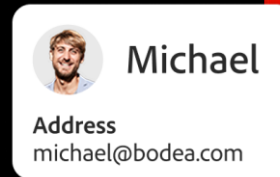





Putting Customers First: How to Leverage Adobe's Approach to Redefine Engagement Strategies




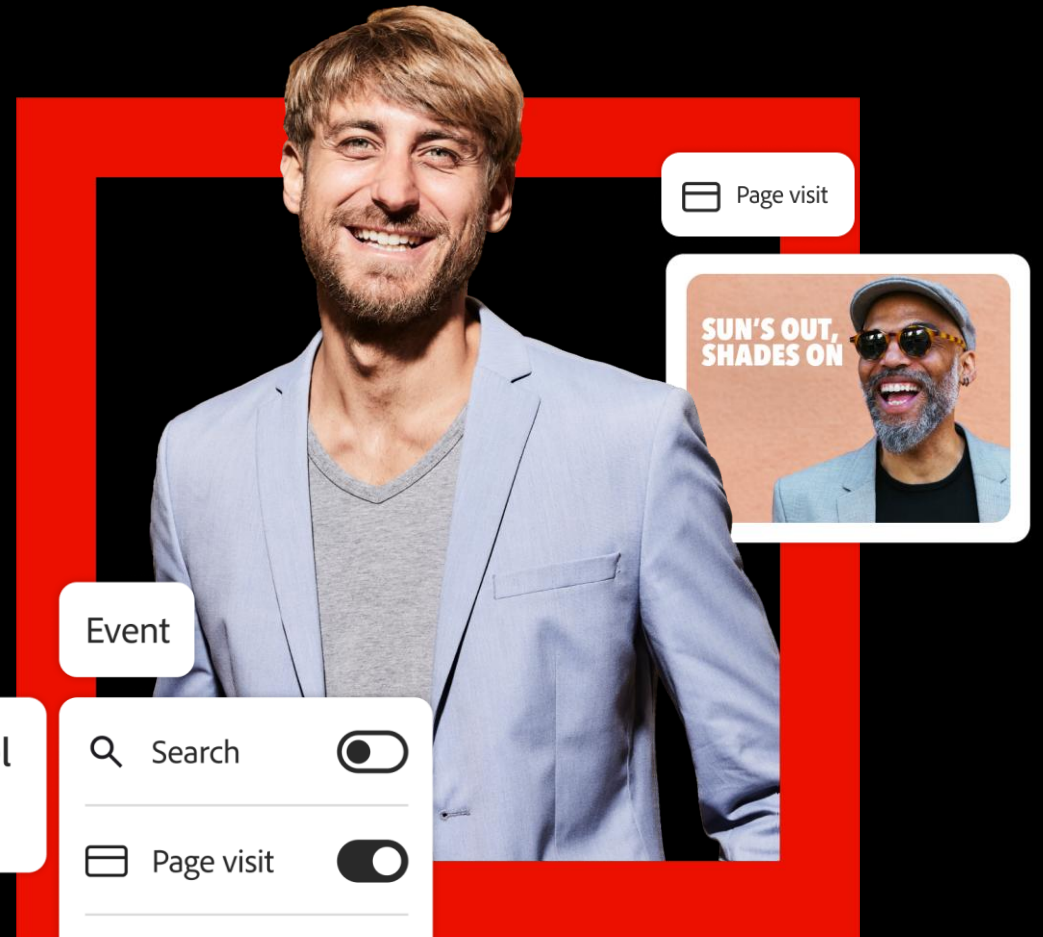
 **Michael**
Address
michael@bodea.com

Event

 Search

 Page visit

 Add to cart

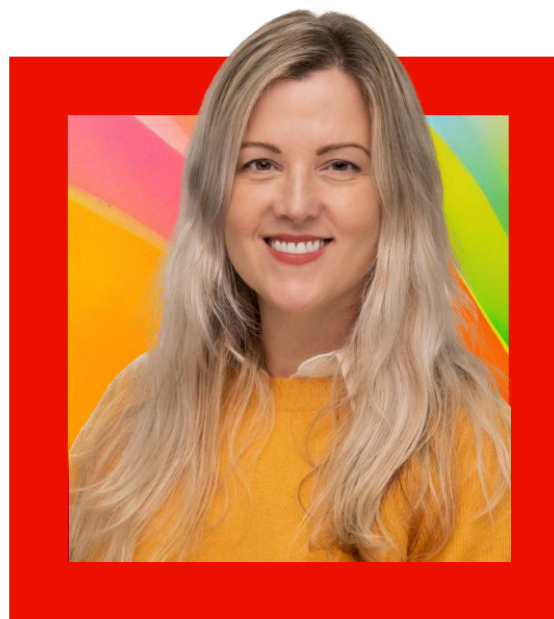


Our speakers



Vasanthi Holtcamp

Vice President of Engineering,
Adobe



Kristina Harrison

Senior Director,
Global Category GTM,
Adobe



David Ralston

Senior Director,
Customer Intelligence & Data,
Adobe

**Bridging the divide between
marketing strategies and
consumer expectations**

Adobe Creative Cloud



Customer engagement opportunity

10's M

Paid subscribers

>1B

Billion+ devices and hundreds of millions of active users

\$12B+

Creative Cloud Subscription Revenue

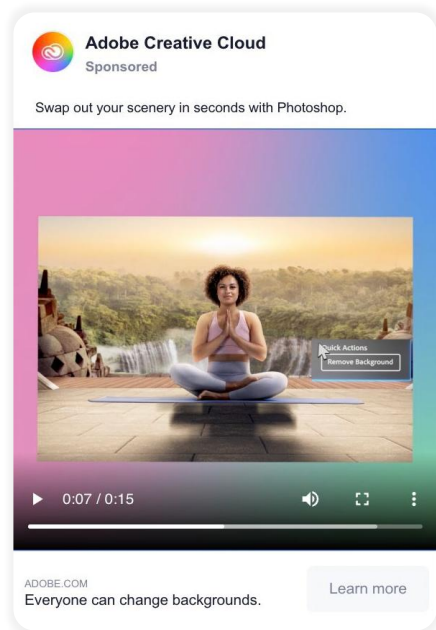
54

Apps/Surfaces across desktop, web and mobile

How we engage customers



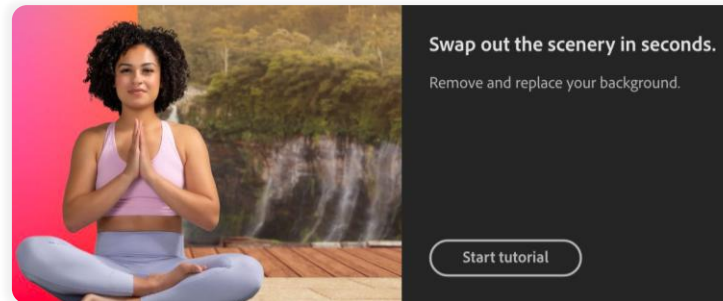
Marketing-led growth



Instagram post



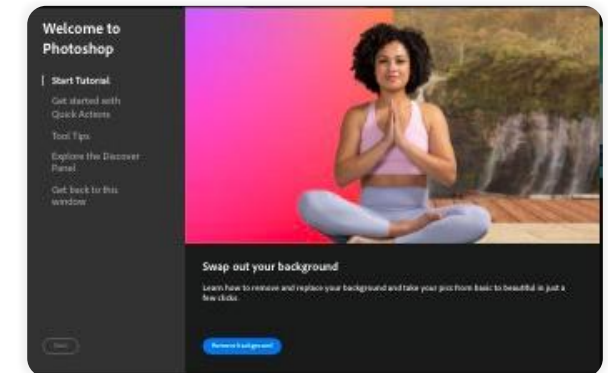
Sales-led growth



Adobe.com banner

