

Experience-Led Growth in B2B industries

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B2B Industries

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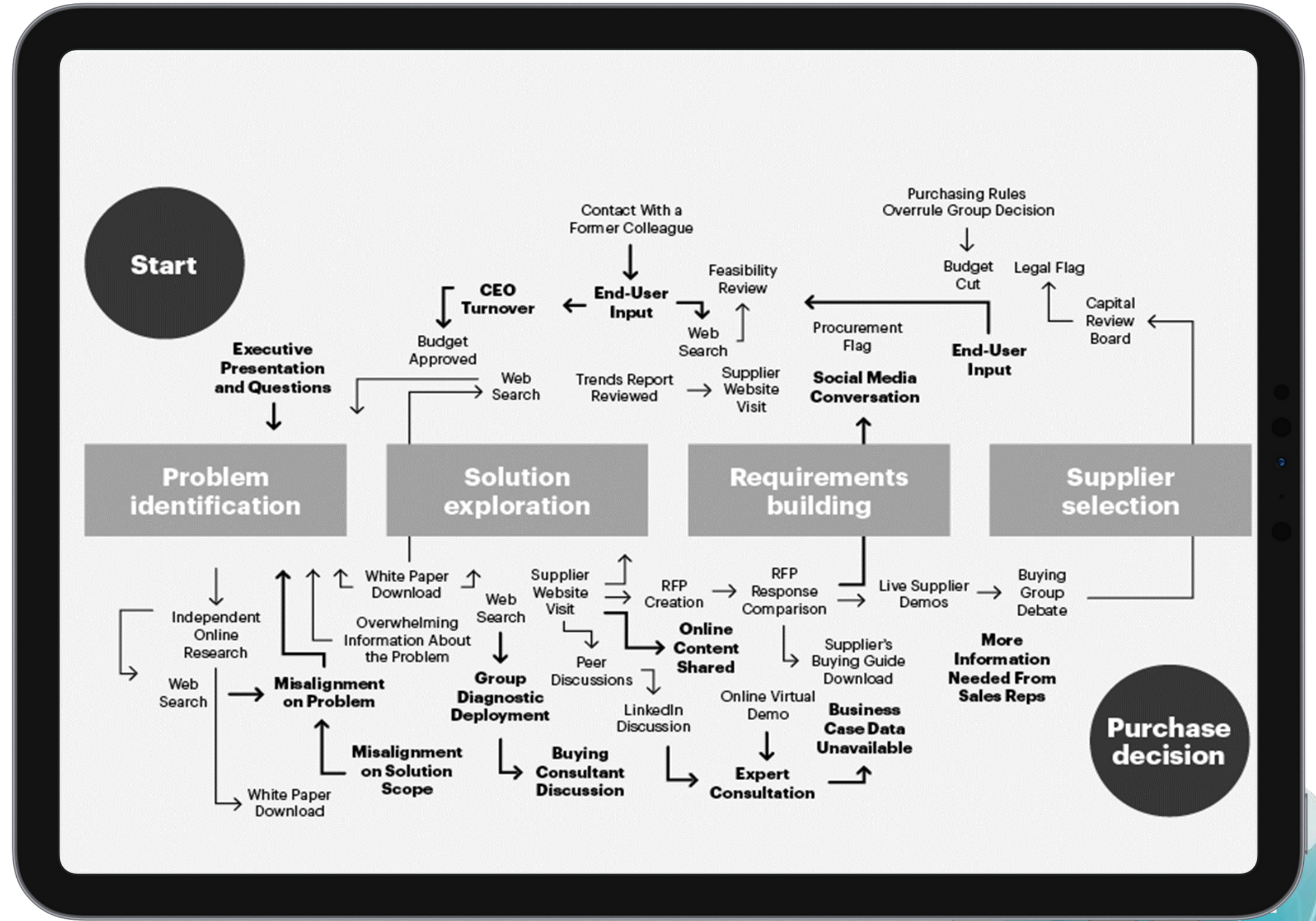


B2B buying journeys are more complex than ever

Average number of...

