

Best of Adobe Summit

Hong Kong Edition



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Personalised Insights &
Engagement with
Adobe Experience Platform





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Principal Product Manager, JAPAC

Adobe

Personalised Insights & Engagement With Adobe Experience Platform

Connected Customer Experiences

Experience-Led Growth

Connected Technology

Personalised Insights & Engagement With Adobe Experience Platform

Connected Customer Experiences

Deeply Understand and Respect Customers

Actionable Profiles for Personalisation

Deliver Impactful & Engaging Experiences

Right-Time Engagement Across Any Journey

Continuously Learn & Optimize

Omnichannel Insights and Analysis

Connected Technology

Purpose-Built Applications

All Powered By a Natively Connected Foundation: Adobe Experience Platform

26B

Daily Profile Updates

27B

Daily Profile Activations

>1T

Yearly AI-Driven Insights

Actionable Profiles for Personalisation



Adobe Real-Time CDP

Right-Time Engagement Across Any Journey



Adobe Journey Optimizer

Omnichannel Insights and Analysis



Adobe Customer Journey Analytics



Adobe Experience Platform

Query

Ingestion

AI/ML

Identity

Profile

Segmentation

Governance

Destination

Actionable Profiles
for Personalisation

Right-Time Engagement
Across Any Journey

Omnichannel Insights
and Analysis

New Innovations! Customer Data

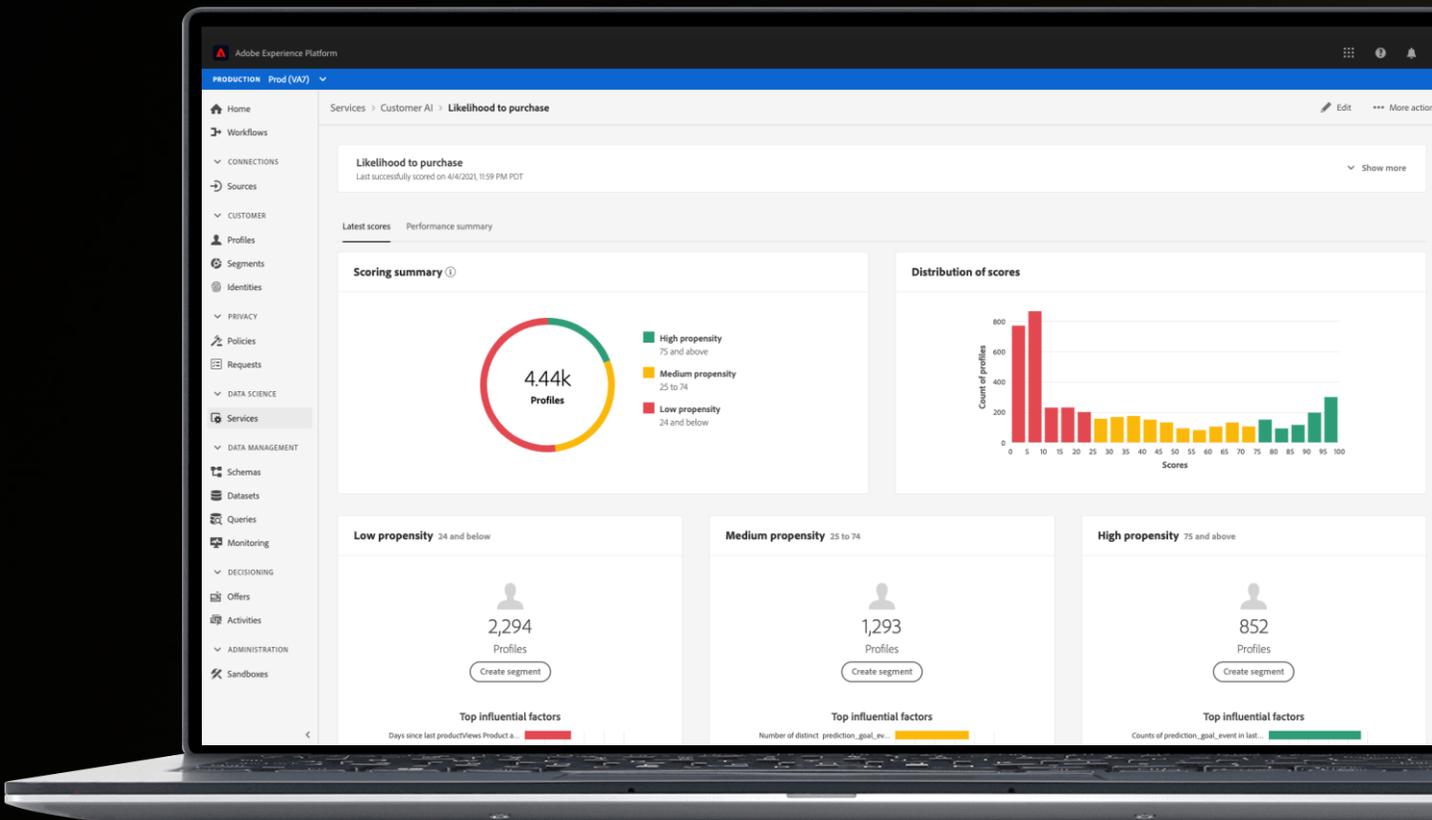
Audience Portal & Composition

Lookalike Audiences

Unlock Full-Funnel Marketing

Account-Level Segmentation
and Activation

New & Evolved Adobe Interconnectivity



Actionable Profiles
for Personalisation

Right-Time Engagement
Across Any Journey

Omnichannel Insights
and Analysis

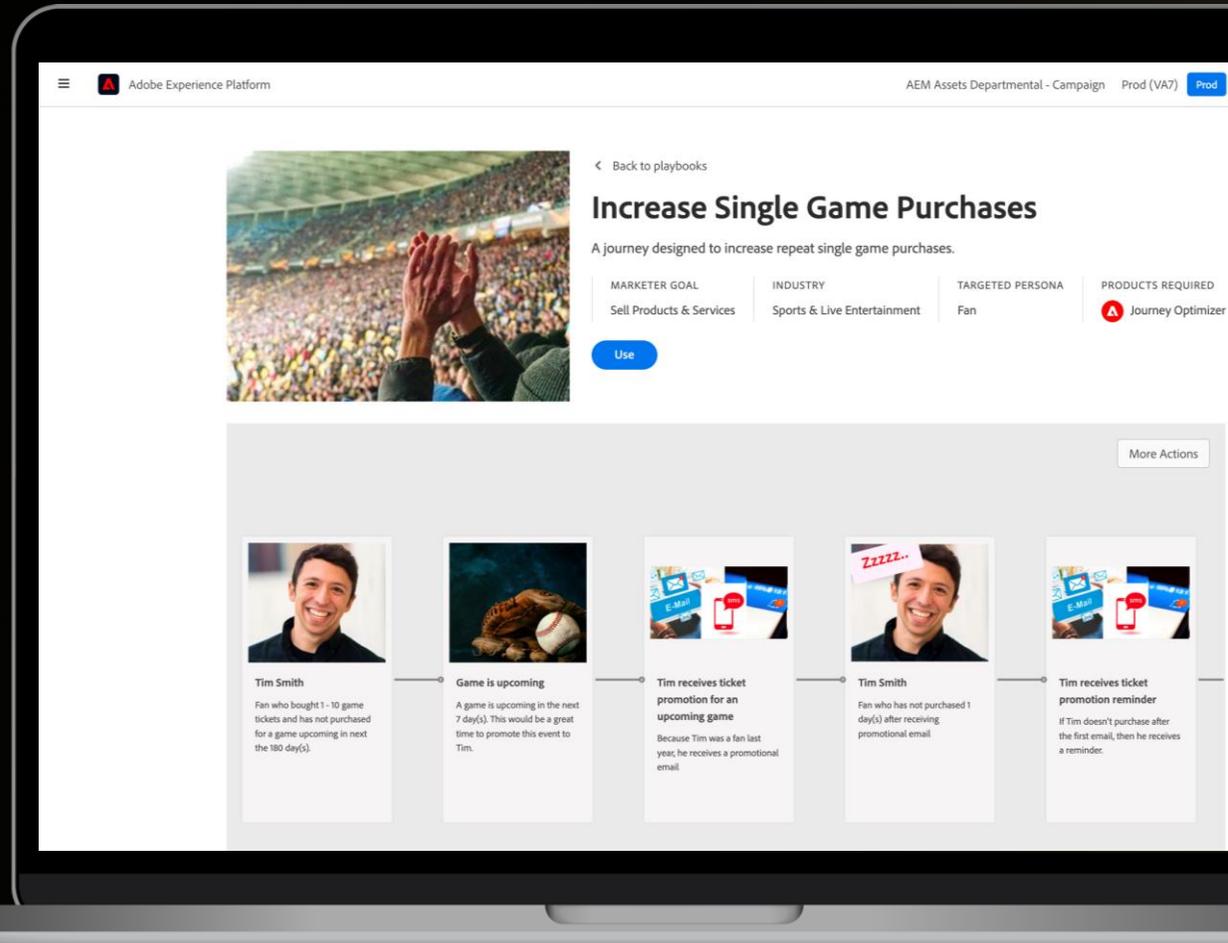
New Innovations! Journeys & Engagement

Transforming Omnichannel Engagement

Converging Inbound & Outbound
