

Best of Adobe Summit

Hong Kong Edition



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Transforming Omnichannel Customer Engagement





Customer expectations resetting

89%

of senior executives believe customer expectations are constantly resetting to match their best omnichannel experiences



Life changes. Now what?

These moments are the perfect time to ensure your family's financial future is protected. Get a quote in minutes with affordable, hassle-free term life policies – often with no medical exam required.*

Get an instant quote →



PERSONAL BANKING

Savings made simple.

Planning for the future is easier with a guaranteed rate of return on a CD.

Start saving

Explore options



U.S. BANCORP INVESTMENTS

Bonus? Refund? Put extra cash to work with Automated Investor.

Find out how >

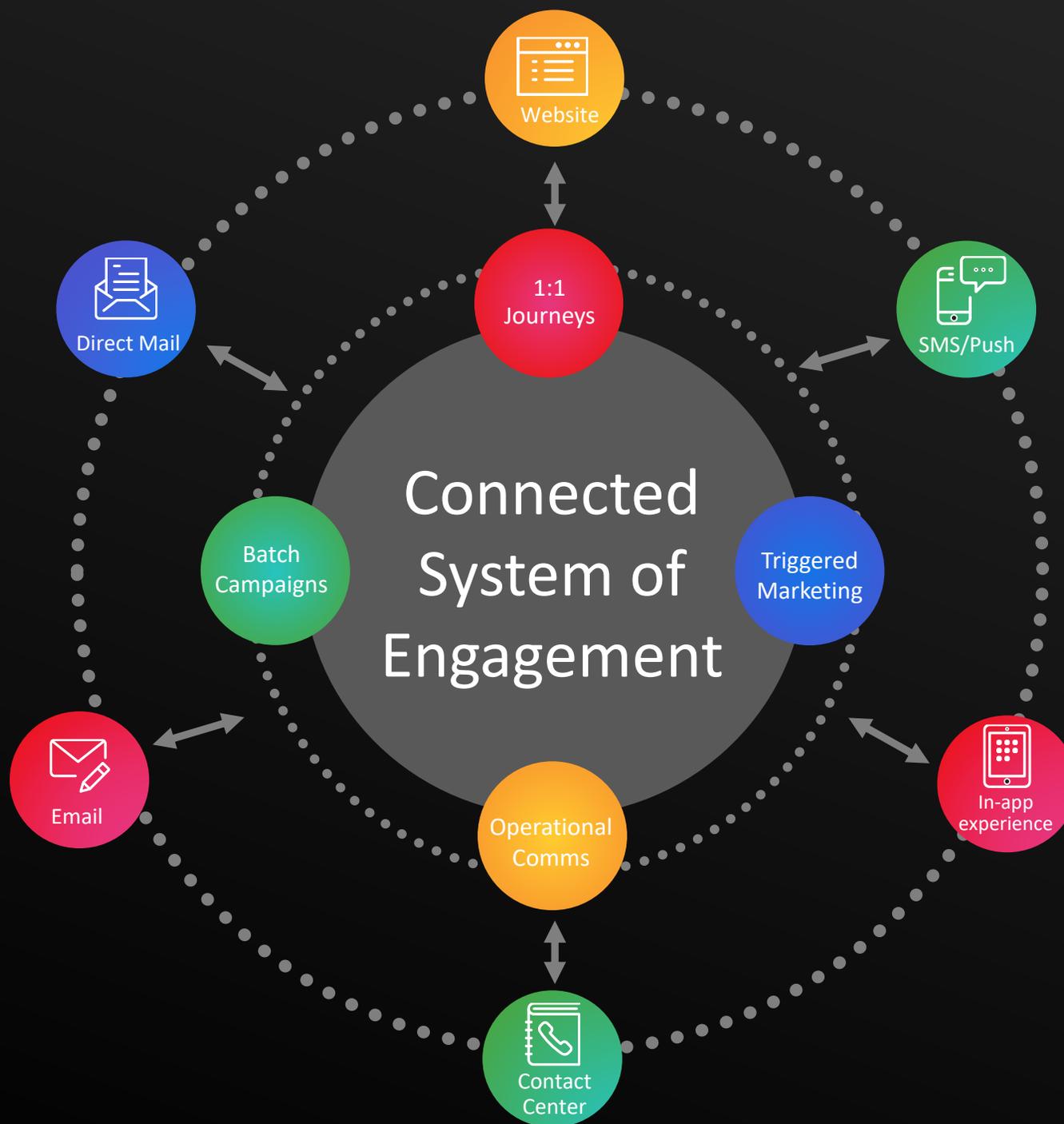


BANK SMARTLY™ CHECKING



WELCOME UNION BANK





B2C Customer Journey Innovations

1

**Campaigns +
real-time
journeys**

2

**Disrupt the
channel mindset**

3

**Generative
Experiences
and AI**

4

**Accelerating time
to value**

Scheduled Campaigns with 1:1 Real Time Journeys

Brand-initiated Campaigns

Use Cases

- Promo Campaigns
- Announcements
- Newsletters
- Nurture Campaigns
- Weekly Deals



Campaigns

- Audience focused
- Brand KPIs
- Episodic



Real-Time Journeys

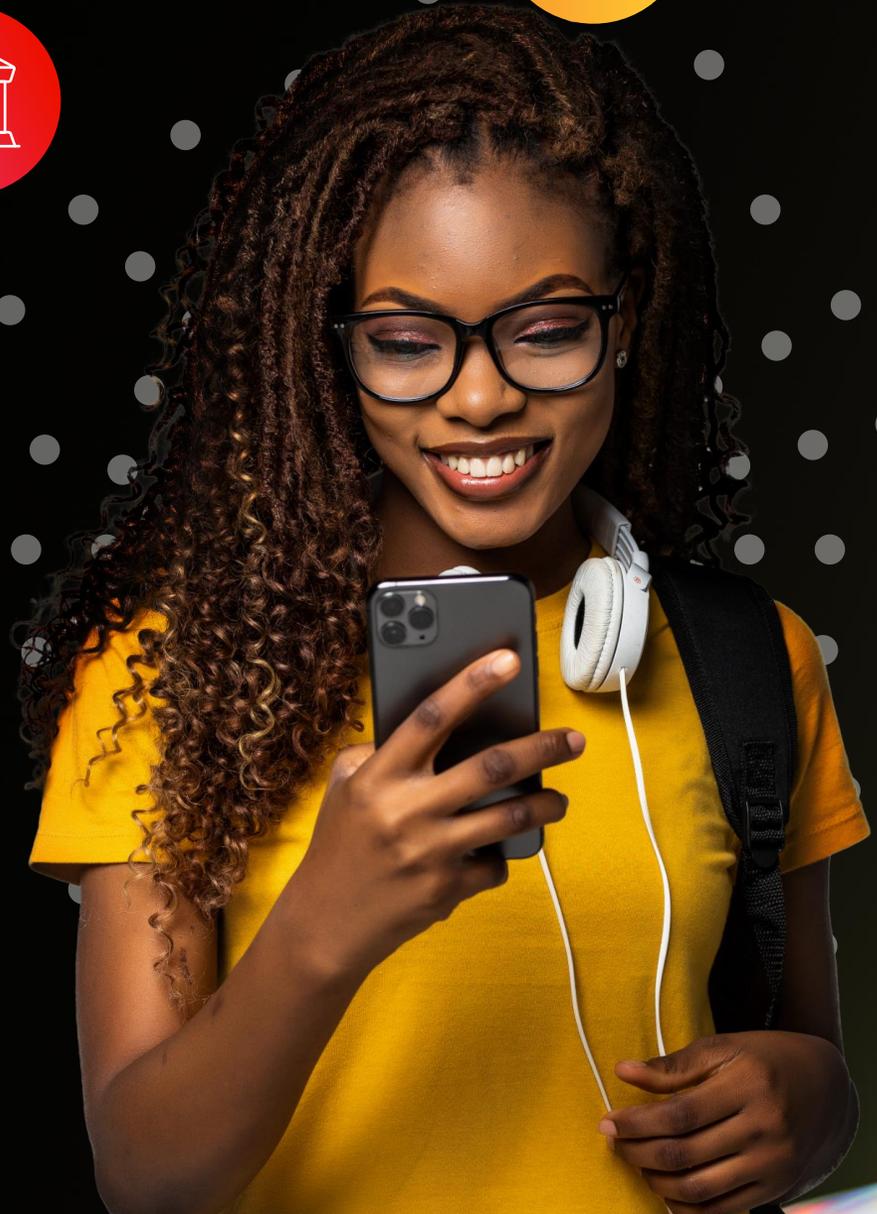
- Individual customers
- Customer Journey Oriented
- Focus on Lifecycle