10 Channels Engaged **11** Decision Makers **37** Interactions per Buying Group

18-month average deal cycle



Buyers don't care about your marketing & sales process

84%

of B2B customers say, “a good customer experience is a personalised experience.”¹

70%

of buyer's rank “relevant content that speaks directly to our company” as “very important.”²

80%

of B2B sales interactions between suppliers and buyers will occur in digital channels by **2025**.⁴

B2B leaders blend Sales & Marketing at every touchpoint: Those who personalise see up to 15% in revenue increase⁶.

We see common challenges across B2B -



Legacy Tech Stack

High maintenance & integration costs
Limited AI/ML
Unable to address changing needs



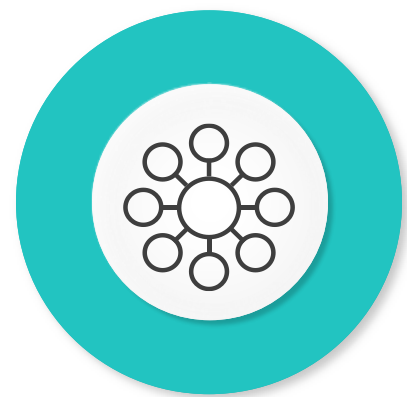
Siloed Data & Insights

Sales data locked in fragmented CRMs
Acting on insights is costly & manual
Sales doesn't see or trust Marketing's impact



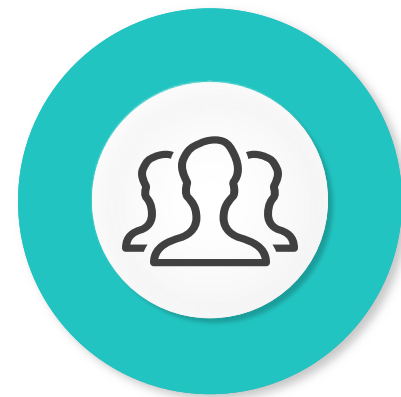
Lack of Self-Service

Frustrated customers
Poor account detection/matching
Overburdened success/services teams



Cross-Functional Conflict

Poor marketing to sales handoff
Hard to operationalize Account-Based
Unable to analyze & optimize journeys



Slow Content Velocity

Slow content development & delivery
Costly to scale channels/languages
Disconnected workflows & processes



Governance & Regulation

Fines from non-compliance & breaches
Reduced customer trust
Unable to enforce data usage policies

- And many opportunities across B2B industries

What's on our customers' minds:

**Industrial
Manufacturing**

High Tech & Software

Professional Services

How to pivot from machine to service selling using sophisticated L2C & self-serve capabilities?

How to better target and engage key SMBs / Enterprise accounts with AI as an accelerator?

How to hyper-personalise using a modern content supply chain with AI driven attribution?

Our B2B customers have clear priorities in mind for 2025

Our recent research with our Partner eConsultancy has highlighted some key areas of priority for B2B (Manufacturing and High Tech) companies in Europe.

Over 500 companies have been interviewed for the research.

Data foundation

Data foundation is a critical steppingstone to unlock personalisation at drive value from digital

Data insights

The ability to generate insights from content & touchpoints is one of B2B companies' greatest challenges

Content & Personalisation

Leverage content & insights to increase in sophistication with personalisation

AI & Gen AI

Innovate with AI & Gen AI to drive efficiencies and simplify core B2B processes like L2C.

Data, data, data ...

B2B companies divide broadly into two equal camps – those who have a modern Customer Data Systems in place, and those don't. Market Leaders are more than twice as likely to have rapid data insights than Followers (63% vs. 30%).

As a result, many B2B companies struggle to generate analytics and insights, and have made it a priority to drive growth in 2025.

52%

Only 52% of practitioners say their Customer Data System is effective at providing consistent data across all touchpoints; the rest are held back by their systems

52%

of respondents quote analytics as #1 challenges: Poor visibility of content/campaign performance and understanding of content's impact on revenue

47%

of respondents quote organisational alignment & silos as one of the other primary barriers to data democratisation and insights.

Collaboration between Marketing & IT (& the business) will be key to success

IT & Marketing have slightly different priorities but agree on the importance of Insights and AI / Gen AI. As always, the alignment between IT and marketing on data and AI integration shows just how foundational these will be for growth. B2B organisations will need to ensure that initiatives around data and AI are not taking place in siloes.

