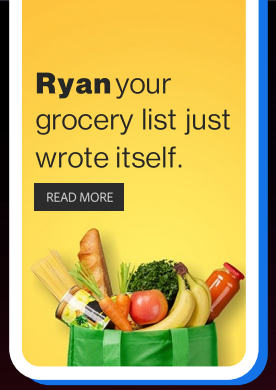
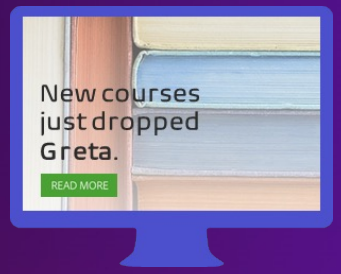
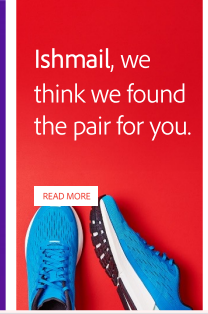
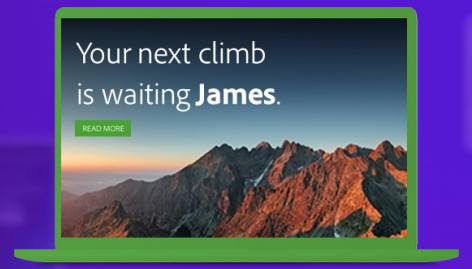
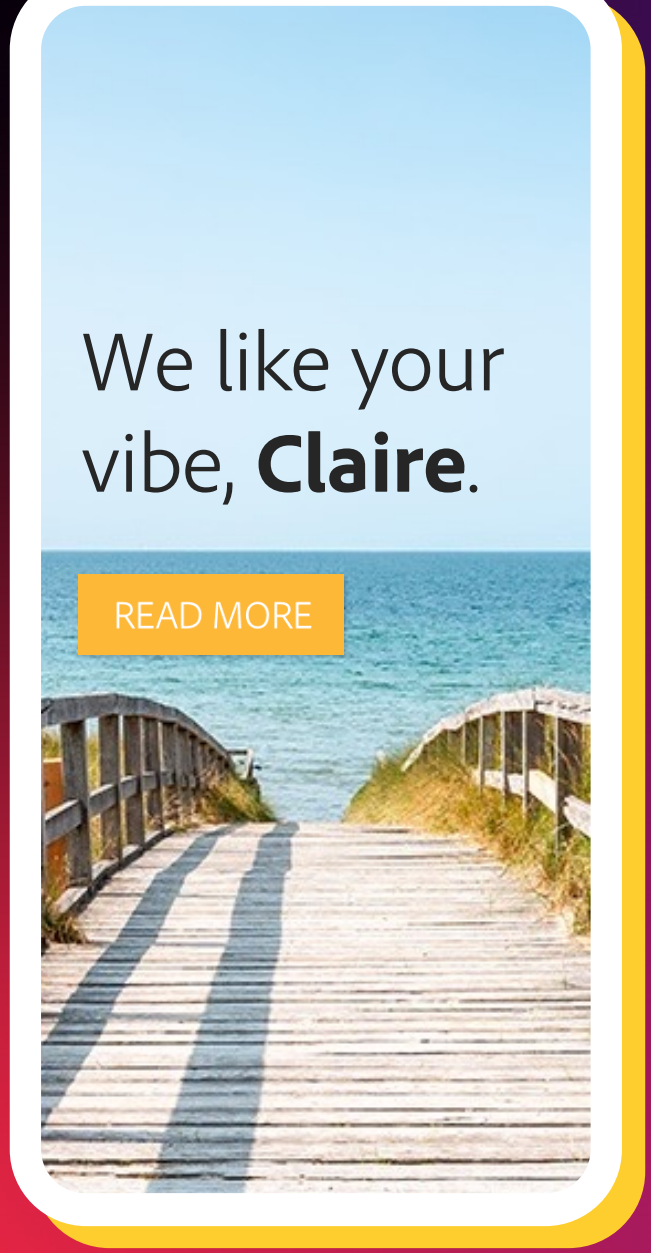
Adobe Experience Cloud

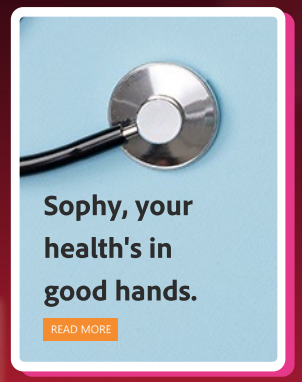


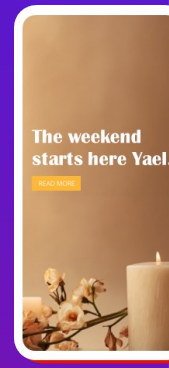


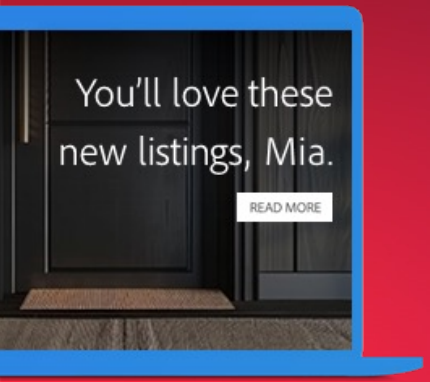






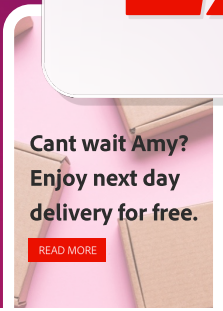


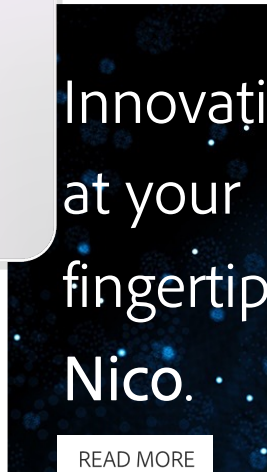




Changing the world through

Personalized Digital Experiences





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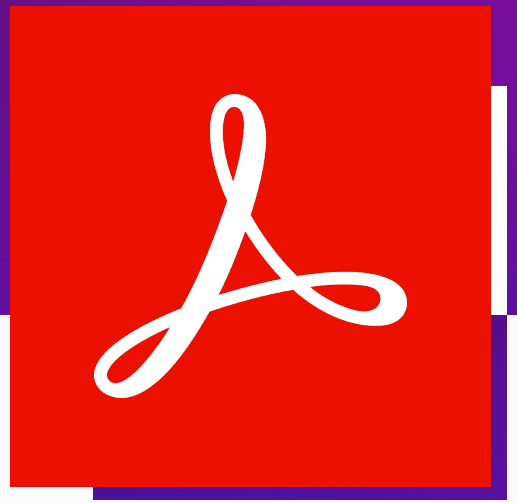
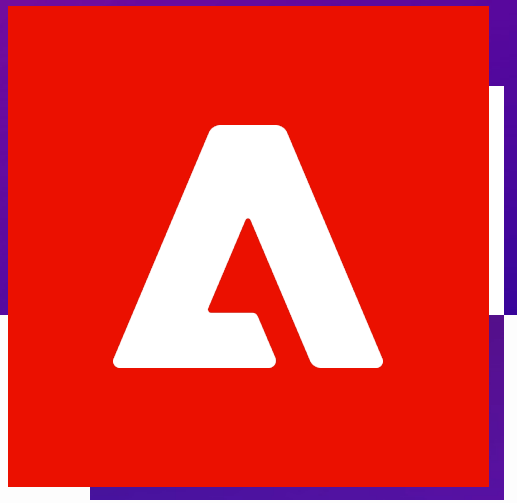
Adobe
Creative Cloud



Adobe
Document Cloud



Adobe
Experience Cloud

Adobe

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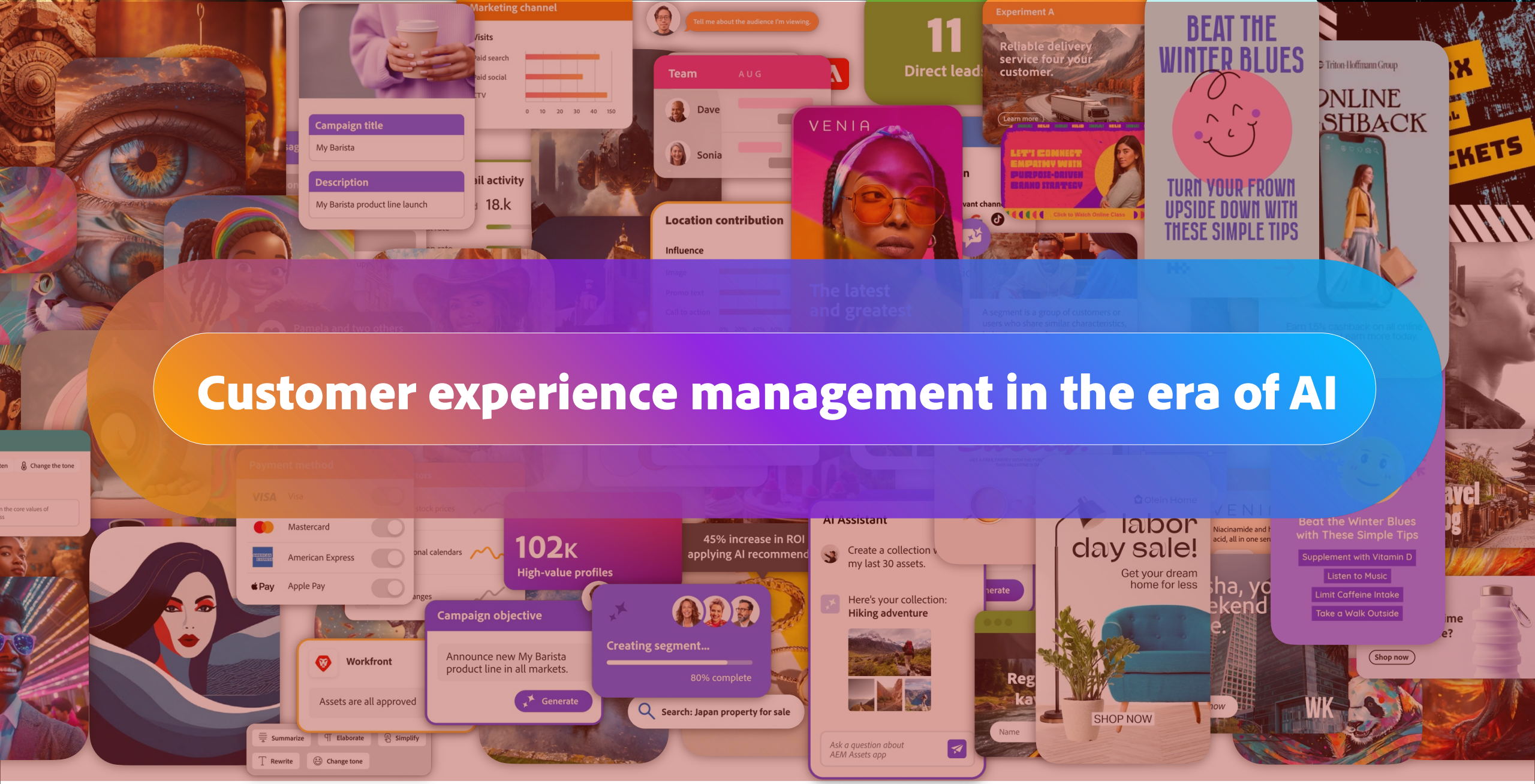

Customer experience management in the era of AI

Adobe

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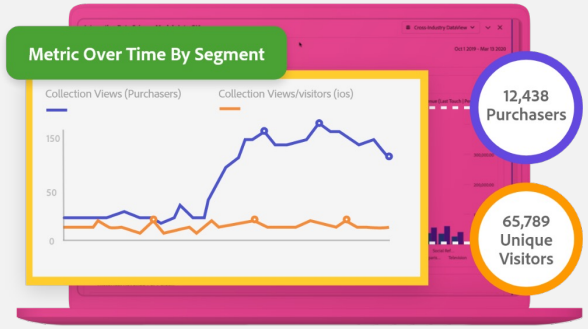
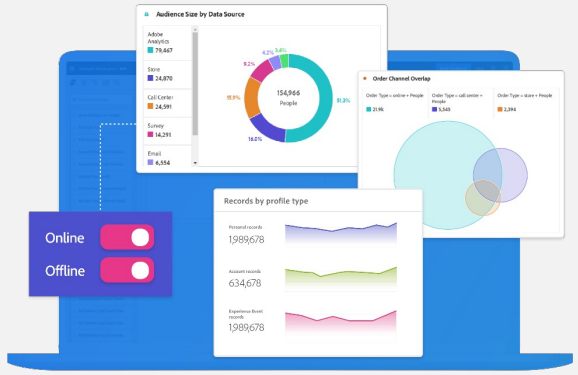
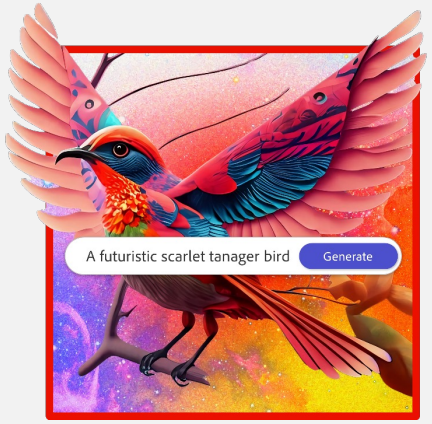
We have been building our AI foundation for over a decade







Natively Integrated AI

AI features that work within Experience Cloud applications

AI-as-a-Service

Shared AI services across Experience Cloud applications

Sensei GenAI

GenAI services powering a co-pilot for marketers and other customer experience teams

Adobe Firefly

Adobe's new family of creative generative AI models to generate visual content

Adobe

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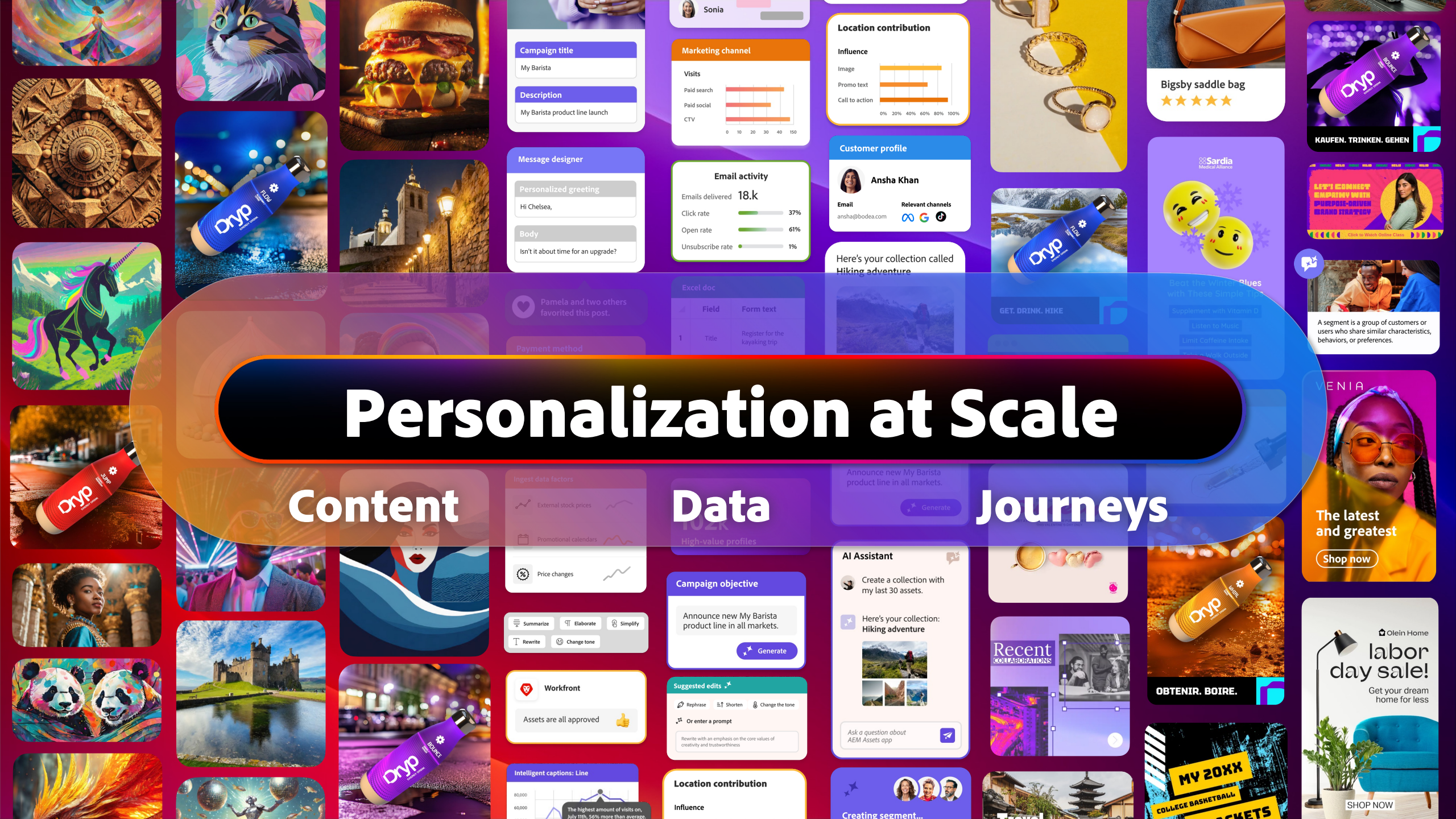
Personalization at Scale
Customer Profile
Towhee Travel LLC
ECID 209429-100937-100029
Contact: Jonathan Cage
email: jcage@towheetravel-llc.com



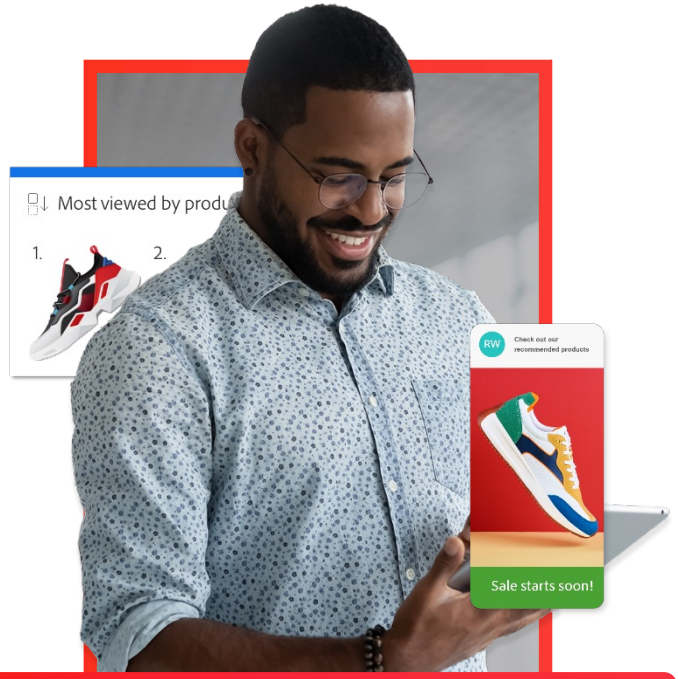
Personalization at Scale

Content

Data

Journeys

Pillars of Personalization at Scale

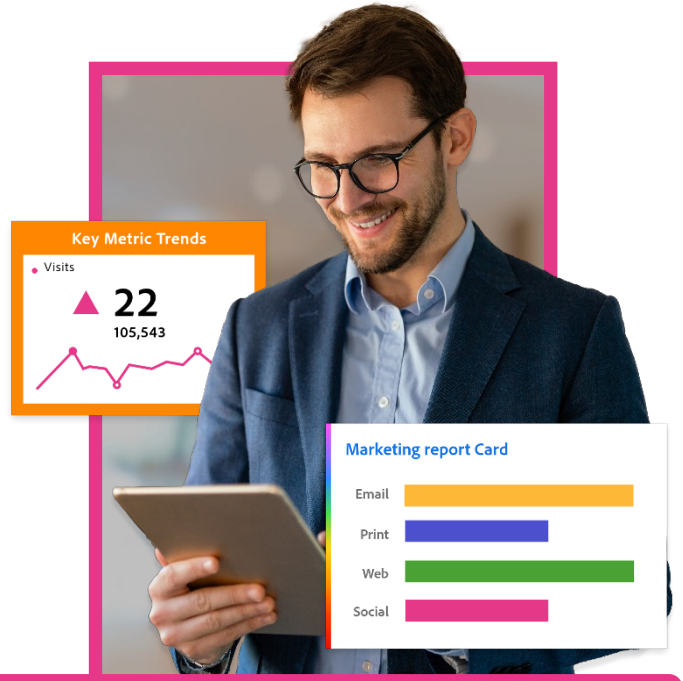


Content

Create an unbreakable content supply chain

Data

Make data central to your personalization strategy



Journeys

Orchestrate personalized journeys across all channels

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Focusing on experience is good for business

