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Adobe Summit EMEA 2017: Redefining Customer Experience

Adobe kicks off Leading Digital Marketing Industry Event in Europe; Showcases New Adobe Cloud Platform Capabilities and Innovations in AI, VR and IoT

LONDON, UK – May 10, 2017 – Adobe today kicked off Adobe Summit EMEA 2017, its annual European digital marketing conference that attracts over 5,000 marketing, business and IT professionals from across the continent. Summit will feature insight from some of the sector's leading thinkers and showcase the latest innovations of Adobe Experience Cloud, the company's comprehensive set of cloud services designed to give businesses everything they need to deliver exceptional customer experiences.

As well as starring Adobe's latest technology breakthroughs, this year's conference will play stage to several big names in business and entertainment, who will share how digital has impacted their personal brands and careers. These include the actor Colin Firth, ex-Premier League and England footballer and all-time leading goal scorer for Chelsea FC, Frank Lampard, the sports broadcaster and former Welsh athlete Gabby Logan, and television and radio presenter Jonathan Ross.

Attendees will also hear first-hand from some of the industry's top brands and thought-leaders on their own journeys to become experience-led businesses. Speakers include Dr Rainer Feurer, senior vice president of BMW Group; Nick Drake, senior vice president of Digital at T-Mobile; and James Sommerville, VP of Global Design at The Coca-Cola Company. They will be joined on-stage by other major brands including HostelWorld Group, Mr and Mrs Smith, Adidas, Lenovo, Ford Europe and Lidl, among others.

Experience is Everything

In a world where digital has disrupted every industry, leading businesses understand that delivering exceptional customer experiences is critical to creating long-term relationships with customers. Great customer experiences differentiate market leaders from laggards, and they require deep intelligence and amazing design. In response to these challenges, Adobe recently introduced [Adobe Experience Cloud](#), a comprehensive set of services designed to give businesses the capabilities to design and deliver stand-out customer experiences. Comprised of Adobe Marketing Cloud, Adobe Advertising Cloud and Adobe Analytics Cloud, Adobe Experience Cloud is built on the Adobe Cloud Platform, the underlying, cross-cloud architecture that unifies content and data.

At Adobe Summit EMEA Adobe will be demonstrating new tools and partner integrations available for the Adobe Cloud Platform, as well as several enhancements to Adobe Experience Cloud across content orchestration and data analytics. These include:

New content capabilities in Adobe Marketing Cloud

Adobe is introducing several [innovations](#) to streamline content workflows, including new integrations across Adobe Marketing Cloud and Creative Cloud, and new capabilities enabling marketers to better search and orchestrate content, including:

- **New capabilities to activate content designed in Creative Cloud via Adobe Experience Manager.** With Adobe Experience Manager's digital asset management system, content is automatically identified and synchronized based on metadata applied in Creative Cloud. This ensures marketers can streamline workflows to use only the latest and most impactful brand assets across their brand properties.
- **Integration of Adobe Dreamweaver with Adobe Campaign,** allowing email designers to create emails in Adobe Dreamweaver that automatically sync with Adobe Campaign, as well as to send personalized, contextual emails faster than ever before.
- **General availability of Adobe Fluid Experiences,** part of Adobe Experience Manager, a capability that helps marketers surface the right content precisely when a customer needs it, regardless of device. Fluid Experiences is powered by Adobe Sensei, Adobe's AI and machine learning framework.

Data science advancements

Adobe also unveiled [Virtual Analyst](#), powered by Adobe Sensei within Adobe Analytics Cloud, the customer intelligence engine that enables brands to move from insights to action in real time by uniquely integrating audience data across all Adobe clouds. The data expert that never leaves the office, Virtual Analyst continuously analyzes data and uses machine learning to deliver personalized and valuable alerts and insights to determine significant changes in customer data.

Additionally, Adobe Analytics is introducing new content packs for Power BI with Microsoft, including Traffic Analysis to analyze and discover digital traffic trends, and Mobile App Analysis to deep-dive into mobile application user engagement and application performance.

Adobe Digital Insights (ADI) State of Digital Advertising Report

Following the unveil of Adobe Advertising Cloud in March, Adobe today also released the results of its [ADI State of Digital Advertising report](#), which examines trends in digital advertising investment and consumption in Western Europe based on a survey of 1000+ consumers and 300 marketers across the region. Its findings include:

- Website visits are increasing only marginally Europe, with marketers facing effectively higher advertising costs—with added focus on ad engagement and personalization to maximize advertising ROI.
- Investment in mobile continues to grow, with mobile ad impressions purchased increasing 20 percent year-on-year between 2015-2016. Yet consumers have considerably shorter attention spans for mobile content than on desktops: The opening seconds of a mobile video, for example, are increasingly critical to capture consumer attention on a mobile device.
- While only one-third of European consumers believe advertisers have improved their ability to deliver compelling ads in the last two years, there is surprisingly high consumer appetite for ad personalization: More than half of millennial consumers express preference for content that is tailored to their interests. Personalization remains a huge opportunity for brands to grow loyalty.

Adobe Sneaks New Tech

At “Summit Sneaks,” Adobe will preview technology in areas including AI, VR and IoT. Sneaks offer the audience an unprecedented – and entertaining – look into the future, showing brands how they can reimagine their current customer experiences and business processes. Attendees will get a sneak peek at the latest innovation coming out of Adobe’s R&D teams.

For additional announcements and news about Adobe Summit EMEA, visit <https://blogs.adobe.com/digitaleurope> and follow the conversation with #AdobeSummit.

About Adobe

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