



Identifying actionable insights from multichannel data at Adobe

#CXForum

Bē
Jon Noorlander



An Introduction to Customer Intelligence

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Bē
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Digital has never been easier...or more difficult

THE CONNECTED **CONSUMER**

Explosion of touchpoints
and rising expectations

DATA **EXPLOSION**

Flood of information from
devices, servers and the cloud

DIGITAL **DISRUPTION**

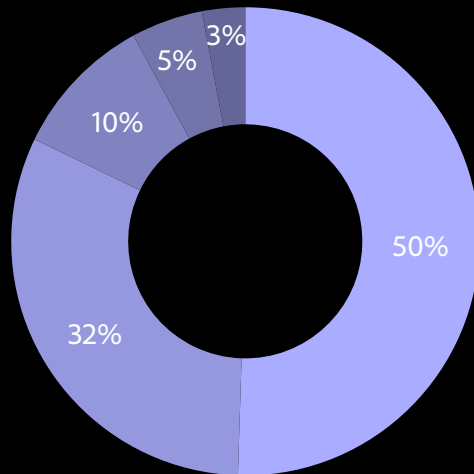
Companies racing to
reinvent themselves

Customer Intelligence in the market

Most know it's important...

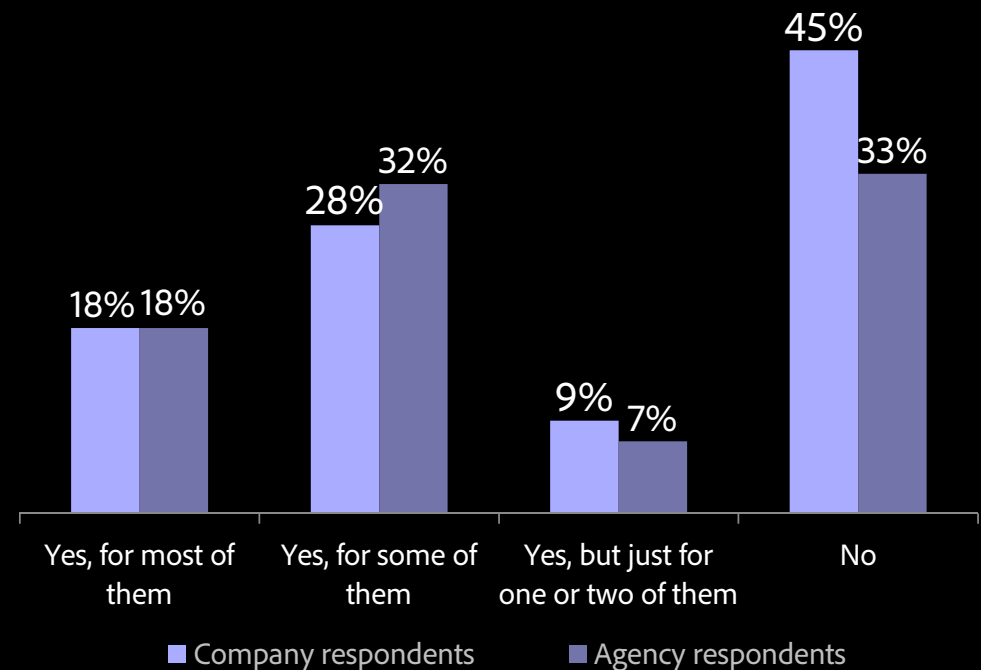
'Achieving a single customer view is critical to our long-term success'

- Strongly agree
- Somewhat agree
- Neutral
- Somewhat disagree
- Strongly disagree

