

— BEST OF —
Adobe SUMMIT

Adobe Experience Platform Highlights: Personalization at scale

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OTTO



Next-Gen Customer Experience Management

Data Insights

Client saw:

71%

CTR improvement

from offer measurement
& optimization

Audience Management

Client saw:

3x

engagement lift

in email campaigns

Customer Journeys

Client delivered:

1B

personalized experiences

every day

Content

Client saw:

40x

faster creation

of web content



**Experience
Platform**

Shared Services

Governance & Privacy

Real-Time Customer Profile

Data Collection & Query

AI/ML

Client saw **50%** reduction in efforts to fulfill privacy requests

Client moved from **72-hour** data refresh cycle to **14 seconds**

Client created **2,900** attribute schema for superior insights

Client saw just **20ms** latency from data collection to activation

What Exactly Is Personalization at Scale?

Personalization is delivering a customized experience to the right customer on the right channel.



Personalization at Scale is being able to do that for *every* customer on *every* channel in real time.





Adobe **SUMMIT**

Customer Journey Management: From Campaigns to Moments

Marco Gruppo

Solution Consultant

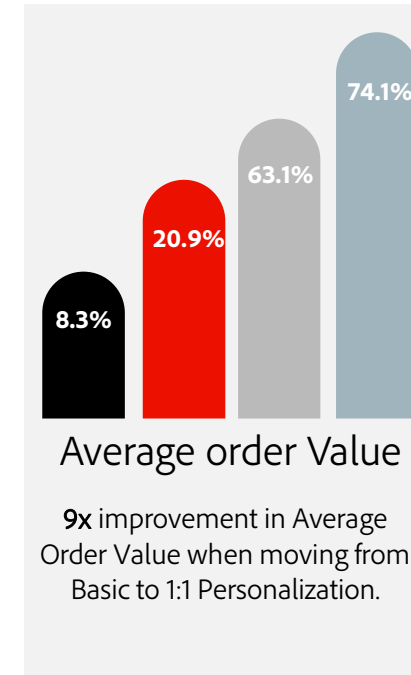
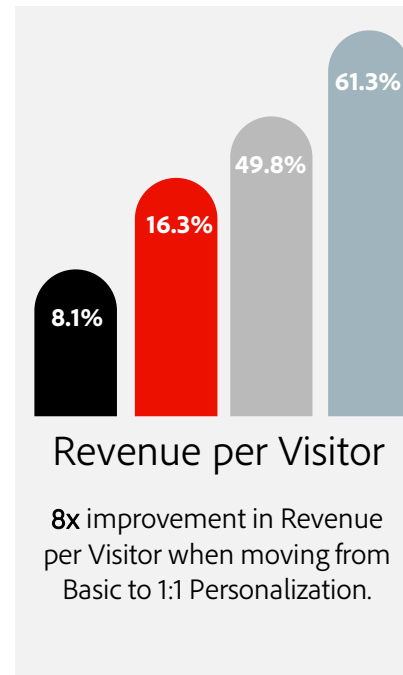
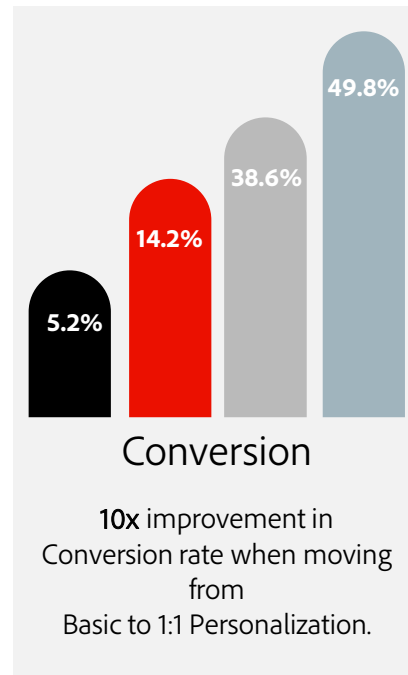


Personalization Drives Business Results

"Personalization drives performance and better customer outcomes. Companies that grow faster drive 40 percent more of their revenue from personalization than their slower-growing counterparts."

- McKinsey, Nov 2021

The companies that are scaling 1:1 personalization are recognizing massive gains in key business metrics.



- Basic Personalization
- Segment-based Personalization
- Microsegment based Personalization
- One to One Personalization



“As Marketing and CX align, Martech Must shift from Campaigns To Moments.”