Customer-initiated Journeys

Use Cases

- "In-store" Experiences
- Intelligent Re-engagement
- In-app experiences
- Travel delay notifications
- Personalized Offers

Customers at the center of your engagement strategy



Engage across the customer lifecycle



Newsletters

Nurture Campaigns

Weekly Deals

Connected Engagement

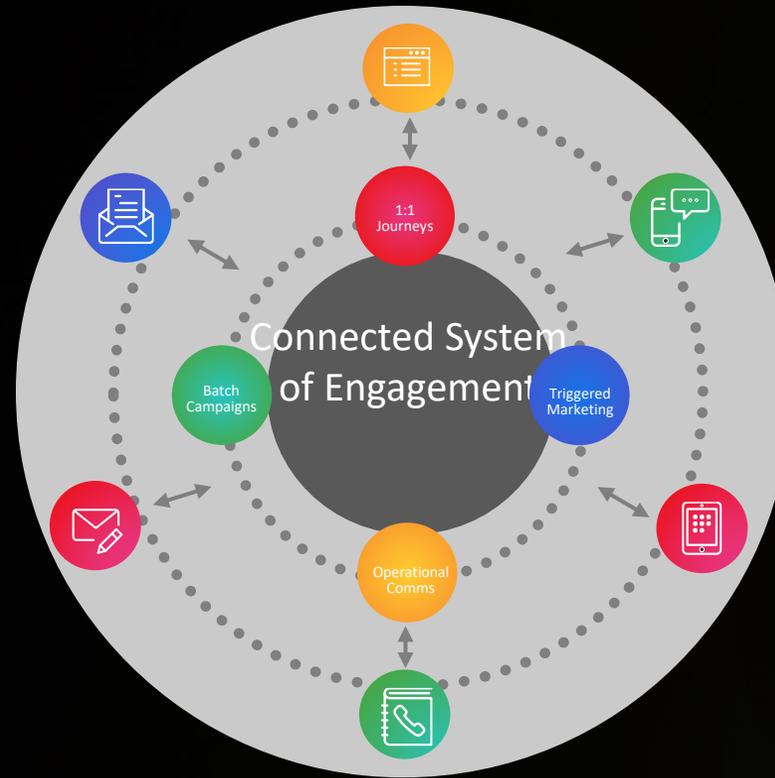
"Live"
Experiences

Location-based
Offers

Next-best
Experience

Adobe Journey Optimizer

Engage across the customer lifecycle



Newsletters

Nurture Campaigns

Weekly Deals

Connected Engagement

“Live” Experiences

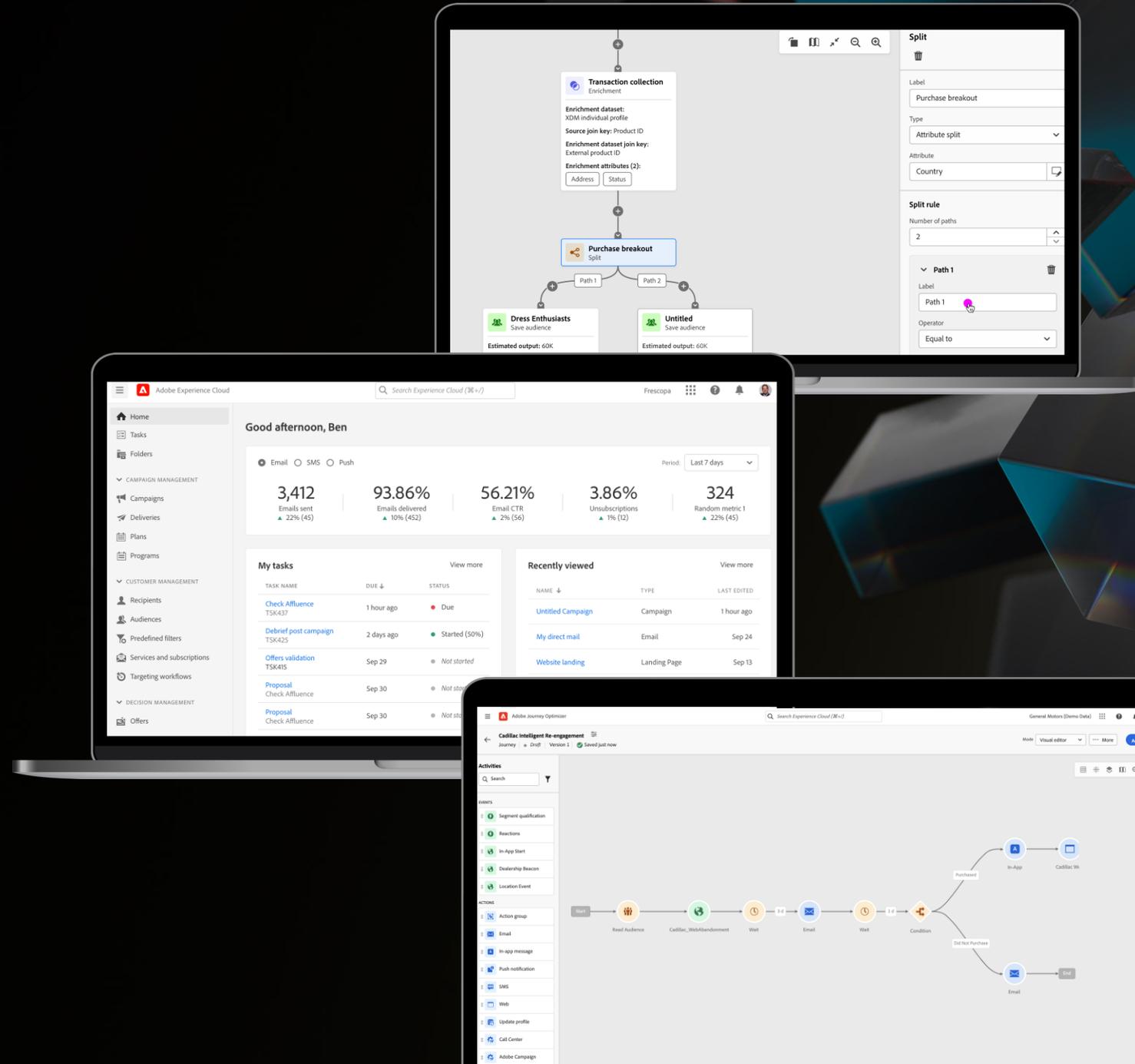
Location-based Offers

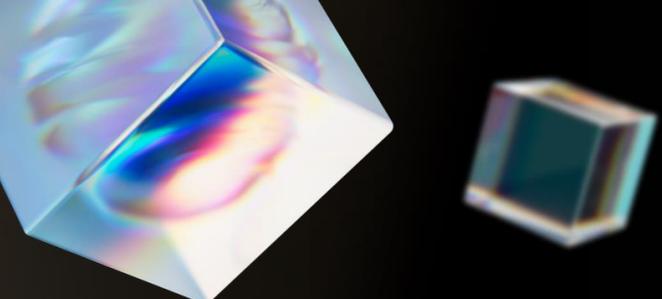
Next-best Experience

Announcing!

