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# Adobe reveals that personalised content is key to brands' bottom line

- **'Annoying situations' are causing more than half of Australians to abandon their online shopping carts**
- **New Customer Experience Management Innovations Accelerate the Delivery of Personalised Digital Experiences**

**SYDNEY, Australia – 14 February 2019** – Adobe has today released the [2019 Adobe Brand Content Report](#), revealing that Australians' purchase decisions are highly impacted by the quality and personalisation of their shopping experience. The research found that more than half of respondents (58%) believe annoying experiences with brand websites, such as wordy, poorly written, or poorly designed content leads to shopping cart abandonment. On the contrary, more than one in three (37%) Aussies say personalised content leads to a purchase.

Content also needs to be delivered seamlessly to be effective and drive sales conversion. More than half of consumers say they would stop engaging with content if they encountered difficulties. Australians rank problems like loading times (58%), content length (58%) and resolution (58%) as factors that dissuade them the most.

With new devices and shopping experiences, such as voice commerce, paving the way for the future of retail, brands are under pressure to deliver personalised content to more channels in a frictionless and faster way. This presents challenges for marketers and IT professionals.

Adobe has today also unveiled new innovations in Adobe Experience Manager, part of Adobe Experience Cloud, that automate and simplify the delivery of content for marketers and empower IT to focus on application development. Enhanced workflows help marketers, IT and creatives work smarter and faster, ultimately empowering brands to bring a personal touch to every customer experience. Leveraging Adobe Sensei, the company's AI and machine learning technology, brands can automatically deliver the right content to the right individual.

"Personalised and quality content can make or break a shopping experience, which is key for Customer Experience Management. Brands lacking engaging, personalised content are putting customer loyalty and

purchases at risk,” said Scott Rigby, APAC Head of Digital Transformation at Adobe. “At Adobe, our objective is to empower brands to deliver great customer experiences, and these innovations to Adobe Experience Management enable marketers and IT alike to quickly deliver personalised content to every channel and platform.”

### Marketer Capabilities

New Experience Manager advancements empower marketers from companies of all sizes and across industries to intelligently:

- **Manage assets across the globe:** Many marketing teams lack access to on-brand and relevant assets the exact moment they need them. A new high-speed transfer service within Brand Portal, Experience Manager Assets’ portal for asset distribution among internal teams, offers marketers a faster, more flexible way to manage assets with their colleagues globally. Extended teams and partners can now upload assets back into Brand Portal, complete with enhanced permission controls, to ensure certain teams or geographies only have access to approved assets.
- **Optimise videos for any channel:** With the emergence of vertical video on channels like Instagram and Snapchat, brands are challenged with editing traditional video footage to make it smartphone-friendly. Smart Crop for Video, powered by Adobe Sensei, makes this process much faster and easier. It automatically identifies and crops the most important parts of a video to ensure a great video experience for users no matter which direction they hold their phones.
- **Automatically discover the right assets:** Gone are the days of manually sorting through hundreds of relevant clips for brand channels. Smart Tags now extends to video, using Adobe Sensei to automate the process of video discovery with intelligent tags that correspond to actions, attributes and objects in videos. Visual Search, also powered by Adobe Sensei, helps marketers find similar images to a specific asset in a matter of seconds, such as a person with multiple shopping bags in Times Square.
- **Streamline and speed up content creation:** Finding, modifying and reviewing enterprise assets requires creatives and marketers to toggle back and forth between different solutions. Now, with Adobe Asset Link generally available, creative users can find, edit and reuse digital assets that reside in Adobe Experience Manager directly within Photoshop CC, Illustrator CC and InDesign CC. Creatives can now automatically find similar images in a matter of seconds with Visual Search in Adobe Asset Link.
- **Quickly author multichannel customer communications:** New fluid drag and drop features and shortcuts in Experience Manager Forms enables organisations to embed interactive content in customer communications across channels faster than ever before, including advanced charting functionality and simplified data integrations. This enables organisations to offer customers a more engaging and data-driven personalised experience by including targeted content with customer communications such as monthly statements or letters. Deeper integration with Adobe Sign Cloud Signatures, part of Adobe Document Cloud, now empowers customers to digitally sign documents, while meeting the most rigorous regulatory requirements.

### Capabilities for IT Professionals & Developers

New hybrid content management system (CMS) capabilities in Experience Manager improve the agility and flexibility of personalised digital experience delivery for IT professionals and developers, helping to:

- **Automatically add capacity during high user traffic:** The introduction of autoscaling in Cloud Manager, a self-service interface to manage Experience Manager cloud environments, equips IT teams with the agility required to manage digital experiences at scale. For example, a retail customer may have a spike during a holiday sale period. In this instance, autoscaling would detect the need for additional traffic and bring more capacity online within minutes to accommodate traffic spikes and ensure a positive end user experience.
- **Manage experiences with agility:** While web content becomes more fluid and responsive, managing high-performing experiences across channels is not easy to scale for developers or marketers. Adobe's new Single-Page Application (SPA) Editor enables developers and marketers to preview, edit manage and personalise content in-context and in one place for faster collaboration. Enhanced personalisation is powered by Adobe Target.
- **Quickly create more dynamic experiences:** Client-side SPAs are traditionally tough for any search engine to crawl and index and tend to have slow first page-loads. With server-side rendering of client-side SPAs, developers can now improve first-experience load times to increase engagement, while also improving SEO.
- **Speed up development of web applications:** New support for GraphQL enables developers to continue working in their favorite tools and efficiently use APIs to build engaging experiences. With GraphQL support developers can easily scale and build their commerce applications pulling content and data from Experience Manager and other systems like Dropbox, without having to work in a new or different CMS environment.

#### **About Adobe Experience Cloud**

Adobe is reimagining Customer Experience Management (CXM) with Adobe Experience Cloud, the industry's only end-to-end solution for content creation, marketing, advertising, analytics and commerce. Unlike legacy enterprise platforms with static, siloed customer profiles, Adobe Experience Cloud helps companies deliver consistent, continuous and compelling experiences across customer touchpoints and channels – all while accelerating business growth.

Adobe Experience Cloud manages trillions of data transactions and \$141 billion in online sales transactions annually. Industry analysts have named Adobe a clear leader in over 20 major reports focused on experience – more than any other technology company.

#### **About Adobe**

Adobe is changing the world through digital experiences. For more information, visit <http://www.adobe.com/au/>.

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