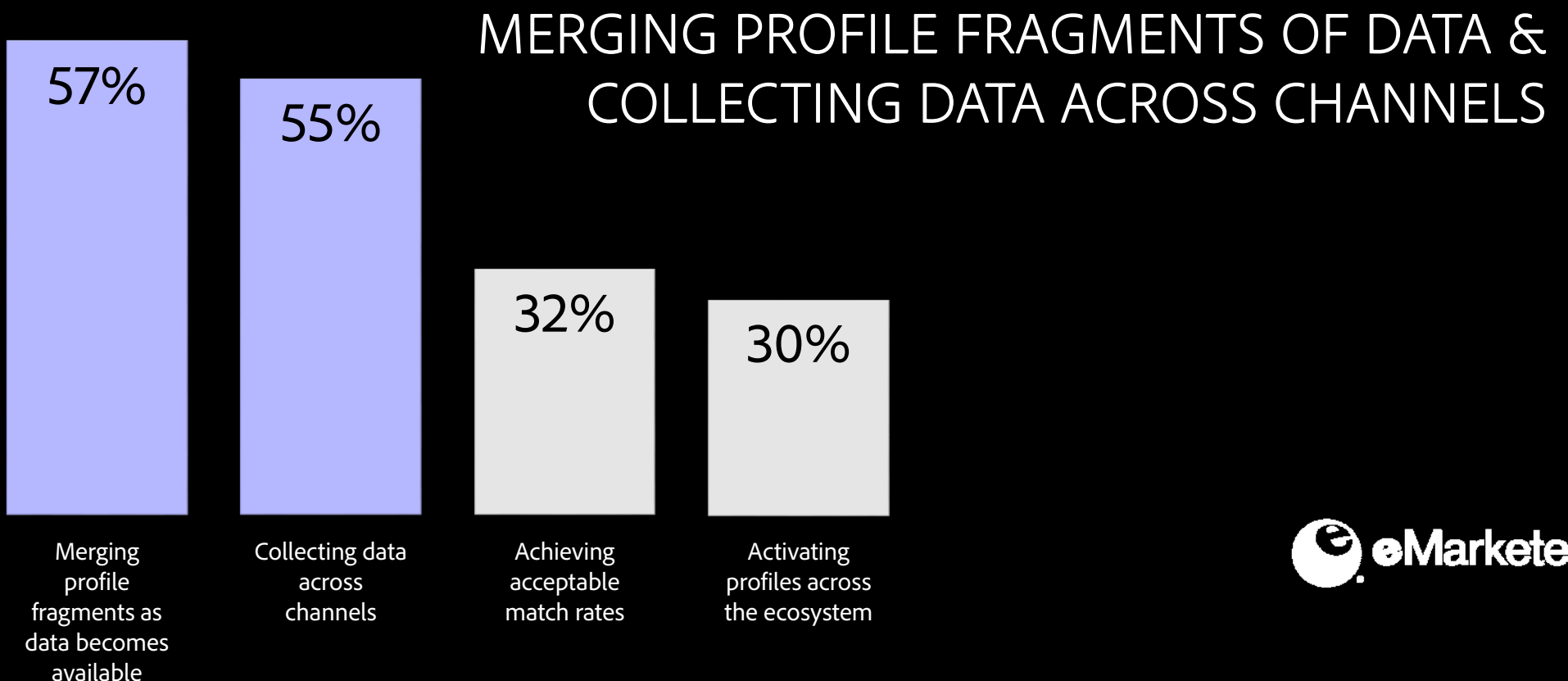


...yet few are doing it

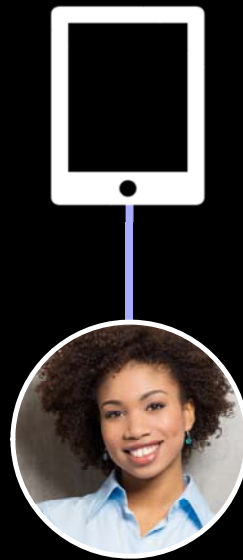
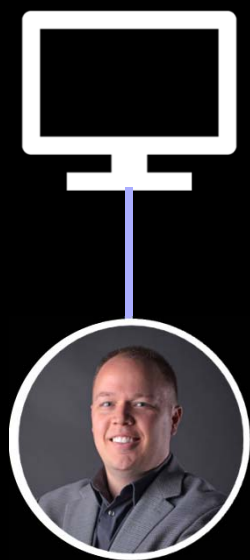
Do you / your clients currently use a single customer profile for all marketing applications?



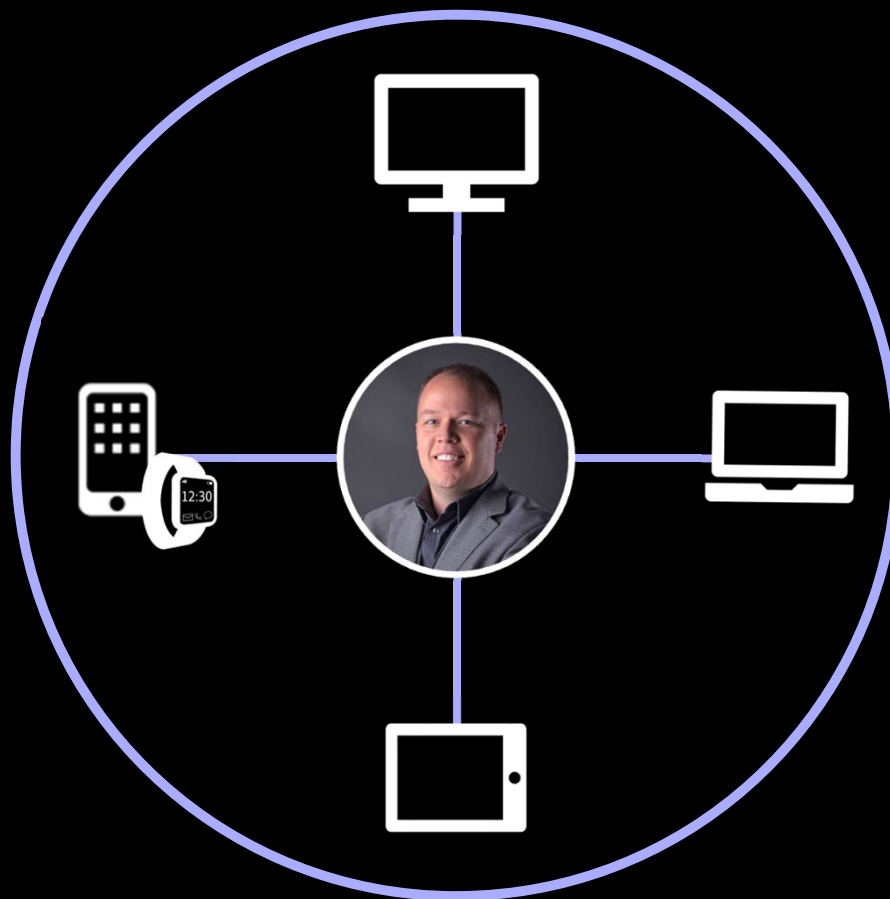
Biggest Challenges to Building a Single Customer View:



Perception: Customer Intelligence



Reality: Customer Intelligence



Business Objective



Increase ROI by 10% with a flat year-over-year budget through optimized investments across customer journey engagement points

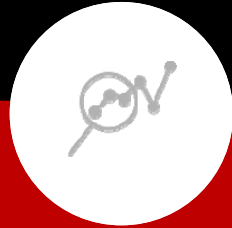
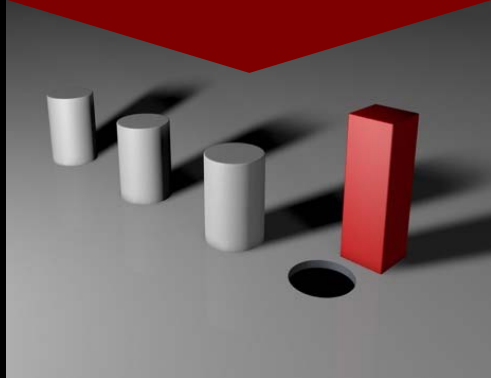
- Drive 2x pipeline coverage to meet H1 sales targets
- Increase marketshare/penetration into EMEA from 6% to 15%
- Convert 15% of existing customers from standard to premium



