



Everything's changed but nothing's changed.

Adobe's own digital transformation

John Travis | VP, EMEA Marketing, Adobe, Inc.

More than half of German Marketers don't feel proficient in digital marketing



76%



German Marketers believe marketing has changed more in the past 2 years than the past 50

77%



German consumers stop engaging or switch devices if content is unattractive in layout or imagery

DIGITAL TRANSFORMATION

Over 3/4's of German Creatives agree they are becoming more important to business



On average, Creatives in Germany are working in 5 different locations per week

“Always On” Marketing

People

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

Process

A single source
of truth
Ongoing testing
and iteration
Content
roadmaps, audits,
rapid deployment

Technology



CREATIVE CLOUD



MARKETING CLOUD



DOCUMENT CLOUD

NOTHING'S CHANGED

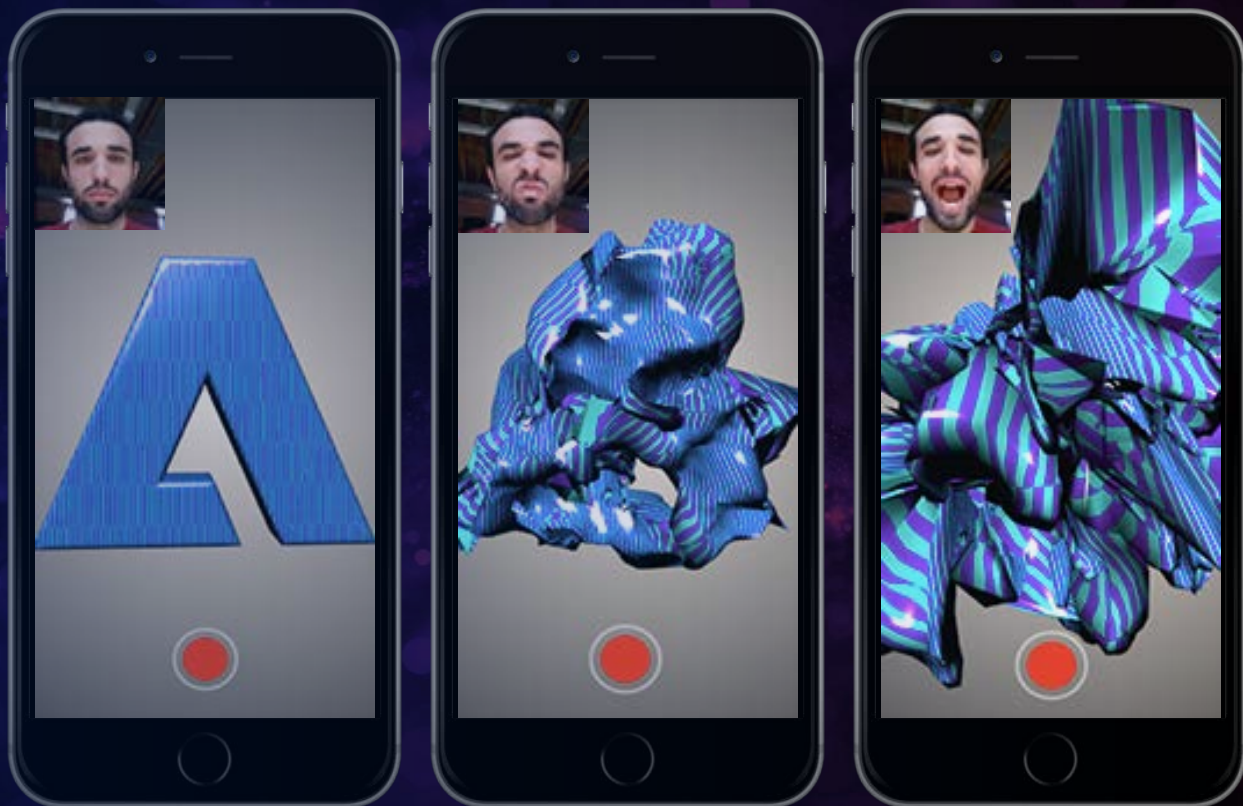
BRAND FUNDAMENTALS STILL MATTER



BRAND MANAGEMENT

PREVIOUS APPROACH

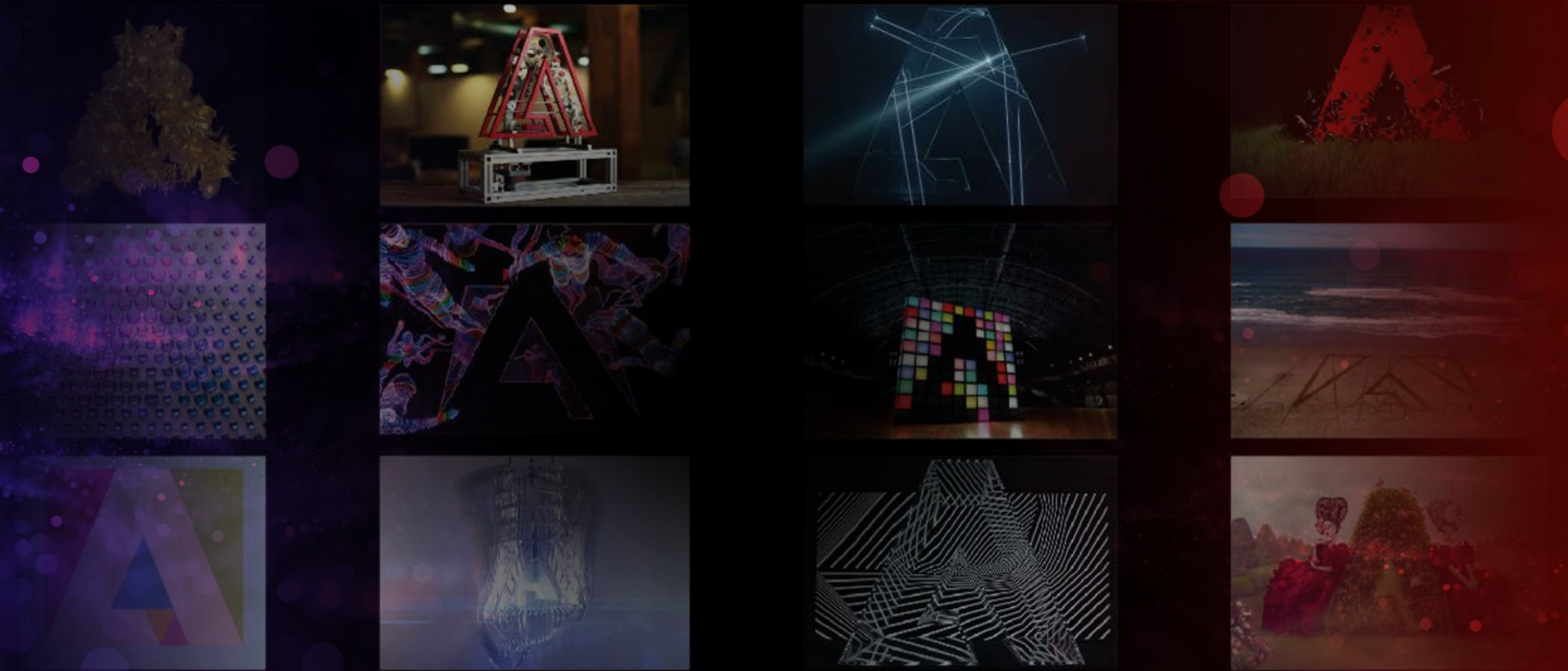
PROTECT | CONTROL | ENFORCE



BRAND CREATION

MODERN APPROACH

