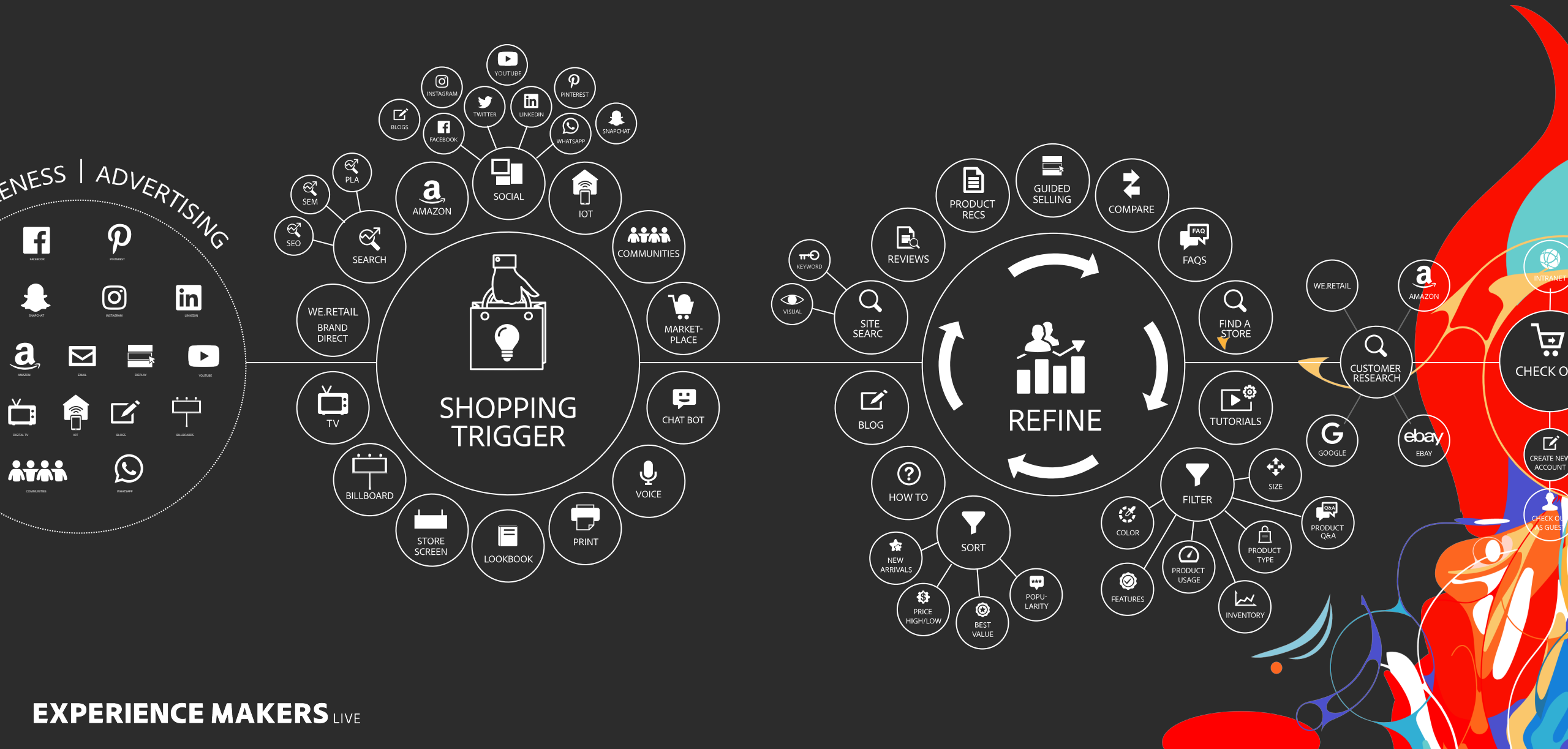
Supercharging Omnichannel Customer Engagement

