

Adobe Experience Cloud and Customer Experience Management

The single most important factor that defines your brand is how you manage the customer experience. But achieving a masterful performance across multiple channels is no easy feat.

To keep pace with increasing customer expectations and drive business growth, you need to manage your customers' experiences from beginning to end. You need real-time customer insights, connected to solutions that deliver those experiences immediately.

Adobe Experience Cloud is a collection of best-in-class solutions for marketing, analytics, advertising, and commerce. All integrated on Adobe Experience Platform, along with service, support, and an open ecosystem — so you can deliver amazing customer experiences.

Adobe enables Customer Experience Management by mastering two foundational pillars —Data, and Content.

Data and Content—Foundational Pillars

First, you have to harness the BIG DATA being generated from internal and external sources and make that data actionable, in real-time. Important pieces of this data will come from internal systems such as CRM or ERP, and various other systems.

But the vast majority of the data will come from the interactions you have with customers on digital channels – this is behavioral or INTERACTION data and it is 100X greater than internal data, and because it's telling you what's happening in real time, it is how you can predict and drive your business, not just report on it.

Properly leveraging this data is how you build a single, Unified Profile of your customer.

The second pillar is CONTENT. Harnessing the vast amount of content needed to personalize and deliver great experiences. Content can be images, video, text, and so forth. This is not trivial. Just personalizing a single web page with 3 elements for 1000 visitors means you're already generating 1 Million different combinations.

Data and Content have to be the foundation of your customer experience management approach. That's why you need Adobe Experience Cloud built on Adobe Experience Platform.

"Our personalization strategy has shown us that students who were served a personalized page, versus a generic page, were approximately 100% more likely to go through to the next part of that journey."

-VP, People and Advancement

"Our ambition is to become a student-centered and experience-led institution. Our legacy technologies were anchored in a very different perspective developed by administrators, for administrators, and to their benefit."

-VP, People and Advancement



Adobe Experience Cloud

Adobe Experience Cloud allows companies to develop customer experiences holistically - from content creation to experience design and personalization through measurement, delivery (across screens and devices, online and offline), and commerce, across B2B and B2C enterprises.



Adobe Marketing Cloud



Adobe Analytics Cloud



Adobe Advertising Cloud



Adobe Commerce Cloud



Adobe Experience Platform

Adobe Experience Platform is the first purpose-built customer experience management platform. With real-time customer profiles, continuous intelligence, open and extensible architecture, and more, Adobe Experience Platform makes delivering personalized customer experiences at scale a reality.



Adobe Analytics Cloud

Adobe Analytics Cloud gives you the ability to understand all of your experience-centric data and extract Insights and do Segmentation. These insights are then democratized across your organization and used to predict business and be the common source of truth for targeting and performance measurement.



Adobe Analytics



Adobe Audience Manager



Adobe Advertising Cloud

Adobe Advertising Cloud helps you with building brand, creating awareness, and acquiring customers. Ad Cloud is the only independent ad platform that unifies and automates all media, screens, data, and creativity at scale.

• Demand-Side Platform • Search Marketing Management • TV Advertising • Creative Management



Adobe Marketing Cloud

Adobe Marketing Cloud, which now includes Marketo Engagement Platform, allows you to manage, personalize, optimize, and orchestrate cross-channel campaigns across B2B and B2C use cases.



Adobe Experience Manager



Adobe Campaign



Marketo Engage



Adobe Target



Adobe Commerce Cloud

Adobe Commerce Cloud turns every shoppable moment into an unforgettable experience. You can fine-tune every aspect of the shopping experience — from personalizing content to enabling omnichannel fulfillment — in Adobe Commerce Cloud.



Intelligence—Adobe Sensei

CXM is something humans can design and structure, but machines have to do the heavy lifting – You need Artificial Intelligence and Machine learning to make this possible at scale.

Within Adobe Experience Cloud, Adobe Sensei's machine learning crunches the numbers, helps you see how your customers behave, uses those insights to serve relevant and personalized experiences, and anticipates what they'll want next. You'll discover new look-alike audiences to approach and use predictive modeling to help you make better decisions.



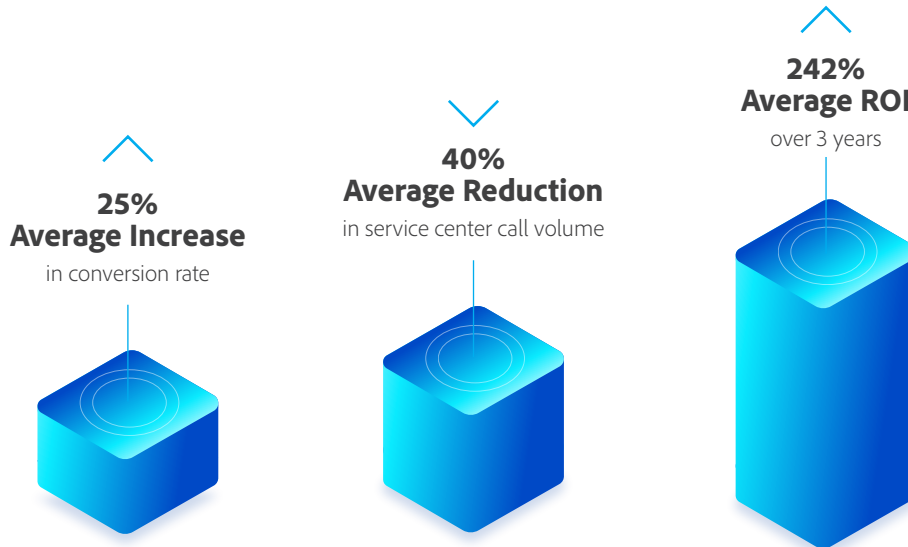
Adobe Ecosystem— Partners, Developers, Extensibility

Any CXM Platform must be open and extensible, for integration into your internal systems as well connecting you to a robust partner community. Adobe has over 5,000 ISVs, Agencies, and System Integrators, and more than 350,000 developers in its ecosystem.



Business Impact—ROI and Productivity

Experience Cloud drives business results. Forrester Consulting recently conducted a commissioned study on behalf of Adobe for a set of customers across industries and geographies that have invested in Adobe Experience Cloud and the results show amazing business impact.



The Bottom Line

1. The digital transformation wave we're in right now is about the Experience your customers have with your brand, because for them, those experiences ARE your brand.
2. Customer Experience Management, powered by Adobe Experience Cloud, delivers actual, measurable, tangible Business Impact.

Adobe Experience Cloud is the clear choice for designing and delivering personalized experiences that drive business results. The Adobe Experience Cloud built on Adobe Experience Platform helps every business become an Experience Business by making it possible to make, manage, measure, mobilize and monetize those experiences – all from one integrated cloud.

"This year we saw a 50% reduction in call volumes for complaints or questions about how to get to the next stage of the enrollment process. What this enables us to do is deploy more agents for outbound activity."

-VP, People and Advancement

"Our conversion rates have improved dramatically ... we went from fewer than 1% of new contacts converting to an MQL and now we're at 8%. Our conversion rate from MQL to SQL went from less than 1% to 10%."

-Director, marketing and communications

"For us, the most direct measurable impact has been our web traffic. In the 18 months since moving to Adobe, we're up more than 30% on our site traffic."

-Director, marketing and communications

Have more questions?
<https://www.adobe.com/experience-cloud.html>

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