CO-CREATE | COLLABORATE | OPEN UP



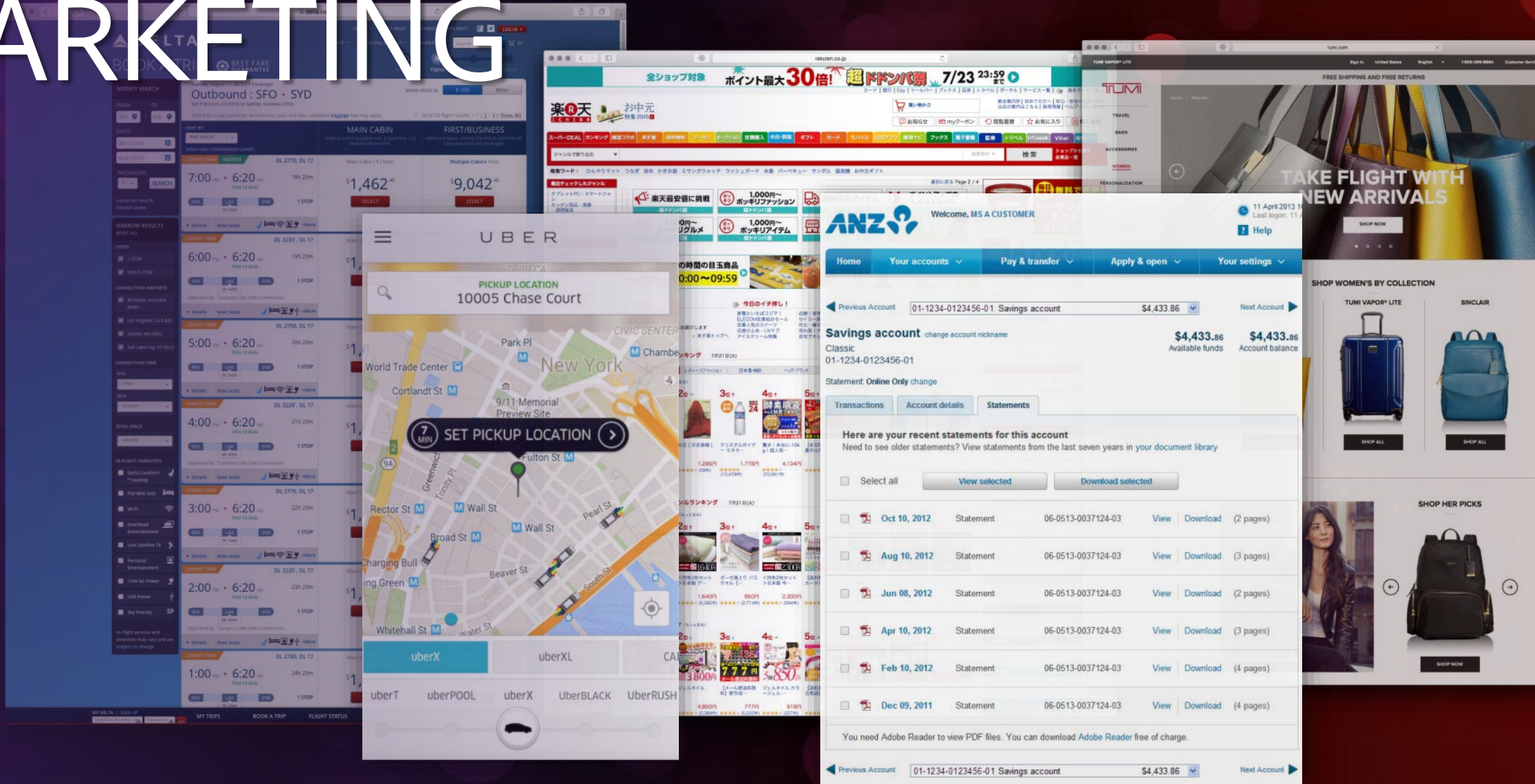


TV Audience
MEASUREMENT



MARKET
RESEARCH

DATA-DRIVEN MARKETING



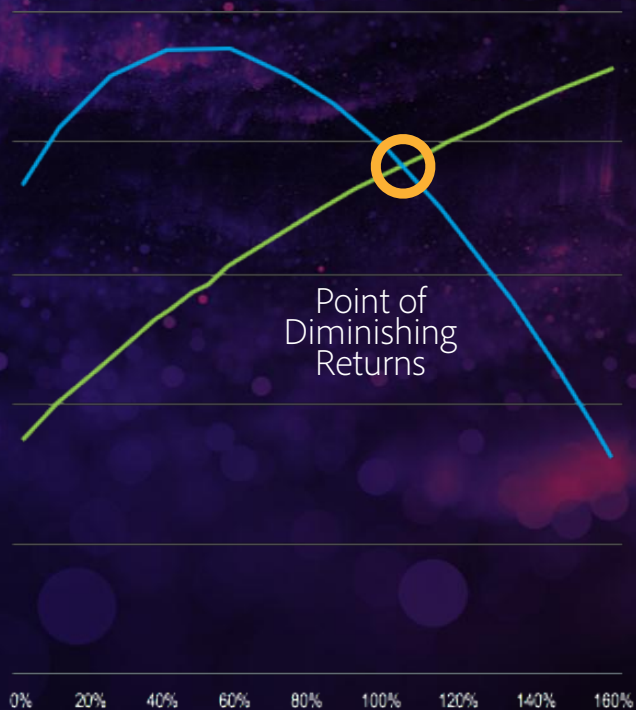
PRE-LAUNCH

DURING LAUNCH

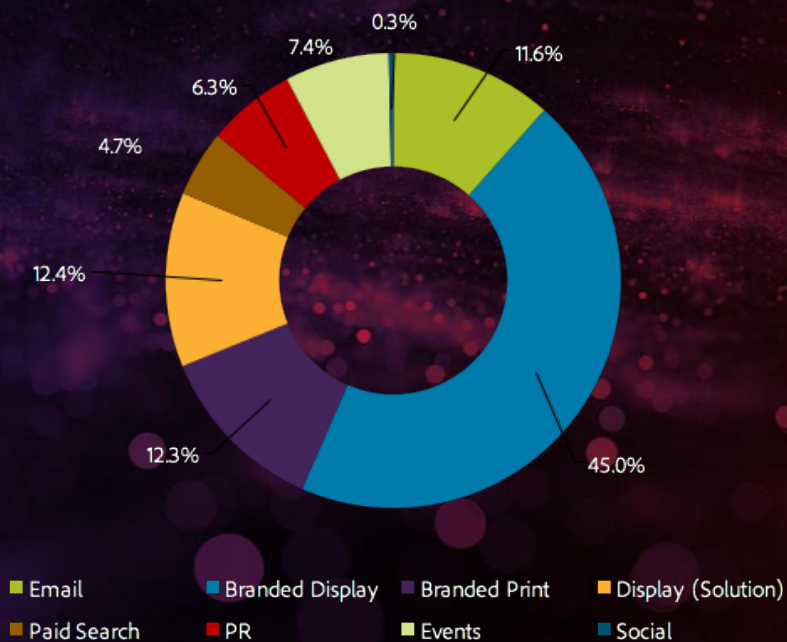
POST-LAUNCH

PREDICT THE RIGHT MIX

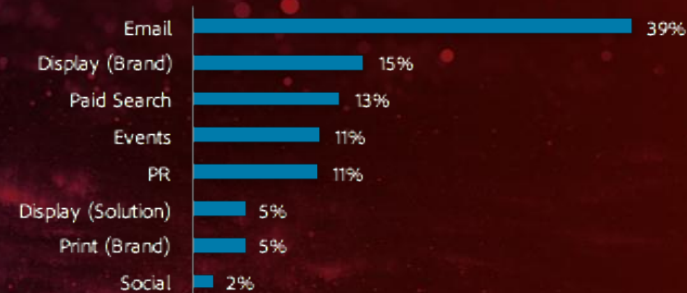
MARKETING BUDGET



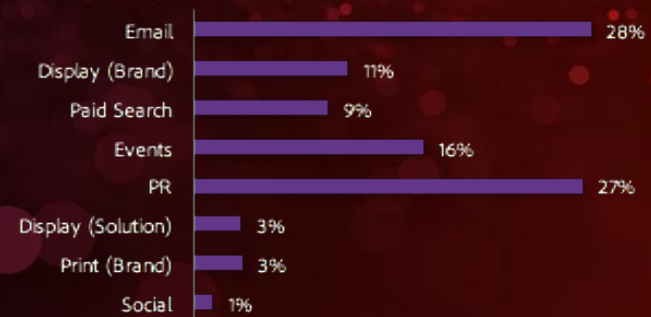
CURRENT MEDIA MIX



MARKET LEADS



REVENUE



PRE-LAUNCH

DURING LAUNCH

POST-LAUNCH

MONITOR & FINE TUNE APPROACH

Adobe Marketing Cloud Q4 Week 10 Scorecard (11/2-11/8) Executive Summary

Marketing Insights and Operations

Highlights

- Account Website Shipping Forecast and website coverage across business technology trade, financial news, including Q&A, leader TV, Bloomberg, Businessweek, Forbes to name a few. Estimated coverage reach was over 171 million people and was favorable in tone and on message.
- Q4 Q2 traffic is 118% above Q4 AMC page, including site home/landing pages, full attributes over 12% of total traffic. All response metrics are strong, exceeding Q4 targets quite significantly.