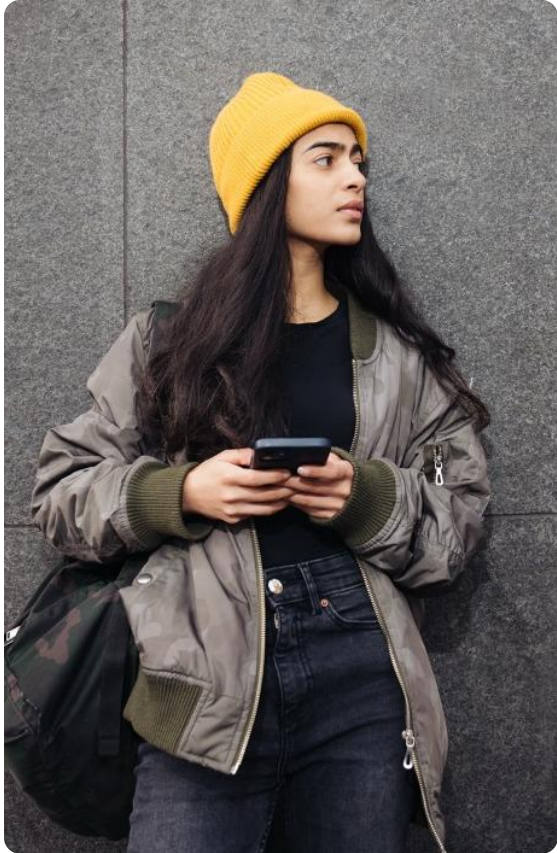


Product-led growth



In product "What's new"

Top challenges we faced



Inconsistent messaging



Muted impact



Decreased operational efficiency



Channel-specific optimization

Fragmented data landscape

Slow-moving data

Locally optimized solutions

Incomplete view of customer context

Multiple teams involved

Varying team priorities

The opportunity to deliver

Customer Experiences



In the moment



Where the customer is



Consistent messaging

✉ Complete your purchase in your cart

Type Single delivery

FELPS
Fiber solution for business

 **FELPS** 34m ago
David, enjoy 10% off your order when you complete your purchase.

FELPS
Fiber solution for business
10% OFF



Customer State Framework for Paid Subscriber Engagement

Level 1	Active									Dormant			Cancel				
	Existing paid subscriber with 1+ use in last 28 days <i>or</i> new user acquired in last 28 days									Existing paid subscriber acquired within past 28 days <i>or</i> earlier <i>and</i> has 0 use in last 28 days			Cancelled in the last 28 days				
Level 2	Onboarding			Increased Use		Sustain Use		Decrease in Use		Voluntary		Involuntary		Voluntary	Invol.		
	New user acquired in last 28 days (gross new subs), including trial			Current month usage increased		Current month usage is the same		Current month usage dropped compared to previous month		Non-involuntary group		Customer with login failure, crash, other tech issues in the past year		Customer self-cancelled	Payment failure prior to cancellation		
Level 3	Setup	Aha!	Habit	Skill Building	Engaged		Ready for More	Drop in Use	High Risk	Need More	High Risk	Temp. need	Regularly Dormant	Logged out	Crash or compatibility issue	Winback	Payment Failure
	App install	Key feature	Use req.	Visited HelpX Learn page	Consistent & diverse use		Top 2 deciles upgrade score	Month over month decrease	Top 10% churn	Top 30% SKU rank	Top churn score	Pause in use	Pattern of dormancy	Repeated login failure	Crash/ incompatible hardware	Self-cancel	Payment failure

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Dedication to people and process with our transformation

