



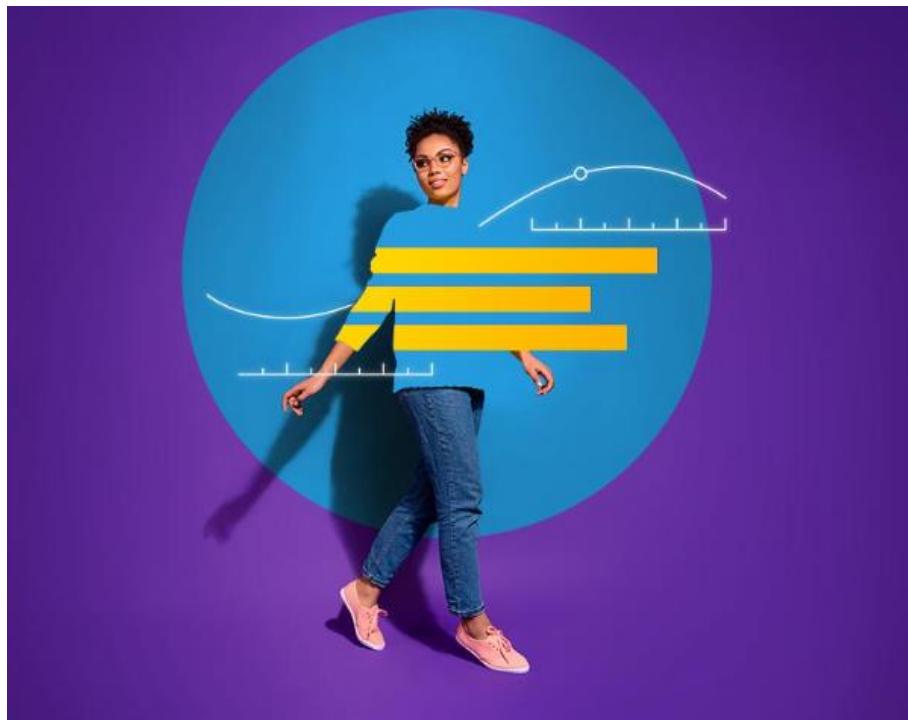
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## Adobe : Top Ten Predictions for the Next Decade of Analytics

**Hong Kong — October 16, 2020 —** In celebration of a decade of [Adobe Analytics](#) following the acquisition of Omniture, Adobe (NASQ: ADBE) has gathered the top ten predictions from experts and analysts about how artificial intelligence and analytics will continue to evolve and shape over the next 10 years.



AI and other analytics technologies are driving incredible innovation and advancements that are making it possible to do things with data that business leaders only dreamed of a short time ago. The industry has seen phenomenal changes in the world of data-driven marketing and the customer experience. Here are the predictions for the next decade:

### **1. AI will be ubiquitous**

AI will be permeating how consumers engage with brands, technologies, their homes and friends. It will also be infused in all enterprise platforms and tools, helping better understand their customers and provide more personalized experiences. [As predicted by Gartner, 80% of emerging technologies will have AI foundations by 2021](#), and artificial intelligence and deep learning techniques will replace traditional machine learning as the most capable and common approach for new applications of data science by 2023. Brands that take advantage of these capabilities better than their competitors will gain the competitive edge.

At the same time, Gartner predicts that through 2020, AI-driven creation of "counterfeit reality" or "fake content" will outpace AI's ability to detect it, creating digital distrust. To combat this, AI governance, including standards and ethical oversight, will gain momentum.

### **2. Personalization will become the norm**

Customer expectations for deeply personalized omnichannel experiences have hit an all-time high, and will be table stakes in the long term with more ways to interact with consumers added. Heidi Besik, group product marketing manager at Adobe, predicts the next level of personalization will go beyond omnichannel experiences to relationship management — where brands forge deep connections by approaching experiences from the customer point of view. To grow and retain customer loyalty, brands will have to pivot their thinking to view personalization and attribution through what each customer wants.