Southwest Airline Summit - Email (Winner)

Q4 FM Video completes and -183.8K AMC visits

Awareness/Engagement > Web (AMC.com and Landing pages)

WWW Traffic

648,000 (Q4 2014 Target) 1,174,636 (Q4 2015 Actuals) 184% (>% of Target)

Website Inquiry Rate

2% (Q4 Target) 3.84% (Q4 Actuals) 192% (>% of Target)

Site Engagement Rate

38% (Q4 Target) 42% (Q4 Actuals) 110% (>% of Target)

Solution Page Visits

Highlights

Follow Ups

2013 Q4 Display - Video Performance

The campaign launched with Click Rate/Click volume but recently added Playable and Postroll in the last 2 weeks. The new video assets are still ramping up.

Play is reporting the highest index due to the video being in rotation the longest, generating the highest amount of video completions, landing page visits etc.

Impression	2,806,247	5,471,775	3,489,631
CTR	0.08%	0.08%	0.07%
Video Completions	54,822,121	5,894,282	1,087,010
Video Completion Rate	02.08%	0.02%	0.03%
AMC Visits	294,270	23,429	96,238
AMC Visit Rate	0.01%	0.42%	0.03%
Site Engagement Rate	1.05%	1.05%	1.05%
Ranking Index	88	88	88

PRE-LAUNCH

DURING LAUNCH

POST-LAUNCH

MONITOR & FINE TUNE APPROACH

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Solution Page Visits

Q4

Q4 Target: 1.1M | Q4 Actuals: 1.17M | % of Target: 106%

Q4 Target: 2% | Q4 Actuals: 3.84% | % of Target: 192%

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Q4

Highlights

Follow Ups

Q4

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PRE-LAUNCH > DURING LAUNCH > POST-LAUNCH

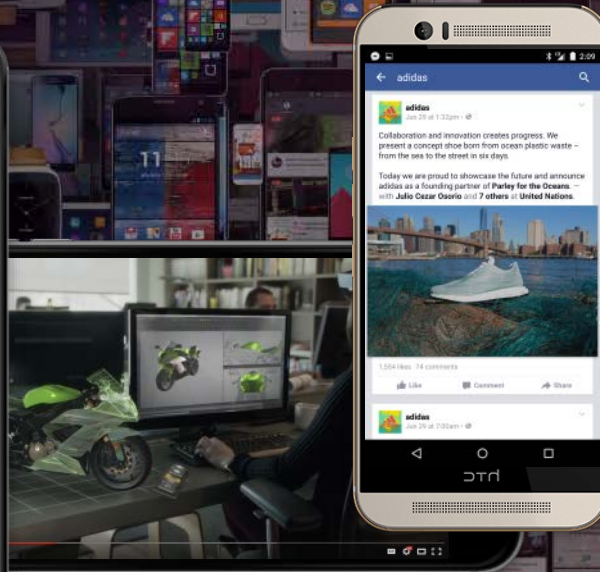
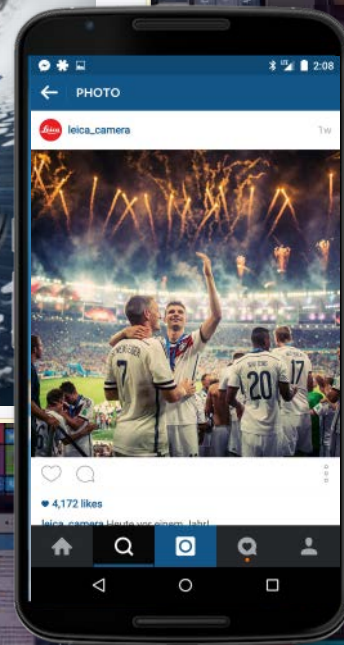
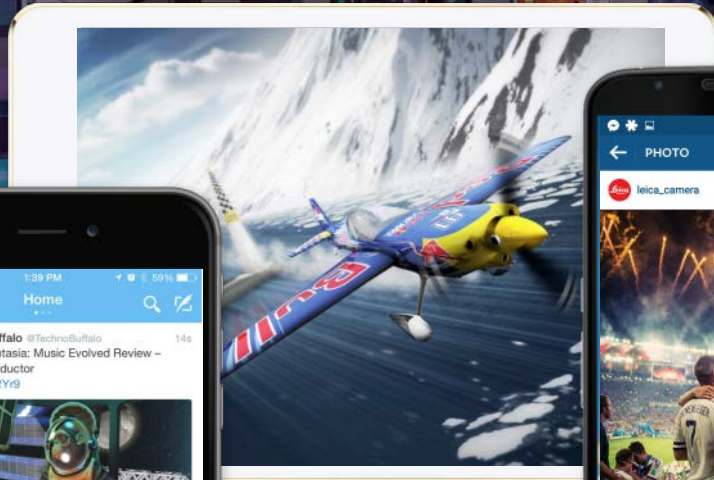
ANALYZE RESULTS