Challenges



Difficulty identifying and targeting qualified customers & prospects



Incapable of reliably and predictably making good marketing investments



Keeping up with and meeting/exceeding customer expectations

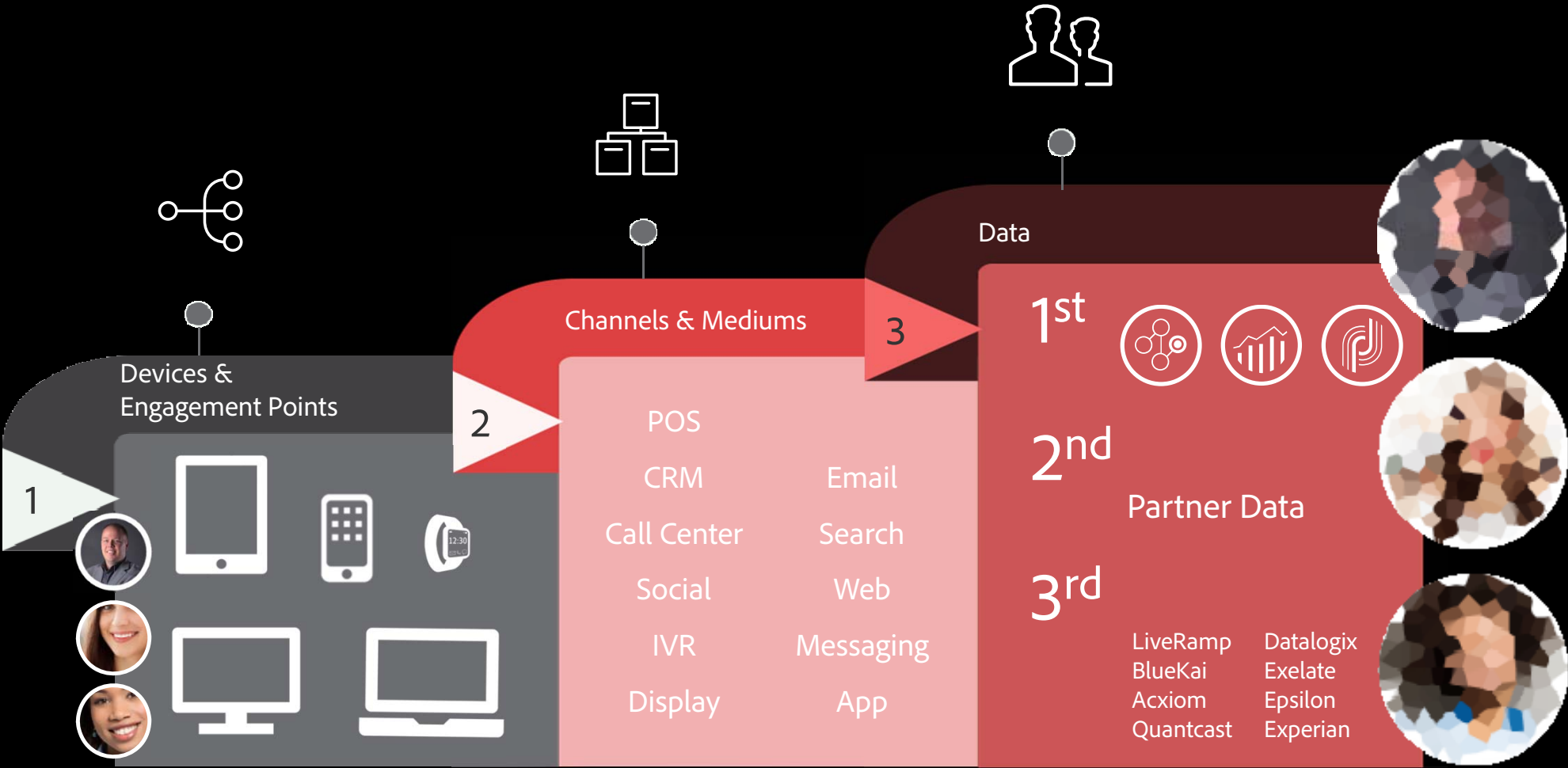


Difficult to gain up-to-the-minute visibility into status of marketing KPIs



I want to get a holistic view of my customers across their interactions.

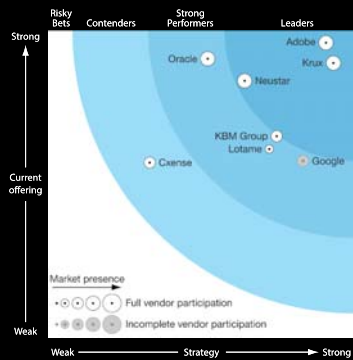
Biggest Challenges to Building a Single Customer View



Key Building Blocks to Customer Intelligence



Adobe Analytics & Audience Manager are the Clear Leaders



Best Data Management Platform

FORRESTER 2015 DMP WAVE

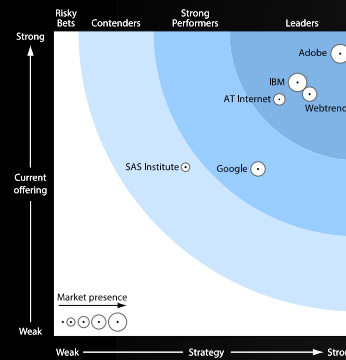
FORRESTER®



Most Influential Analytics Vendor

2014 & 2016 AWARDS FOR EXCELLENCE

DIGITAL ANALYTICS ASSOCIATION



Strongest Strategy & Market Offering

FORRESTER 2014 WEB ANALYTICS WAVE

FORRESTER®



Dominant Leader in Marketing Analytics

DIGITAL MARKETING ANALYTICS MAGIC QUADRANT, SEPT 2015

Gartner

“Adobe dominates the market...”

