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FOR IMMEDIATE RELEASE

Adobe Report : Insights and Analytics Capabilities a Key Focus Area for Businesses in 2021

Hong Kong — February 2, 2021 — According to Adobe's (Nasdaq: ADBE) [2021 Digital Trends Report](#), the speed and action of insights is an overriding focus and key investment area for Asia¹ businesses in 2021.

Conducted in partnership with Econsultancy, the 2021 Digital Trends Report surveyed over 13,000 brand and agency professionals in marketing, advertising, creative and ecommerce, as well as IT professionals around the globe. This 11th edition is a departure from previous editions and delves into new areas brought on by the COVID-19 pandemic, including the impact of a distributed workforce, empathy as a driver of experience, and the importance of a resonating brand purpose.

Digital disruption in 2020 led businesses to realize that they need to understand and act on data quicker. Only 7-12% of Asia respondents believe their organisation has strong capabilities in accuracy, actionability, speed and access of insights. However, organisations in Asia are planning to invest resources in improving insights and analytics capabilities to achieve their top marketing goals in 2021. Underpinning this objective, it is the top goal for 49% of executives across Asia. And 30% and 35% of Asia companies said their investments would focus on improving marketing technology infrastructure and customer journey orchestration capabilities respectively.

Organisations with better access to insights are more likely to say their customers are positive about their digital experience compared to their peers with lower levels of insight. As companies accelerate their digital transformation in 2021, they will need to take a hard look at their digital experience, as 48% of Asia companies are likely to frustrate customers with an average digital experience.

Scott Rigby, Chief Technology Advisor & Principal Product Manager at Adobe said, "2020 brought unprecedented changes for organizations and consumers. *The 2021 Digital Trends Report* found that 49% of executives in Asia have observed unusual growth in new prospects or customers and 58% say they are more likely to see unusual changes in customer journeys. The changes in customer behavior reminds organisations to accelerate their insight and action capabilities to catch up to evolving customers. A company with a strong customer experience is better positioned to

¹ Asia comprises Greater China (including Mainland China, Hong Kong and Taiwan), South Korea, Indonesia, Malaysia, Philippines, Singapore, Thailand, Vietnam and Japan.

adapt to changeable customer behavior and markets, and more likely to achieve long-term growth than its competitors."

Interestingly, respondents who are confident about their company's customer experience feel optimistic about their corporate strategy (56% in Asia) and their own prospects for career growth (57% in Asia), according to *Adobe's 2021 Digital Trends Report*.

Barriers to a great digital experience

Speed to insight and action is critical in a changeable business environment and a core driver for customer experience and growth. However, Asia organisations report three significant barriers that are hampering marketing and experience, including workflow issues (48%), legacy technology and systems (37%), and a lack of digital skills and capabilities (43%).

Asia organisations are also less likely to use a cloud-based marketing data platform. In supporting the marketing technology needs of their organisation, Asia companies tend to adopt multiple technologies or vendors for marketing data without a unifying platform. On the other hand, unsurprisingly, many CX leaders are significantly more likely to be cloud-exclusive in their approach to marketing technology (28% compared to 11% of the mainstream).

Privacy and consent fundamental for effective CX

With a surge in digital customers, businesses are prioritizing data privacy. 41% of Asia organisations say that customer privacy and consent are key factors in planning. However, transparency is still lacking with only 12% of Asia companies claiming their organisation is effective at communicating how data is collected and used. Further, 13% of Asia companies believe they are highly effective at communicating the value offered in exchange for customers' consent when they first encounter the brand.

Empathy is the future of experience

As digital convenience becomes a commodity, empathy by brands will be a key differentiator for customer experience. Analyzing and adapting to a customer's emotional journey in this new world will be the next evolution of experience management.

However, organisations are still a long way down the path to displaying empathy. Only 19% of Asia organisations have significant insights into customer mindset. Drivers of purchase, friction points and attribution of how marketing actions relate to customer behaviour fare only marginally better.

"Companies in Asia will focus on the insights and analytics capabilities in 2021. Still, they should also be aware of customer privacy and consent, and the empathy to improve the overall customer experience. To get to the entry point of digital transformation, businesses should find their ways that address their own issues for their future development," said Rigby.

For more insights on 2021 Digital Trends, see the full report [here](#).

Methodology

The 2021 Digital Trends Report is based on an online survey which was conducted between 15 October 2020 and 11 December 2020. A total of 13,277 responses were collected and analysed.

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About the Adobe and Econsultancy Digital Trends Report

This is the eleventh annual *Digital Trends Report* from Adobe and Econsultancy, for which more than 13,000 marketing, advertising, ecommerce, creative and technology professionals around the world were surveyed.

About Adobe Experience Cloud

Adobe is reimagining Customer Experience Management (CXM) with Adobe Experience Cloud, the industry's only end-to-end solution for experience 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. Industry analysts have named Adobe a leader in over 20 major reports focused on experience—more than any other technology company.

About Adobe

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