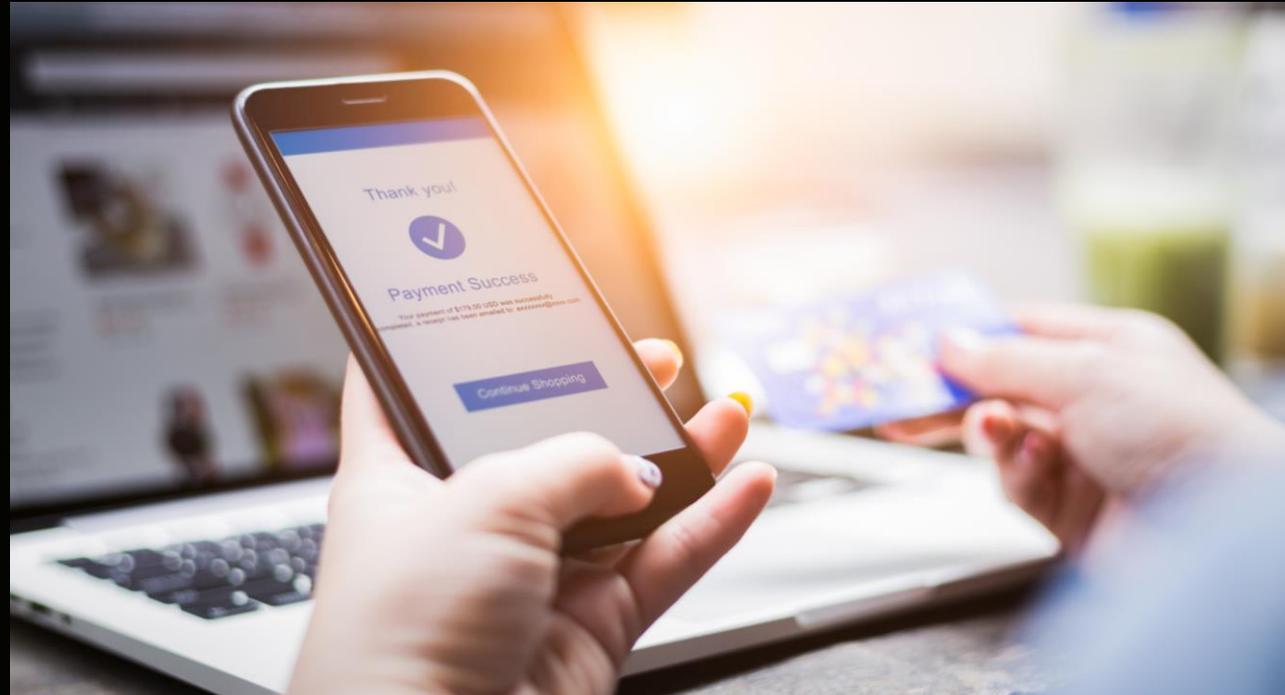
Unified Experience

Unifying audience-centric campaigns with 1:1 real-time journeys



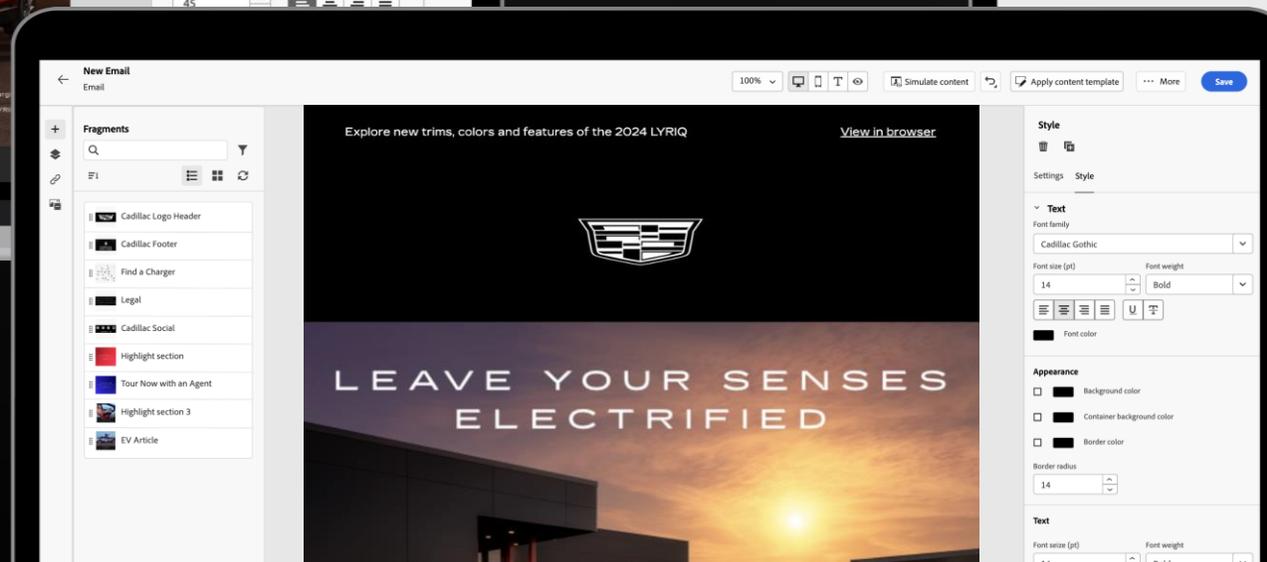
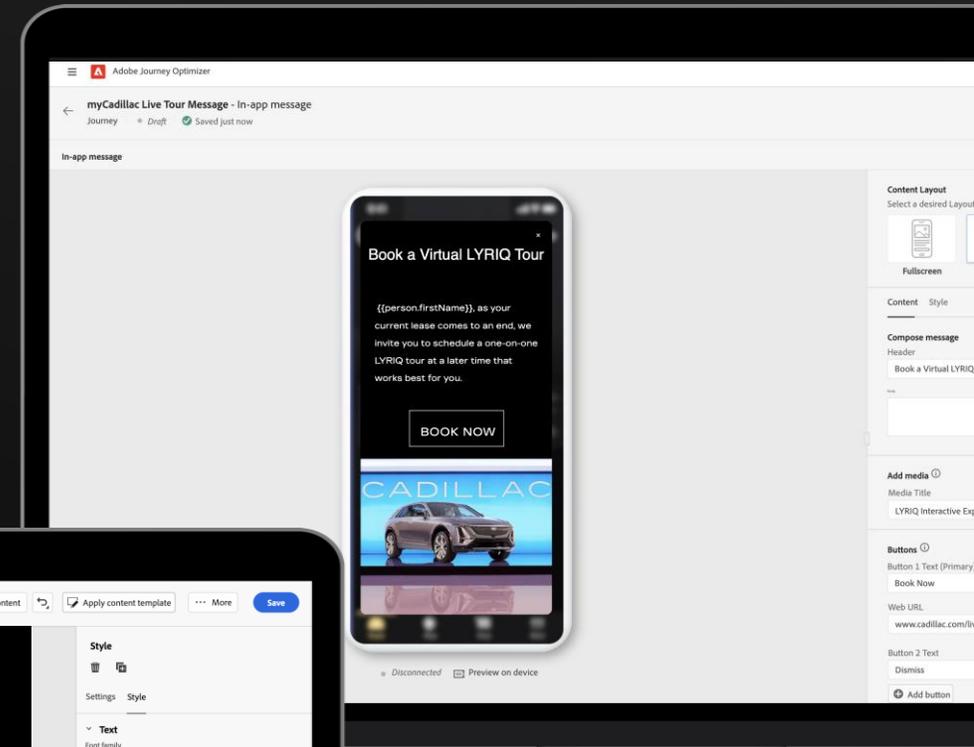
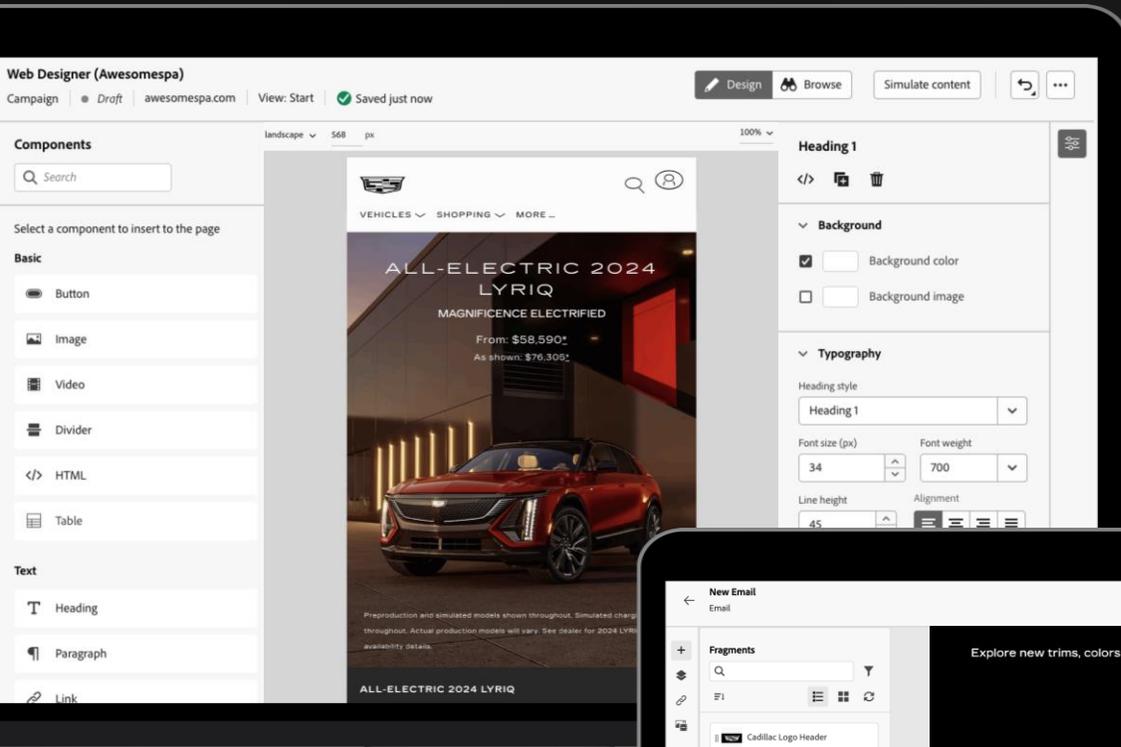