James McCormick
Senior Analyst, FORRESTER

Why Adobe

Community

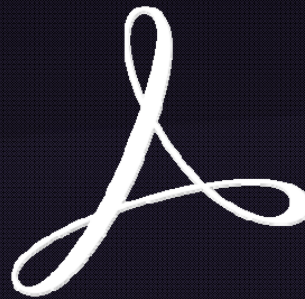
Marketplace

Partners

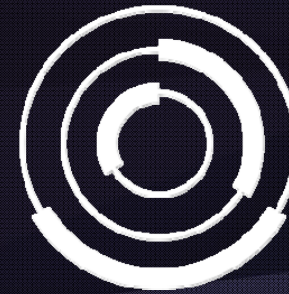
Developers



Creative Cloud



Document Cloud



Marketing Cloud

CONTENT

DATA



Insights and optimizations – digital transformation @ Adobe

Petar Karafezov, Head of Ecommerce – EMEA

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... Our world is changing...



Cross-channel

Customers bombarded with messages from multiple sources and competitors



Customer Focus

Adobe is transforming from a product focused company to a customer-focused company



Paid Subscribers

Almost overnight, Wall Street went from measuring our success by revenue growth to measuring our success by subscriber growth



Shift to SaaS

Shift to SaaS as the cloud offers a channel for on-demand capabilities

...demanding that we innovate our marketing approach...



Relevant



Personal



cross-channel



Orchestrated



Evolving

... and MEASURABLE !



74% of Adobe's Marketing Spend is on Digital



How do we achieve this?

1



By becoming
A Best-in-Class
Digital Marketer...

2



...using the Adobe
Marketing Cloud as our
own best Customer.

What's Different About Digital?

Everything.

Technology

Deploy Adobe Marketing Cloud across Adobe.com, products, services, apps and media



Process

"Always on" marketing
A single source of truth
Ongoing testing and iteration



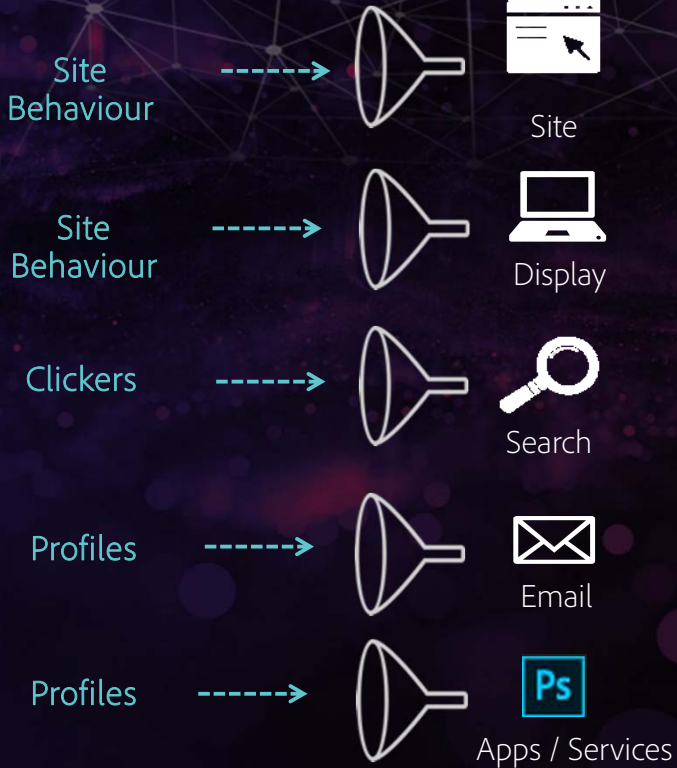
People

New skills: "Bring in the Nerds"
Strategic In-sourcing
"Risk Takers"



