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Adobe Sensei Transforms Brand Emails Through Design and Intelligence

Survey Shows Consumers' Email Expectations Are Putting Pressure on Brands

LONDON, UK— August 29, 2017 — The email habits of European consumers are undergoing a fundamental shift, according to Adobe's third annual email survey, putting increasing pressure on brands to make sure that marketing emails are richly personalised, rapidly responsive to reader analytics and seamless on smartphone – which is now the preferred method to check personal emails by the vast majority (48%) of European email users.

The survey of 3,000 white collar European professionals shows that email remains a popular marketing channel – 63% of European respondents say that it is the most effective channel for brands to reach them (up 5% from 2016) and 51% say that they are interested in receiving special offers and promotions from brands. But with fewer respondents checking their work and personal email than last year (down 17% and 25% per week respectively) and 35% of personal emails going unopened by European consumers, the need for marketing emails to stand out has never been more important.

The survey comes as Adobe (Nasdaq:ADBE) today unveiled new email innovations that help brands lead with experience and avoid adding to the noise of the inbox. [Adobe Campaign](#) in [Adobe Marketing Cloud](#), part of [Adobe Experience Cloud](#) enable marketers to send hyper-personalised, engaging emails based on customer knowledge and interactions. Artificial intelligence and machine learning through [Adobe Sensei](#) powers Adobe Campaign's predictive capabilities. Adobe was recently recognised for its email and campaign management capabilities in Gartner's [Critical Capabilities for multichannel campaign management](#).

Stephan Dietrich, vice president, Adobe Campaign, said: "As brands continue to embrace email marketing as a pivotal component to build delightful, holistic experiences, many struggle with meeting customers' heightened demands. Our new email innovations further cement our leadership in helping enterprises provide well-designed emails that enhance customer relationships, brand awareness and ultimately sales."

Adobe Campaign's new capabilities and innovations from its labs enable email marketers to:

- **Predict the best images for emails:** Adobe is previewing an email project in development in its labs for potential future integration in Adobe Campaign, which leverages Adobe Sensei to select the most relevant images to include in an email to drive conversions. As an image is inserted into an email, a score is calculated based on industry data of how customers have reacted to similar images based on three million assets. The algorithm automatically recommends how to adjust the image to achieve a higher engagement rate. For example, the feature may predict that an outdoor gear retailer's spring promotion email will perform better serving up an orange six-person tent versus a blue two-person tent. The capability builds on the [predictive subject line](#) capability available in Adobe Campaign Standard today.
- **Predict customer churn:** Adobe is also previewing a forward-looking email project with Adobe Sensei to analyse changes in customers' usage and engagement of Adobe Campaign, such as a drastic decrease in volume of emails sent, changes in the frequency of features used and contract terms to predict customers who are likely to churn in the future. Armed with this insight, Adobe can proactively help customers remedy their challenges, increase their productivity and gain better results with their solution and ultimately preventing customers from churning.

- **Quickly and easily act on insights:** Many email marketers lack an integrated analysis of their campaigns' effectiveness, making it hard to adjust what's not working. Addressing this challenge, Adobe Campaign's dynamic reporting presents actionable data in real-time and visualises email campaign insights that don't require a data science background. Email marketers can now get even more granular with the ability to drill-down via any dimension and adjust the report with a drag-and-drop interface. This quickly determines high-performing email campaigns and those that need adjustments. Dynamic reporting is available now and extends the functional capability of Adobe Analytics Cloud's [Analysis Workspace](#) capability directly into Adobe Campaign.
- **Create multilingual email campaigns:** Gone are the days of painstakingly creating individual email campaigns for each and every language needed to reach consumers. Adobe is helping marketers seamlessly scale their campaigns across the globe with an integration between Adobe Campaign and Adobe Experience Manager. Email marketers can now author and translate compelling, personalised multilingual emails directly in Experience Manager and seamlessly orchestrate and deliver the emails via Adobe Campaign.
- **Send beautiful emails:** Adobe is making it easier for email marketers to design emails by adding 18 new out-of-the-box templates. These templates are mobile-optimised, beautiful layouts that can easily be customised with brands' content to ease the process of designing emails from scratch. The templates include new customer welcome and reengagement emails, among others.

Adobe Campaign, part of Adobe Marketing Cloud, enhance customer experiences and allow for the set-up and execution of both personalised email and cross-channel marketing campaigns. More than 850 customers power their engagement strategy with Adobe Campaign, ranging from customers include AccorHotels; BP Global; Christian Dior; Electronics for Imaging; HD Supply; Heathrow Airport Limited; L'Occitane; Renault; Scandinavian Airlines; Sephora; True Value; UBS; and, more.

Helpful Links

- Blog post unveiling consumer survey findings from David Burnard, director of enterprise marketing: <https://blogs.adobe.com/conversations/2017/08/customers-are-still-email-obsessed-but-theyre-finding-more-balance.html>
- Consumer email survey report: adobe.ly/EmailReportUK

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About Adobe Experience Cloud

[Adobe Experience Cloud](#) is a comprehensive set of cloud services designed to give enterprises everything needed to deliver exceptional customer experiences. Comprised of [Adobe Marketing Cloud](#), [Adobe Advertising Cloud](#) and [Adobe Analytics Cloud](#), Experience Cloud is built on the Adobe Cloud Platform and integrated with Adobe Creative Cloud and Document Cloud. Leveraging Adobe Sensei's machine learning and artificial intelligence capabilities, Adobe Experience Cloud combines world-class solutions, a complete extensive platform, comprehensive data and content systems, and a robust partner ecosystem that offer an unmatched expertise in experience delivery.

About Adobe Sensei

Adobe Sensei is a framework and set of intelligent services built into the Adobe Cloud Platform which dramatically improve the design and delivery of digital experiences. Adobe Sensei leverages the company's massive volume of content and data assets, as well as its deep domain expertise in the creative, marketing and document segments, within a unified artificial intelligence/machine learning framework. To learn more, visit adobe.com/go/sensei

About Adobe

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com.

About EMEA Email Survey

Methodology

What: An online survey with panel participants

Who: White-collar participants who own a smart phone

When: Data collected from July 10 to July 24, 2017

Where: Results are shown for EMEA only (n=3,028)

Summary of results - Email Usage

- Most respondents check their work and personal email at least every few hours, which they feel is as often as they should. That said, fewer respondents are checking their work and personal email than last year.
 - More respondents (particularly older individuals) are waiting until they get to the office to check their email.
 - Fewer respondents are checking emails while watching TV and 41% never check their work email on vacation.
- Desktops/laptops are the most commonly used device for checking emails, although smartphones are preferred by those 18 to 34. Smartphones are the primary device for checking personal emails.
- 80% of work emails and 65% of personal emails are opened. Of those, 80% of work emails and 64% of personal emails are read.
- Most respondents expect their email use (both personal and work) to remain the same over the next two years, and fewer respondents than in 2016 think that their use will increase.
- Respondents most likely feel indifference when checking their work or personal email. Additionally, over half get to "inbox-zero" which is most likely to make them feel relieved