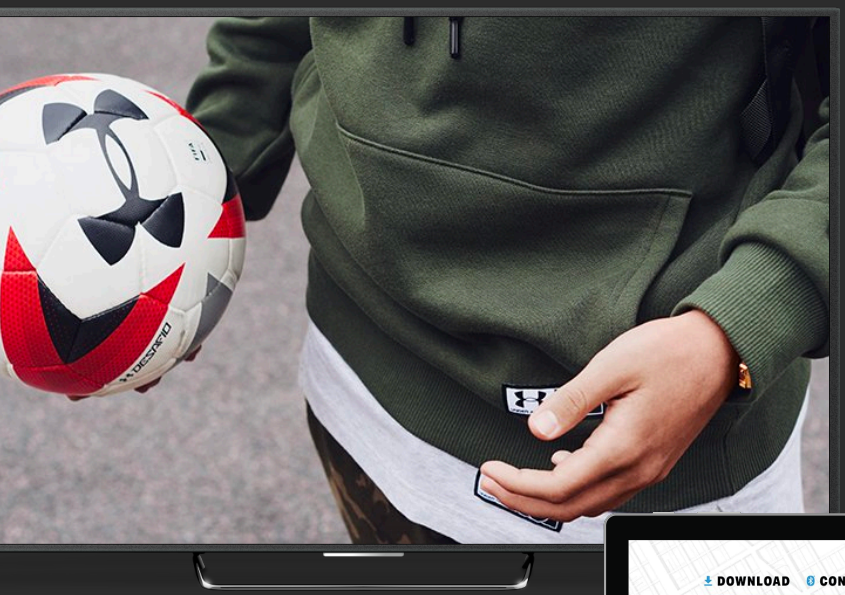
Mark Szulc | Principal Product Marketing Manager, Adobe