### **3. Prescriptive analytics will fulfill the promise of truly personalized experiences**

Companies that embrace prescriptive automation will leap ahead of those that don't. Furthermore, prescriptive analytics will become more aware of what has traditionally been "non-analytics" type information in context, which includes information that can impact the demand for products, like macroeconomic indicators or the weather. With prescriptive analytics, companies could deliver offers in exactly the right moments.

### **4. Natural Language Processing will enable easy data insights**

Natural language processing (NLP) as applied in voice-enabled devices, Siri, Alexa, and Google Home will become the norm for getting information. And analytics is no exception. NLP will serve as the bridge for non-analytical people to get the main ideas out of their data — something that has been reserved for the data analysts. NLP will not only highlight insights in new ways but simplify our interaction with analytics technology and democratize its analysis and insights across enterprises. More people will gain the data insights they need to create more compelling and relevant experiences.

### **5. AI will enable employees to refocus on business priorities**

The trend toward citizen analytics is why [Gartner predicts AI embedded in analytics and other marketing software](#) will free up more than a third of data analysts in marketing organizations by 2022, enabling them to focus their time on other business priorities instead of spending time on manual processes like personalization, lead scoring, anomaly detection, marketing performance management, and reporting. Consider Netflix, which delivers personalized recommendations based on consumer patterns. The algorithms don't just look at the one user, but at all consumers with similar behaviors. [The algorithms then find differences and create recommendations](#) and offers with a high likelihood of interest.

### **6. Higher demand for data privacy rights, transparency and standards**

As we have entered a world where personal data powers commerce, data rights have become top of mind for both enterprises and consumers. Trust in how enterprises use customer data is eroding and there is a growing movement for

consumers to own and control their own data. As consumer concern over data privacy grows, brands that give their customers the ability to choose what data is being collected and used will gain the competitive edge.

#### **7. Blockchain will become more prevalent and drive more transparency**

Distributed ledger technologies can usher in a world where businesses transact, consumers purchase, and data and digital assets are shared — without intermediaries and without concerns of fraud or safety. Being able to see who owns what, with proof of origination, is especially important for ensuring images and assets are not being modified without permission. Blockchain will also further the concept of identity ownership — exchanging data that a customer has shared with greater transparency and enforcement.

#### **8. Data standards will empower brands to create true, unified profiles**

The need for true data standards and governance is becoming increasingly urgent. The ability to understand a customer's needs, wants, and values will depend on having access to all data, and have it all in a standardized form. We will see a move toward standards that are portable across all data, removing the friction and second-guessing that is prevalent today. This will help solve the silo problem and create higher levels of efficiency for organizations that use several different technologies and have relationships with multiple vendors.

[The Open Data Initiative by Adobe, Microsoft and SAP](#) is a step in the right direction and it's expected to gain momentum. This collaboration by industry leaders is open to all organizations and creates an open framework for weaving customer data together.

#### **9. Sentiment analytics will allow brands to better estimate end-user happiness**

Customer experience (CX) analytics is a growing trend, where behavioral data is collected with attitudinal and other kinds of subjectivity, such as call center interactions, to gain a holistic understanding of a customer's mood, satisfaction, and loyalty. And experts predict more use of machine learning and AI to get a sense of people's attitudes or emotional experiences with brands at a much higher scale.

Another trend for sentiment analytics is facial recognition. While still in the early stages, Adobe Analytics expert predicts it will continue to grow, with analytics measuring facial expressions to determine if an experience is accomplishing the right mood or response.

#### **10. Wearables will advance the "Digitization of the person"**

From earwear devices with biosensors that track heartbeats to customize the user experience, to fitness trackers that can detect heart abnormalities, our bodies are creating a whole new kind of data stream. As data privacy advances, users will be more trusting and willing to let brands collect their data because they set the conditions.

Analytics has revolutionized the customer experience. And exciting new possibilities continue to emerge as AI unlocks its true potential — enabling phenomenal technologies we could only imagine a few years ago. Brands that capitalize on this innovation and invest in AI and analytics will become insights-driven businesses that capture the attention, dollars, and loyalty of their customers.

For more predictions for the next decade of analytics, please visit [here](#).

#### **About Adobe**

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