Engagement With Web Experience Delivery

Deepening Mobile Engagement

Content Experimentation in Adobe
Journey Optimizer



Actionable Profiles
for Personalisation

Right-Time Engagement
Across Any Journey

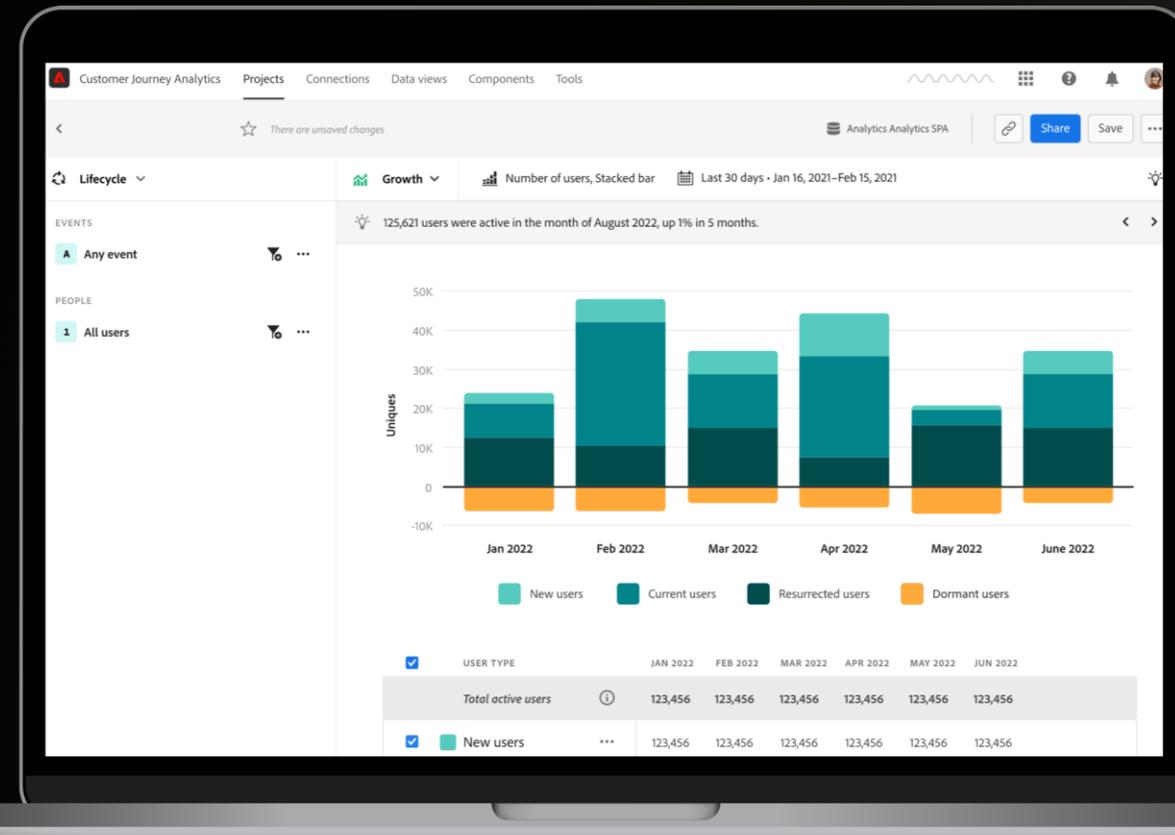
Omnichannel Insights
and Analysis

New Innovations! Insights & Analysis

Adobe Product Analytics

Advanced Audience Analysis

Manipulate Data with Derived Fields



Generative AI in Adobe Experience Platform

Shape the experience
for both you and
your customer



Supercharge Experiences With Adobe Sensei GenAI

Generative
Audiences



Adobe Real-Time CDP

Generative
Experiences



Adobe Journey Optimiser

Generative
Insights



Adobe Customer Journey Analytics



Adobe Experience Platform

Query

Ingestion

AI/ML

Identity

Profile

Segmentation

Governance

Destination

Adobe Sensei GenAI

trained with both Adobe and customer-specific data

Thank you

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