Meet your
customers
whenever &
wherever they
want to engage
with you



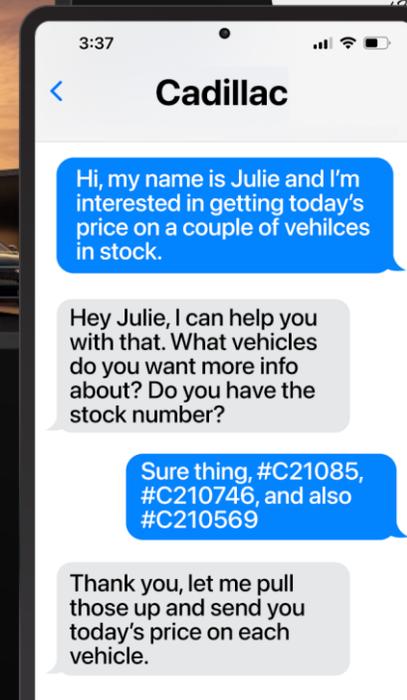
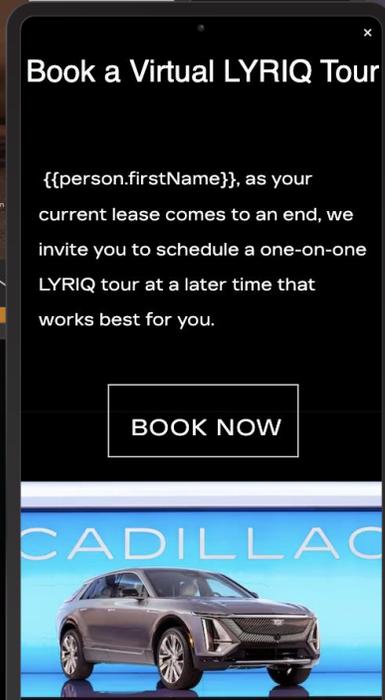
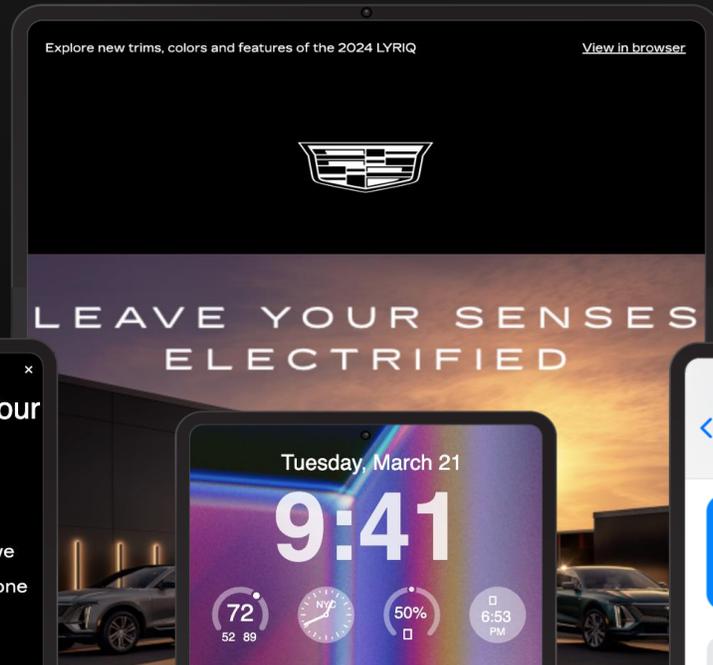
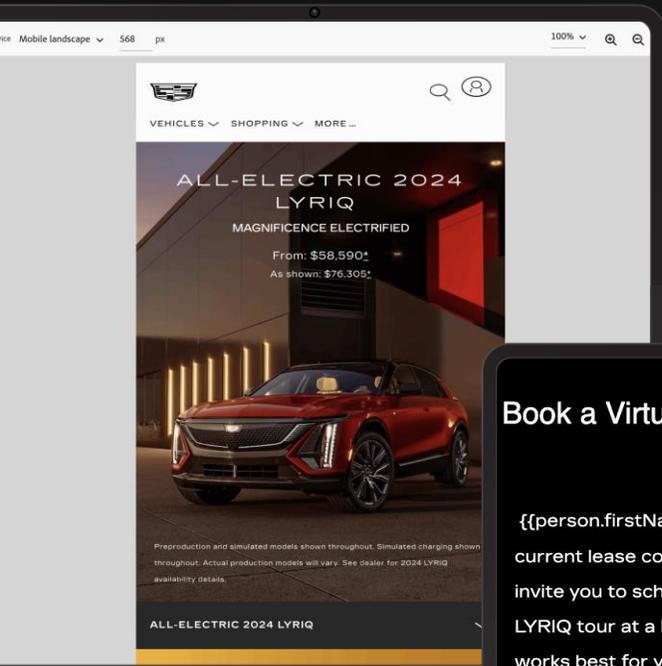
New Innovation!

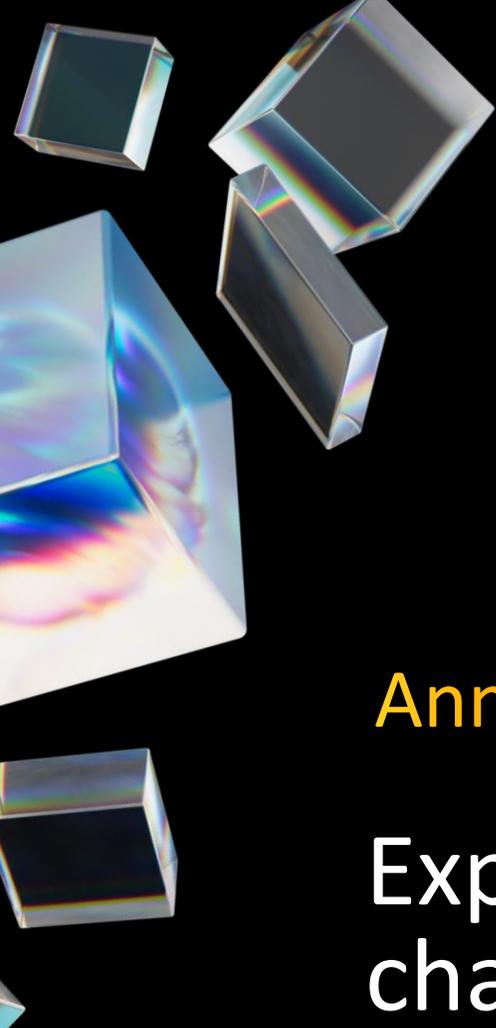
Connecting inbound and outbound engagement



New Innovation!

Native support for 6 primary channels of engagement





Announcing!