1.9x Brand awareness

2.2x Email open rate

1.7x Return on ad spend

2.3x Customer lifetime value

1.5x Employee satisfaction

1.9x Customer retention

1.7x Customer satisfaction rates

3.1x Repeat visitors

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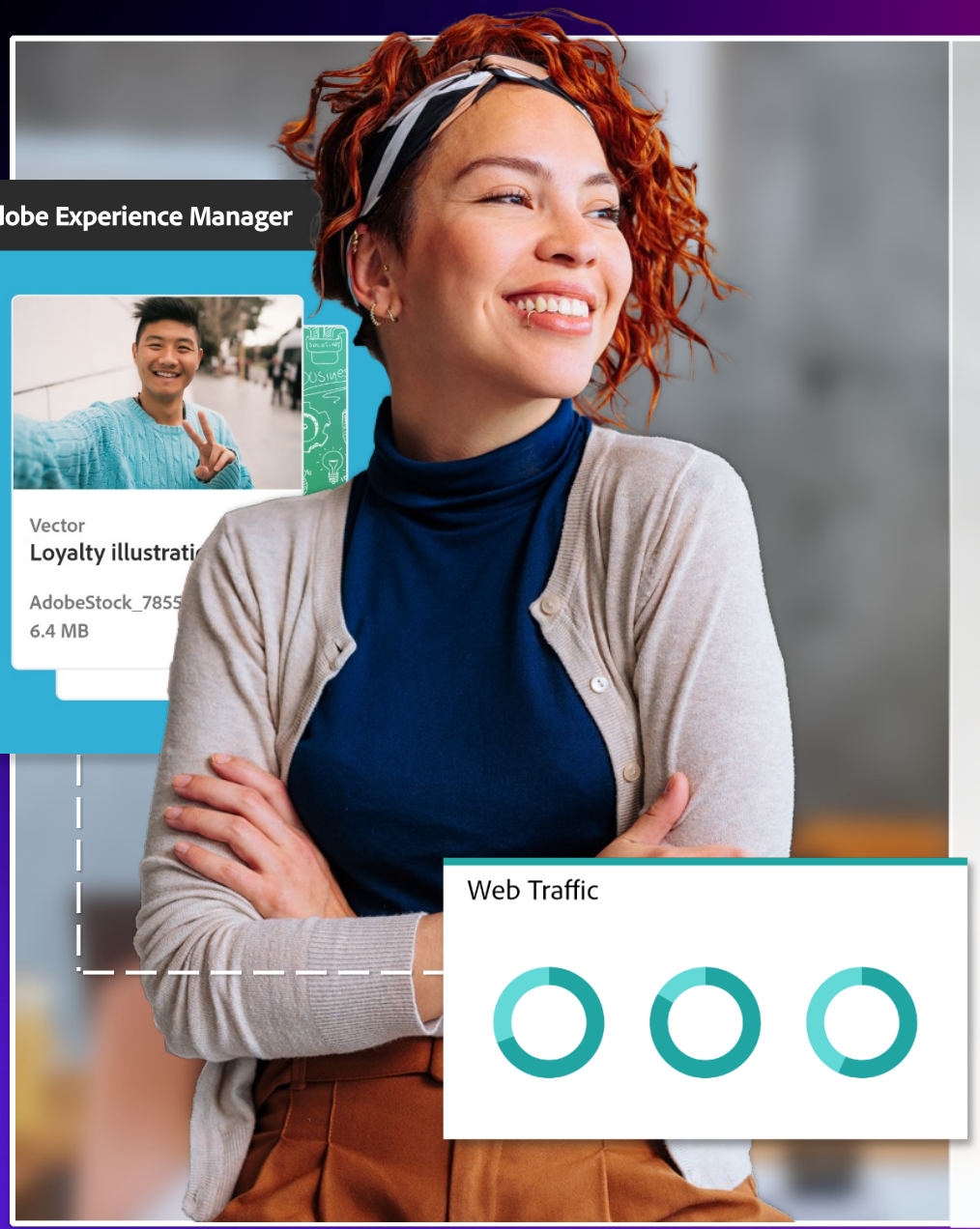
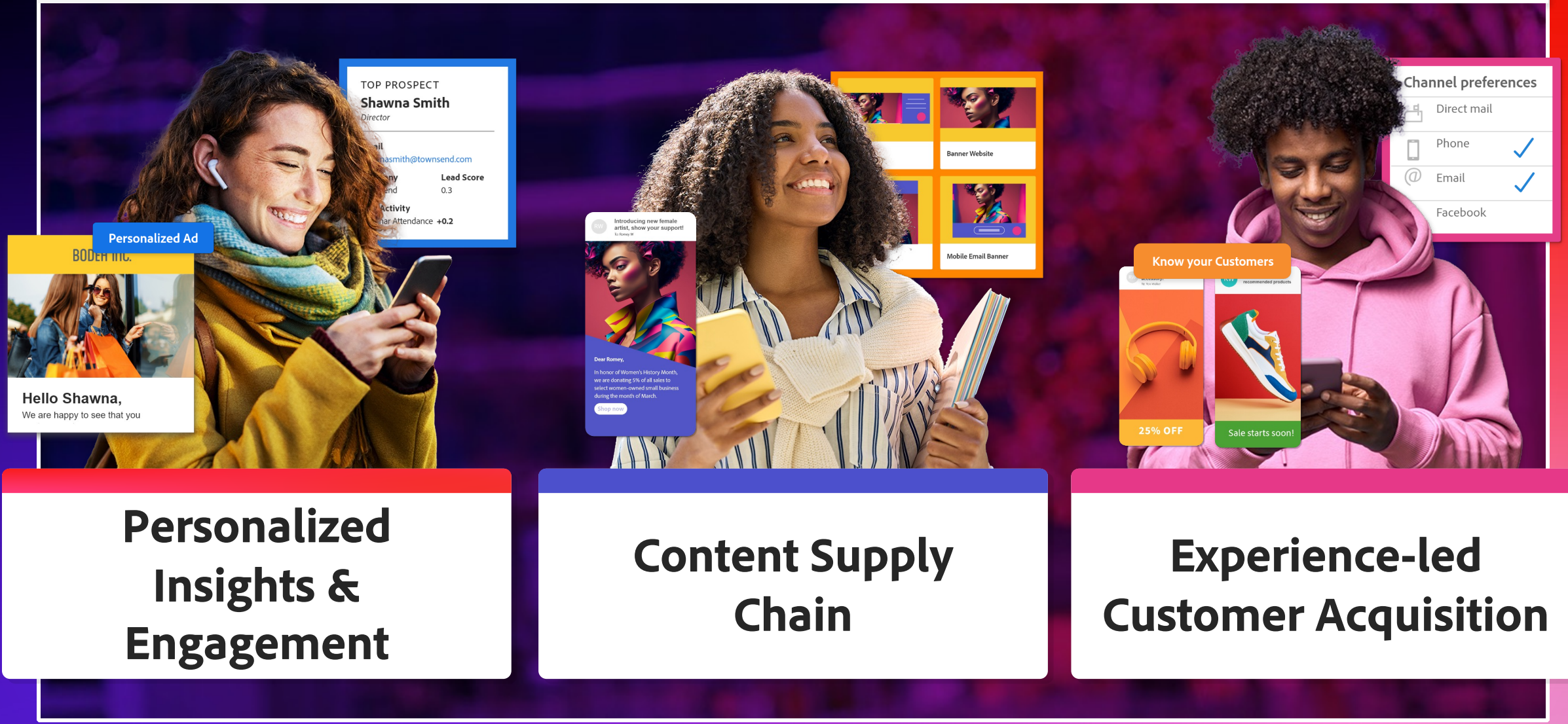


How does Adobe Help?

Adobe Experience Cloud



Personalized Insights & Engagement

Content Supply Chain

Experience-led Customer Acquisition

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Adobe Experience Cloud

Content, Commerce & Workflows

- Adobe Experience Manager
- Adobe Commerce
- Adobe Workfront

Data Insights & Audiences

- Adobe Analytics
- Adobe Customer Journey Analytics
- Adobe Real-Time CDP
- Adobe Mix Modeler

Customer Journeys

- Adobe Journey Optimizer
- Adobe Marketo Engage
- Adobe Target
- Adobe Campaign

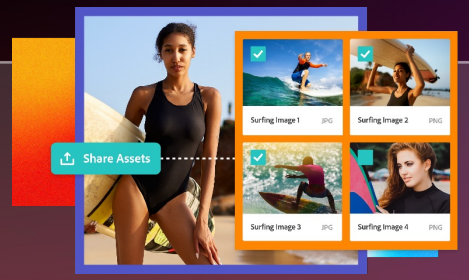
Unified Profile | Common Identity | Experimentation | Composable | Multi-Cloud | API-First / Headless | Data Sovereignty | Privacy & Governance

Adobe Experience Platform

Data | Content | AI/ML

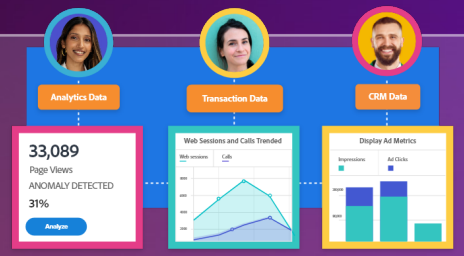
Adobe Experience Cloud

Breadth of integrated applications



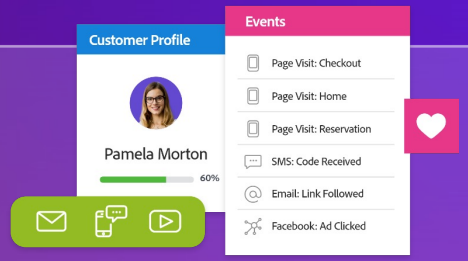
Content, Commerce, & Workflows

Comprehensive content management, personalized commerce, and a marketing system of record



Data Insights & Audiences

Omni-channel experience insights & intelligence, including first-party data management & activation for known & unknown audiences



Customer Journeys

Real-time, omni-channel customer and account-based journey orchestration & campaign execution

Adobe Experience Platform

Open, cloud-native platform transforming behavioral and transactional data into unified customer profiles that update in real time and use AI-driven insights to help deliver the right experiences across every channel

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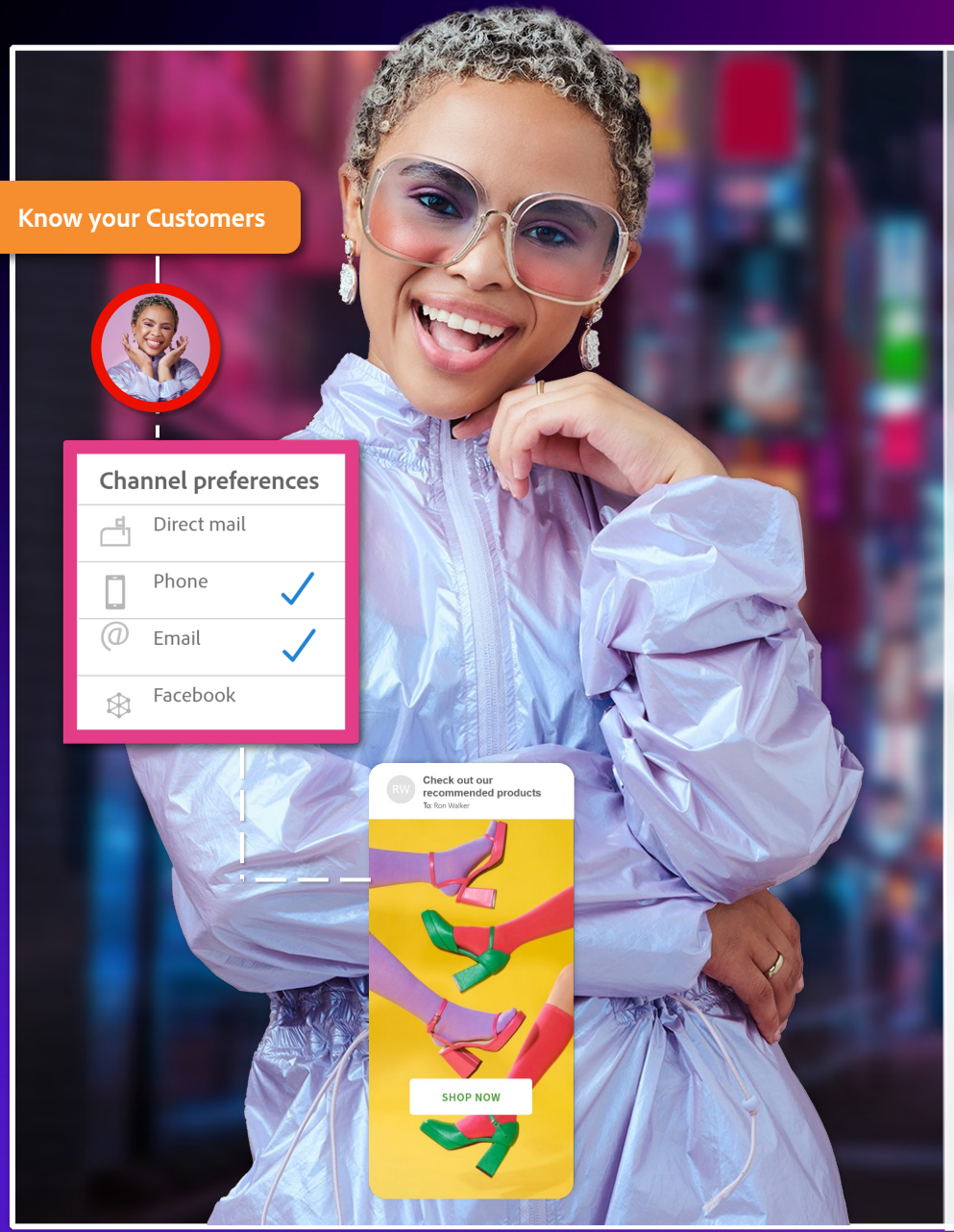
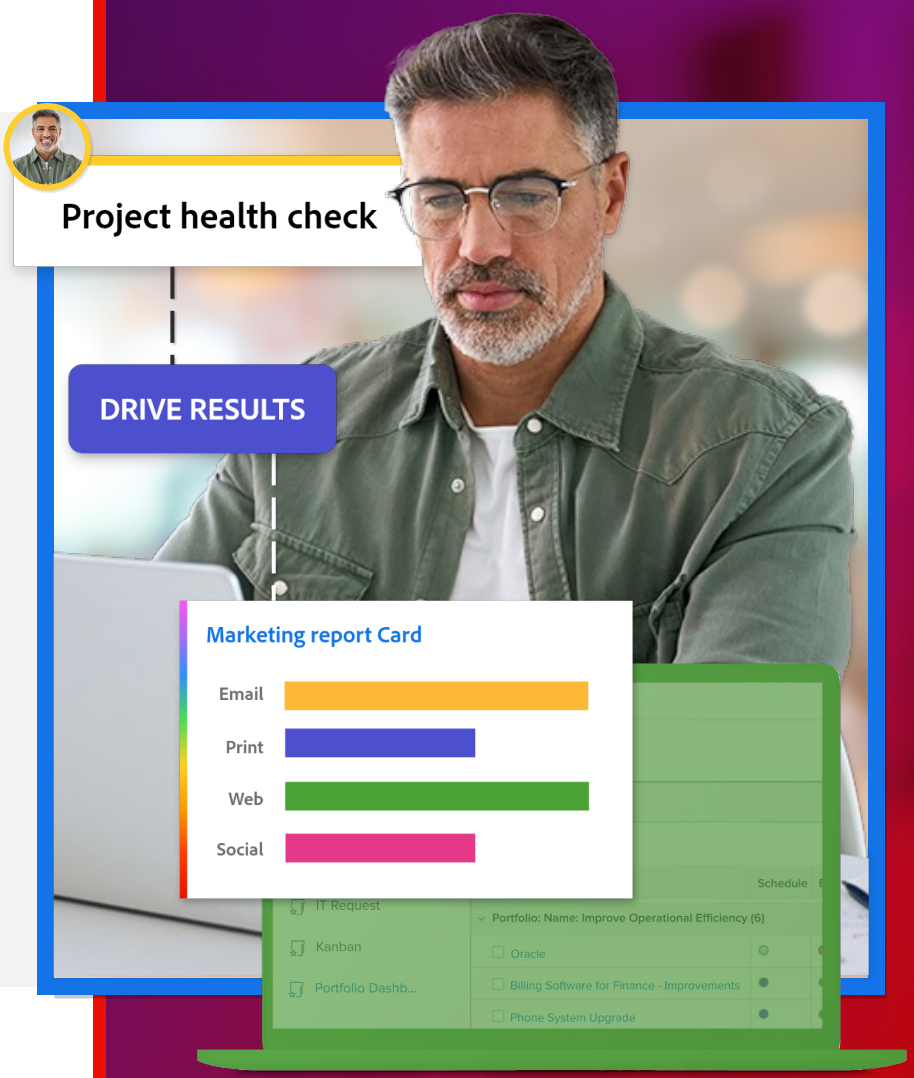

Know your Customers
Channel preferences
Direct mail
Phone
Email
Facebook
Check out our recommended products
To: Ron Walker
SHOP NOW

Why Adobe?

Adobe Experience Cloud Differentiators

- Application Breadth & Integration
- Next-Gen Technology Platform
- Content & Creativity
- API-First
- Real-Time
- Sensei GenAI
- People, Process, Products
- Time to Value



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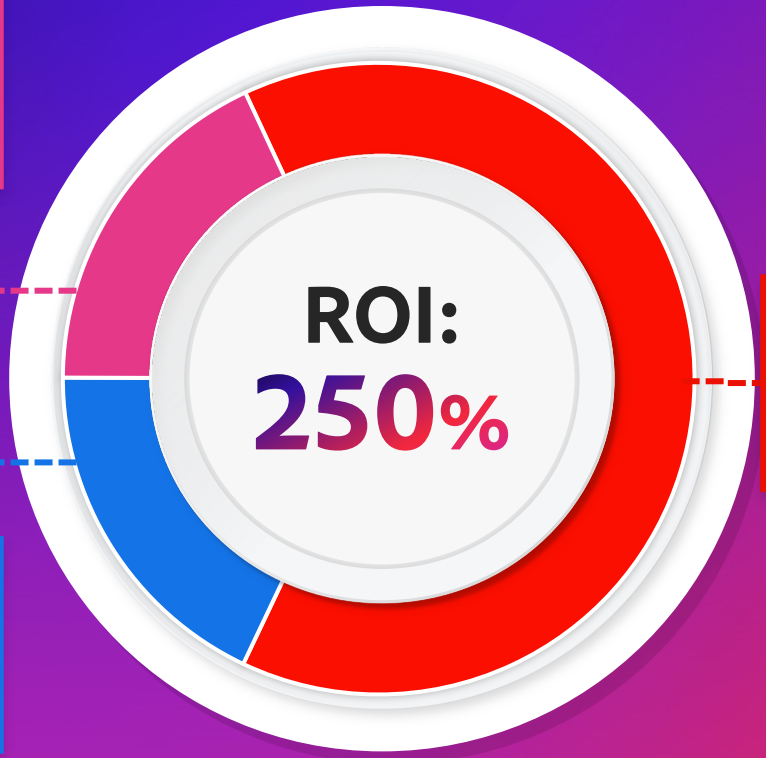
The ROI of Adobe Experience Cloud

Operational productivity gains

18%

Content productivity from weeks to hours with AEM

40% reduction in call volumes



Bottom line growth

64%

20% increase in conversion

10% uplift in AOV

Customer acquisition and technology cost savings

18%

2.5% reduction in customer acquisition costs

$2 million in cost savings from legacy tech

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Adobe Experience Cloud key verticals

World's largest **media** companies **10/10**

America's largest **banks** **10/10**

World's biggest **auto** companies **10/10**

America's top **wealth management** firms **10/10**

World's most valuable **telecom** brands **10/10**

9/10 America's largest **corporations**

9/10 World's biggest **hotel** chains

9/10 World's top **internet retailers**

9/10 Highest revenue **pharmaceutical** companies

8/10 World's more valuable **airlines**

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Adobe Experience Cloud: breadth of integrated applications

Financial services

Digital- and mobile-first business models

Healthcare & life sciences

End-to-end digital patient experiences

High-tech & manufacturing

Next-gen B2B Experiences

Media & entertainment

Digital streaming and fan engagement

Retail & consumer goods

Personalized commerce at scale

Travel & hospitality

Customer loyalty

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Adobe is one of the largest & most diversified software companies in the world