Data Management Platform is critical for success

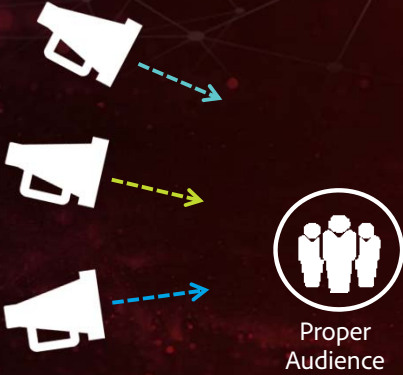
Different Audience Data



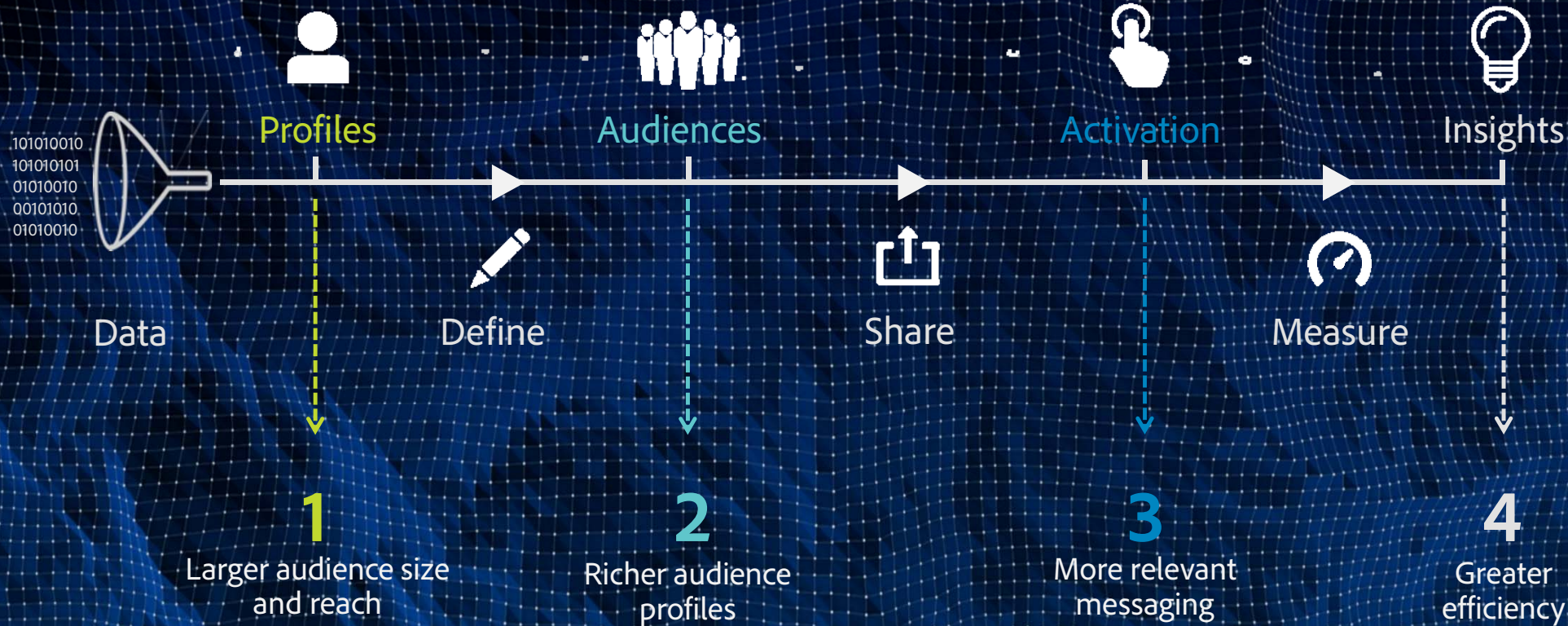
Different Audience Definitions



Misaligned Messaging



Define and share high value audiences



Enabling Insights-driven Personalization

Strategy

Start with the business strategy:

- Who to target
- What to say
- Where to present the experience

Profile & Audiences

- Once the "who" is decided, we determine the data needed to enable the experience
- Data Ingestion via Adobe Audience Manager



Audience
Manager

Activation

- Targeting campaign is developed using Adobe Target
- The content to enable the customer experience is developed using Adobe Experience Manager



Target



Experience
Manager



Campaign

Insights

- Campaign analysis using Adobe Analytics



Analytics



Organization Change



From One Size Fits All To Personalized Experience

ONE SIZE FITS ALL



Visitors to adobe.com



All visitors receive the same "Buy CC" experience

PERSONALIZATION experience



CC Free User
(no downloads)



"Get started with CC. Try Photoshop" experience



Photoshop Trialist



"See what you can do with Photoshop CC" experience OR Try Another App



Creative Suite Product Owner



"Why switch to CC" experience



Current subscriber



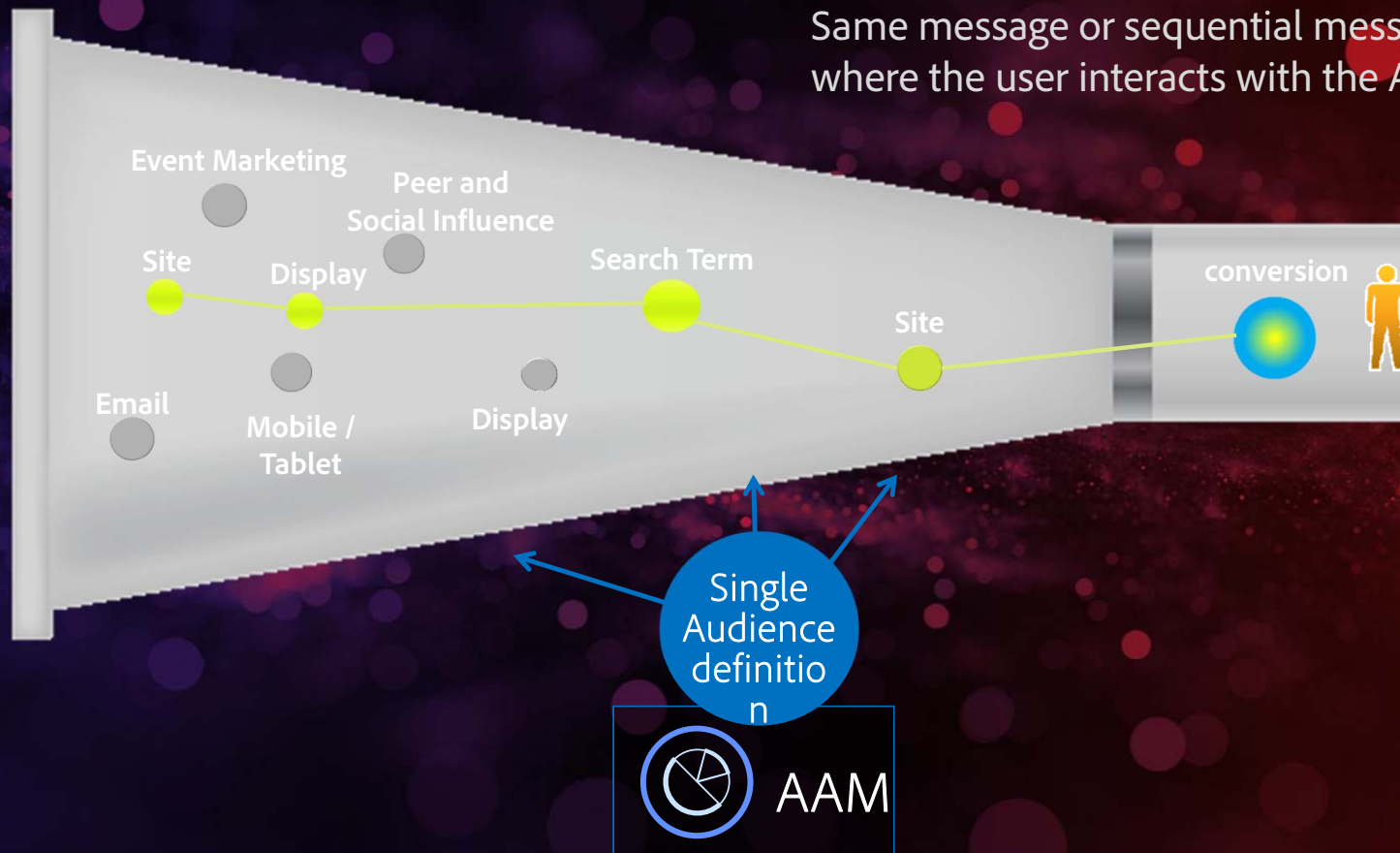
On-boarding, upsell, cross-sell, active use programs





