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Adobe Introduces Streamlined Mobile App Personalisation in Adobe Target

New Customer Experience Management (CXM) solution for marketers advances personalisation

LONDON, UK – 15th May, 2019 — Today at Adobe Summit EMEA, Adobe announced a series of enhancements to Adobe Target, including a new mobile-ready workflow and mobile app visual experience composer (VEC). With the addition of the new mobile VEC with a built-in three-step guided workflow, marketers and developers are further empowered with a quick and easy-to-launch framework for mobile app personalisation, saving them anywhere from weeks to months of launching activities in the app.

With Adobe Target marketers can already deliver personalised experiences, offers and customer service that foster brand and app loyalty, such as automated rank-ordered navigation or value-added offers. The new enhancements to Adobe Target extend the mobile benefits for marketers in Adobe Experience Platform recently [announced](#) at Adobe Summit in Las Vegas earlier in the year.

The new Adobe Target features, designed to help marketers tailor their mobile app experiences quickly and with greater precision, supports location-based personalisation and content automation. Specifically, details on the latest version includes:

- **A mobile-ready workflow and mobile app VEC**, providing a quick and easy-to-launch framework for mobile app personalisation. Using the VEC, marketers can quickly adapt a user's mobile app experience in areas such as copy, text, buttons, images and design elements.
- **Full set of personalisation capabilities** including Adobe Sensei-powered machine-learning activities to further accelerate the time-to-value of personalisation.
- **Location-based personalisation** allowing marketers to customise features, offers or messages based on a person's GPS or proximity to a point of interest.
- **Ability to measure impact to inform cross-channel personalisation** through integration with Adobe Analytics. Marketers can now track the full and accurate impact of experiences and uncover data that will further inform personalised experiences.

"Mobile app personalisation and optimisation is a critical part of our business," said William Harmer, Global Product Owner and Digital Marketing of Vodafone, which was part of the beta program for the latest version of Adobe Target.

"Target's VEC for mobile apps will empower our marketers and optimisation teams to personalise customer experiences on our apps much faster. It will now help us create a personalised omni-channel experience for our customers without making significant IT investments. We are very excited to adopt the new version across our local markets once it is publicly available."

Drew Burns, Group product marketing manager of Adobe commented, "Personalisation has become such a powerful engagement tool – in fact, a survey we conducted recently¹ showed that one-third of consumers are more likely to make an unplanned purchase if a brand's content is personalised."

"Location-based personalisation can play a critical role in building brand loyalty among today's consumers. Adobe Target directly addresses this, helping brands consistently deliver the right message, on the right channel, at the right time, in the right context for their customers at every touchpoint – especially on mobile apps."

To take advantage of the new optimised mobile app workflow, enhancements and mobile VEC capability in Adobe Target, users simply need to deploy mobile SDK 5. In the future, the feature will be further enhanced to enable marketers to personalise, test, and optimise in-app messaging within the Adobe Target workflow.

More information is available about the new Adobe Target features [here](#).

¹ 2019 Adobe Brand Content survey <https://www.slideshare.net/adobe/2019-adobe-brand-content-survey>

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