The customer journey is already omnichannel

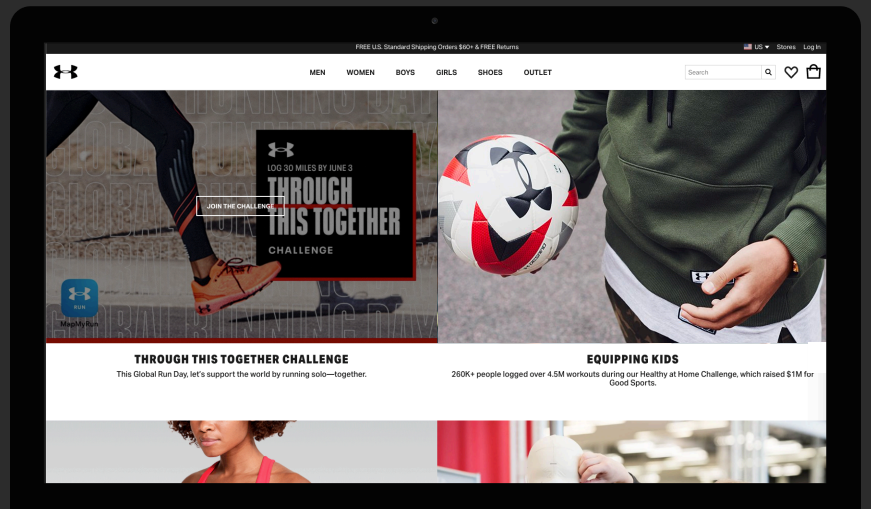


Omnichannel reality for Brands today

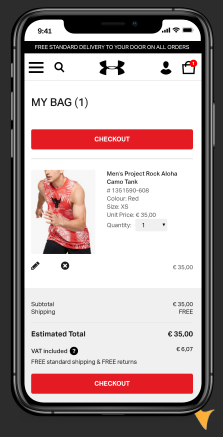
Product Videos



Custom Campaign Landing Pages

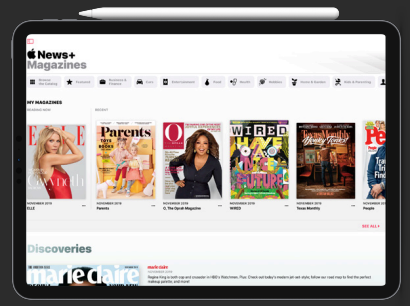


Shopping Cart Screens

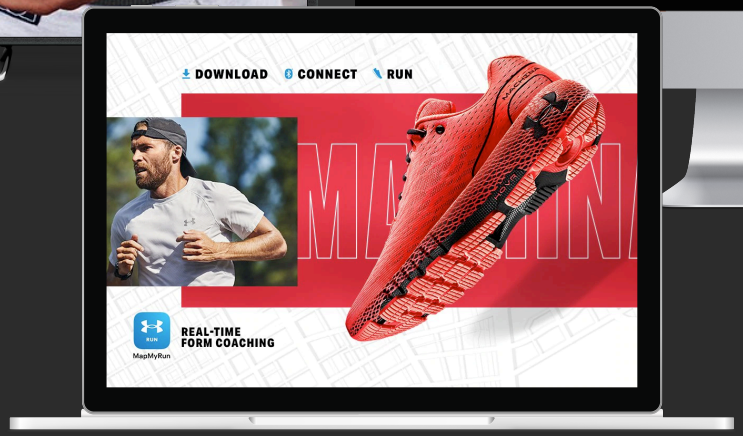


+140

Possible asset iterations for any given SKU

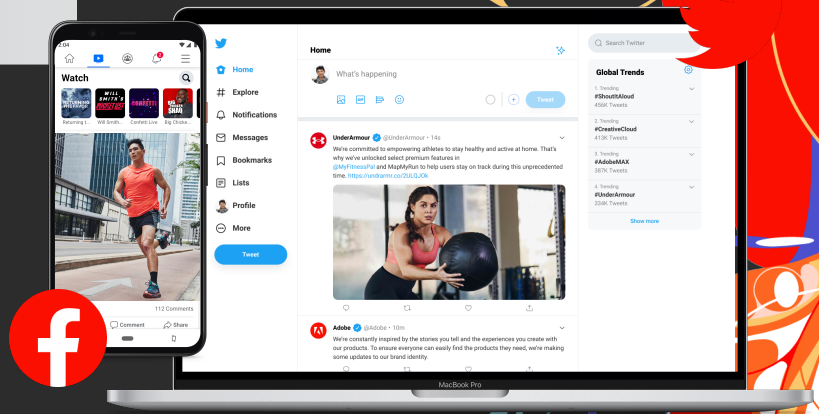


Catalogs



3D Product Shots

Mobile Apps



Social Ads

Customers want engaging experiences across devices

67% of customers say its important for brands to automatically adjust content based on context