The Evolution of Marketing & Customer Journeys



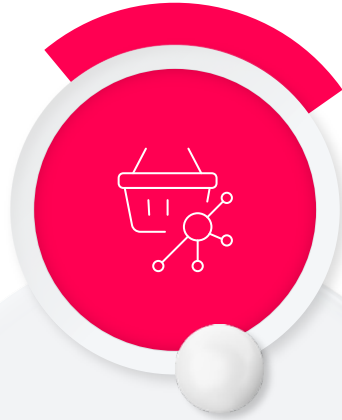
Channel-focused Messages

Outbound only

Targeting the entire customer/subscriber base

Basic personalization

Channel-focused marketing teams



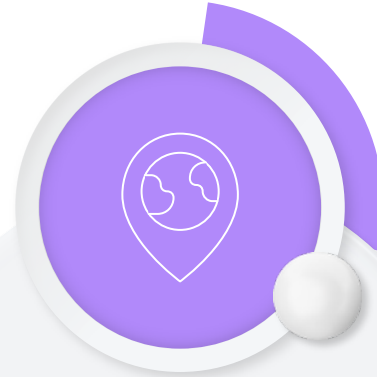
Cross-Channel Marketing

Outbound with Inbound behaviour (web/app)

Targeting segments

Personalization based on basic profiles

Marketing teams divided into lifecycle stages



End-to-End Journeys

Seamless engagement

Conversational

Targeting the individual

Contextual personalization

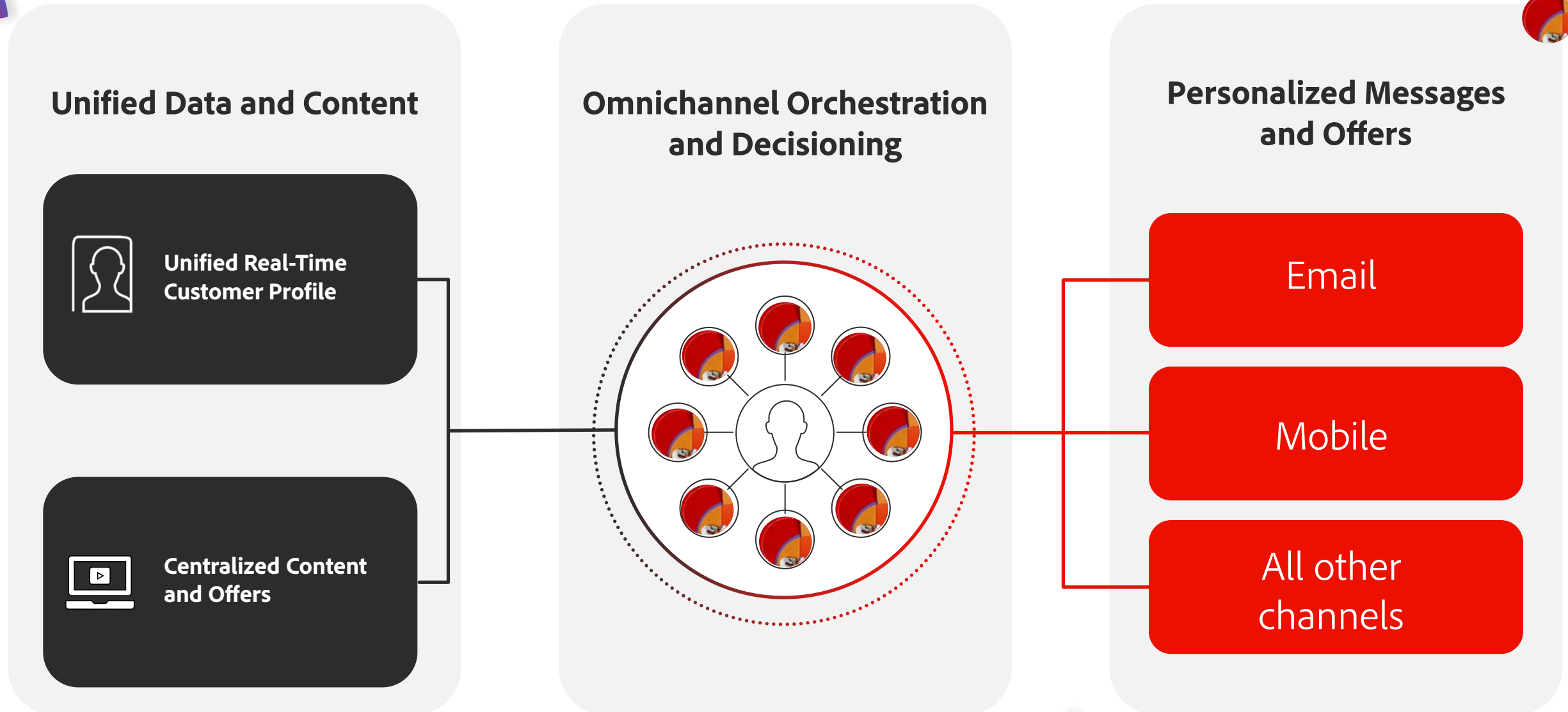
CX-mandate across the entire organization