Experimentation across channels & journeys

Action: Email

🗑️ ➕

▼ **Properties**

Label *
Course promotion

Description
Add a description

Category
Marketing

Email surface *
Altura info

✍️ Edit content

▼ **Content experiment**
Create a content experiment in your journey to test out which content works best.
[🧪 Create experiment](#)

> Translation

▼ **Tracking** ⓘ
Select the user engagement you would like to track and view in the email's report
 Clicks on email

Experiment details

All visitors
Estimated profiles: 24.8M

Experiment
Split

33.3% 33.3% 33.4%

Default Treatment A
Super Cruise is Here Treatment B
Lyriq Autonomous Dri... Treatment C

Search Experience Cloud (Beta) General Motors (Demo Data) Last 24 hrs All time Export Edit

Treatment A

The experiment result is conclusive ⓘ

★ **Treatment B**
Outperformed Baseline Treatment A by 11.1% with confidence of 95%.

11.1% LIFT
3.3% UNIQUE CLICKS PER PROFILE

Business metric: Unique Clicks
Start date: Nov 14, 2022
Treatments: 2 Treatments
Audience: Premium members ⓘ

Experiment results

Treatment name	Lift Over Baseline	Confidence	Unique Clicks	Profiles	Unique Clicks Per Profile ⓘ
Treatment A (Baseline)	-	-	100.2	5,010	2.0%
Treatment B ★	11.1%	95%	164.8	4,993	3.3%
Treatment C	9%	60%	119.9	4,997	2.4%

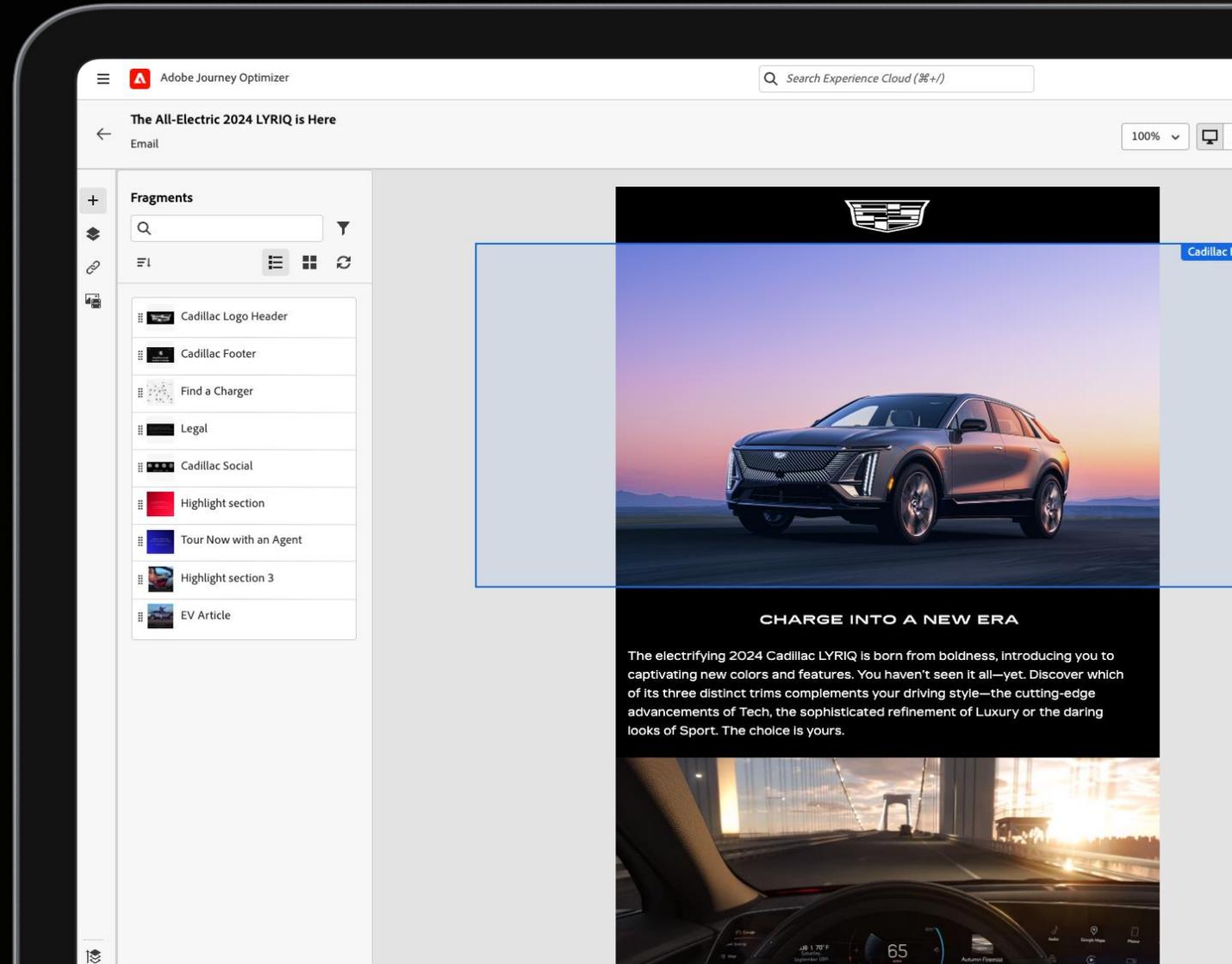
Confidence interval ⓘ
Compare the lift of all treatments with baseline Treatment A (value is 0).

Unique clicks
Treatment B: 11.1% lift (2.0% to 4.0% CI)
Treatment C: 9% lift (-2.6% to 1.0% CI)

Unique clicks over time

New Innovation! Generative Experiences

- Generate multi-model experiences
- Use natural language to provide input
- Leverage prior campaign content & performance data
- Ideate and receive recommendations a design time