40
years of revolutionizing industries

30,000+
employees in 35 countries

69
office locations globally

6,700+
active patents

$19.4B
revenue FY2023

$113M
given to the community in 2022

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Adobe global operations

69 Office Locations

27 Data Center Locations

25 Public Cloud Locations

Mix of AWS & Azure

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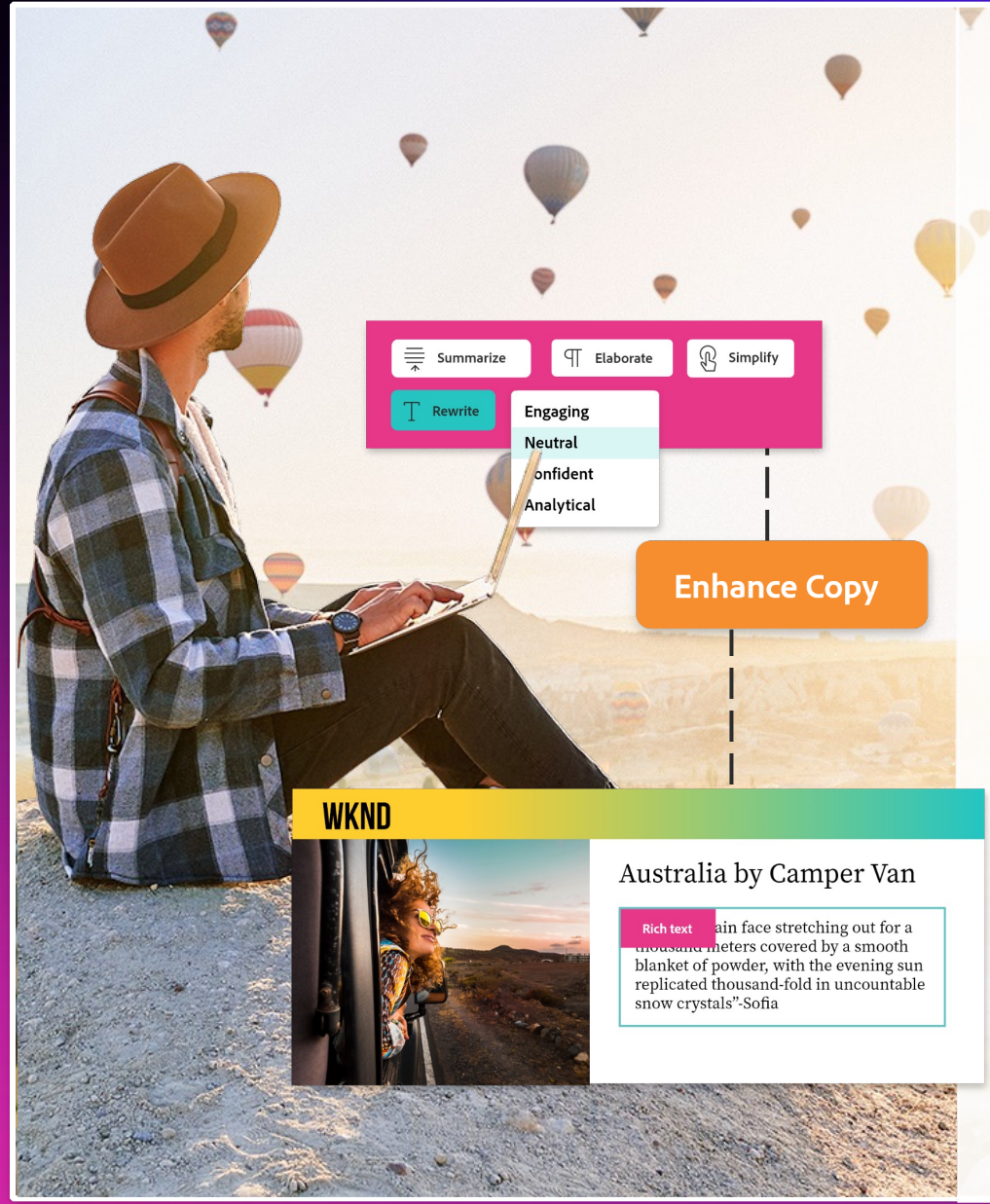
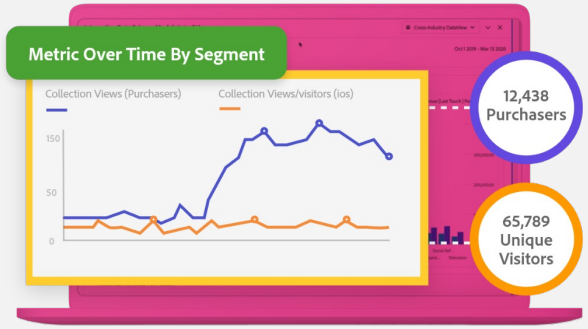
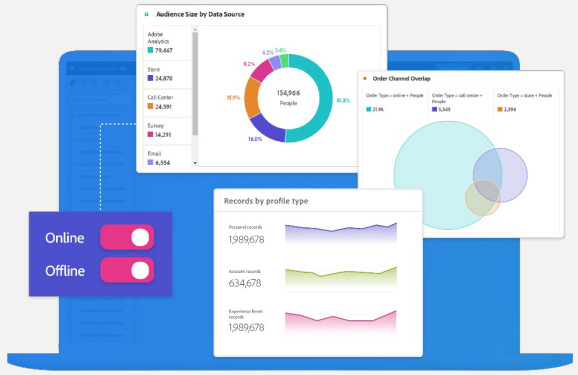
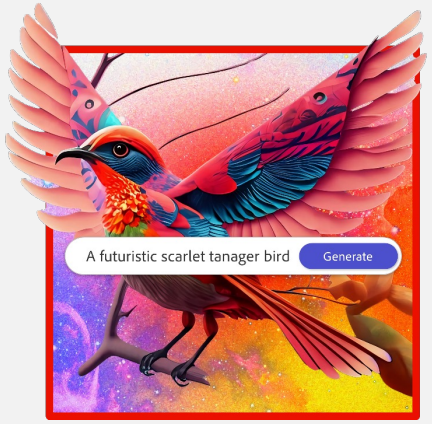


Adobe Sensei GenAI

We have been building our AI foundation for over a decade







Natively Integrated AI

AI features that work within Experience Cloud applications

AI-as-a-Service

Shared AI services across Experience Cloud applications

Sensei GenAI

GenAI services powering a co-pilot for marketers and other customer experience teams

Adobe Firefly

Adobe's new family of creative generative AI models to generate visual content

Adobe

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Our Vision

Adobe's generative AI capabilities will **reshape every aspect of marketing**; from planning, to execution, to analysis.

Sensei GenAI will be the assistant for marketers, transforming how **content, campaigns, audiences, experiences, journeys and insights** are generated at scale.

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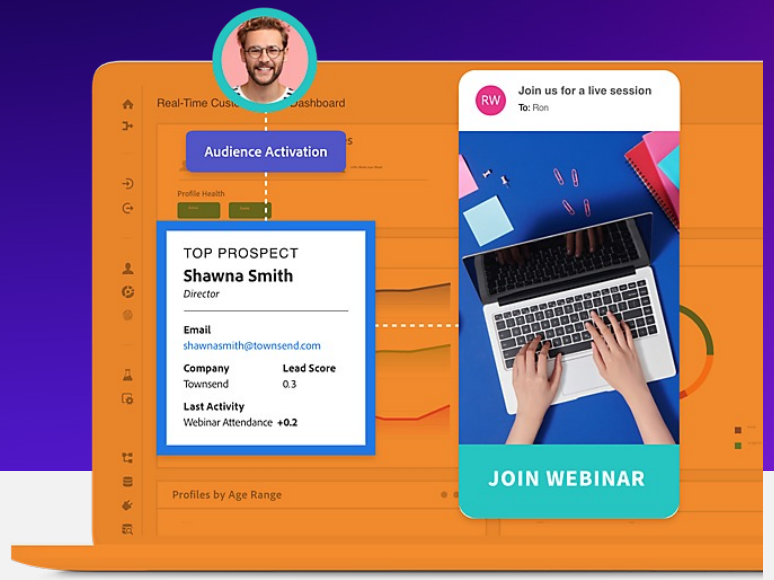
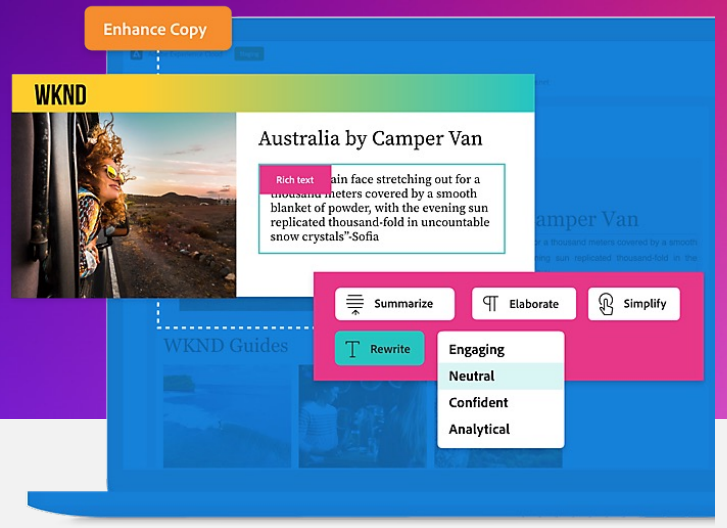
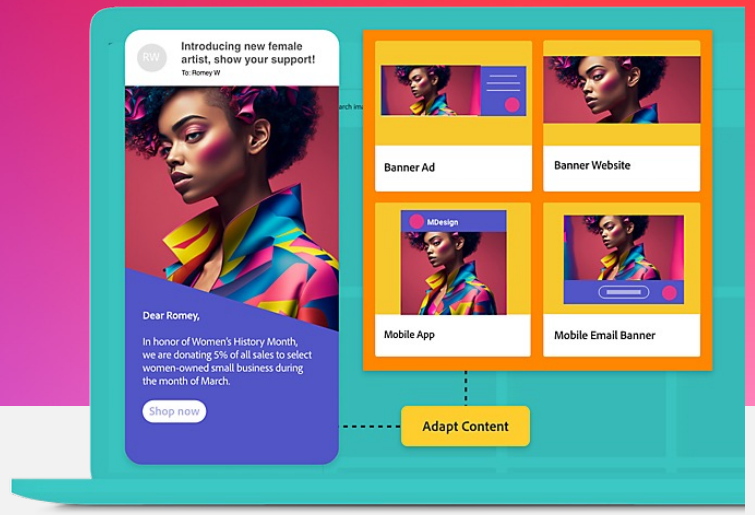
Our approach to generative AI







On brand, at scale

Sensei GenAI empowers marketers with scale and agility to design and deliver personalized, performant experiences tailored for their brand

An assistant for digital experience design & delivery

Marketers are always at the helm and will be able to apply their expertise to guide and supervise the generative outputs

Enterprise ready

Sensei GenAI is built with Accountability, Responsibility, and Transparency while adhering to enterprise grade standards for Data Handling, Security, Access Control, Privacy, Compliance, Governance

Note: Not all features are generally available at this time.

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Generative AI throughout the Customer Experience

Sensei GenAI is built on top of Adobe's long history of putting AI in the hands of marketers.

Content Generation

Achieve massive scale creating high-performing experiences aligned with your brand

- Asset Creation
- Copy Creation
- Variant Creation

Assisted Workflows

Optimize the ideation, design, & delivery of campaigns and customer experiences

- Assistant for Documentation
- Summarization & Assisted Q&A
- Audience & Journey Ideation

Measurement & Insights

Enable data-driven decision making with next-level content & customer insights

- Assistant for Insights
- Intelligent Captions
- Content Analytics & Performance

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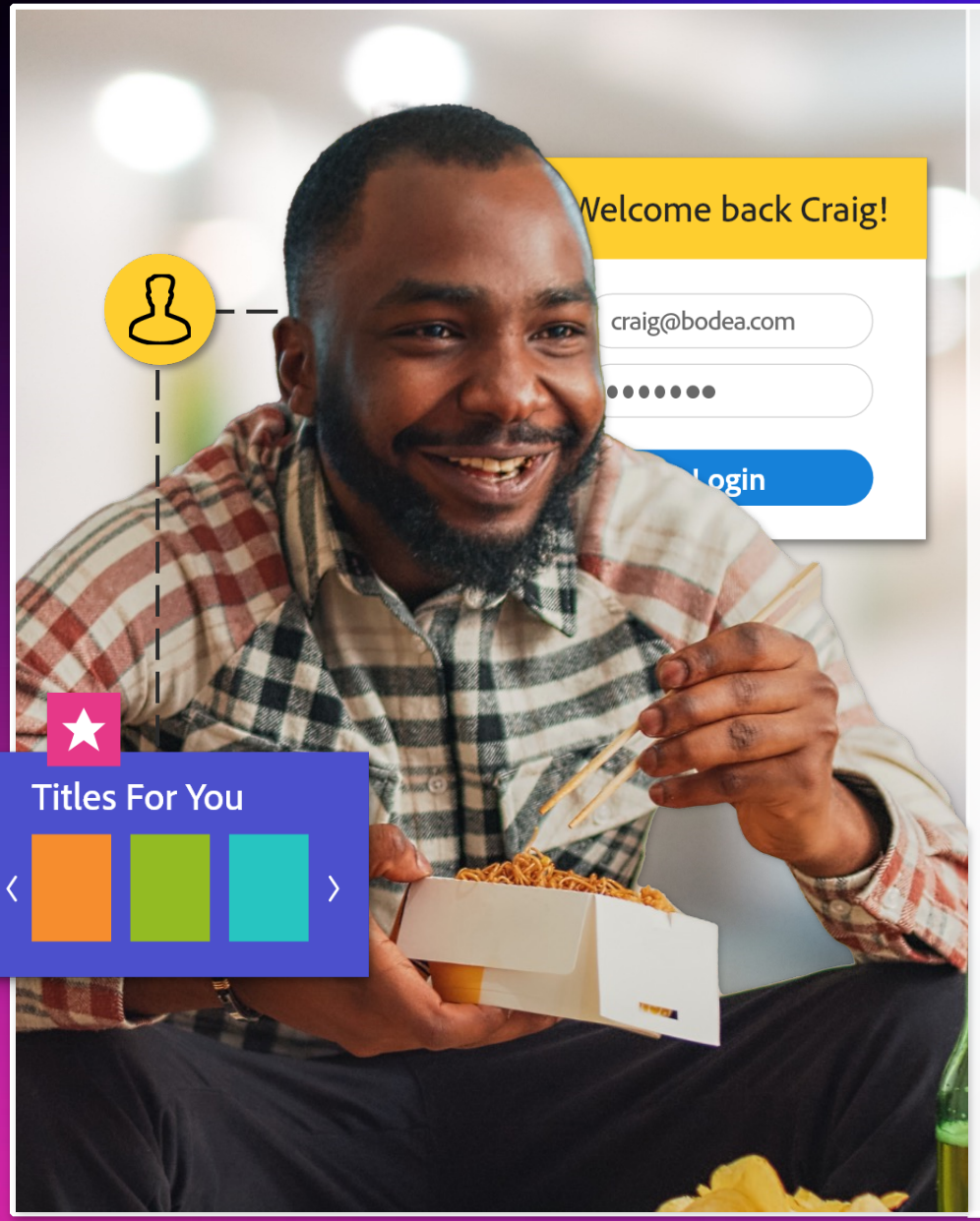


Personalized Insights & Engagement

Personalized Insights & Engagement

The Bridge Between Your Digital Transformation and the Ability to Deliver Personalization at Scale

Personalization at Scale

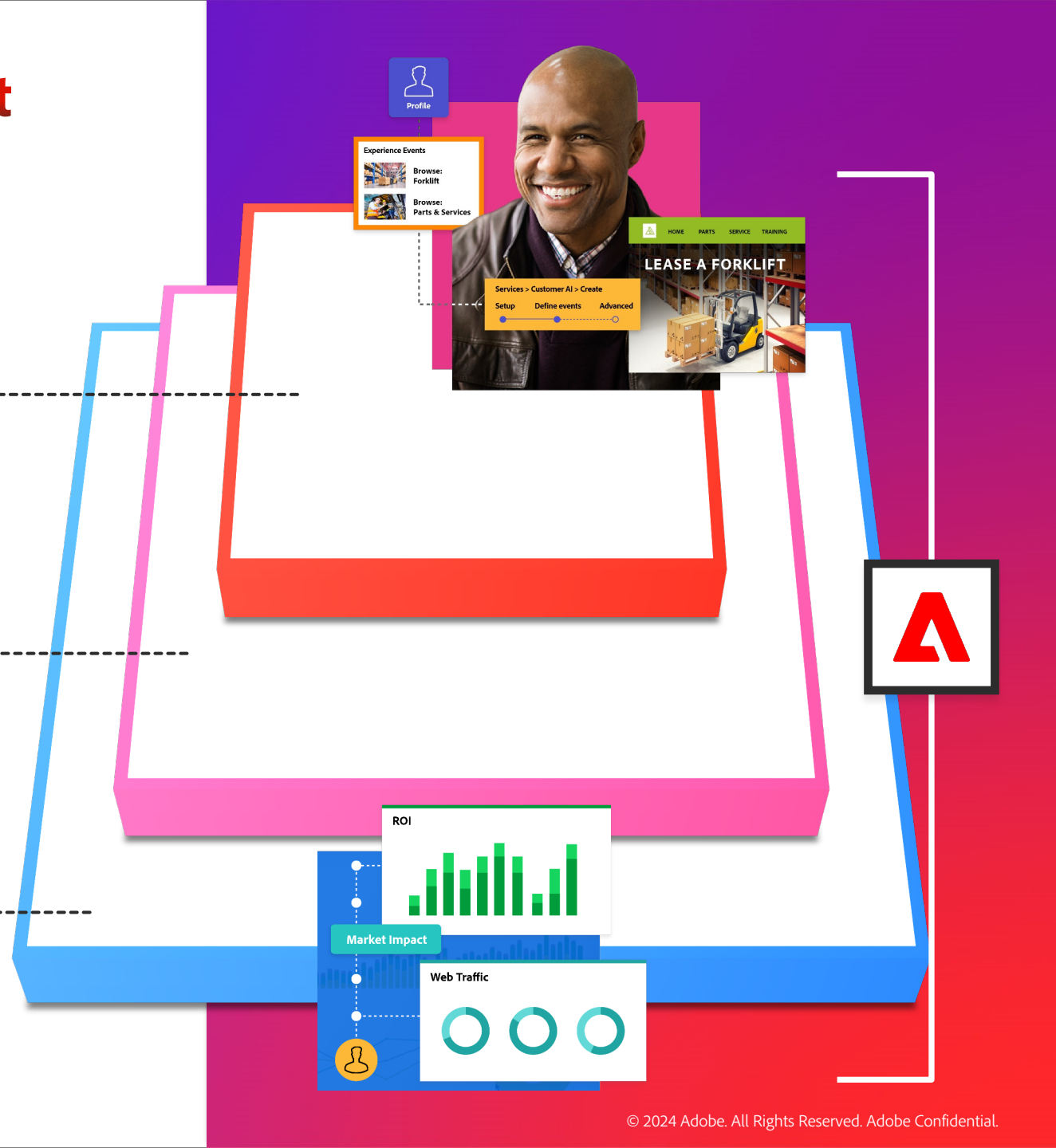
Creating, delivering, and managing real-time, personalized experiences for every customer on every channel

Personalized Insights & Engagement

Creating the digital CXM foundation to understand and optimize the insights and engagement for holistic customer journeys

Digital Transformation

Reorienting your organization to operate effectively in a digital economy



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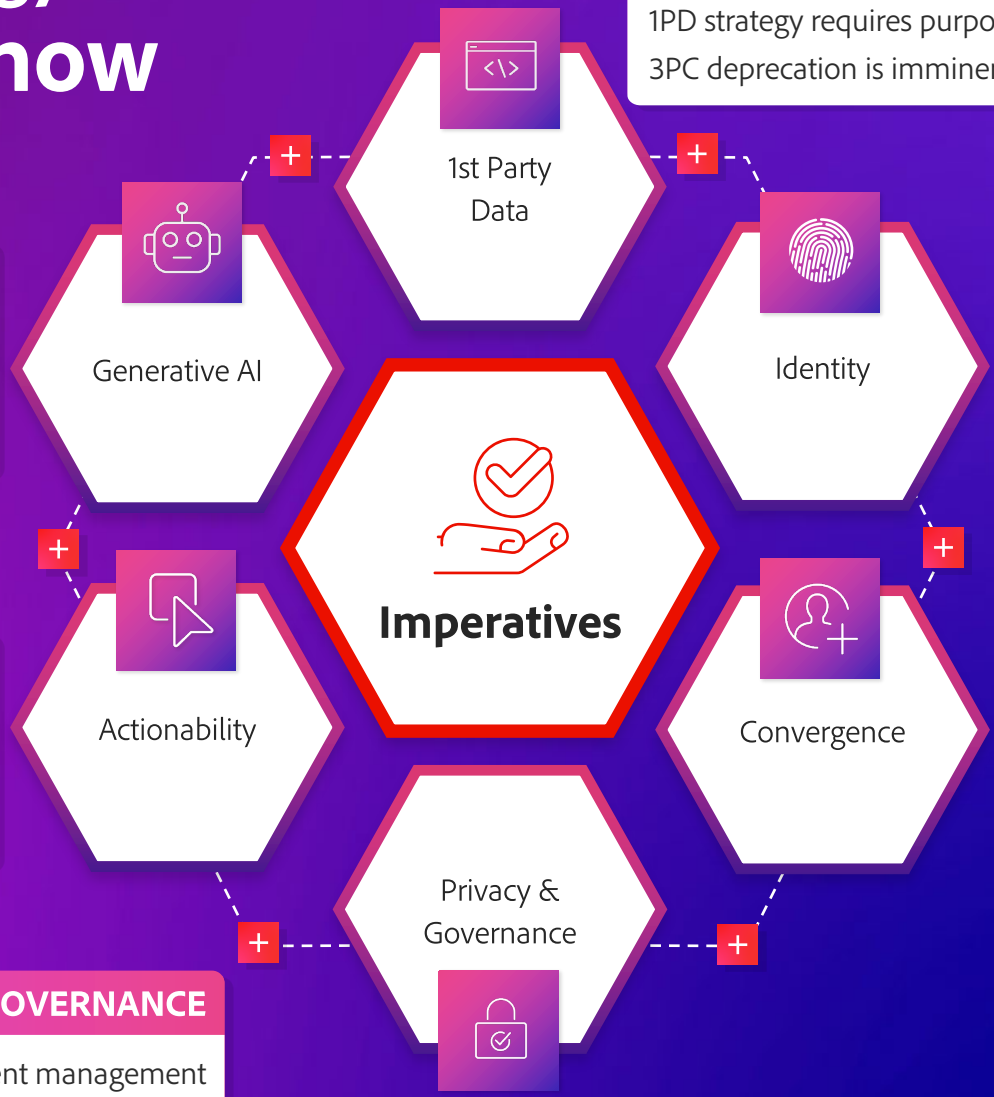
Customer data strategy: why modernize now