End-to-end journey teams

How to Achieve Personalization at Scale?



The ideal solution combines unified data & content with omnichannel orchestration to be able to personalize messages and offers on any channel



Top 3 actions to unleash all your power



Orchestration Agility

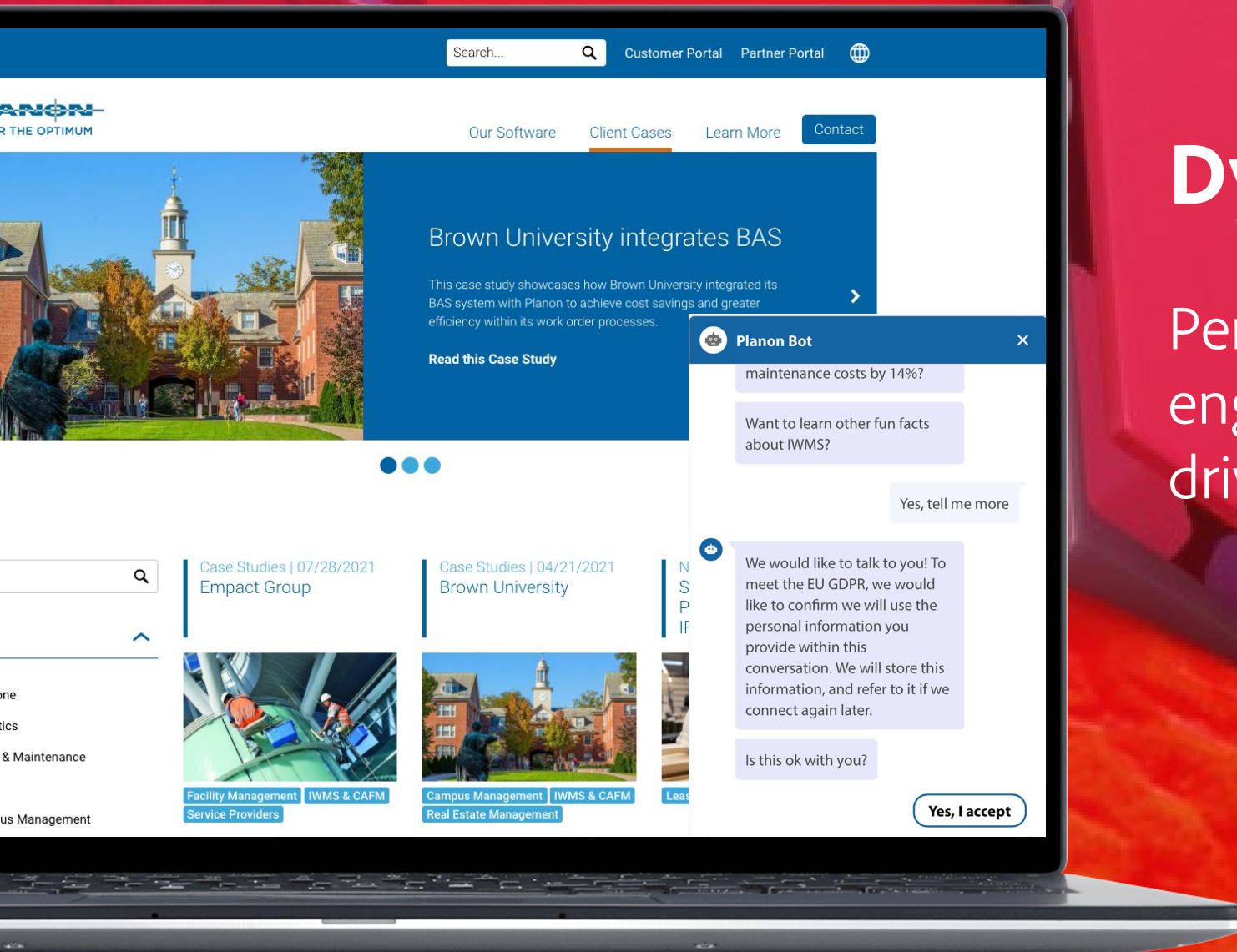


Deep Engagement



Experience Optimization



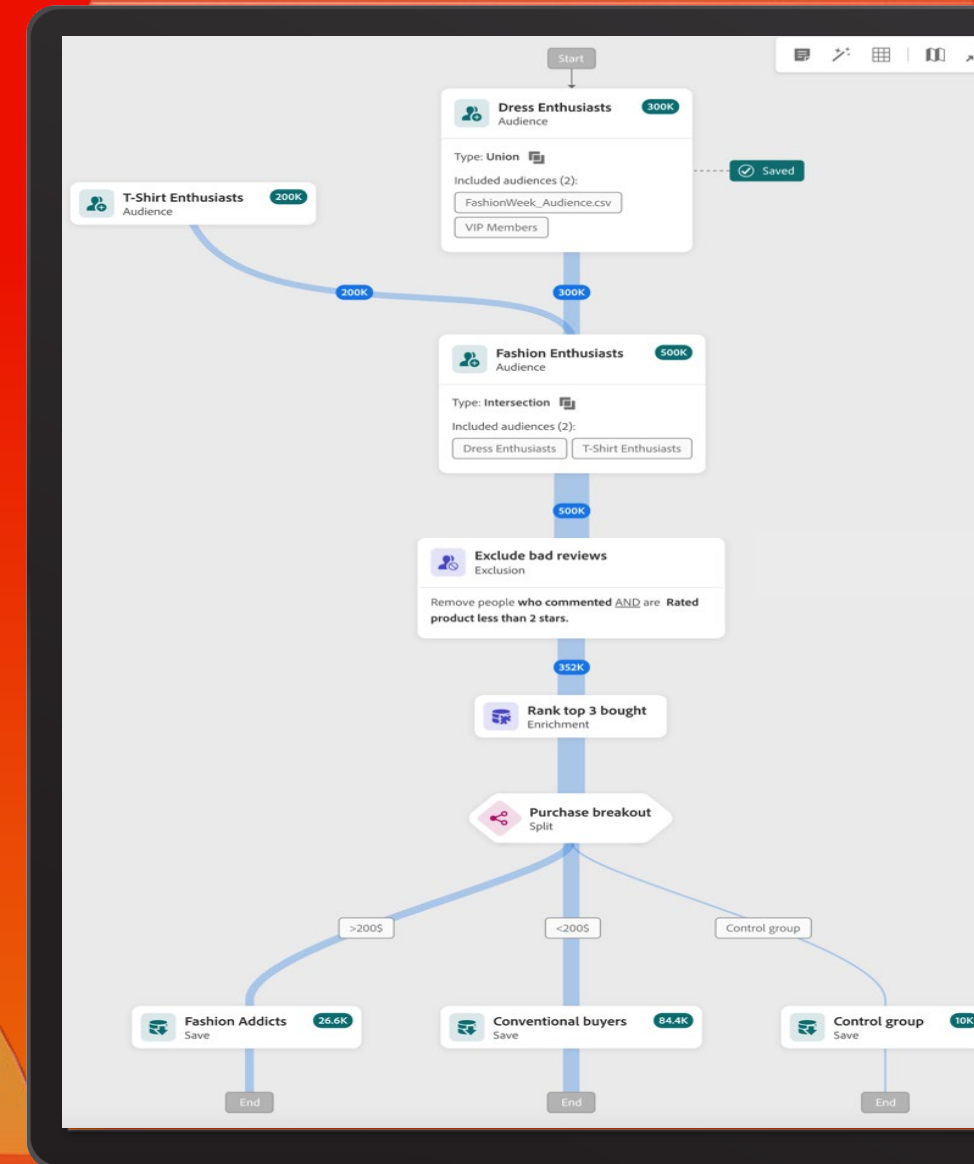