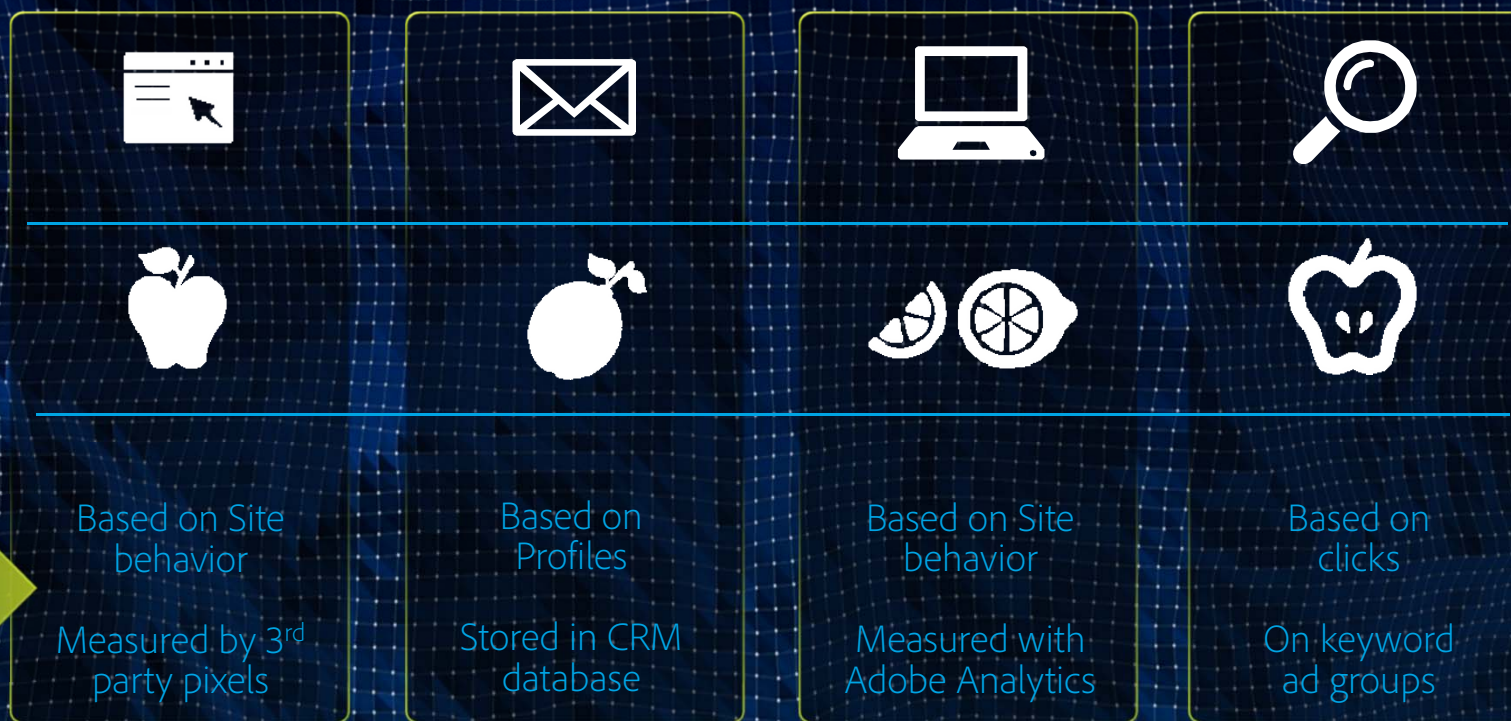
Photo credit: Alan Stanton

A real example in action - Consistent Cross Channel messaging



BEFORE Audience Manager

Our audience definitions were apples and oranges

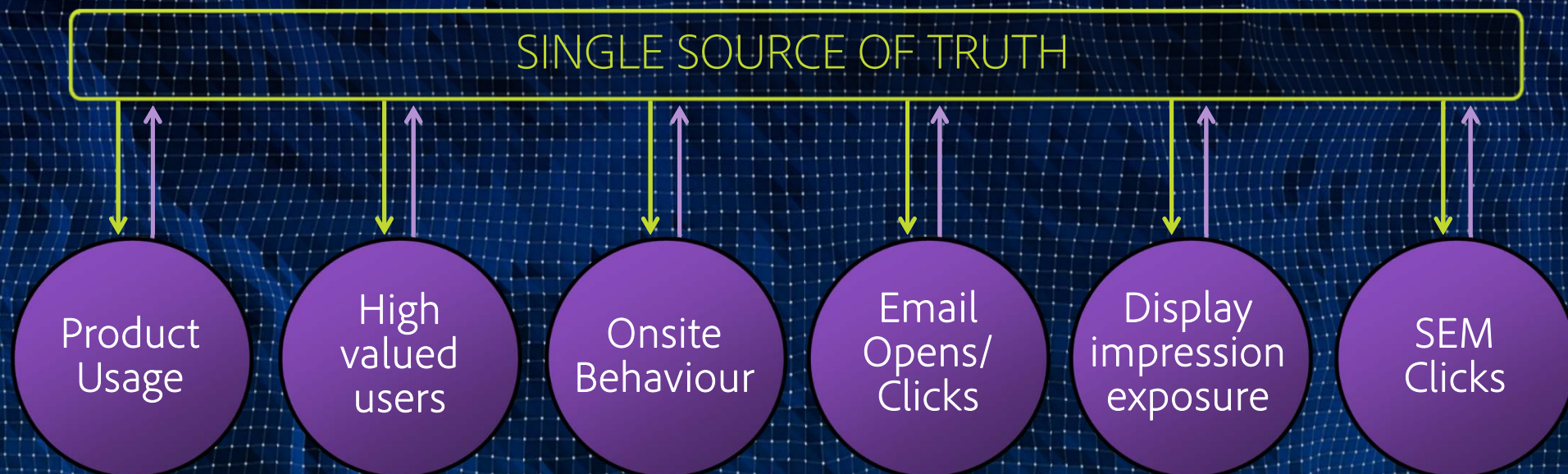


Old Audience definitions

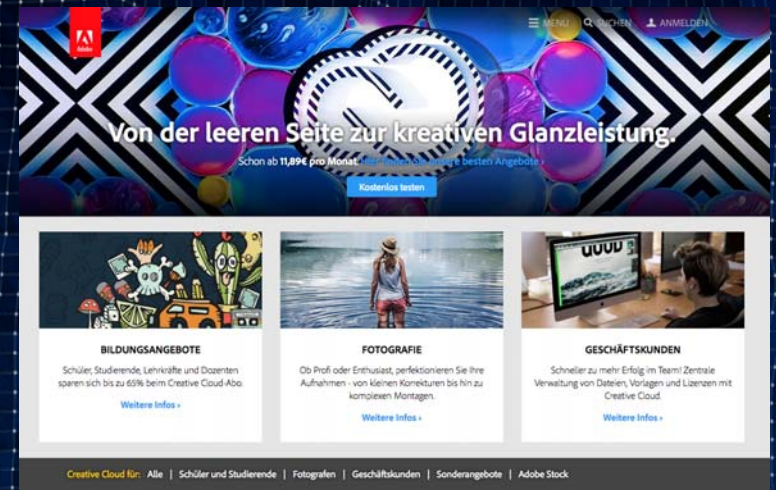
Data Sources and Marketing Touch Points expand reach & enrich our segmentation

Consistent Cross-Channel Messaging
Ongoing Segment Enrichment

SINGLE SOURCE OF TRUTH



Adobe.com – Lobby layouts



Better segmentation
Higher engagement
+ \$1M

A real example in action – Adobe homepage targeting

Creative Cloud

Marketing Cloud

Creative Cloud for business

Creative Cloud for education

Document Cloud

Licht! Kamera! Action!!
Deadpool, der sarkastische Antiheld von Marvel Comics, kommt auf die Kinoleinwand. Der neue Film wurde vollständig mit Premiere Pro CC bearbeitet. Sichern Sie sich die Tools der Hollywood-Profis, und zeigen Sie der Welt, welche kreativen Superkräfte in Ihnen stecken.

Alle Tools für Videoprofis

Informationen über Creative Cloud >

Creative Cloud = Die Kreativ-Flatrate. Creati jetzt 40% - nur bis 4. März. Jetzt upgraden

Sonderangebote für: Schüler/Studierende

Creative Cloud
Alles, was Kreative brauchen - immer

Richtiger Kanal. Richtiger Zeitpunkt. Falsche Botschaft?
Wenn die Botschaft falsch ist, bringt auch der richtige Kanal nichts. Mit der Adobe Marketing Cloud haben Sie Cross-Channel-Marketing im Griff.

Weitere Informationen

Adobe Marketing Cloud entdecken >

Trends erkennen, Wissen teilen und Kontakte

Creative Cloud
Alles, was Kreative brauchen - immer bereit, wann und wo sie es brauchen

MAKE IT TOGETHER.
Creative Cloud für Teams.