IT & Tech



■ Gen AI
53%

■ Insights
51%

■ Modernisation
44%

Marketing



■ Omnichannel Journeys
53%

■ Content
50%

■ Insights
45%

Top 3 AI priorities for B2B

B2B are setting the pace when it comes to AI adoption

35% of B2B have widely adopted AI vs. 23% in other industries. AI has proven game changing in the content space (>75% use cases), where B2B have used AI as a skill booster for marketers.

60%

Data analytics (e.g., reports, analytics, visualizations)

50%

Metadata enhancement (e.g., tagging assets, enriching alt text, optimizing SEO)

49%

Marketing code (e.g., website, apps, email design)

So how can Adobe help?

AI-Driven Intelligence

Marketing and Sales teams gain actionable insights for effective cross-sell, upsell, or renewal



AI-Powered Content

Personalized content powered by GenAI to progress customer journeys



Experience-Led Growth

Hyper-focus on customer experience



Omni-Channel Activation

AI-assisted and automated engagement across channels that is personalized for buyers

The foundation of experience-led growth

We enable **Experience-Led** growth

#1 Maximize New Customer Acquisition, Cross-Sell & Upsell

#2 Increase Brand Awareness & Market Reach

#3 Transform Operations & Drive Efficiencies

Our C-Suite Imperatives, supported by 1,000+ use cases



Data Foundations & Customers Activation in Real Time



Accelerate and Scale Creative & Content with AI



Streamline marketing operations



Increase Agility & Scale Digital Globally



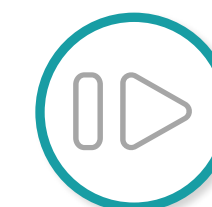
Automate E2E Journeys for buying groups



Digitally Empower Marketing & Sales



Scalable Self-Service & Fulfilment platform

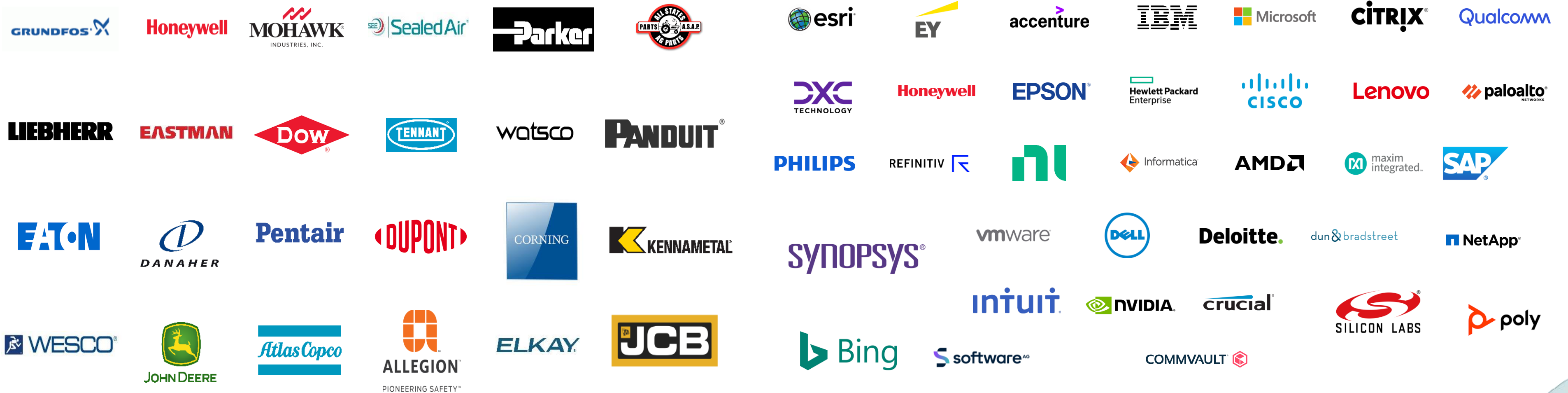


E-Commerce & Marketplace



Renewable Energy Manufacturing (Europe)

Leading brands partner with Adobe to drive **Experience-Led Growth.**



To summarise...

1

Work out what personalisation means in the context of your B2B industry, and how do you need to combine Data, Content & Journeys to drive value

2

Explore how AI & Gen AI can deliver benefits of growth & efficiencies across your customer journeys and operations

3

Tech is only one part of the answer – It is critical to change teams' ways of working, governance and measures to make the most of your investment in Experience Tech