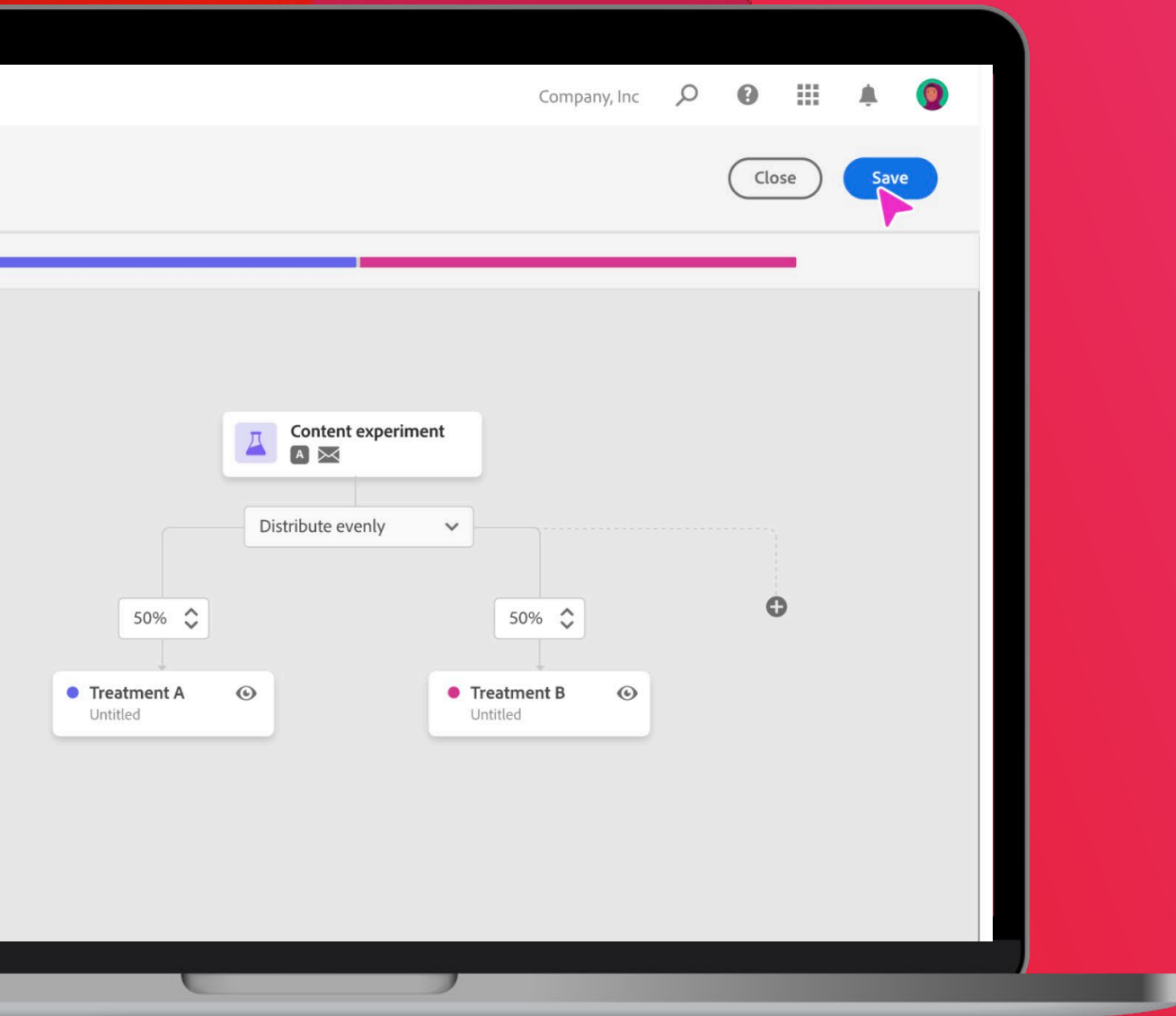
Dynamic Chat

Personalized conversations that engage website visitors and drive sales meetings

Audience Portal

More powerful data management
and enhanced segmentation





New Experience Optimization Features

Intelligent ranking service, content experimentation, and more

Business Impact

1

Orchestration Agility

New and improved ways to orchestrate cross-channel experiences across chat, sales engagement, and more

Omnichannel marketing is not just a buzzword

2

Deep Engagement

Audience Portal & more advanced audience orchestration

1:1 personalization in real time at scale

3

Experience Optimization

Content experimentation, intelligent ranking service, and reporting dashboards

Timely and automated personalized customer experiences

