A **push message is sent** to customers for reminder
3. If no action, receive a **follow-up check-in SMS reminder**
4. Once action is taken, *(i.e. hotel check-in)* a **personalized in-app or content card offer is sent** to increase customer loyalty

Impact & Metrics

- Timely messages **increase engagement rates**
- **11% sales lift** from personalized offers[1]
- **Enhance customer loyalty** with personalized experiences
- **300% increase loan sales** from mobile users[2]

1. Journey Optimizer Customer Stories, Telmore
2. Journey Optimizer Customer Stories, TSB Bank

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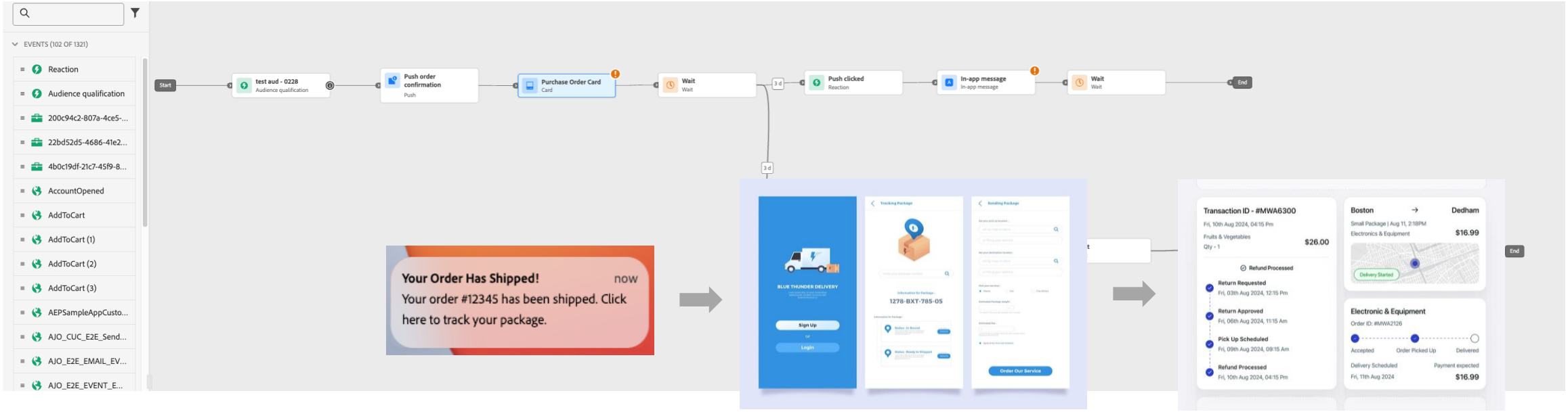
EMAIL **IN-APP** **PUSH** **SMS**
WEB CODE-BASED **CARDS** MAIL

Order status updates

Goal: Provides customers real-time notifications for their recent order to enhance user experience and grow loyalty



Use Case Steps:

1. Customers **qualify for journey** after purchase completion
2. A **push message is sent** to notify status update on order
3. On push click, customer receives **personalized in-app message**
4. On order tracking page, order status displayed with **personalized content card**

Impact & Metrics

- Fosters **trust and customer satisfaction**
- **Enhance customer loyalty** with pertinent info & offers
- Consistent updates **drives repeat purchases**
- Notifications **decrease customer service inquiries**

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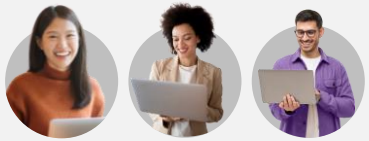
Consolidate your martech stack, workflows, and data for greater efficiency and more consistent experiences

Multiple teams



Product Management | Lifecycle / journeys | Growth marketing

Multiple content sources

Multiple channels

Email | In-app | Push | SMS/ MMS | Web | IoT | In-person | Content cards | Mail

Adobe Journey Optimizer

Multiple data sources

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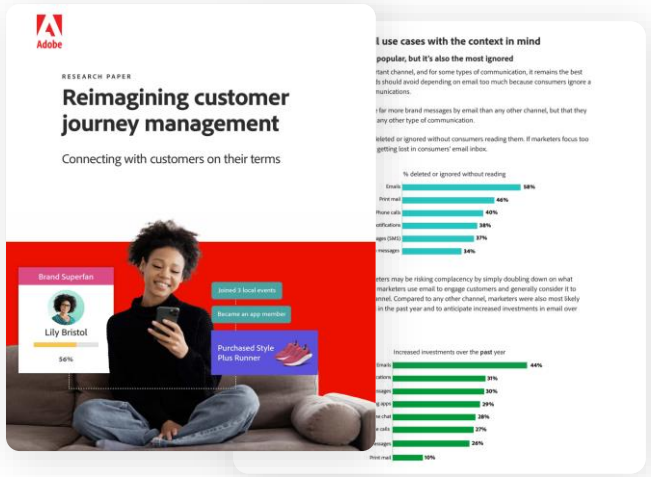
Adobe thought leadership for continuous learning and success