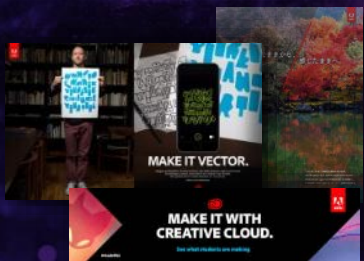
SHOW PERFORMANCE
AGAINST GOALS

PROVE
CAMPAIGN ROI

ASK FOR
MORE MONEY

MEDIA EXPLOSION

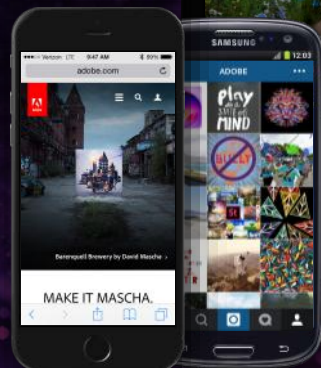




PRINT, DISPLAY & NATIVE ADS



EVENTS



MOBILE



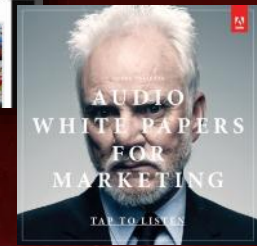
WEBSITE



VIDEO



SOCIAL MEDIA & PR



EXPERIMENTS

Order in the app, pick up in store today



Accounts

Search 10 accounts

AUD Accounts	
Dividend Account	18,236.48
Interest Account	39,983,736.93
Loan Account	36,788.44
Superannuation	90,980,376.62
Working Account	202,859.87

JPY Accounts

BMW Handbags

TREAT ACTIVATED!
SHOW BARCODE TO STAFF

2532 6914 72586

Take 50% off all handbags storewide, just for Tesla customers.

24.79km

7 6'02"/km 766

You can't finish first if you never start.

Target baby

Great quality, low prices every day

\$15

THE APP IS THE AD

BMW Magazine

Welcome to the future and the electrifying i8

9:41 AM

Orange Blast

Coca-Cola	Sprite	Fanta
38%	25%	37%

Rakuten.com.my

BUY 2 GET 20% OFF

ALL CATEGORIES

TOP SELLER HOT PICKS TRENDING

Mama Bodge Mask	IBUKI Refining Moisturizer	SK-II Facial UV Protection
58.00	214.00	192.00

What's New

All-new Home

See your next trip, get flight updates and customise your favourite fares.

QANTAS

Hi Gabriel
Platinum One

Next Trip

VICTORIA B BITTER

SINCE 1854

Live Cricket Scoreboard

FOR PEOPLE OVER THE AGE OF 18 ONLY

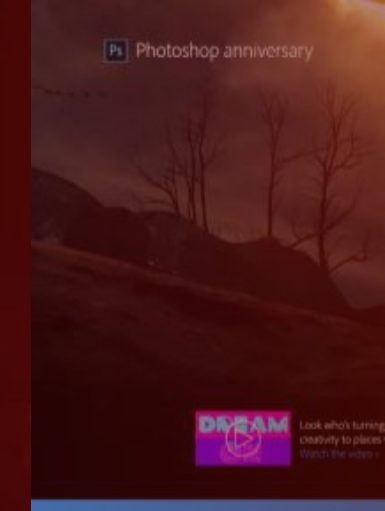
THE CUSTOMER IS KING



THE COMMUNITY IS KING

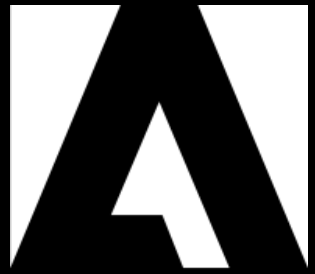






CREATIVITY STILL MATTERS





Adobe