



Microsoft

# Delivering the ultimate customer experience

The complete solution for providing engaging and personalized engagement at every stage of the buyer journey to drive growth.

## ***Challenges in building effective customer experiences:***

- Buyer expectations are on the rise
- Fragmented data prohibits meaningful insights
- Misaligned teams lead to lack of personalization
- Outdated processes decrease campaign velocity

Bad experience is driving customers away—fast. Give customers a great experience and they'll pay a premium, buy more, and be more loyal. That's what every company strives for. So what truly makes for a good experience? Creating real connections by making technology feel more human and giving employees what they need to create better, more personal customer engagements.

- **80% of B2B buyers** now expect the same buying experience as B2C customers
- **86% of B2B CMOs** consider customer experience very important, but **57%** report only marginal CX performance
- **94% of B2B companies** struggle to consistently connect customer interactions throughout the entire journey

IBM, 2019  
Accenture, 2018  
Forrester, 2019

## What does it take to achieve this?

### Understand your customers

Gain a deeper understanding of your customer needs and behaviors to deliver personalized, account-based experiences at scale

### Align across marketing, sales & service

Leverage holistic customer data across all lines of business to support end-to-end customer journeys and enable more productive sales engagements with shorter sales cycles

### Measure impact and grow revenue

Empower better selling with predictive lead scoring and AI-driven insights on next best action and sales forecasts; better attribute the impact of marketing and sales engagements

# Driving business through experiences.

With the combined power of Microsoft Dynamics 365 and Marketo Engage, enable exceptional account-based experiences across the buyer journey to drive growth.

## Drive exceptional personalized experiences using AI

Better understand customers and deliver **consistent experiences** across channels; **unify marketing, sales, and service data** to gain a shared view of all customer activities

**Personalize your outreach** and present best fit offers and actions at scale by building enriched account segments and new cohorts leveraging AI

**Improve engagement** by focusing on high-value accounts, **discovering new contacts** and automating **targeted LinkedIn campaigns**

## Engage together at every stage of the customer journey

**Enhance the productivity and speed** of marketing, sales, and service teams with **integrated applications**

Jointly plan complex buyer journeys and **ABM campaigns**; **increase win rates** and connect sellers with multiple buying committee members

Enable smarter selling with **AI-driven seller guidance**, improve engagement with **prioritized leads**, and **deep buyer insights**

## Optimize marketing performance & sales impact to grow revenue

**Align sales, marketing, and service** by tracking real-time **revenue attribution** across digital and offline channels to continually **optimize engagements**

**Optimize ad spend** by creating targeted audiences and leverage **social selling**; **identify and analyze impact** of your LinkedIn spend through Bizible integration

Maximize revenue opportunities with **predictive lead and opportunity scoring**, with actionable **seller insights** on pipeline and sales forecast

Adobe and Microsoft empower organizations to engage intelligently at every stage of the buyer journey, powering end-to-end, account-based experiences that drive growth and deliver impact.

Learn more: <https://www.adobe.com/enterprise/microsoft-partnership.html>