Die multimedialen Sinneserlebnisse von Obscura Digital sind das Ergebnis optimierter Team-Arbeit. Gemeinsam mit Kreativen aus der ganzen Welt hat die Agentur ein grandioses Werk zum Thema Klimawandel geschaffen - möglich gemacht durch die Adobe Creative Cloud für Teams.

Video abspielen >

Weitere Informationen zur Creative Cloud für Teams

Sichern Sie sich bis 4. März bis zu 29% Rabatt auf Ihre Creative Cloud für Teams. >

Sonderangebote für: Schüler/Studierende | Fotografen und Fotobegeisterte | U

Creative Cloud
Alles, was Kreative brauchen - immer bereit, wann und wo sie es brauchen

Marketing Cloud
Alle Lösungen, die Marketer benötigen

Dein Ticket zu einer kreativen Expedition

An alle Studierenden: Lust auf eine coole Reise, auf der ihr mit neuen Kreativ-Tools ein spannendes Projekt umsetzen könnt?

Jetzt bewerben >

Informationen über die Creative Cloud

Die Creative Cloud Student and Teacher Edition gibt es für nur 19,94 € pro Monat - also 66% weniger als das reguläre ABO!

Sonderangebote für: Schüler/Studierende | Fotografen und Fotobegeisterte | Unternehmen | Mehr

Creative Cloud
Alles, was Kreative brauchen - immer

Marketing Cloud
Alle Lösungen, die Marketer benötigen

Document Cloud
PDFs und Online-Dokumentendienste

Acrobat Reader DC, Flash Player, Adobe AIR, Shockwave Player und mehr

Kennen Sie schon Acrobat DC?
Die neue Version von Acrobat ist da.

Die Nummer 1 für PDF-Software ist besser denn je. Jetzt können Sie noch einfacher PDFs auf dem Desktop erstellen, bearbeiten und verwalten. Und wenn Sie an weggefallenen Features interessiert sind, buchen Sie sich 'Abo' - damit erhalten Sie Zugang zu Apps, Online-Diagnostik und Optionen für elektronische Unterschriften.