Adobe Customer Journey Analytics

Adobe Journey Optimizer

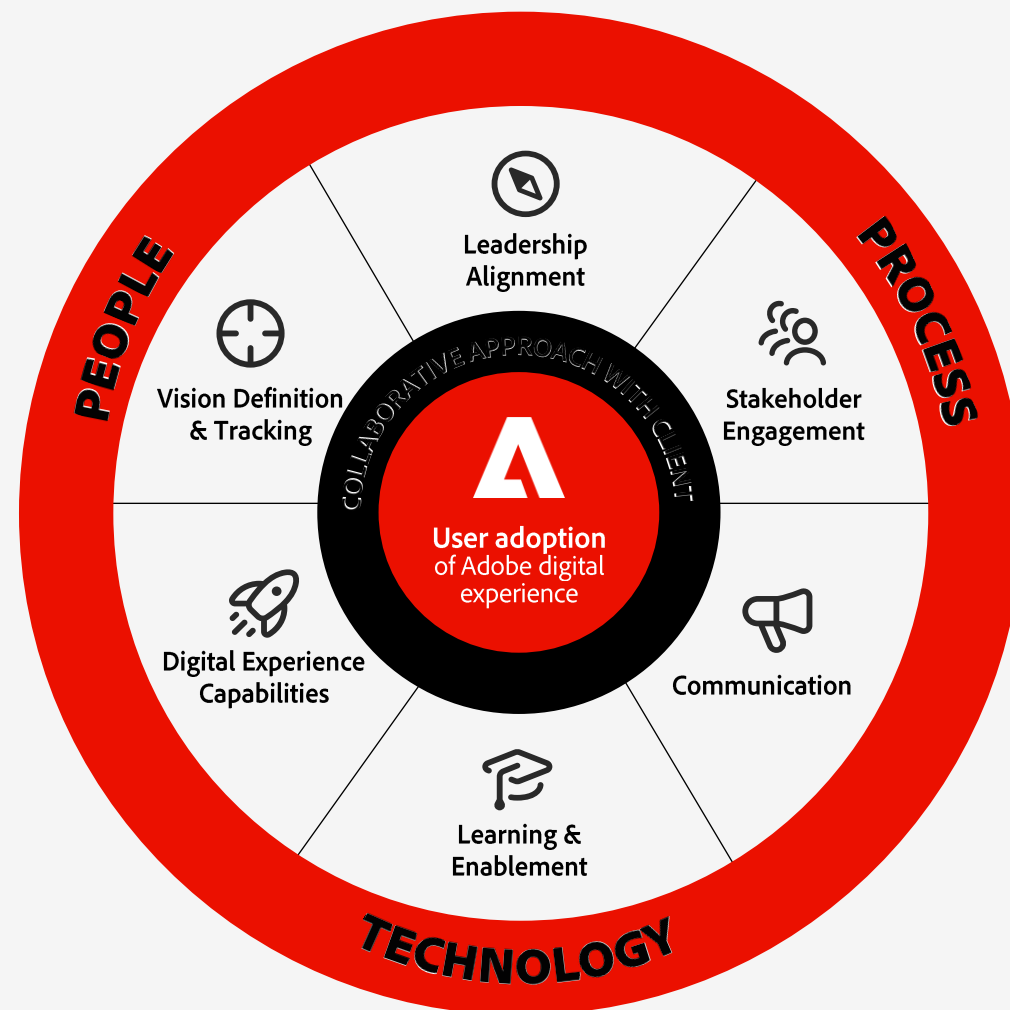
Adobe Real-Time CDP

Adobe Target

Adobe Experience Platform







Change Management Framework



Creative Cloud's AEP run & operate teams (before and after)

Teams involved

 App Teams (many)	Analyst(s)	Growth Marketer(s)	App Developer(s)	QA
 Dept Data Team (x3)	Data Engineering	Data Science	AJO & CJA Experts	
 BU Core Data Team (x1)	Data Engineering	Data Science	Data Product Management	
 IT (x1)	Data Operations	24/7 Support	IT Governance	

Key takeaways

Evolve one-time value to lifetime value with customer-centric engagement



Put the customer at the center of all engagement efforts

Foster long-term customer relationships by shifting from campaign-centric to customer-centric engagement, optimizing for lifetime value and loyalty across technology, people, and process.



Unify customer engagement applications

Adobe Experience Platform brings together customer data, insights, orchestration, and omnichannel delivery to connect functional and organizational silos and deliver more connected and consistent customer experiences.



Infuse intelligence across all use cases

Improved practitioner experience and productivity with GenAI and AI/ML infused throughout use-case workflows to accelerate time to market and optimize customer engagement.



Q&A

Related Content

Adobe 2025 AI and Digital Trends report:

<https://business.adobe.com/resources/digital-trends-report.html>

Coca Cola personalizes experiences on a global scale:

<https://business.adobe.com/customer-success-stories/coca-cola-case-study-personalization.html>

Adobe Solution delivered a 431% ROI:

<https://business.adobe.com/resources/reports/total-economic-impact-rtcdp-ajo-cja.html>

Adobe