New Innovation! Generative Experiences

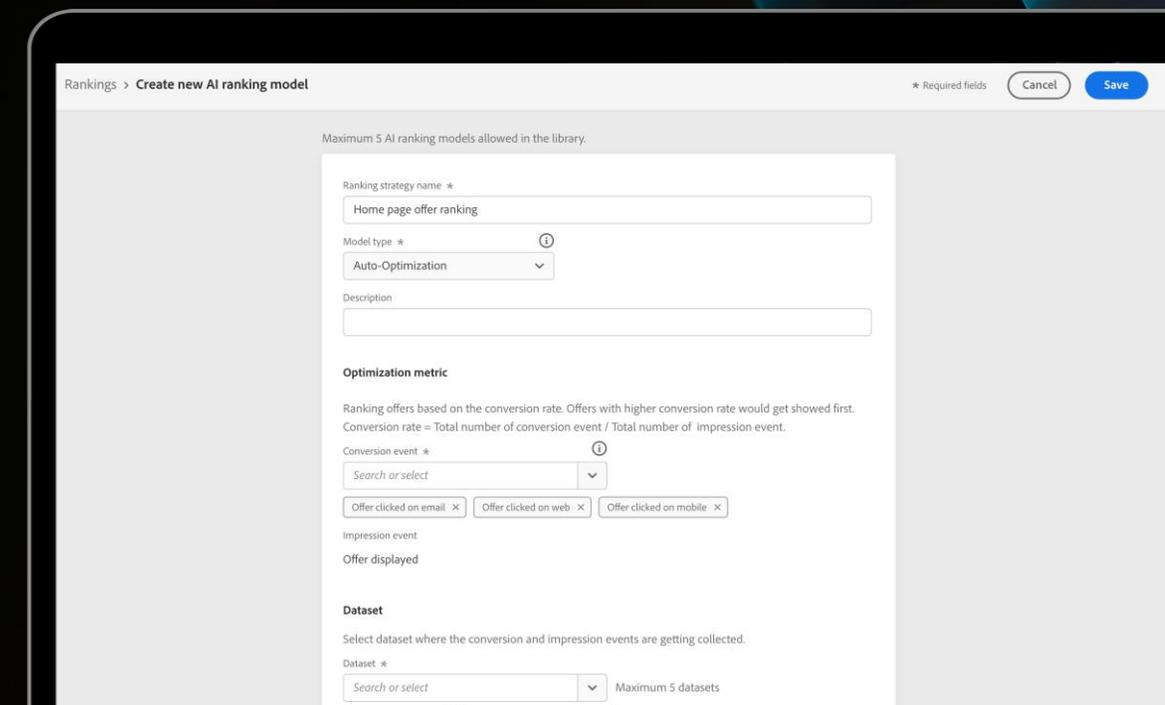
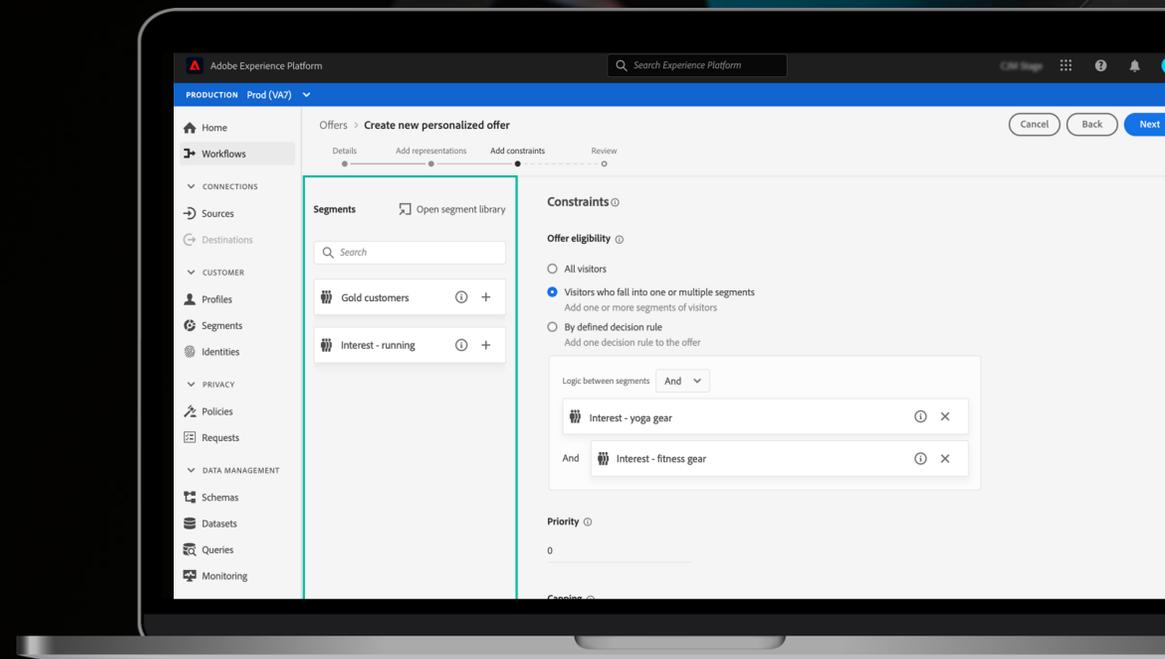
- Generate and augment channel content
- Use natural language to personalize experiences
- Conversationally interact with campaign performance
- Ideate and receive recommendations for improved content

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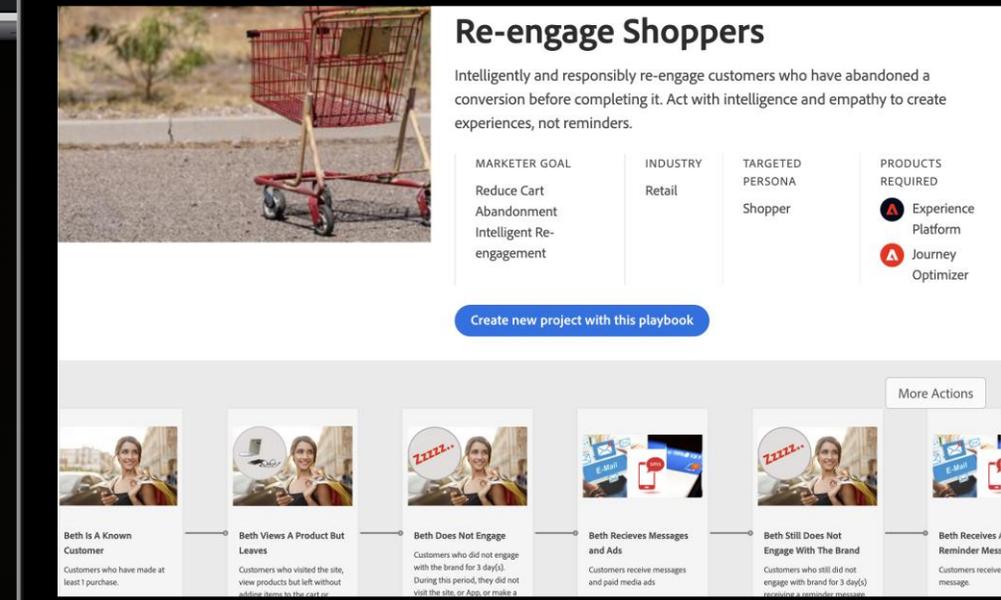
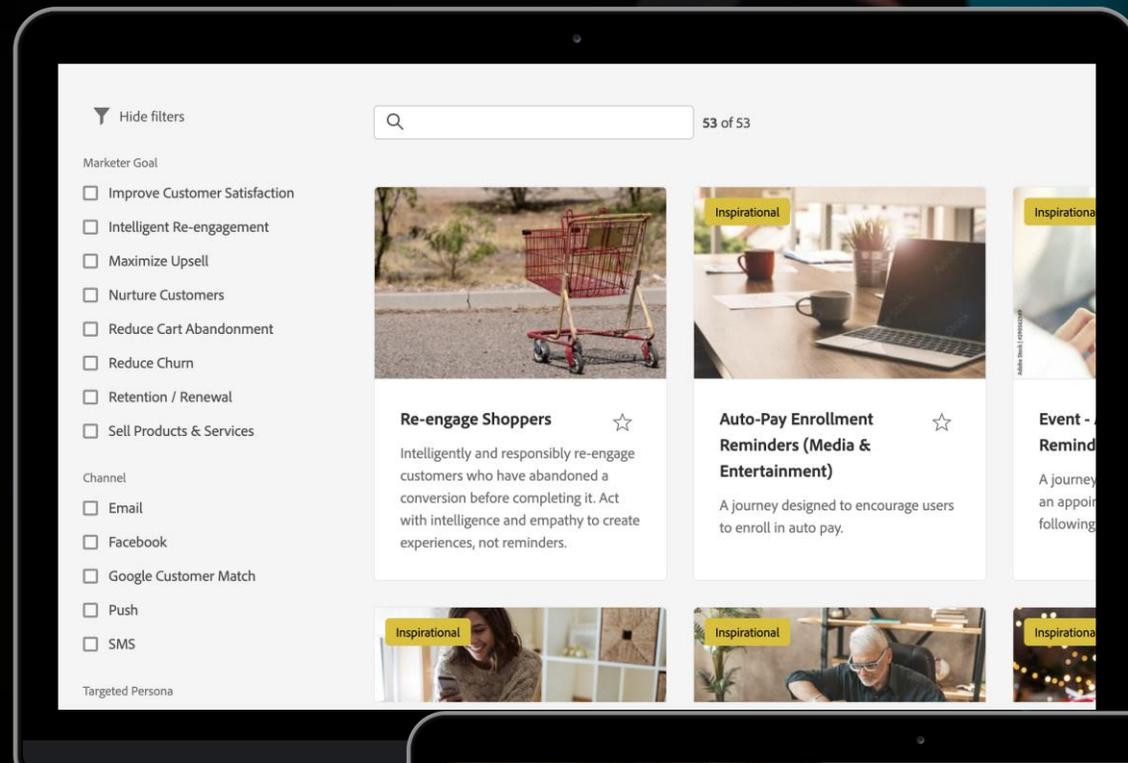
The screenshot displays the Adobe Journey Optimizer interface for a campaign titled "The All-Electric 2024 LYRIQ is Here". The interface is divided into a sidebar and a main content area. The sidebar, titled "Fragments", contains a search bar and a list of content blocks: Cadillac Logo Header, Cadillac Footer, Find a Charger, Legal, Cadillac Social, Highlight section, Tour Now with an Agent, Highlight section 3, and EV Article. The main content area shows a preview of the campaign's visual elements, including the Cadillac logo, a large image of the LYRIQ SUV, and a headline "CHARGE INTO A NEW ERA". Below the headline is a paragraph of text: "The electrifying 2024 Cadillac LYRIQ is born from boldness, introducing you to captivating new colors and features. You haven't seen it all—yet. Discover which of its three distinct trims complements your driving style—the cutting-edge advancements of Tech, the sophisticated refinement of Luxury or the daring looks of Sport. The choice is yours." The interface also includes a search bar at the top right, a back arrow, and a refresh button.

