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Retailers Can Personalise Both In-Store and Online Experiences with New Adobe Experience Cloud Tools

Customers expect and demand that experiences are personalised to their own individual needs and interests – achieving personalisation at scale is now a new imperative for retailers

London, UK – 18 January 2022 – Adobe today announced new Adobe Experience Cloud tools that empower retailers to deliver personalised shopping experiences both in-store and online. These new product innovations provide customers with seamless, flexible payment options, allow you to connect with your customers via mobile, and enable seamless experiences from browse to buy.

Over this past holiday period, online spending was a record high with more and more consumers going online for convenience, to take advantage of cost savings, and looking for alternative payment options, such as Buy Now, Pay Later (BNPL), services which also saw significant growth this season. Yet, even as the value of online shopping becomes increasingly ubiquitous, retailers should not dismiss the benefit click-and-collect and in-store fulfilment options provide consumers.

“Retailers have a tremendous opportunity to increase customer engagement and build customer loyalty by creating consistent, personalised experiences that seamlessly transition between online and in-store,” said Tory Brunner, Senior Director, Product Marketing, Adobe. “By tailoring digital experiences to consumer preferences, retailers can meet consumers in the way they want to shop.”

New tools for Retailers in Adobe Experience Cloud include:

Power personalised shopping experiences both in-store and online

With [Adobe Target](#)'s new capability, same page enhanced personalisation, retailers can bring together offline and online interactions and analyse them in real-time within [Adobe Real-Time Customer Data Platform \(CDP\)](#), powered by Adobe Experience Platform, to create and deliver personalised experiences at scale for customers. Retailers get a unified view of the consumer, so they can provide relevant product recommendations based on recent purchases or see up-to-date rewards qualifications for discounts.

Provide customers with seamless flexible payment options

Customers are now demanding flexibility in the way they pay for purchases. With the release of [Payment Services for Adobe Commerce](#), a fully integrated payment solution that lets you securely manage payment and order data from every storefront in one place, it is easy for retailers to accept popular payment methods, including credit and debit cards, PayPal, and Venmo to deliver the best checkout experience for their customers.

Connect with customers on mobile

New mobile messaging capabilities, now live in [Adobe Journey Optimiser](#), powered by Adobe Experience Platform allows retailers to engage customers in real-time either in app, via push notifications or text messages. Retailers can use Adobe Journey Optimizer to enhance shopping experiences, whether physical, digital or hybrid. For example, with location-based triggers, retailers can notify a customer of



what aisle their favorite shampoo is located via push notification, saving the customer time and frustration.

Enable seamless experiences from browse to buy

Adobe Experience Manager Authoring Capabilities for PWA Studio: We are also announcing that retailers can now make edits to Adobe Experience Manager sites content via Adobe Commerce PWA Studio. This integration between Adobe Experience Manager and Commerce ensures brands can deliver seamless experiences from browse to buy. It makes it easy to deliver engaging shoppable experiences on mobile and desktop devices so brands can easily create exceptional app-like experiences across the customer journey to drive consumer engagement and conversions.

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