1st PARTY DATA

Sequenced order of events in real-time
1PD strategy requires purpose-built modernization
3PC deprecation is imminent



GEN & OPERATIONAL AI

Rapid upskilling
Productivity acceleration
Competitive latency is unacceptable

IDENTITY

Adaptable & retroactive identity stitching
Real-time customer profiles
Traits & behaviors bend the value curve

ACTIONABILITY

Insight to activation to design cycle
Data foundation key to CX
Decision & engagement cycles shrinking

CONVERGENCE

Unified & holistic customer journey context
Inbound & outbound convergence
Tech-debt shelf-life expiring

PRIVACY & GOVERNANCE

Customer lifecycle consent management
Common data foundation
Rapidly changing requirements & regulations

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Personalized insights & engagement, powered by Adobe Experience Platform

Customer Journey Analytics
Omnichannel Insights
and Analysis

Real-Time CDP
Actionable Profiles for Personalization
Across the Customer Lifecycle

Journey Optimizer
Right-time Engagement
Across Any Journey

Adobe Experience Platform

Real-Time Customer Profile | AI & Machine Learning | Open Ecosystem | Cloud Extensibility

An Experience Layer
Augment your cloud infrastructure investment with a real-time experience layer

Decreased Time to Value
Build a CXM foundation once and apply it across all current and future applications

Limitless Evolution
Continue to seamlessly evolve your CXM for whatever the future may hold

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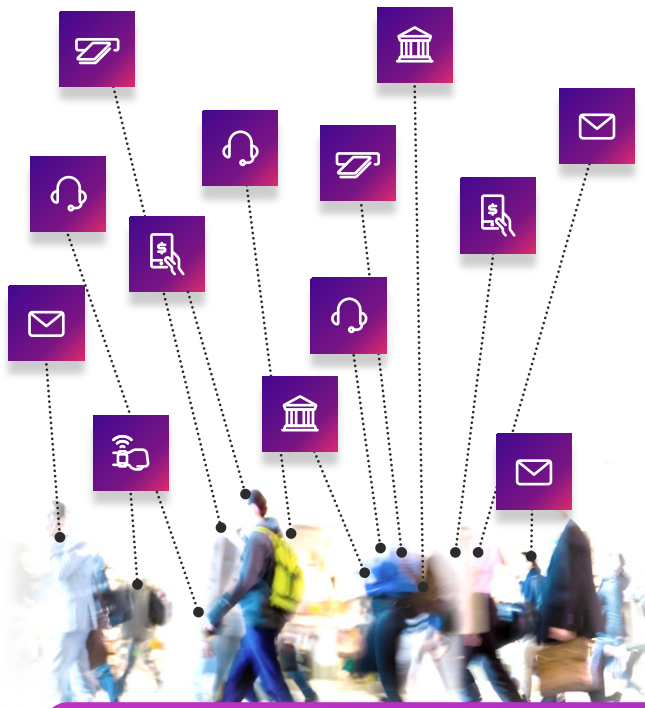
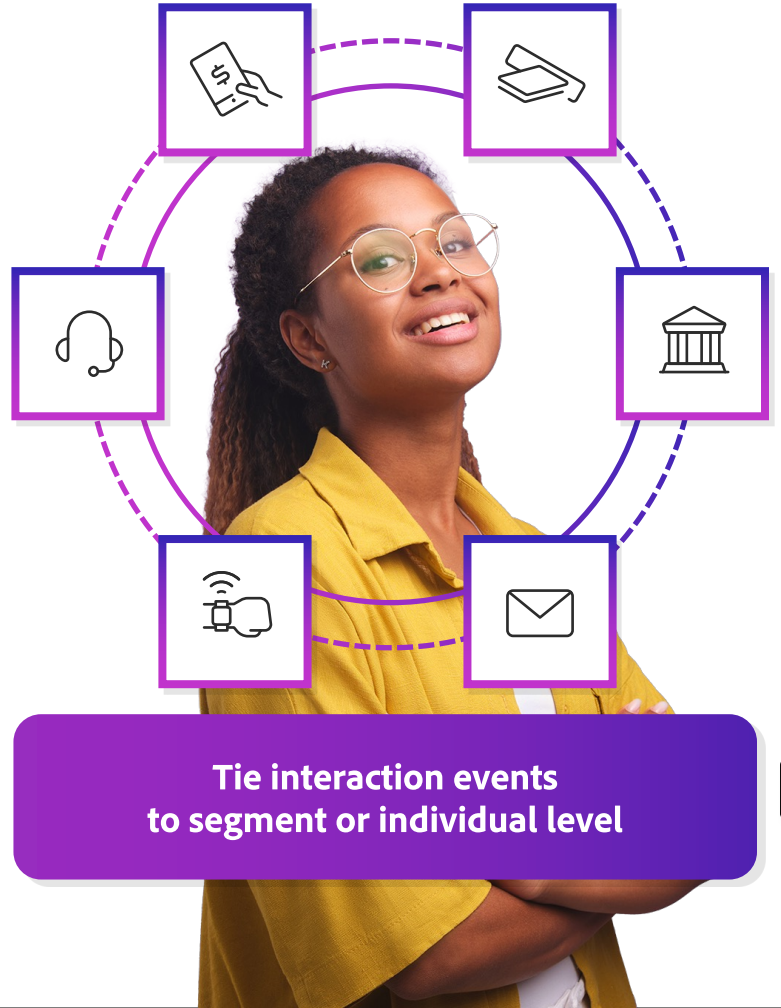
Omnichannel insights and analysis powered by Adobe Customer Journey Analytics

Enable real-time customer decision making and understand the impact of each customer touchpoint throughout journey.





Connect, standardize & analyze data from online or offline sources

Tie interaction events to segment or individual level

Discover & deliver omnichannel insights within seconds

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Actionable profiles for personalization across the customer lifecycle powered by Adobe Real-Time CDP

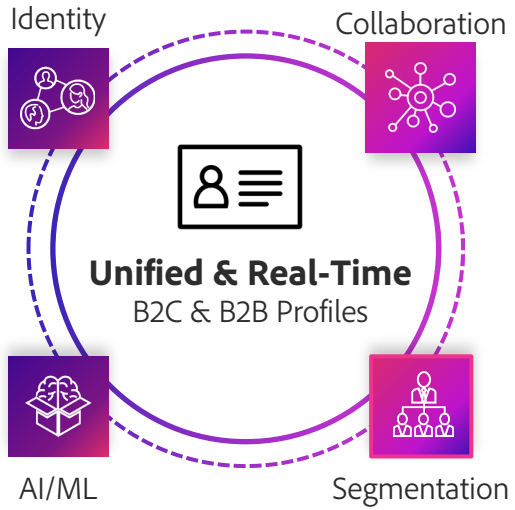
Data Collection

First-party known customer data
CRM | Email | Account Association
Attributes | Lead / Contact | Accounts/Company
Buying Groups | Customer IDs | Partner IDs

First-party unknown customer data
Behavioral Events | First-Party Cookies
Device IDs | Pseudonymous IDs
Account-level Behavior

Partner Data
Additional attributes
Additional identifiers

Profile Management



Data Collection

Marketing Ecosystem
Paid Media e.g. Google
Social Media e.g. Facebook
Partner Systems | Email

Personalization
On-site Personalization
In-app Personalization

Customer Systems
CRM | Partners | Data Lake
Open APIs | SFTP/S3

Consent & Patented Data Governance

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Right-time engagement across any journey powered by Adobe Journey Optimizer

Offer based on weather

"More than 30 degrees Celsius this week, is your terrace all set up?"

Service Enquiry

Exclude customer from marketing messages until resolved

Individual Offer

Offer based on preferences & recent search behavior

Delayed shipping

"We are sorry, your package is currently stuck in customs"

Delivery confirmation

"Your package has been delivered & placed on your doorstep"

Purchase

Next best offer related to product in shopping cart

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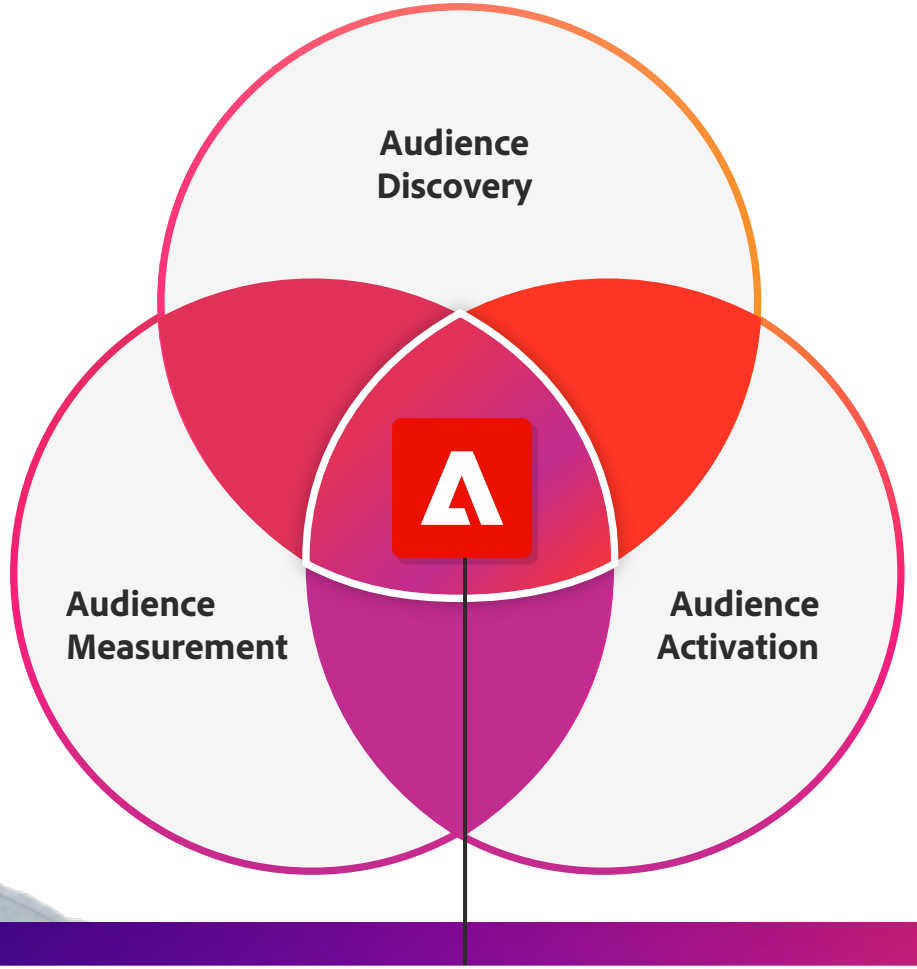
Value realization: why brands use Adobe



> Real-Time CDP, Adobe Journey Optimizer, and Customer Journey Analytics are the trifecta. They more efficiently and effectively help us realize evergreen marketing use cases that incorporate all the customer data.
>
> **Senior director, customer data platforms**

> Doing any sort of personalized content on the website was really difficult. There wasn't a direct integration between how we publish content, measure content, and subsequently target emails or automate a follow-up.
>
> **Director of digital marketing experience**

> Eyes truly light up the first-time data is unified. Finally, being able to report on data from X, Y, and Z sources and correlate that data, which helped us to be smarter and better understand your customers.
>
> **Senior director of customer data platforms**

Adobe differentiation

Streamlined data collection | Data unification | Customer profiles | Privacy & governance frameworks

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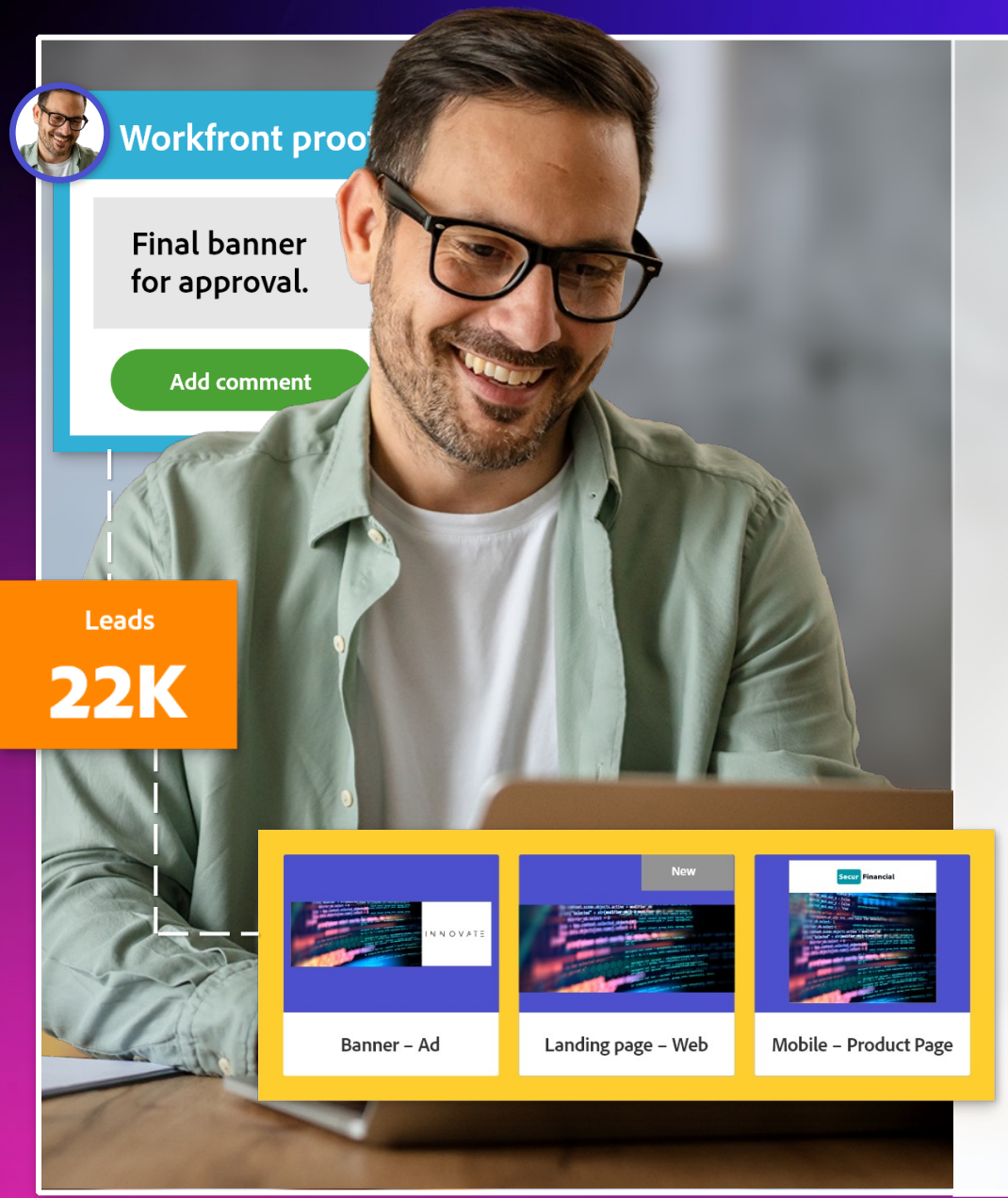

Content Supply Chain

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The main challenge: Demand for content to drive personalization is skyrocketing, yet budgets are tightening

1,000 Products

25 Assets per product

15 Global regions

Thousands of **customers** & **contexts**

1,000 Assets

25,000

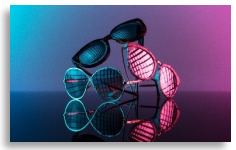
375,000

Millions

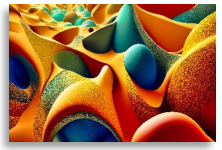
of Variations

Increasingly diverse content formats

Video


Still

Copy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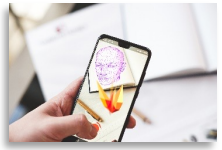
AR

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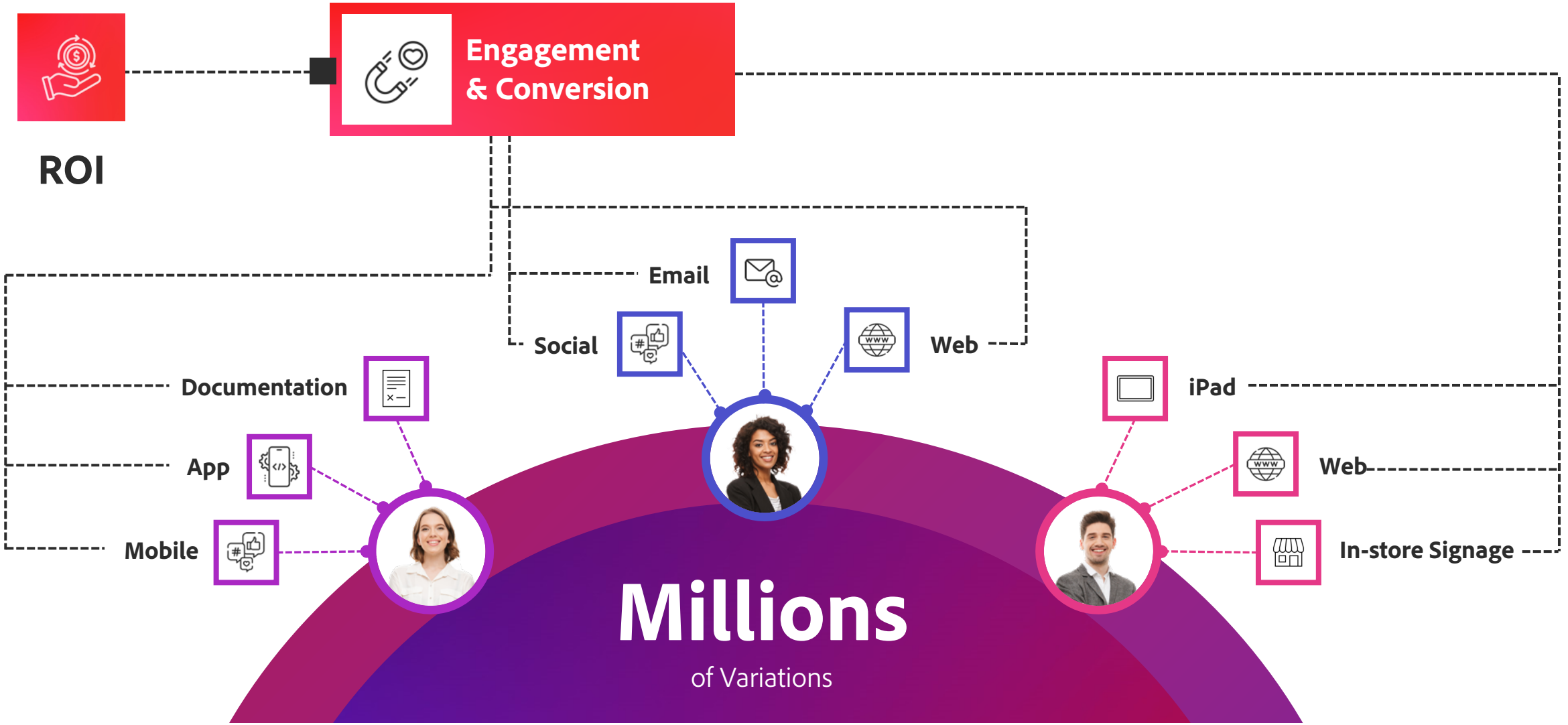
At the same time, teams struggle to seamlessly deploy content to drive engagement and results