Announcing! AI infused offers

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Accelerate time to value with use case playbooks



Accelerate time to value with use case playbooks

Marketer Goal

- Improve Customer Satisfaction
- Intelligent Re-engagement
- Maximize Upsell
- Nurture Customers
- Reduce Cart Abandonment
- Reduce Churn
- Retention / Renewal
- Sell Products & Services

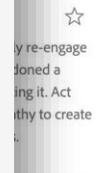
Channel

- Email
- Facebook
- Google Customer Match
- Push
- SMS

Targeted Persona

- Customer
- Fan

53 of 53



Auto-Pay Enrollment Reminders (Media & Entertainment)

A journey designed to encourage users to enroll in auto pay.

Event - Remind

A journey... an appoi... following



Re-engage Shoppers

Intelligently and responsibly re-engage customers who have abandoned a conversion before completing it. Act with intelligence and empathy to create experiences, not reminders.

MARKETER GOAL	INDUSTRY	TARGETED PERSONA	PRODUCTS REQUIRED
Reduce Cart Abandonment Intelligent Re-engagement	Retail	Shopper	<input checked="" type="checkbox"/> Experience Platform <input checked="" type="checkbox"/> Journey Optimizer

Create new project with this playbook

More Actions



Beth is a Known Customer
Customers who have made at least 1 purchase.



Beth Views A Product But Leaves
Customers who visited the site, view products but left without adding items to the cart or...



Beth Does Not Engage
Customers who did not engage with the brand for 3 day(s). During this period, they did not visit the site, or App, or make a...



Beth Receives Messages and Ads
Customers receive messages and paid media ads.



Beth Still Does Not Engage With The Brand
Customers who still did not engage with brand for 3 day(s) (receive a reminder message)



Beth Receives a Reminder Message
Customers receive a reminder message.

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Customer Cases

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TSB Bank & Adobe:

Adobe Customer Journey Analytics, Real-Time CDP, Journey Optimizer and more

Established

2013

Employees: 7,000

5M consumer and business customers

London, United Kingdom

tsb.co.uk

3 Year Strategy

“TSB will invest £120 million in digital solutions, products and services that will help deliver its renewed business purpose - Money Confidence. For everyone. Every day.”

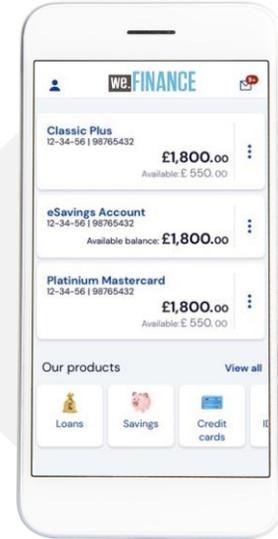
T S B Experience Inconsistency



"Our branches are open from 9am to 5pm today"



Uses calculator online



"Is there anything I can help you with?"

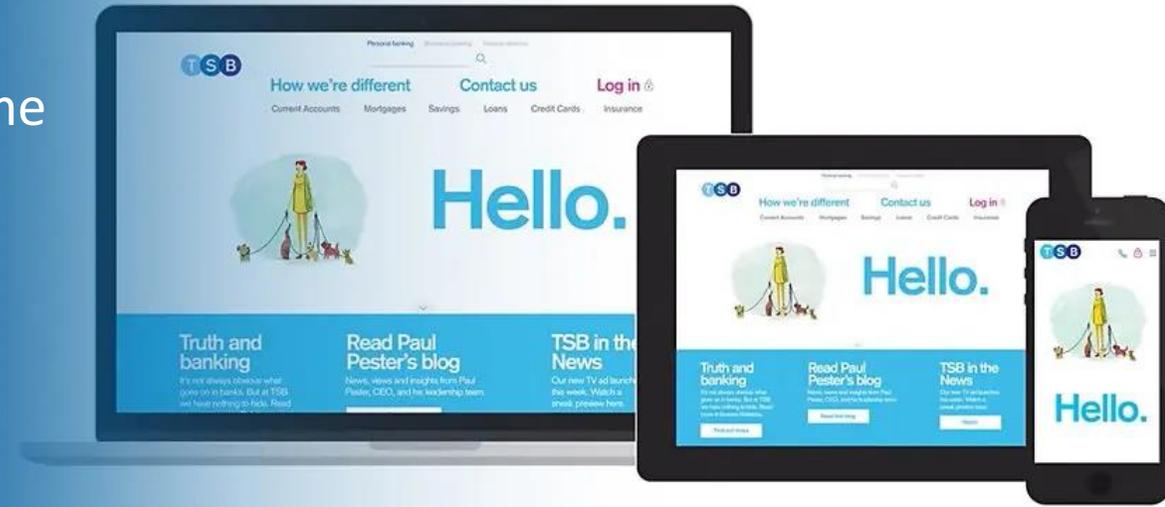
No cross channel personalization, customers receive a different experience at each touchpoint

✗ High latency for customer profile data previously took 15 days to process, target segments in batch

✗ Inconsistent messaging for customers on each channel

✗ Unable to activate customer data easily or effectively

- Unify banking experiences across channels as more customers go digital
- Deliver relevant content to customers based on real-time data about their needs
- Remove friction points from the customer journey to boost conversions
- Bring consistency to online and in-branch services by breaking down data siloes



1

Real-Time Customer Insights & Engagement



Integrated profile fuses live data from all sources across customer touchpoints to optimize personal and contextual experiences for customers in their time.

2

Modern Omnichannel Orchestration & Execution



A single canvas on which to orchestrate the customer journey for 1:1 engagement and outreach—to help deliver more value across the customer lifecycle.

3

Intelligent Decisioning & Personalization



Apply intelligence & gain predictive insights throughout the customer journey to automate decisions and optimize the experience.

Deliver one-to-one individualized journeys, real-time and at scale

T S B After: Personalized & Connected Journeys



"Our branches are open until 5pm, would you like to hear the latest mortgage offers?"



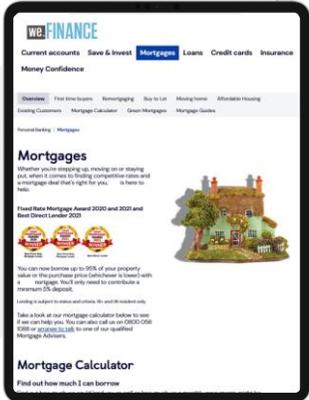
Uses calculator online



Real-time personalisation of data to provide a customer centric view across all channels



"Do you have any questions about our latest mortgage rates?"



✓ Customer profile data updated in real-time or near real-time

✓ Customers receive consistent relevant messaging across channels

✓ Centralised customer profile data can be easily activated for personalised experiences



TSB Bank & Adobe:

Adobe Customer Journey Analytics, Real-Time CDP, Journey Optimizer and more



The rich insights we get from Adobe Real-Time Customer Data Platform informs our personalization strategy to enrich customers experiences. Most importantly, we can deliver that richness consistently online and offline because our decisions are based on every interaction in that customer's past.