Alle Optionen und Preise im Acrobat DC vergleichen >

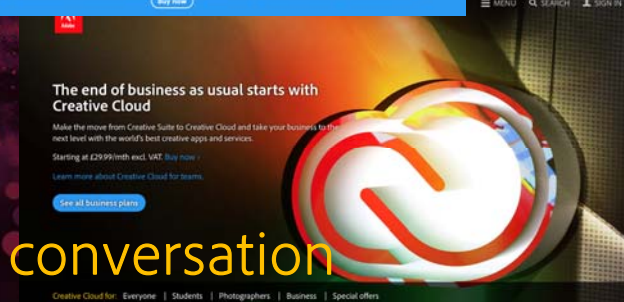
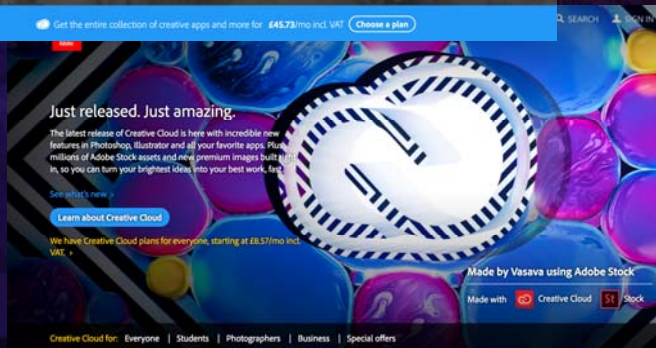
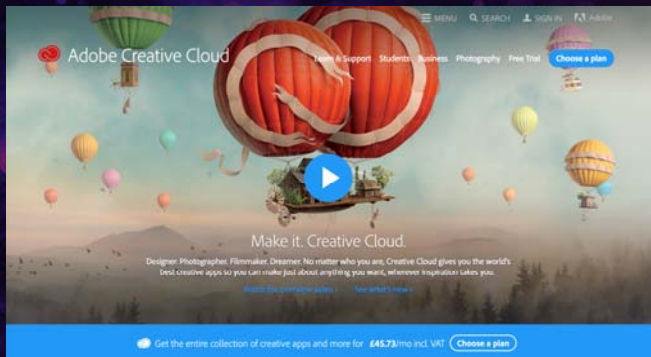
Neuerungen in Acrobat DC >

Weitere Informationen zur Adobe Document Cloud >

Kostenlos 30-Tage-Testversion von Acrobat DC (nur Desktop) >



Audience Manager + Target – business targeting in key high-traffic areas

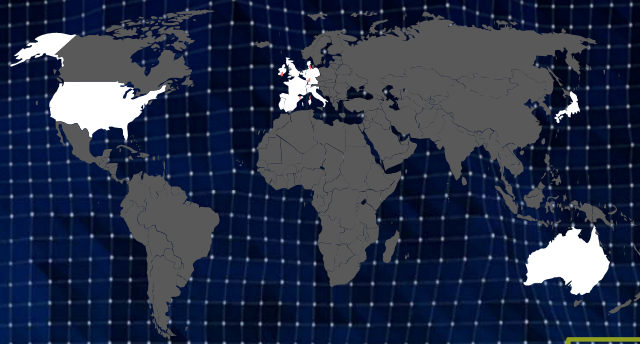


In-context conversation
Higher conversion
+ \$3M

Insights power optimization. Optimizations move the business forward.

300+

...on Adobe.com for
Creative Cloud and Acrobat
globally.



25+

...testing campaigns per
month on Adobe.com

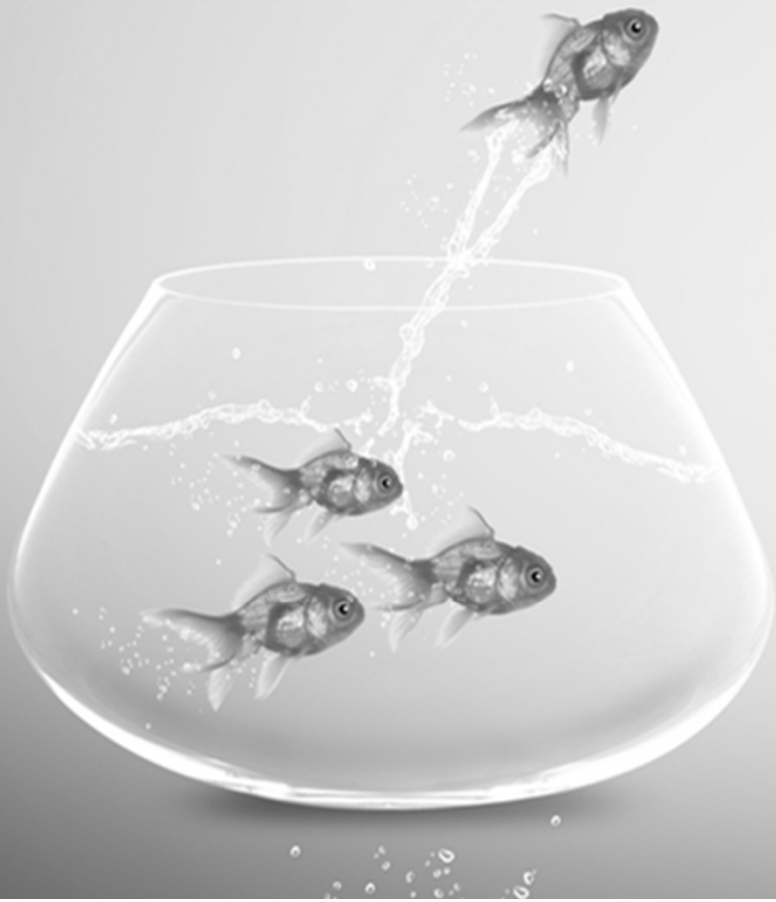
Strategic areas of focus

- Conversion improvement / revenue maximization
- Acceleration through Free Funnel
- Retention
- In-product testing

Annual recurring revenue
attributed to the
optimization program:

\$40M*+

“Not taking a risk, is a risk”



Organisations have to Transform





We have
TECHNOLOGY,
but Robots
will never be
Marketers

It
takes
PEOPLE

CREATIVITY
is still king
Stay **FOCUSED** on
the Customer
APPLY the Art to
the Science



Adobe

MAKE IT AN EXPERIENCE