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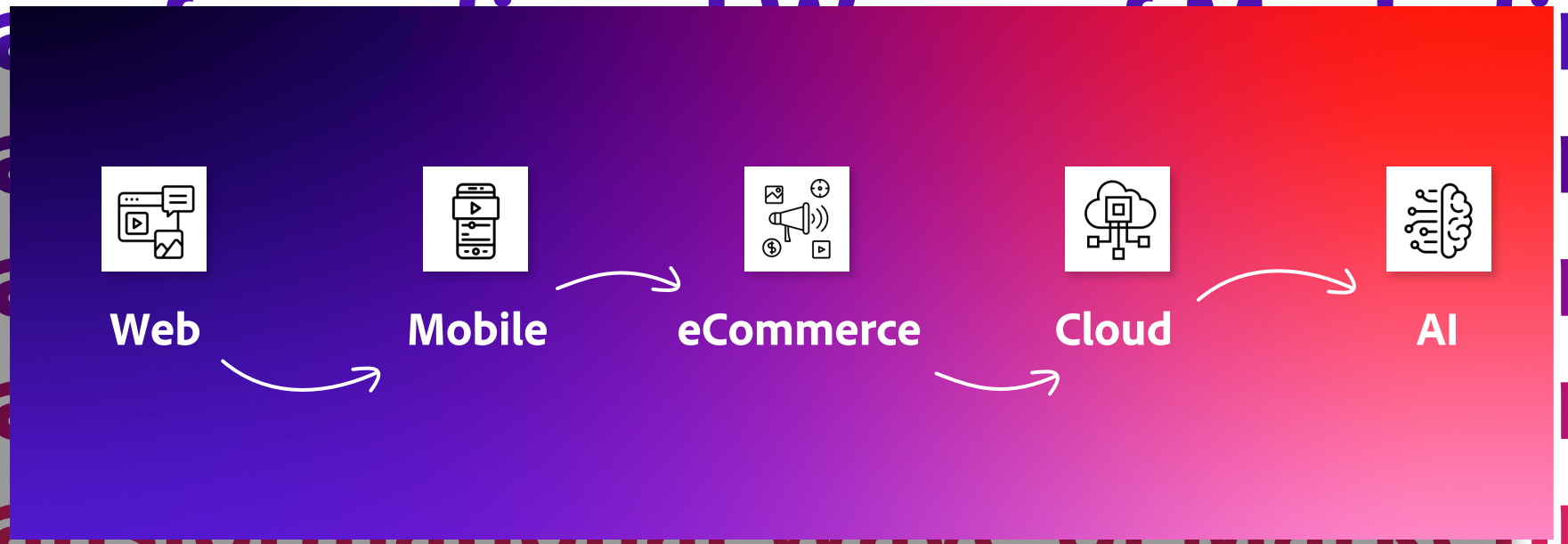
Generative AI can help deliver on this demand, and drive the next

Transformational Wave of Marketing



Transformational Wave of Marketing

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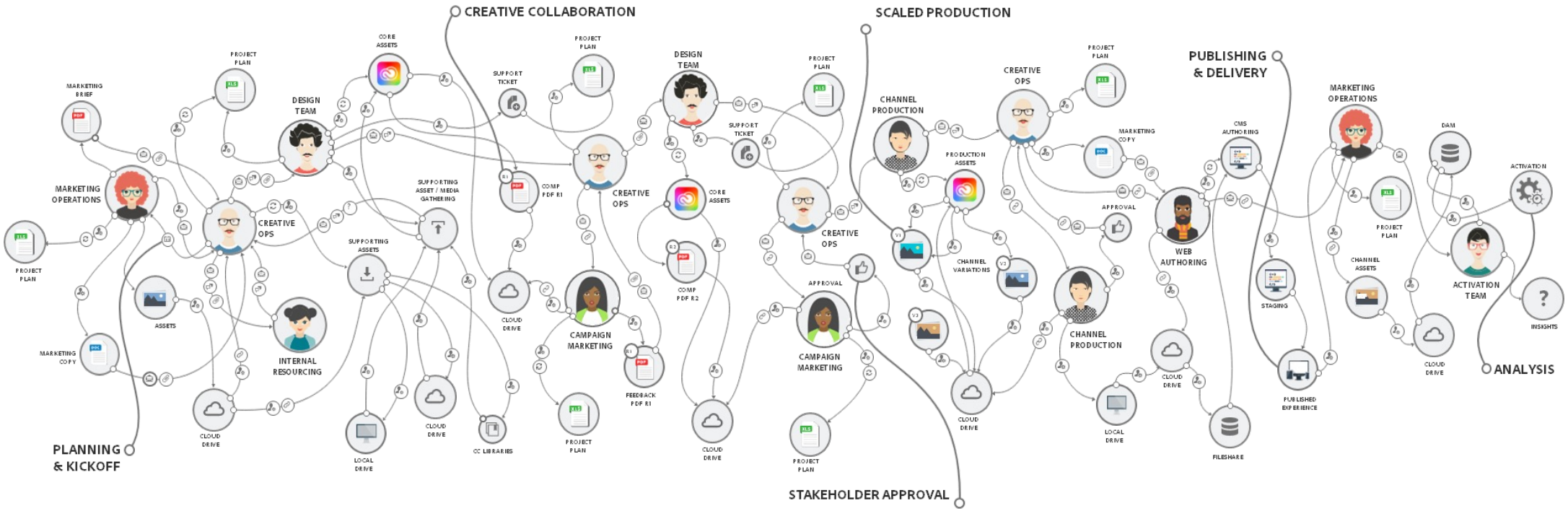
That said, a broken content supply chain will still limit your ability to execute



Key challenges

- Low adherence to brand standards
- Time-consuming review and approvals
- Regulatory / legal compliance risk
- Inability to find and re-use assets
- Limited insights on performance and ROI

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We envision a content supply chain centered on **speed, scale, and ROI**

Manual work	**AI and automation**
Siloed teams, tools, data	**Connected flows**
Few content creators	**Democratized creativity**
Black box	**Transparent, trusted**

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Five building blocks to optimize your content supply chain

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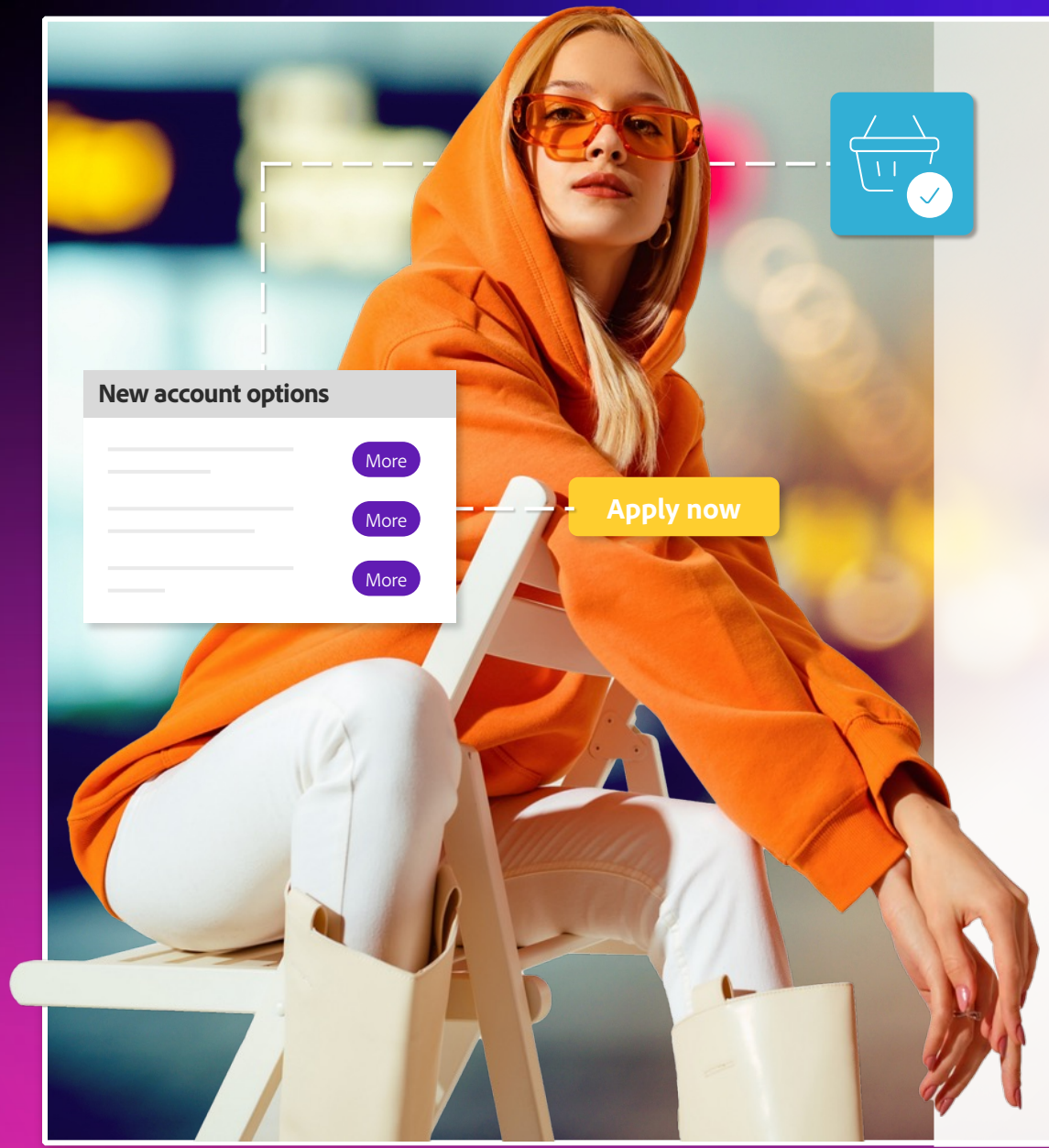

Customer Acquisition

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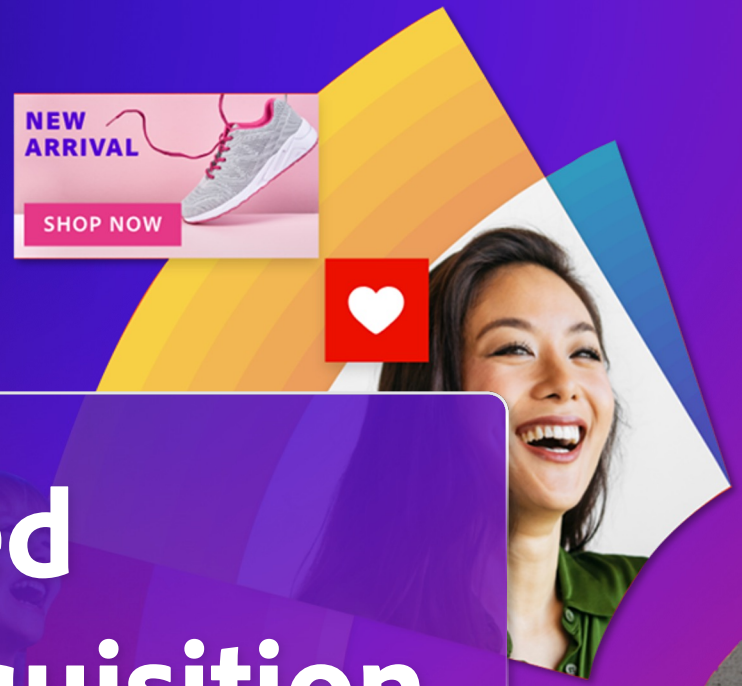
Experience-led Customer Acquisition

Win new customers & drive growth



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Current Limitations with Customer Acquisition

- Creative production is manual
- Advertising optimized to audience & cost
- Onsite is disconnected from advertising
- Measurement is limited

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More headwinds on the horizon

- Diversification of media
- Media costs
- Onsite engagement
- Privacy requirements

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Customer Acquisition is bigger than driving traffic into a funnel

Objectives

1. **Drive quality site traffic** while maximizing spend efficiency
2. **Increase conversion on-site** with better engagement

Challenges

Planning

How to best **allocate marketing spend** as channels and tactics proliferate?

On-site engagement

How to **connect onsite experiences** with offsite touchpoints?

Off-site engagement

How to seamlessly **build, test & optimize** creative variations across channels?

Retargeting

How to **re-target traffic** that has not authenticated on site?

MEASUREMENT

How to **determine impact of tactics** across offsite & onsite channels to determine **what is working**?

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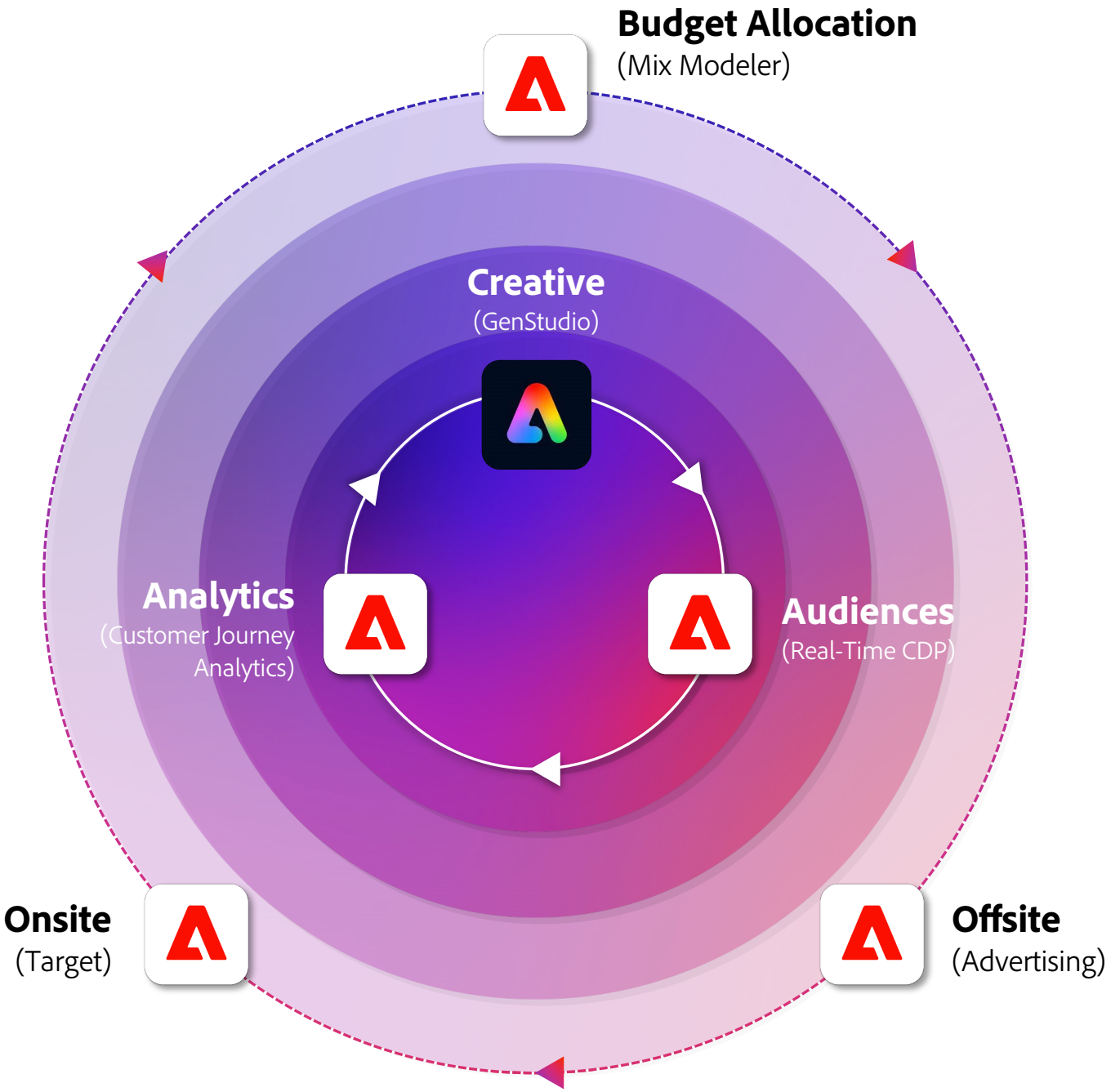

Experience-Led Customer Acquisition

Personalization & Experimentation at Scale

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Cost-Focused Customer Acquisition

Creative production is manual

- Creative production is manual
- Ad effectiveness driven by audience & cost of media
- Onsite experiences disconnected from advertising
- Measurement is fragmented and incomplete

Experience-Led Customer Acquisition

Maximize conversion rates

- Automated, on-brand creative production
- Creative experimentation with audiences unlocks ad performance
- Personalize onsite experiences with all available signals
- Unified measurement across paid media & creative

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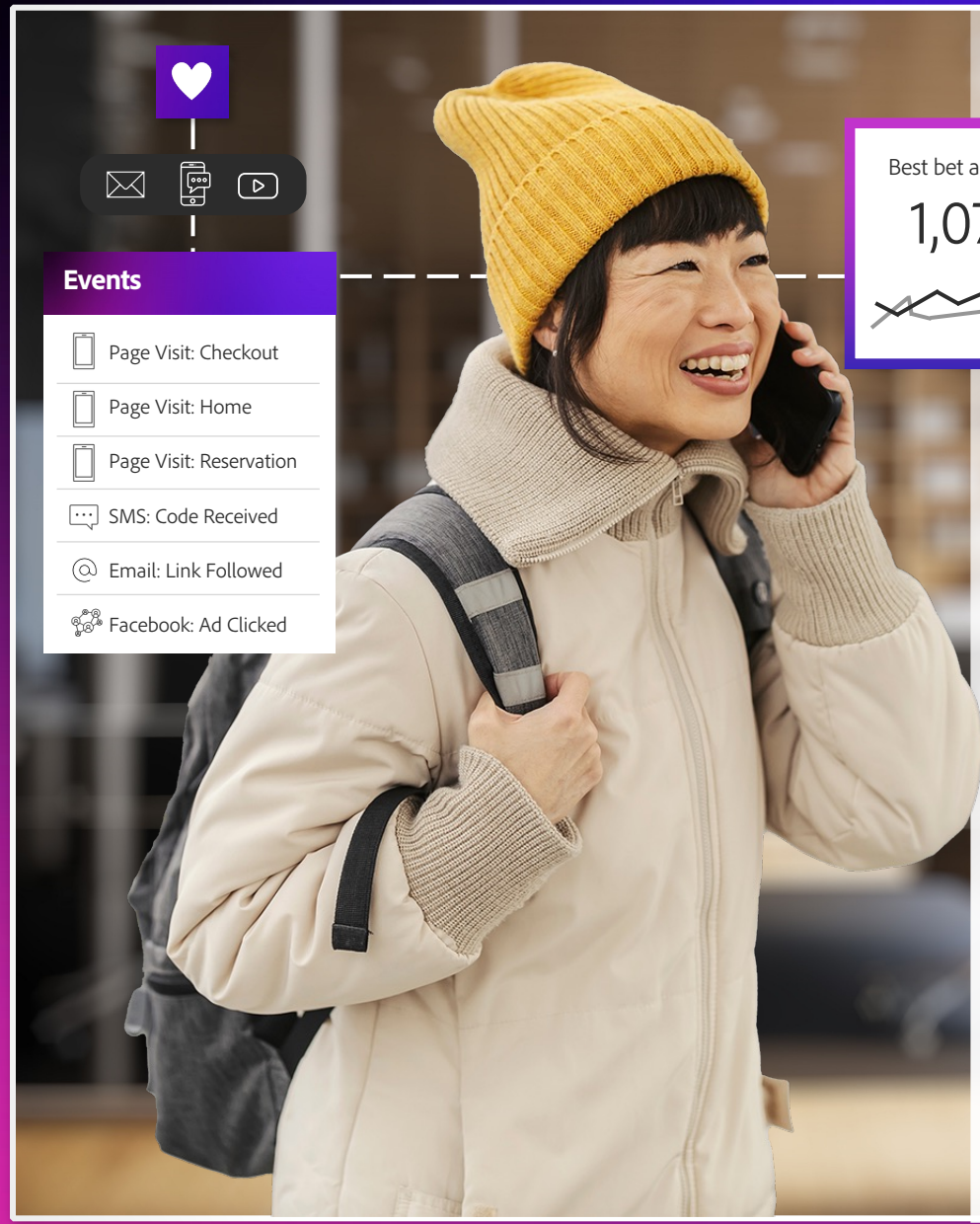

Adobe Experience Platform

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Adobe Experience Platform

Adobe Experience Cloud is powered by Adobe Experience Platform

Create actionable, intelligent, real-time customer profiles

Bring in data from multiple sources to create and enhance robust customer profiles that update in real time to ensure customers receive the right experiences across every channel.

Gain trust with governance, security, and privacy controls

Ensure your data is used in line with usage constraints like privacy, contracts, and policies. Keep customer data safe with secure cloud tech from collection to storage and beyond.

Enrich data and uncover insights

Streamline data analysis with custom, imported, or out-of-the box data science models. Perform SQL query analysis with data from multiple channels and platforms

Innovate with open composable services

Connect with an open platform to start fast and enhance product performance by building new services and custom cloud applications.

