Press Contacts
Celest Lim
Adobe Systems Incorporated
+65 6511 9959
celim@adobe.com

Jamie Tan / Keri Lee
Text100 Global Communications
+65 6603 9000
AdobeSG@text100.com.sg

Adobe Innovations Improve the Retail Experience

SINGAPORE, 20 January 2016 - Adobe has announced a series of product innovations in Adobe Marketing Cloud to help retailers across Asia Pacific improve the customer experience:

- **Data-driven remarketing:** For the first time, retailers can connect consumers' behaviour online with contextual data to create and send a user-defined remarketing trigger, such as an email, push notification or SMS, to increase the likelihood of purchase. For example, if a consumer views a pair of women's boots for several minutes or watches a video about these shoes, the retailer can send an email highlighting that product and incentivizing the customer with a discount. Adobe offers the industry's only technology with the ability remarket to customers with personalized messages based on historical behavior.

- **Personalized push notifications:** Mobile push notifications are now supported with robust analytics, delivering messages that are intuitive and personalized. With Adobe Mobile Core Service and Adobe Analytics, retailers can create rich audience segments and engage based upon factors such as shopping behavior and user preferences. For instance, a clothing retailer is able to create a segment of shoppers who have purchased gloves, while identifying the next item that this group purchases most, such as a scarf. A push notification for a scarf promotion can then be sent to any customer in this segment who hasn't yet purchased one.

- **Shoppable media experiences for 'you':** Last year Adobe introduced shoppable media experiences, making it easier for retailers to let customers "shop the look" in a highly visual way. Today, Adobe is introducing new shoppable media advancements that enhance the in-store digital experience and offer consumers even more personalization. According to our recent State of Content report, consumers agree that images and videos used across online channels and in-store have to be 'relevant, contextual, and optimized' to keep them engaged. Retailers can now easily test and target interactive content in real-time to drive conversions across mobile, social, and in-store. Consumers will be presented

with a relevant, dynamic experience in real-time based on data such as their location and purchase history.

- **Digital-meets-physical shopping:** Adobe is extending its [Adobe Experience Manager Screens capabilities](#) to shoppable media, enabling retailers to reach consumers at home, on-the-go or in-store. For instance, the banners people have become accustomed to seeing online at home or on their mobile devices, can be displayed in-store on large screens and shoppers can interact and make purchases with this content.

Siva Ganeshanandan, Director of Adobe Marketing Cloud for Asia Pacific, said: "The product innovations we are announcing today will enable retailers to enrich the shopping experience for customers, rather than bombard them with more complex processes as they browse and purchase."

"Interactive displays in stores, shoppable product videos and targeted push messages to shopping apps are no longer enough to remain competitive. The strongest retailers and brands will offer customers compelling, personalized and authentic content to drive sales and brand loyalty."

About Adobe Systems Incorporated
Adobe is changing the world through digital experiences. For more information, visit www.adobe.com/sea.

The Adobe Southeast Asia community can connect with the Adobe team and other creative professionals and enthusiasts directly on Facebook for local news, updates and promotions at www.facebook.com/AdobeSEA.

###