33% Of customers get annoyed when content is poorly designed

29% Of customers get annoyed when content isn't optimized for their devices

Executing consistent experiences across all screens is challenging

Time to Create

Time to Market

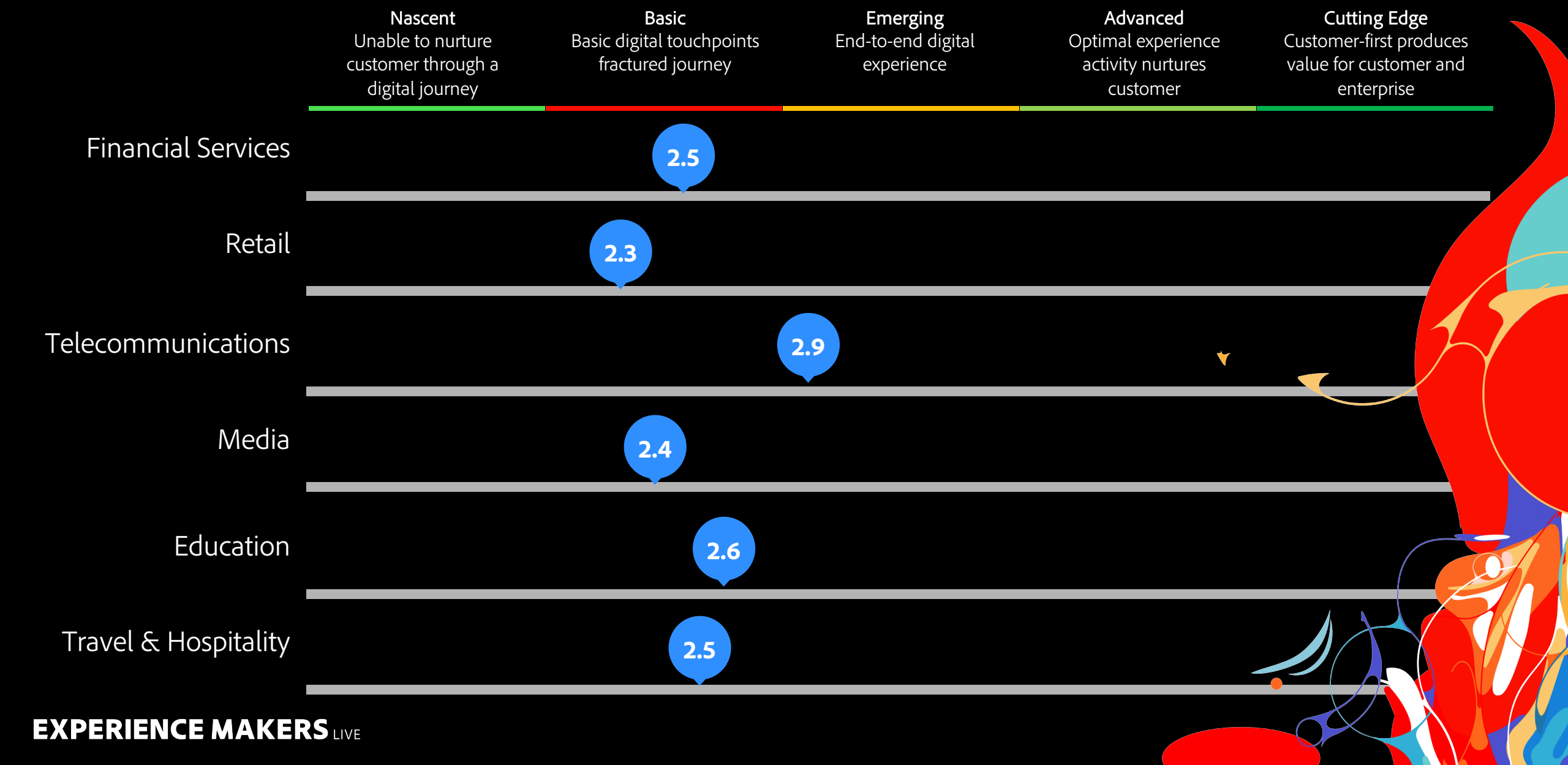
Unable to Find

Cost and Complexity

Unable to Personalise

12 DAYS TO TAKE A **SINGLE PIECE OF CONTENT** TO MARKET ON AVERAGE

Industry Benchmark – Scalable Content



Is “Headless" the answer?

Yes?? No??

Headless / Hybrid approach helps

Developers

Hand back content ownership to SMEs.