Enhance delivery and personalization of real-time experiences at the edge

Look up and activate customer profiles and segments in milliseconds in any system.

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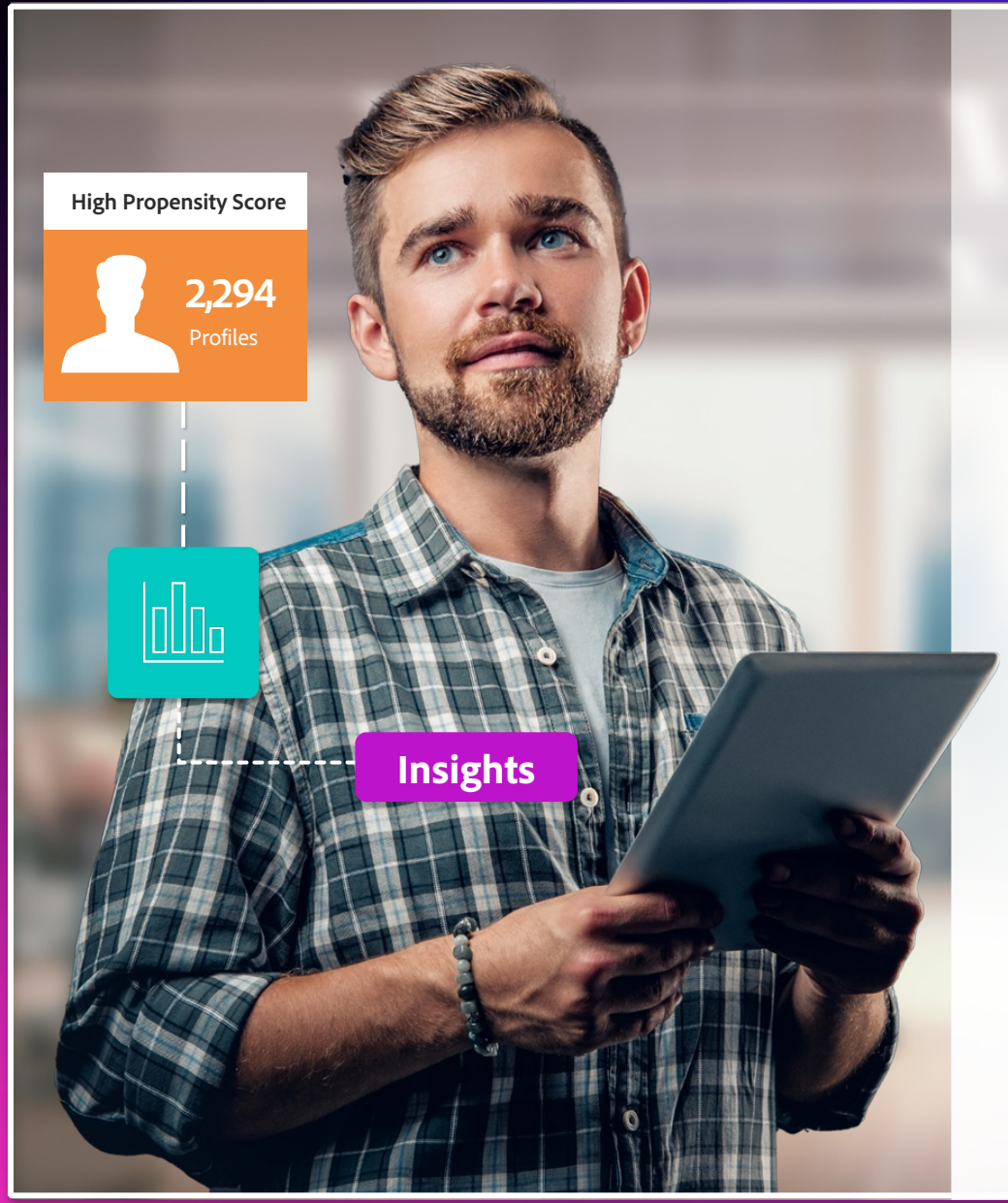

Data, Insights and Audiences

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Adobe Analytics

Collect, organize, analyze, and report on everything your customers do.

Insights on-the-go

Business users and senior decision-makers can now access insights easily and quickly on their mobile devices and get instant answers to interactive queries.

New Algorithmic Attribution Model

Users can now evaluate their marketing investments more precisely across paid, earned, and owned media.

Customer Journey Analytics

Empower business intelligence and data science teams to stitch and analyze cross-channel data with a powerful analytics toolkit.

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Adobe Analytics Dashboards

Collect, organize, analyze, and report on everything your customers do.

An Executive Experience

Custom-tailored the app to provide executives with a curated experience that focuses on the data.

On demand decision making

Get instant access to metrics that matter with interactive scorecards. Monitor the state of your business through intuitive date-range comparisons.

Analytics you can trust

Dive deeper into your key-performance indicators to filter and focus on contributing factors.

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Customer Journey Analytics

Collect, organize, analyze, and report on everything your customers do.

Connect all your customer data together

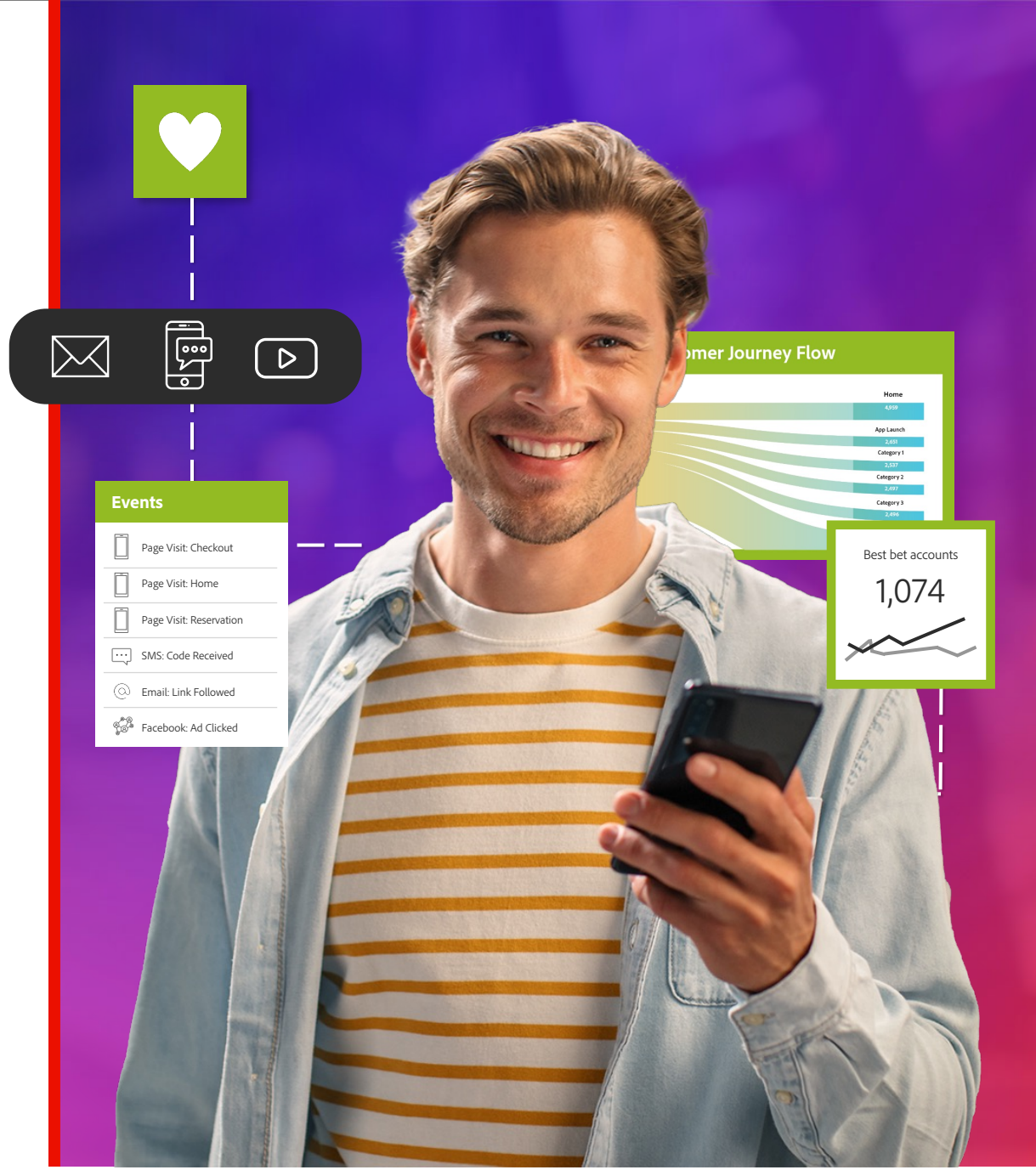
Connect and standardize data from every online or offline source in Experience Platform for fast, non-destructive querying, analysis, and modeling.

Interactively explore the whole journey

Visualize a customer's journey across multiple channels sequentially, putting each action in context and enabling cross-channel analysis of things like flow and fallout.

Unlock the power of data science

Give normal humans access to data science tools to unlock deeper insights and perform more powerful analysis.



Adobe

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Real-Time Customer Data Platform

Powered by **Adobe Experience Platform**.

Solving for B2C, B2B and Hybrid Use Case

Unique ability to seamlessly leverage profile or account level profiles or both in a single solution.

Complete Foundation for Data Management

Boundless room for customer and use case maturation with Adobe Experience Platform's open and extensible architecture.

Built-in Governance Controls

Adobe's patented data governance framework is flexible, transparent, and applied to unified profiles to prevent misuse of data.

Actionable Real-time Customer Profiles

Build a single view of customers across departments, lines of business and connect to internal and external data sources for real-time experience delivery.

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Real-Time Customer Data Platform

Segment Match

A privacy first workflow enabling customers to share audiences between their instances of Adobe Experience Platform.

Customer AI

Out of the box propensity scoring to generate insights at the individual profile level that drive relevant personalization .

Predictive Lead & Account Scoring (H2 2022)

Accurately predict and prioritize which people, accounts and sales opportunities to engage with firs.t

HIPAA Readiness (May 2022)

A collection of new features will support customers in highly regulated industries and meet consumer privacy expectations.

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Real-Time Customer Profile

Understand your customers

Know your customers' behaviors and attributes by tying all data together into complete profiles.

Enhance your personalization

Access profiles and use them to deliver the right experiences to the right people at the right moment.

Get all the data. And all the details.

Capture massive amounts of behavioral, first- and third-party data sources.

Recency, not just frequency

Pull in real-time data so your profile is always up to date and your insights are always relevant.

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Adobe Mix Modeler

Maximize your marketing investments with advanced AI.

A complete view of marketing channel performance

With predictive AI, Adobe brings marketing mix modeling and multitouch attribution methodologies together into one holistic measurement approach.

Forecast marketing ROI with confidence

AI-powered scenario planning capabilities predict the optimal marketing budget allocation across channels to maximize returns.

Enhanced business factor insights

Measure and forecast the incremental effects of external and internal business factors such as economic conditions or strategy changes have on your business goals.

Inflight Optimization

Leverage dashboards with continuously updated performance against plan reporting to rapidly make optimizations during live campaigns.

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Adobe Audience Manager

Acting on insight requires an audience.

Understand Your Audiences

Get a complete view of your audience by combining all of your data sources in one place.

Create New Segments

Continually discover and organize new, valuable segments for smarter targeting and personalization.

Advertise Effectively

Make your ad campaigns more productive by targeting specific segments on any platform.

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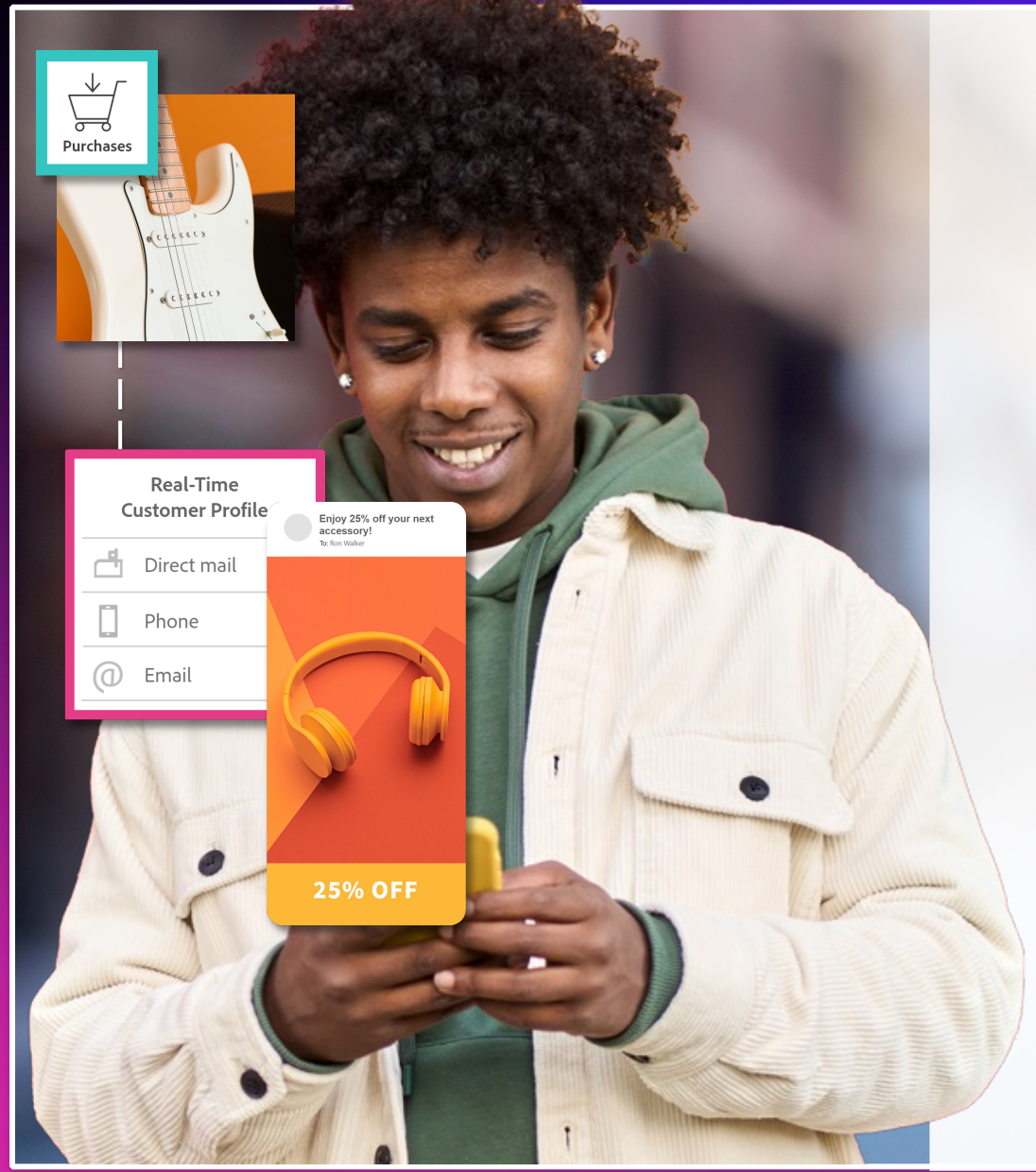

Customer Journeys

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Journey Optimizer

Powered by **Adobe Experience Platform**

Real-time Customer Insights and Engagement

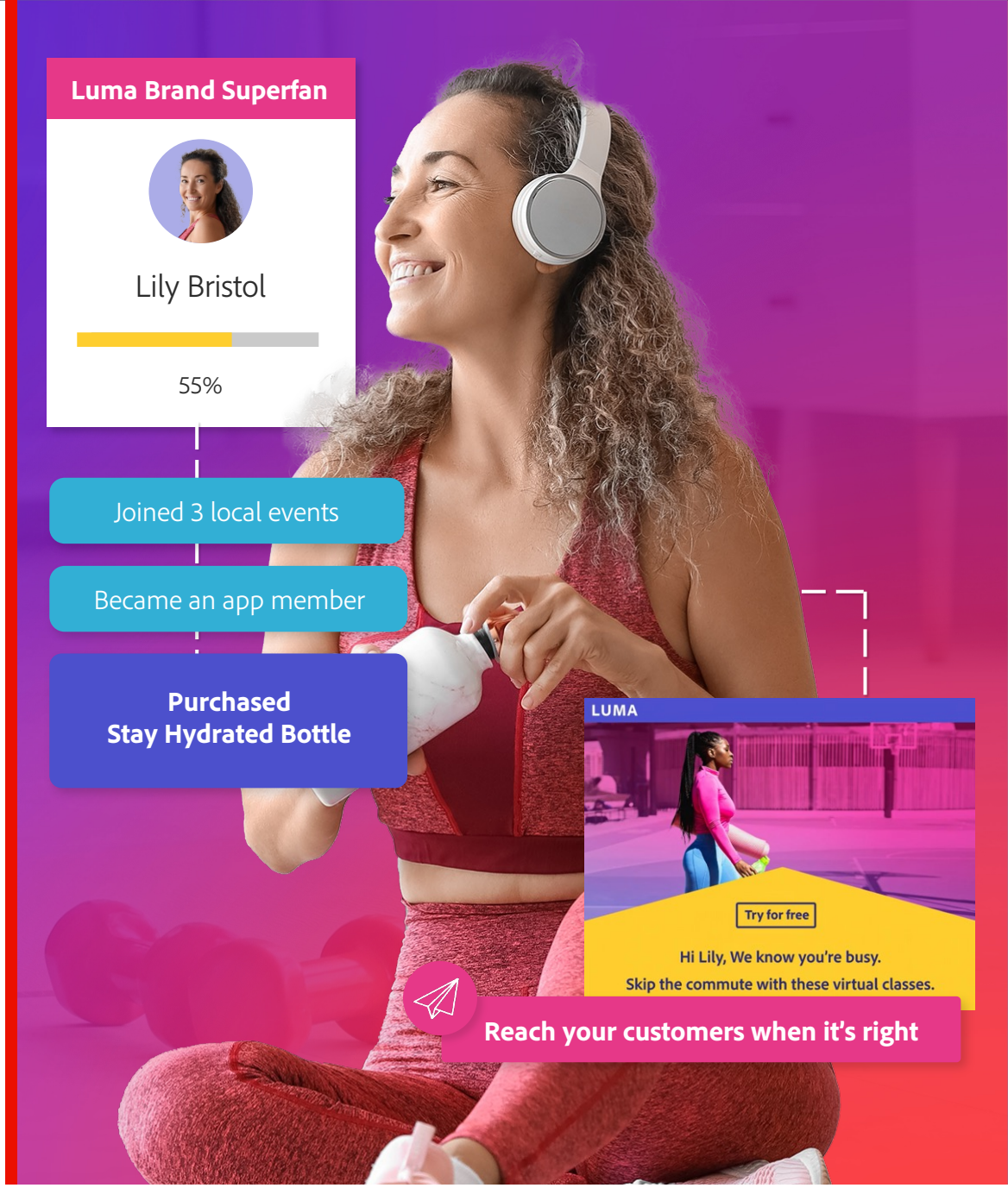
Integrated profile fuses live data from all sources across customer touchpoints to optimize personal and contextual experiences.

Modern Omnichannel Orchestration & Execution

A single canvas on which to harmonize and optimize the customer journey for 1:1 customer engagement and marketing outreach across the customer lifecycle.

Intelligent Decisioning & Personalization

Apply intelligence & gain predictive insights throughout the customer journey to automate decisions and optimize the experience.



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Adobe Campaign

Cross-channel campaign management tool that helps you improve and personalize campaigns across all your media.

Simplify Campaign Management

Manage your data and monitor the performance of your campaigns from one place.

Be More Engaging

Use personalized, contextual and real-time messages to deliver a compelling customer experience.

Automate

Use marketing automation to increase your campaign productivity and reduce your time to market.

Adobe

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Marketo Engage

The world's leading solution for lead management and account-based marketing.

Orchestrate Buyer Journeys

Leverage rich behavioral data, built-in intelligence, and sophisticated journey flows to identify, engage, and accelerate your best opportunities in concert with sales.