Mike Gamble
Director of Analysis and Design, TSB Bank

400%

Boost in loan applications just one year after going live with Adobe Experience Platform

- ✓ 7.5 million profiles on-boarded to a **centralized data platform**
- ✓ **200% jump in sales** nine weeks after switching on personalized digital experiences
- ✓ 92% of customers inspired to use **digital self-service**

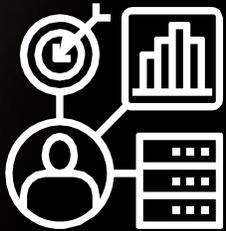
How MLB Is Revolutionizing Fan Personalization at Scale



MLB and Clubs – Collaborating Every Day to Delight Baseball Fans



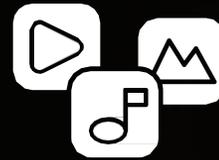
+



*Fan Data, Segmentation,
Performance Tracking*



*Digital Marketing Strategy,
Tactics and Execution*



*Content Creation and
Distribution*

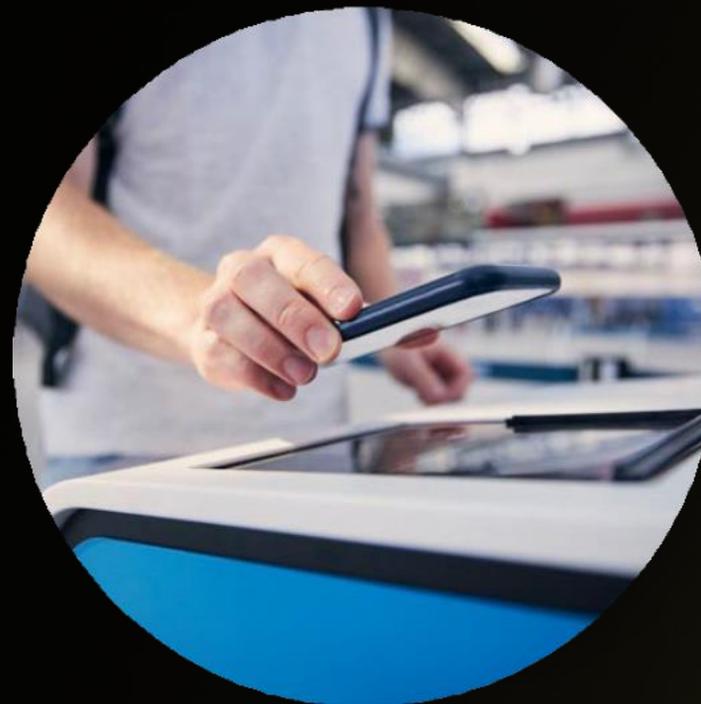


*MLB Apps, Core Technologies
and Channels*

Centralized Audiences at
Scale



Real-Time Journey
Orchestration



Centralized Audiences at Scale

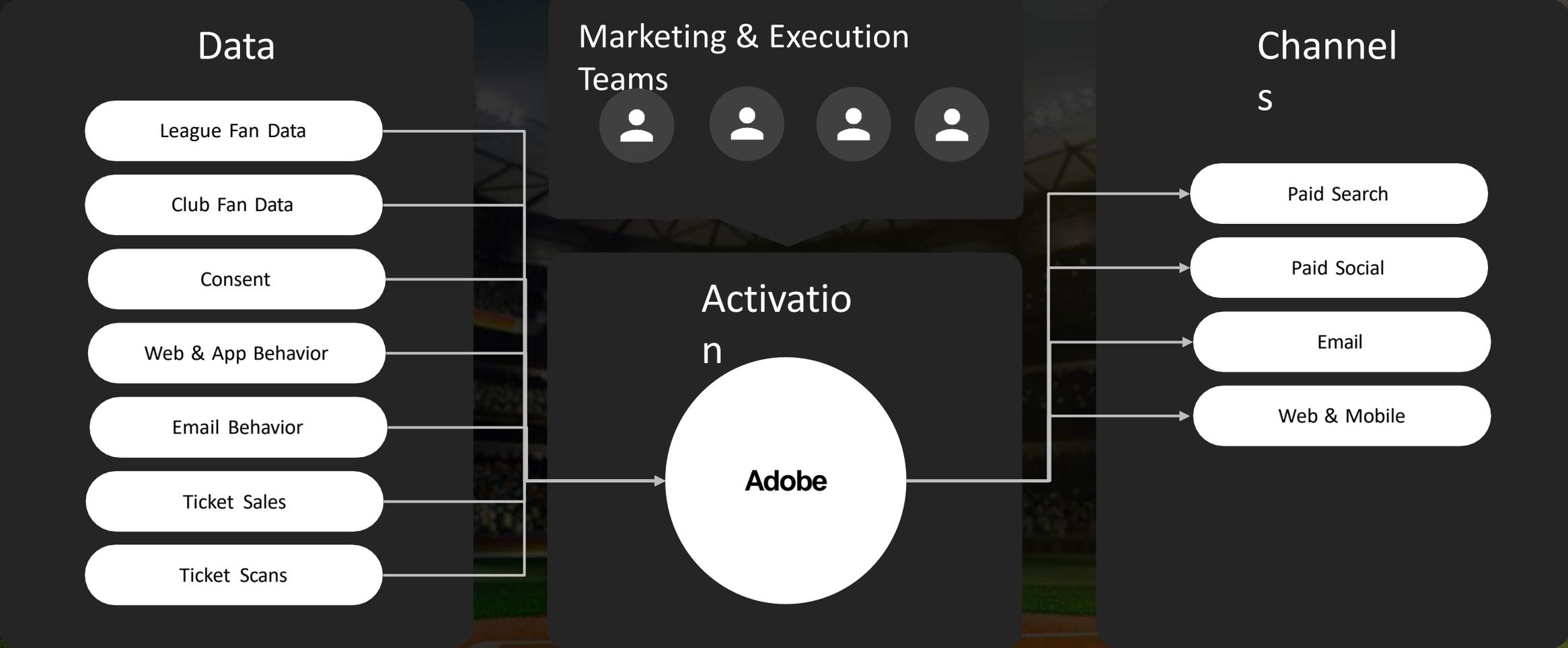
From 7 Days to 1 Across 30 Ball Clubs

The Challenge: Fragmented Segmentation



it took up to 4 people across different teams Up to 7 days to define, build and activate on a segment

The Solution: Centralized Segmentation at Scale



Massive Scale Across 30 Club Sandboxes

Multiply the approach by 30 and you have massive value realization at incredible scale.





1 DAY

By implementing AEP, we took 30 MLB clubs and reduced a 7 day segmentation process down to less than a day.

1 Resource now does the work of 4 people in 1/7 the time.

7,200

Est. Hours Saved Each Season

Real-Time Journey Orchestration

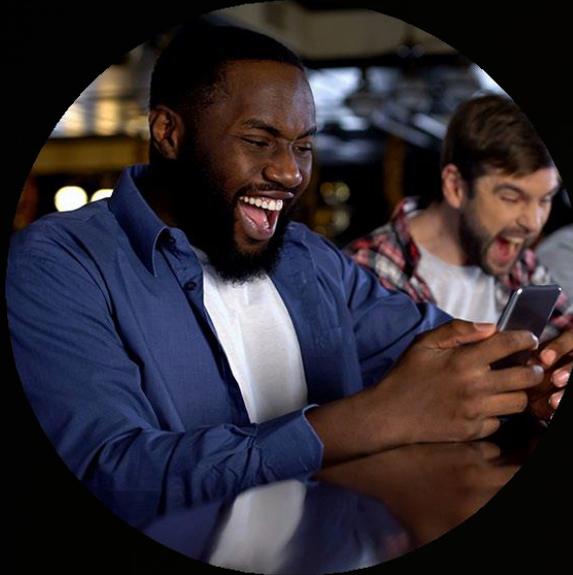
Powering In-Person Fan Experiences

Why In-Park Experiences



Live In The

Talk to fans about what's happening NOW, not yesterday.



Surprise &

Deliver unexpected experiences to make their day special.



Drive- In-Park

Promote vendors, sponsors, ticket sales & rally the crowd while the game is happening.

The Use-Case: Real-Time Scans

EVENTS (ENTRY)

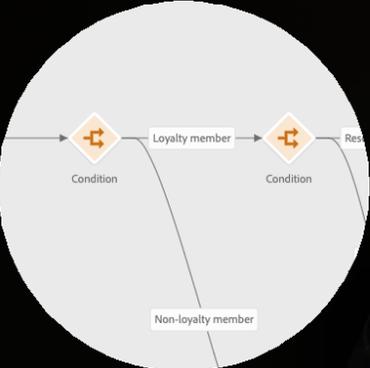


Ticket

CONDITIONS

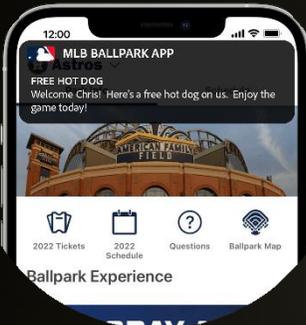


Check The



Make Decisions &

ACTIONS



Send Messages