Focus on building new experiences

CMS Consolidation

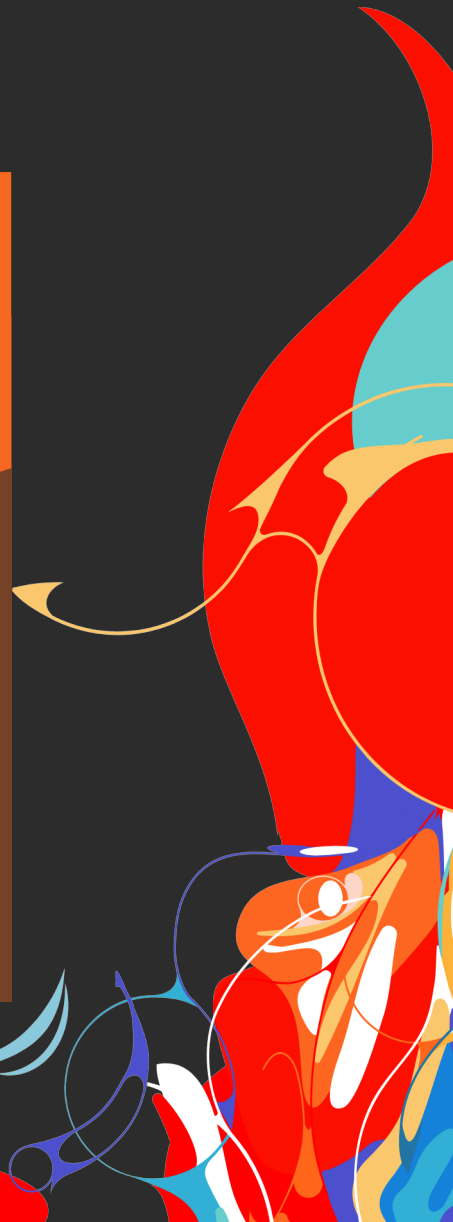
Promote consistency of message

Reduce IT Overhead & Costs

Author Efficiency

Encourage Content Reuse

Faster content production



Get SMEs closer to Customers

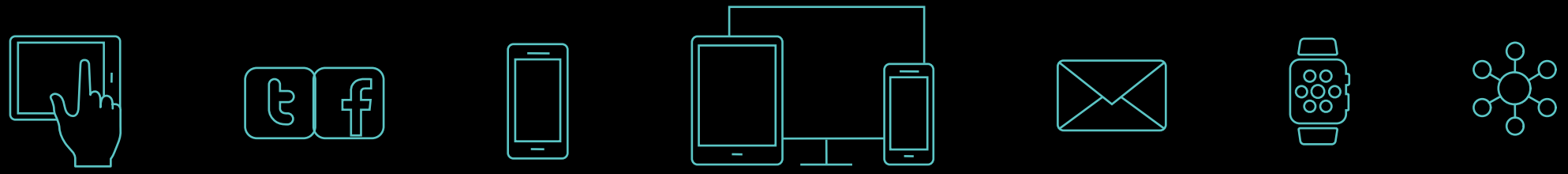
IT

CREATIVE

DEVELOPERS

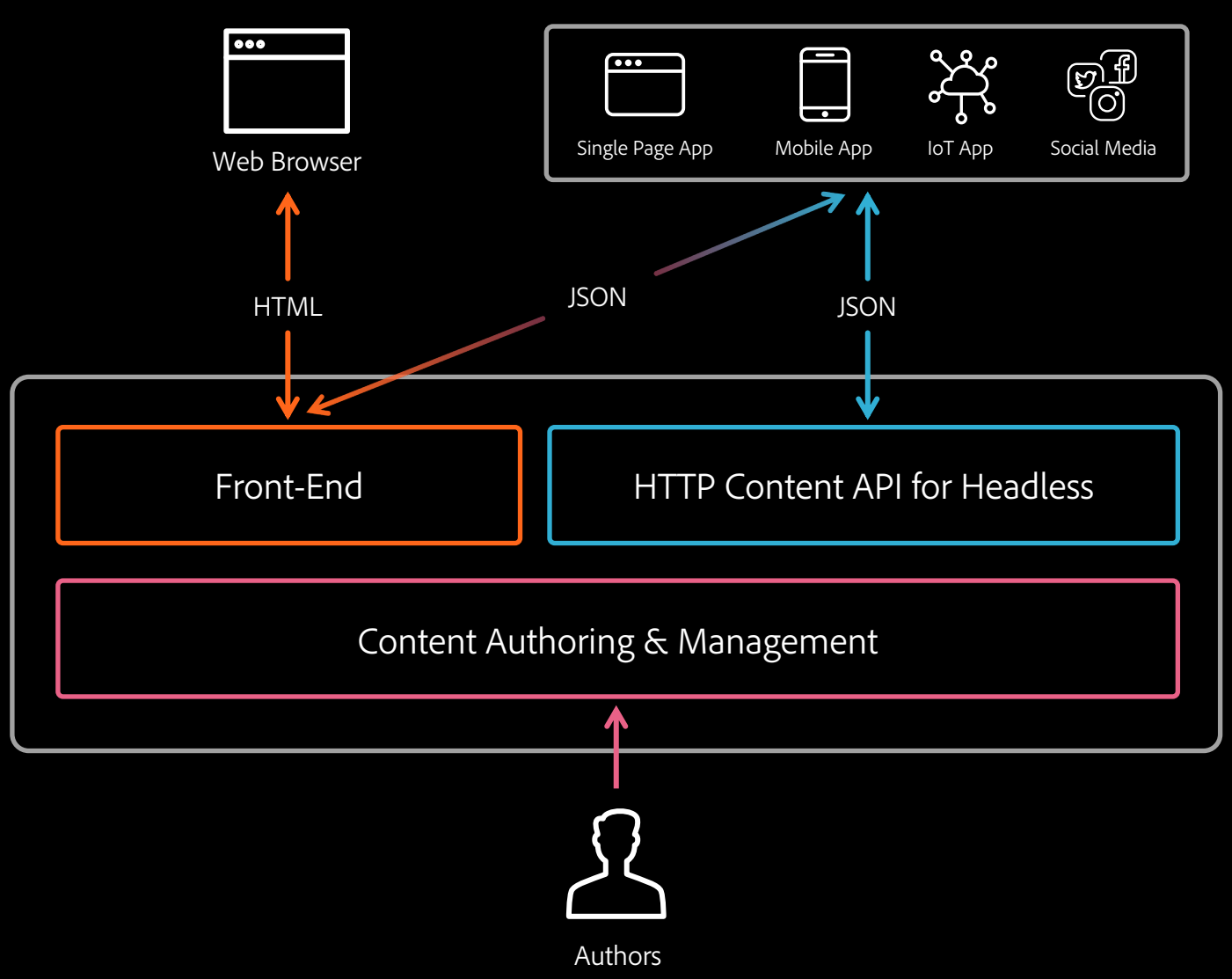
SMEs

Headless/Hybrid Use Cases



- **Mobile** – Relevant content surfaced within the native app
- **Voice & Chat** – Promotions / Offers / Information
- **Single Page Applications (SPA)** – Contextual info e.g. Finance Calculator
- **Digital Signage** – Roll out of dynamic campaign material in sync with digital.