Personalize at Scale

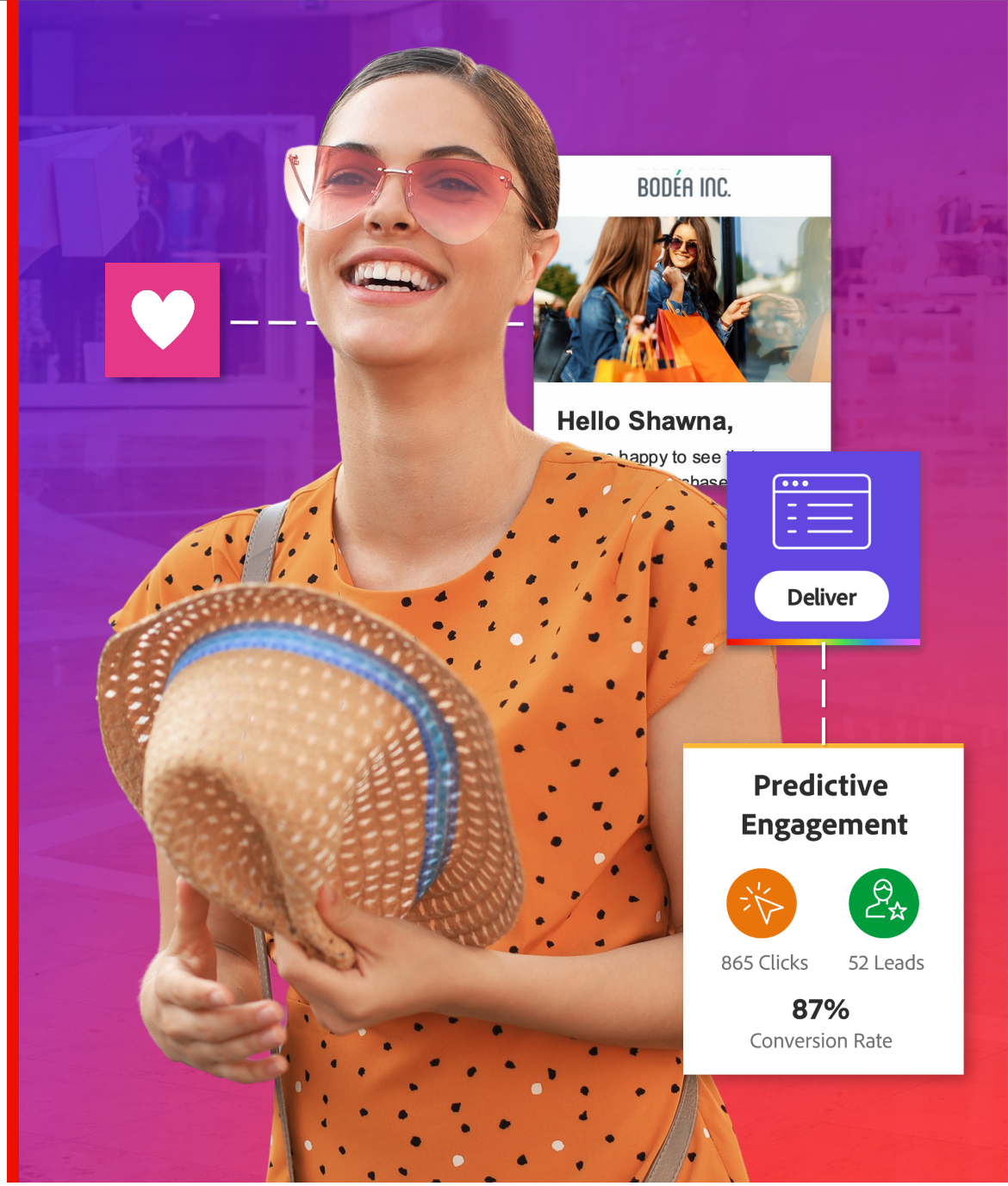
Use predictive content, A/B testing, and personalization to deliver consistent and relevant experiences each and every time.

Engage Across Every Channel

Reach prospects and buyers across every channel including email, display, mobile, social, search, and offline to deliver timely, engaging experiences.

Prove and Improve Impact

Understand, prove, and optimize your marketing impact with comprehensive measurement and revenue attribution.



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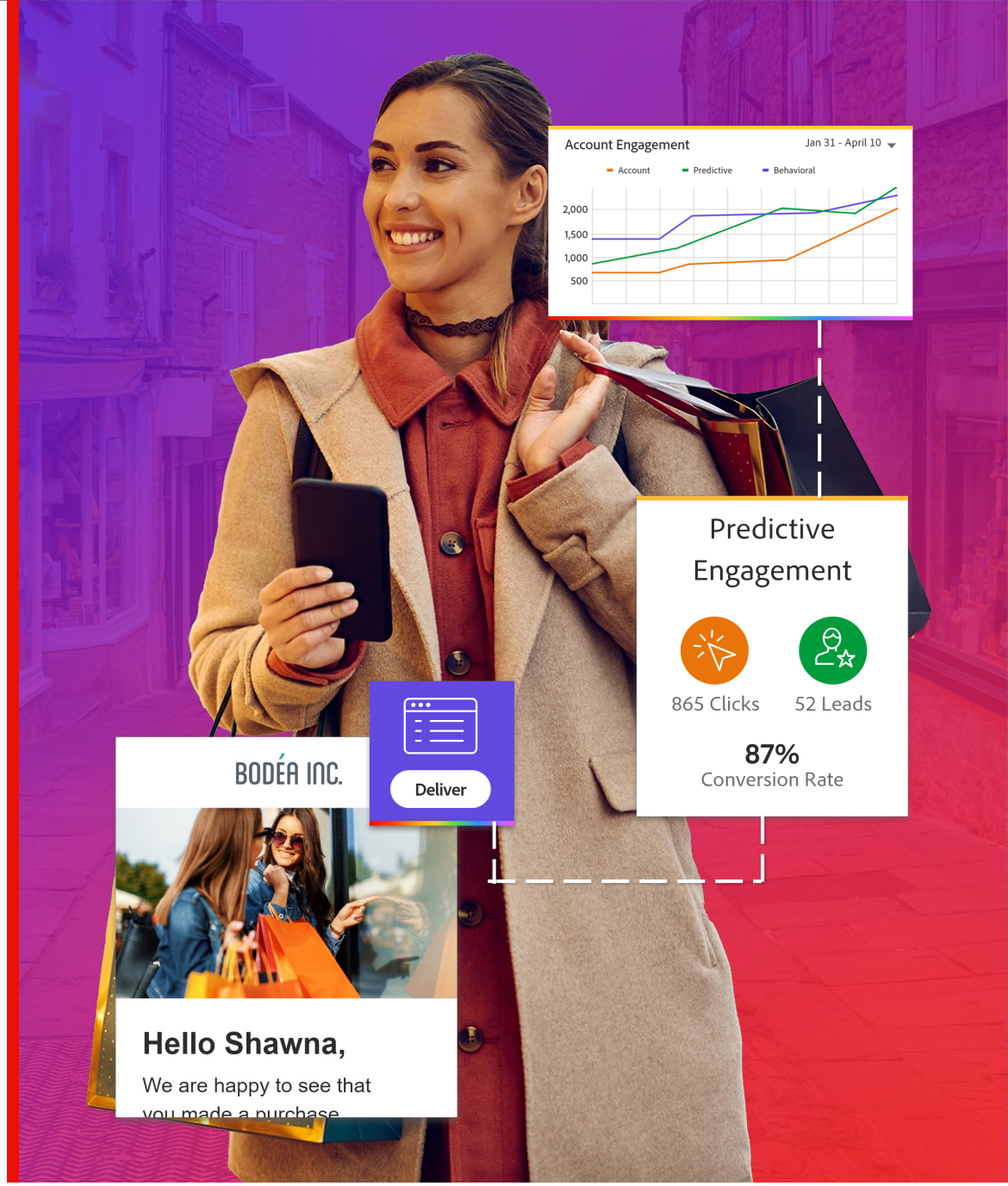

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Adobe Target

Collect, organize, analyze, and report on everything your customers do.

Take omnichannel personalization to the masses

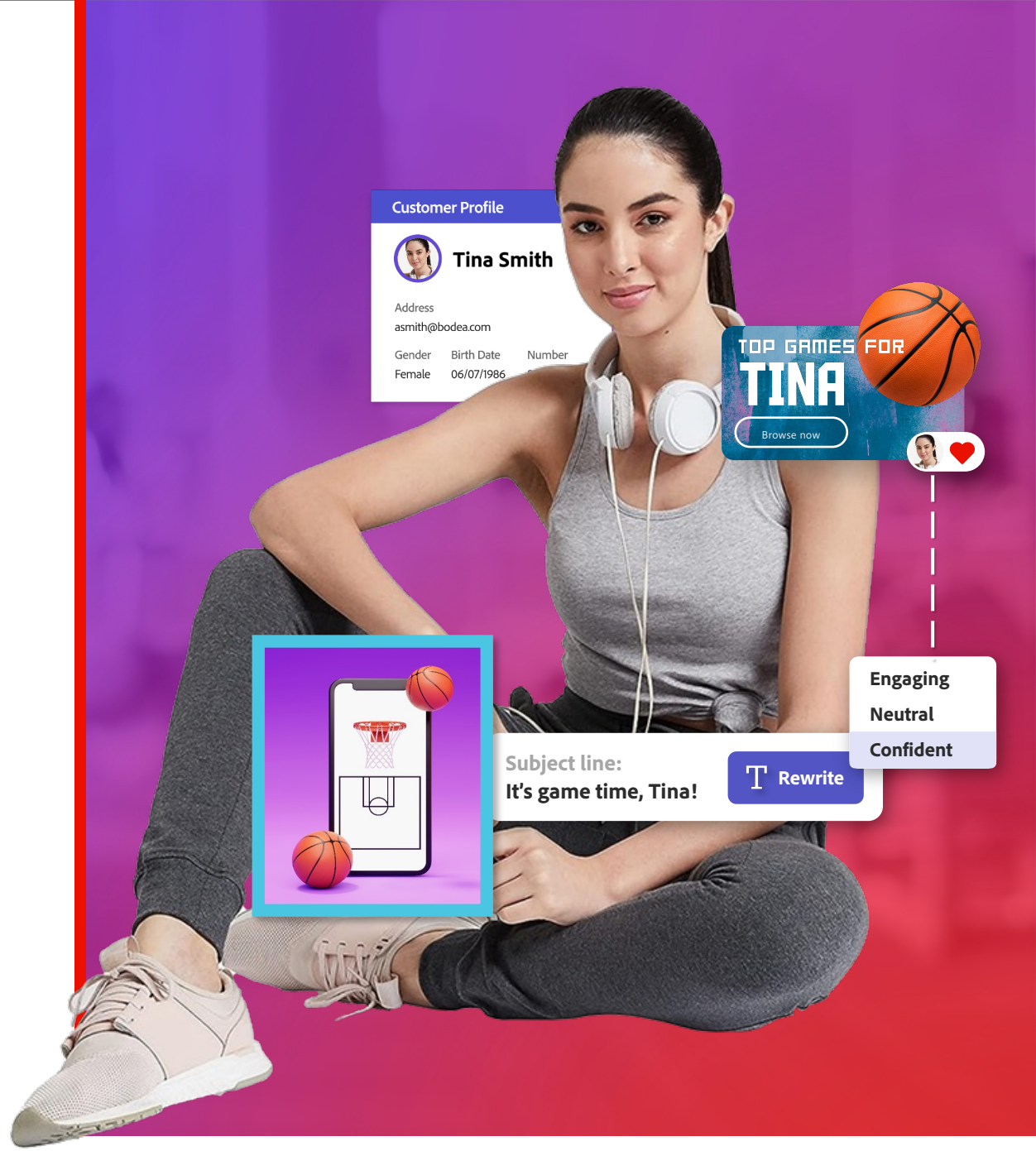
Business users and senior decision-makers can now access insights easily and quickly on their mobile devices and get instant answers to interactive queries.

Stop guessing with A/B and multivariate testing

Users can now evaluate their marketing investments more precisely across paid, earned, and owned media.

Improve every experience with AI-powered automation & scale

Empower business intelligence and data science teams to stitch and analyze cross-channel data with a powerful analytics toolkit.



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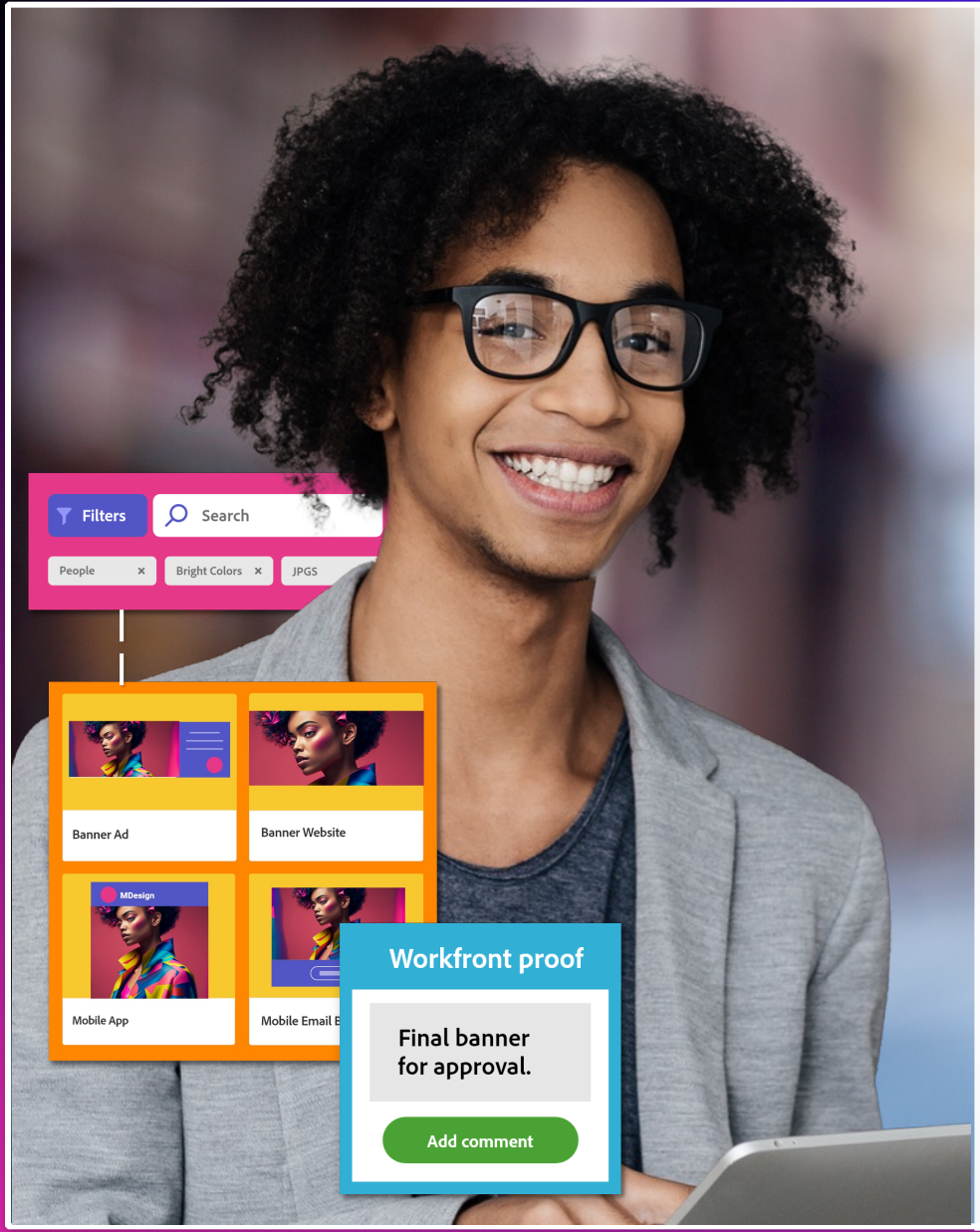

Content

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Adobe Experience Manager

For all your content and digital asset management needs

Content Management System

Create and manage your digital experience across all channels with automated tools that make scaling effortless.

Digital Asset Management

Spend more time on experiences and less time searching for and adapting content.

Digital Enrolment and Forms

End-to-end solution that connects your forms and communications processes.

AEM Cloud Service

The first cloud-native enterprise-grade content management system featuring optimal performance, with great SLAs and security.

Digital Signage

Easily connect online and in-store experiences with interactive signage that's responsive to customer data and on-side triggers.

Adobe

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AEM Sites - Content Management

Rapidly create, manage, and deliver personalized experiences across any touch-point throughout the customer journey.

Cross-channel content

Reuse and quickly adapt content to your customers' preferences so you can connect with them faster across every channel.

Faster Time to Value

Streamline marketing operations and application development to go quickly from design to implementation.

Web content management

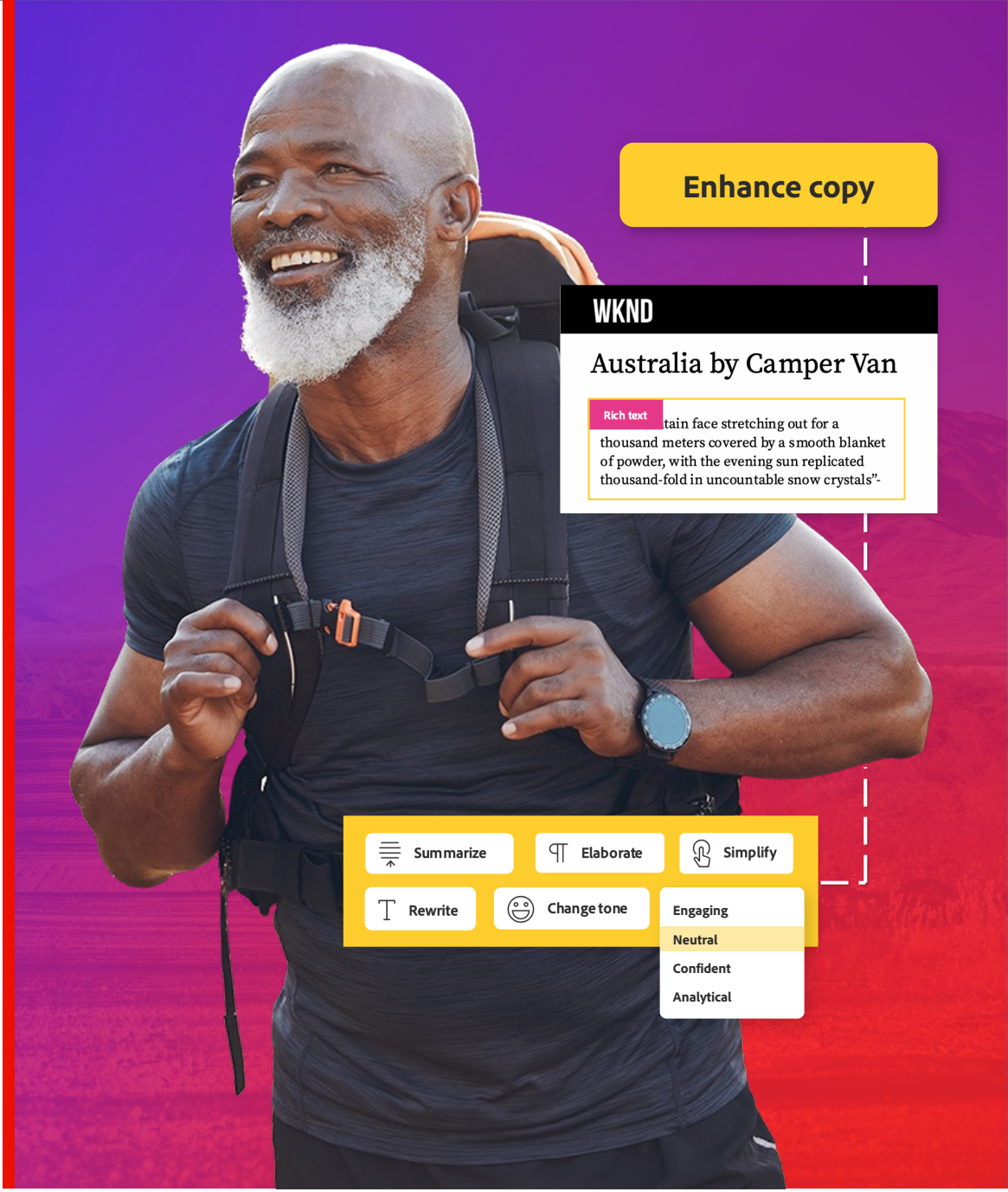
Use AI and machine learning to augment your human-powered efforts to create, manage, deliver, and optimize great content and experiences for your customers.

AI-powered scalability

Use AI and machine learning to augment your human-powered efforts to create, manage, deliver, and optimize great content and experiences for your customers.

Personalized experiences

Create a unified customer profile spanning the breadth and depth of your data, and then use it to deliver the most relevant experience for each customer in meaningful, memorable ways.



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AEM Assets - Digital Asset Management

For all your content and digital asset management needs.

Intuitive digital asset management

Our completely reimagined DAM drives customer experience by combining the scalability of the cloud and the power of AI to deliver personalized content at scale.

Asset Intelligence

Use AI to streamline tagging, cropping and distribution - to do in minutes what used to take hours.

Native Creative Cloud connection

Eliminate email-driven workflows and make collaboration faster by letting creatives work directly in Creative Cloud applications and while marketers easily give feedback and direction, all directly through the DAM.

Intelligent automation and delivery

Amplify content velocity and meet customer demands easily by rapidly composing, adapting, and delivering countless variations across devices and channels.

Adobe Workfront Integration

From intake to delivery, you can maximize the value of your content—at scale—by ensuring your digital assets are built, reviewed, approved and automatically tagged to their associated project.

Confidential.

AEM Forms - Digital Enrollment and Forms

For all your content and digital asset management needs.

