Adobe announced a new approach for marketers to deliver engaging experiences to their customers across all channels. The company unveiled a new pricing structure for Adobe Campaign, a key solution in the Adobe Marketing Cloud. The new model is the first in the industry to be based on customer profiles versus CPM (cost per thousand emails sent), which is currently the primary cost driver for the email industry.

Q: What does this mean for marketers?
Marketers can scale and unify their campaigns in a way that is not cost-prohibitive or tied to email CPM, and more importantly, align with how they communicate with each customer in a personalized way. By eliminating the email CPM, marketers can advance their capabilities and try new channels without worrying about execution costs, at a pace that works for them.

Q: How does this change the market?
As marketers are centralizing their data into customer profiles, these profiles are becoming increasingly valuable. Marketers today are being held back from leveraging these profiles by CPM - a pricing structure that places the email vendor, rather than the marketer and their customers, at the center of campaign operations. This new model is a fundamental shift in the marketplace.

Adobe delivers a higher-value cross-channel marketing platform versus basic email. Adobe sets a new precedent in the industry and helps marketers act upon these customer profiles to find the best ways to communicate to each customer. This will allow marketers to not only experiment with cross-channel communications, but provides full transparency into their marketing spend. It will allow them to scale their needs at a pace that makes sense and try new channels to better create personalized, one-to-one communications with each consumer. It will provide more relevant experiences for the end-consumer.

Q: What will they charged on?
Marketers will now be charged on a license/subscription fee as well as a customer profile fee.

Q: What is a customer profile?
A customer profile is information that uniquely represents end-customers and prospects/leads that Adobe Campaign clients can act on. This includes demographic, behavioral, past purchase, and communications preference information. The customer profile provides marketers with a single view of the customer and allows them to better communicate, target, segment, and report on each customer.

Q: What does this mean for the end-consumer?
Consumers are becoming more sophisticated and increasingly get information from both digital and traditional channels. This means that brands must learn to effectively communicate across all channels. The pricing structure enables marketers to better communicate with each customer in a personalized way.

Q: When will this pricing structure be available for customers?
January 20, 2014

Q: How will the impact current Adobe Campaign customers?
Current Adobe Campaign customers will be communicated to by their Account Executives in the coming months and details will be shared with each individual customer. We expect our clients to greet this news with excitement and embrace the opportunity to extend the use of their Adobe Campaign Solution, which is one of the primary reasons for making this shift in pricing.

Q: How will the affect future Adobe Campaign customers?
We have three packages that address marketers growing maturity in cross channel marketing – from email to multiple outbound channels to eventually true cross-channel marketing – outbound and inbound.

Q: How will this impact Adobe Campaign partners?
Current Adobe Campaign partners are being communicated to by their Adobe Alliance Manager and details will be shared with each individual partner. This new approach drastically simplifies pricing and will enable our partners to more quickly provide a price quote. Additionally, this new pricing model is more in line with how partners currently price their value-added services, making for a simplified customer experience. We expect our partners – like our clients - to greet this news with excitement and embrace the opportunity to help their end user clients extend the use of the Adobe Campaign Solution.

Q: Are there any other analysts I can speak with regarding this announcement?
Rob Brosnan, Forrester Research
Shar VanBoskirk, Forrester Research
Adam Sarner, Gartner

For additional questions
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