AEM Sites Capabilities



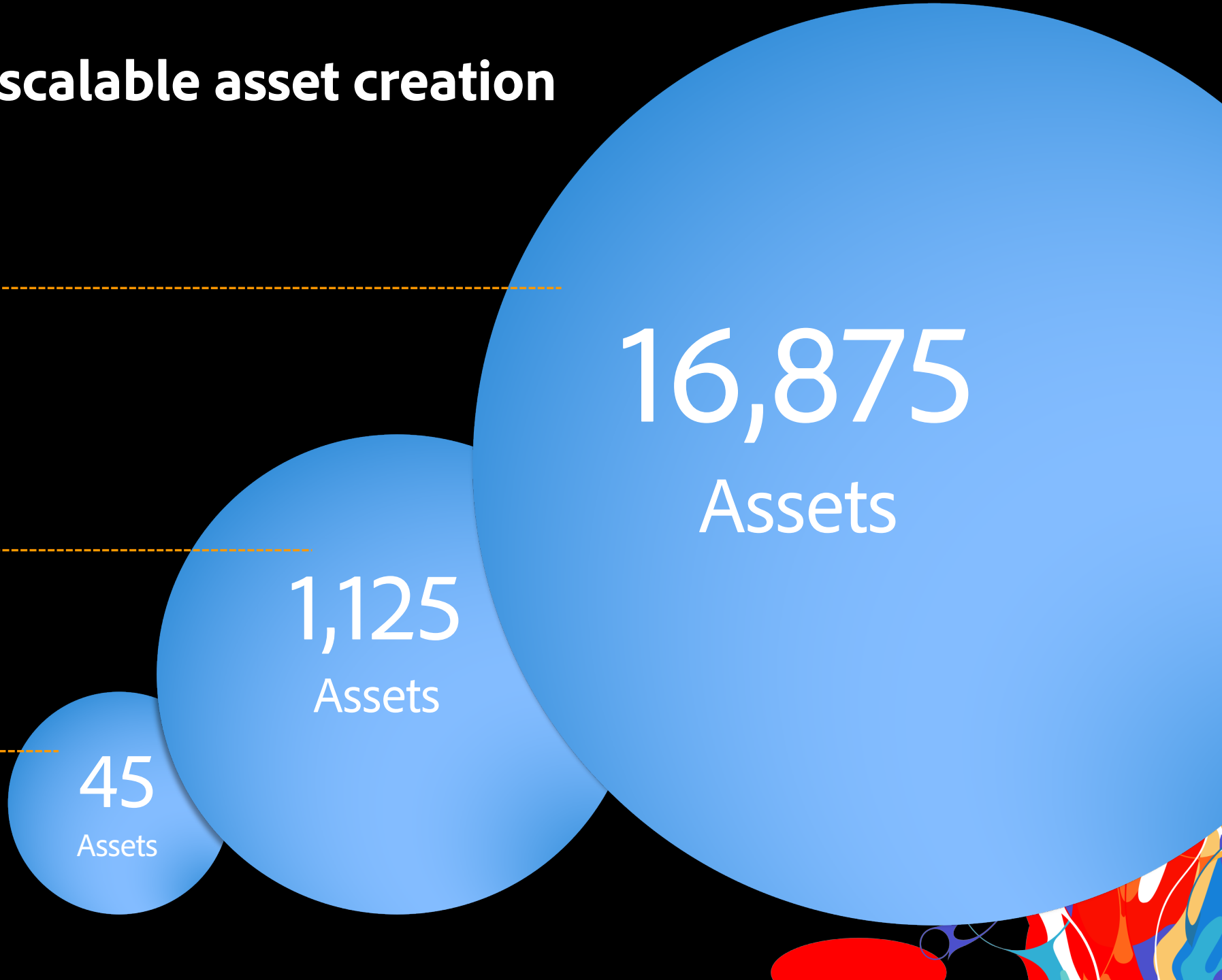
The importance of scalable asset creation

Source: Current Adobe Manufacturing Customer

15 Languages

25 Assets per Product

45 Products



Adobe Experience Manager Assets - Dynamic Image And Video Delivery

- Using one master file, auto generate and publish unlimited versions, changing size, format, resolution, crop, or effect
- Assures consistent, quality experiences are delivered to any screen, regardless of size or bandwidth
- Full size video is auto-sized for all screens and adaptively streamed to assure a consistent and quality user experience

Dynamic Media license required

Key Takeaways - Benefits of managing Omnichannel with AEM

Content Reuse

Brand Perception

Increase Revenue

Adobe