Responsive forms

We understand that the start of the journey matters. So our mobile-responsive forms and automated forms conversion make enrollment easy on any channel.

Customer communications

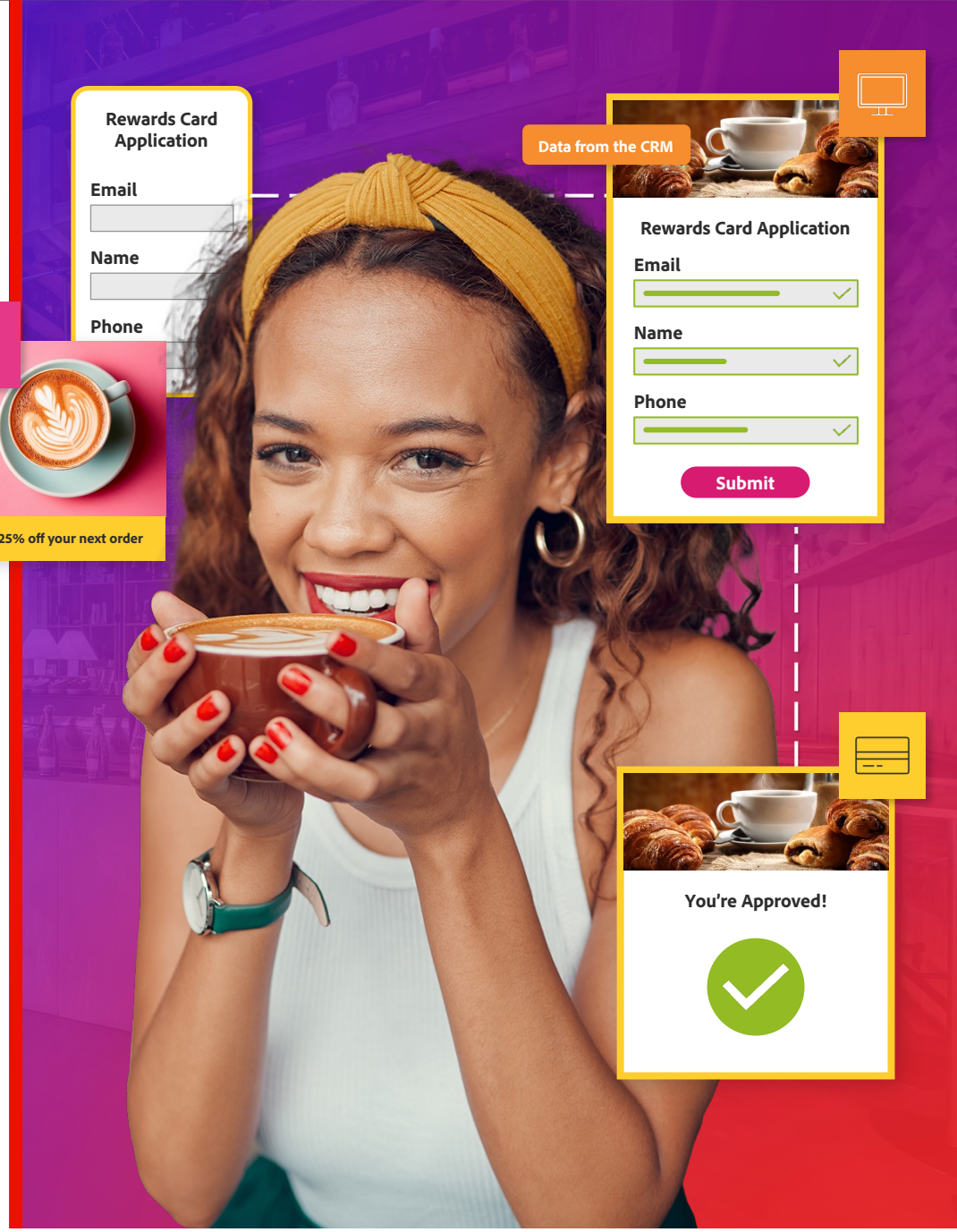
We think every communication can be personal. So use powerful data integrations to automatically personalize your forms and communications.

Scalable authoring

Enrollment should be easy from start to finish. With fragment-based authoring, reuse content to quickly build multiple forms or communications.

Automate onboarding

We make end-to-end customer journeys faster. Responsive forms combine with smart, secure e-sign tools and automated workflows eliminate manual processes.



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AEM – Cloud Service

For all your content and digital asset management needs.

Performance resiliency

Built-in redundancy and proactive monitoring capabilities provide mission-critical service level availability and protect against unpredictable cloud outages.

Modular, scalable, and global

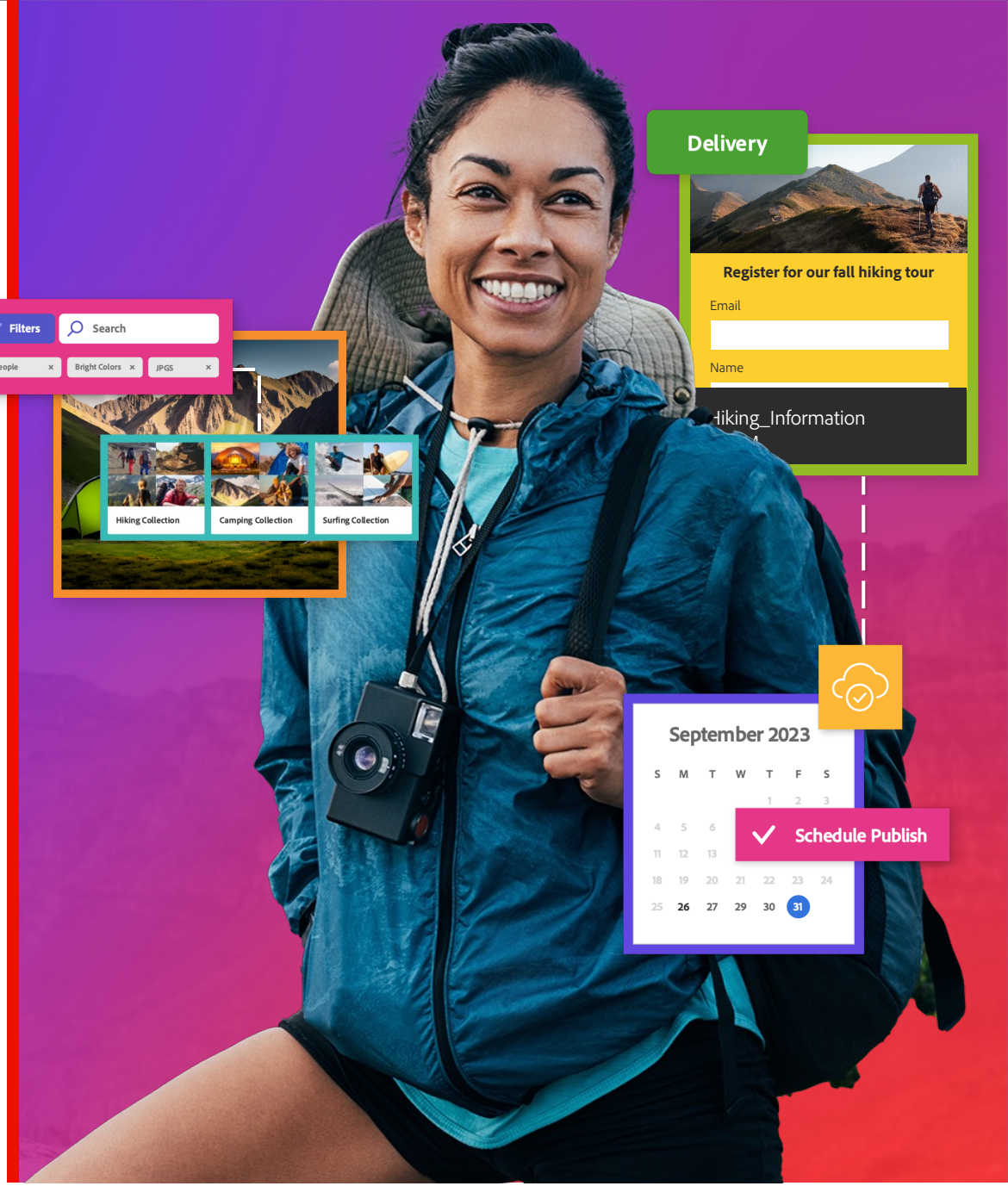
Scale as fast as your customers demand. Maintain high performance globally with an architecture designed to auto-scale within seconds.

Always current

Focus on innovating instead of planning for version upgrades. New experience management capabilities are seamlessly validated and made accessible to your teams instantly.

Secure by default

Security is at our core. We provide enterprise-grade security with industry recognized standards to ensure all data and content is private and protected.



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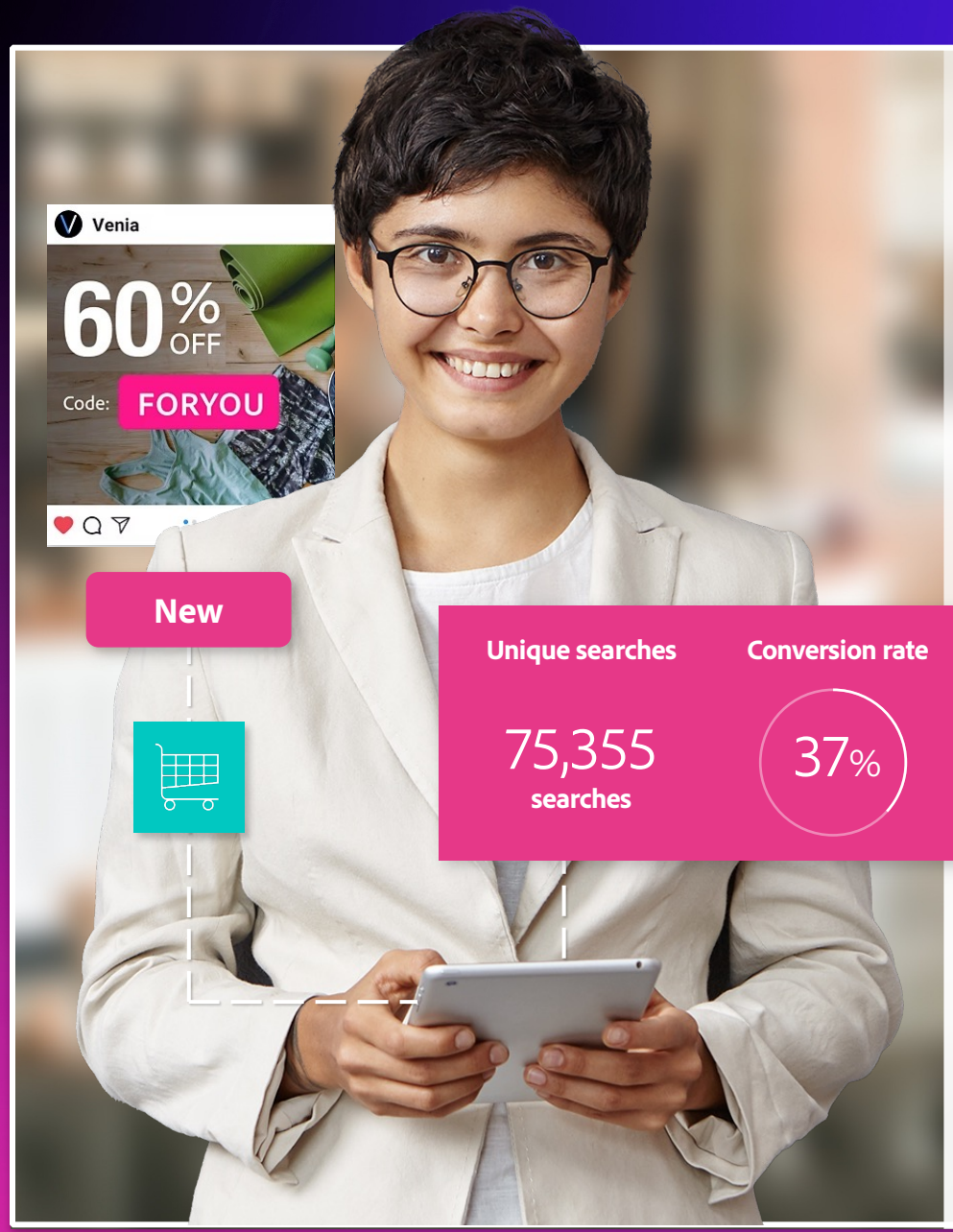

Commerce

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Adobe Commerce

More personalization. More purchases. Get both.

Sell anywhere with omnichannel experiences

Offer the right content across these channels — all while managing everything from one platform.

Manage and deliver a unified commerce experience

Manage and deliver branded, mobile-friendly unified commerce experiences every time, everywhere.

Commerce intelligence

Measure and optimize campaigns with commerce intelligence that enables segmentation and targeting to help identify the most profitable customers.

Gain operational confidence with scale and support

Be confident that your site and your data are secure, highly available, and scalable for high traffic demands.

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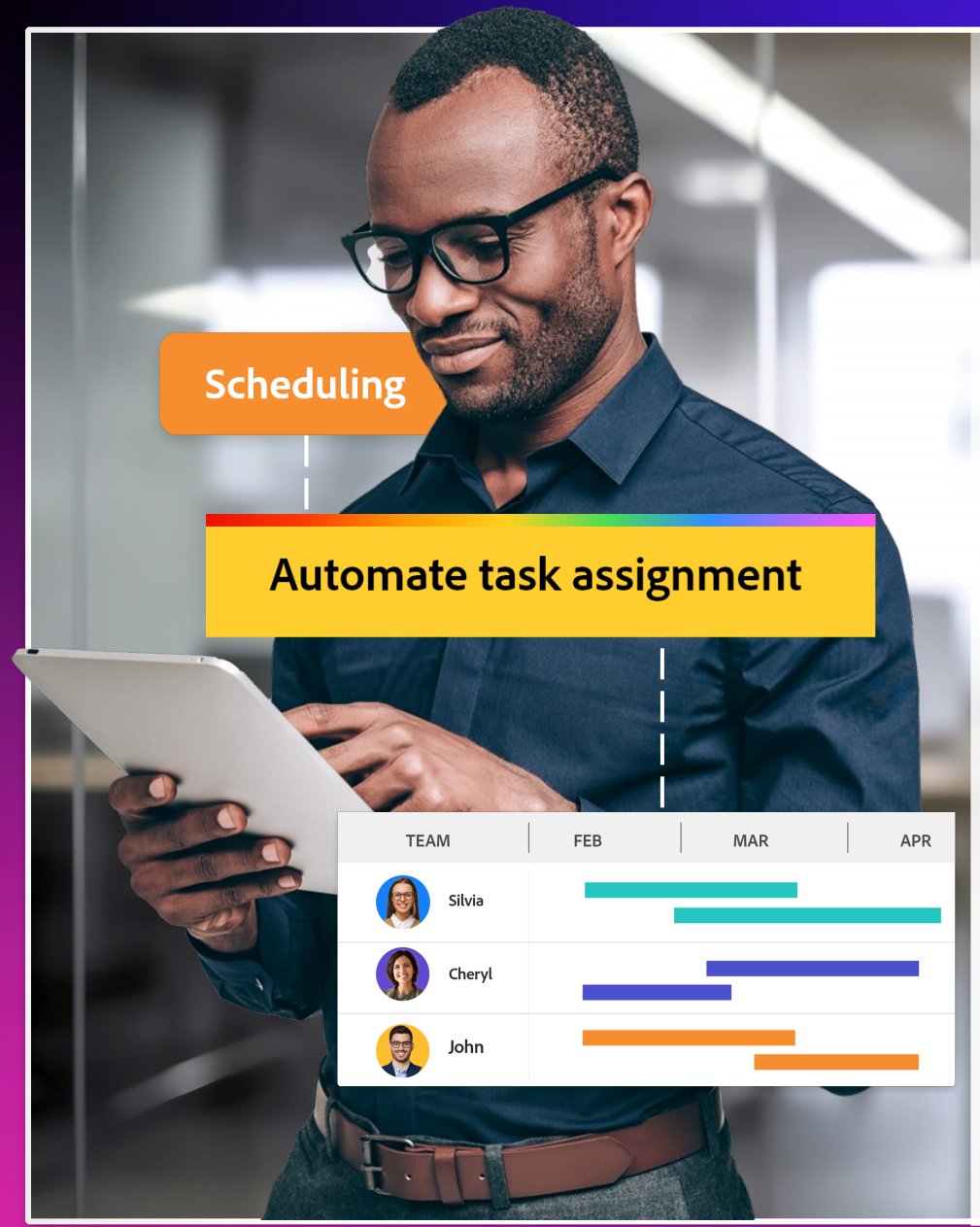

Workfront

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Adobe Workfront

Speed time to market and empower your teams by efficiently managing the end-to-end lifecycle of work.

Align strategy across the organization

Connect business strategy to work delivery and ensure that the right work is prioritized.

Plan and prioritize work

Allocate budget to priorities, optimize resource pools, iteratively balance portfolio, and efficiently plan work.

Streamline work execution

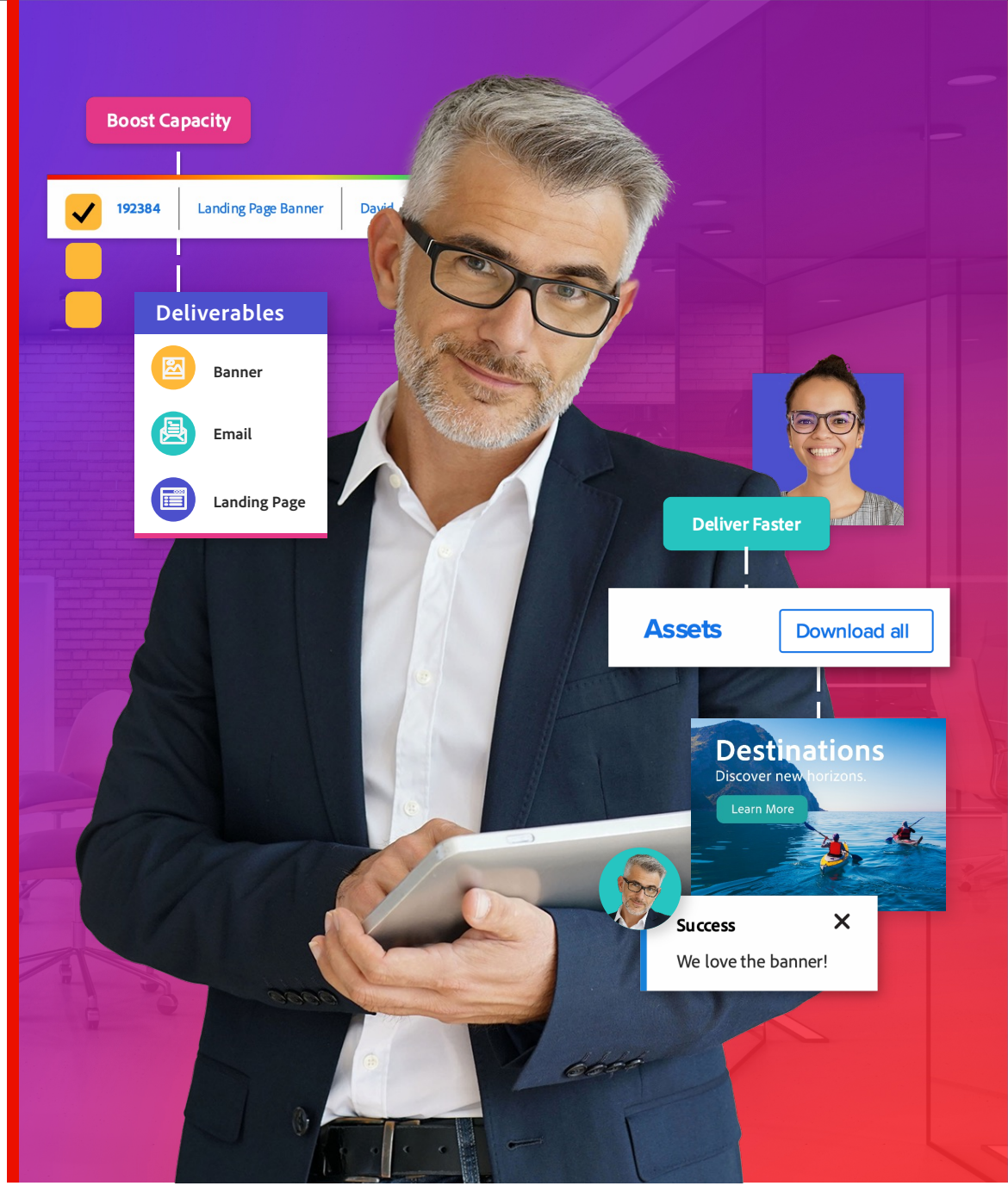
Centralize work in a single place and standardize and automate work processes—from intake and resourcing all the way to completion.

Collaborate, review, and approve

Simplify reviews and track and audit approvals. Collaborate across divisions, keep teams productive, and execute with agility.

Measure and optimize work

Deliver against strategy, measure productivity, ensure quality and compliance, and optimize future initiatives with rich historical data.



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