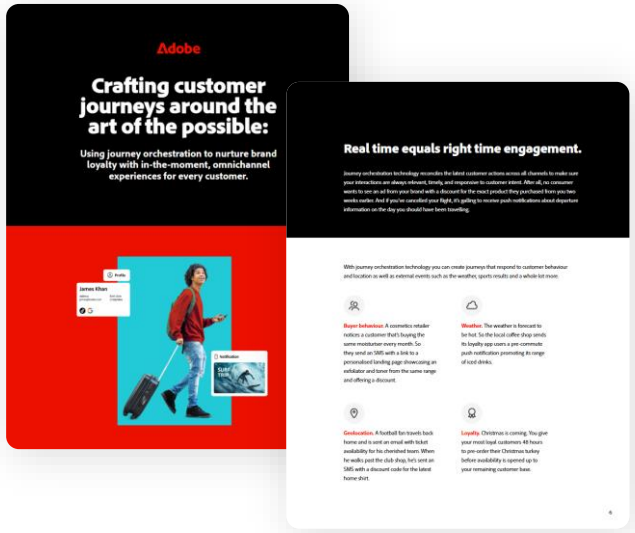
ADOBE X CONCENTRIC WHITEPAPER

Reimagining customer journey management



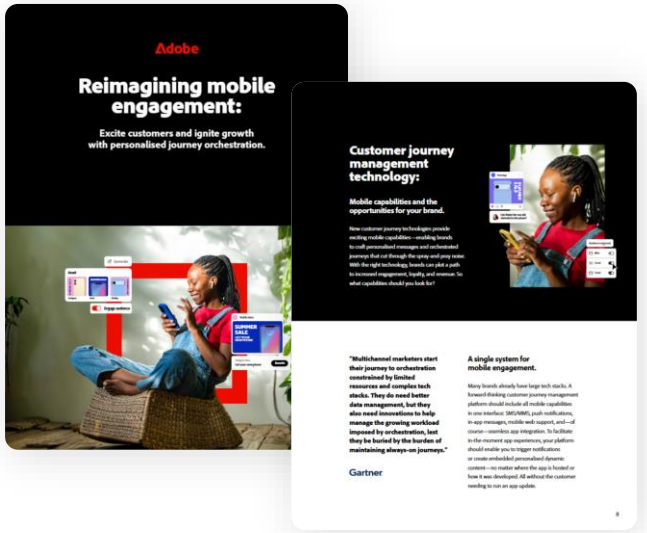
JOURNEYS EBOOK

Crafting customer journeys around the art of the possible



MOBILE EBOOK

Reimagining mobile engagement



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Q&A

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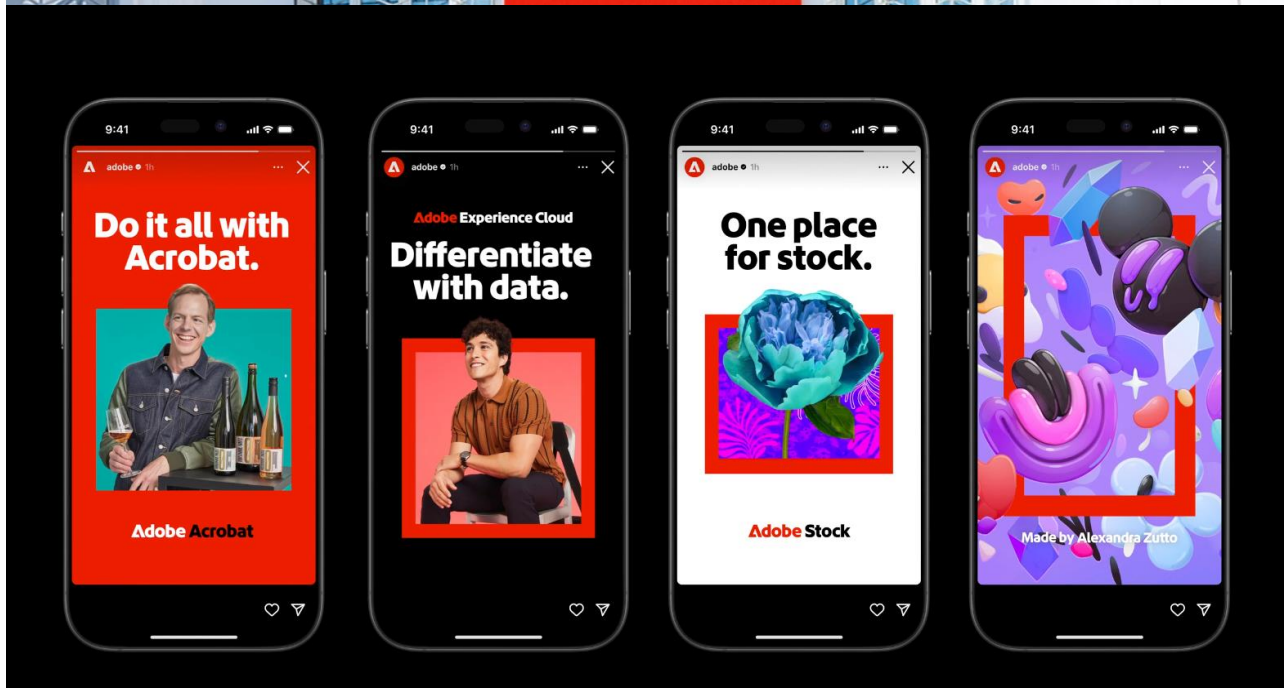
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Do it all with Acrobat.
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