Best of Adobe Summit

Hong Kong Edition

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Personalized Commerce for Digital Business

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Adobe

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Adobe Commerce Innovations

1

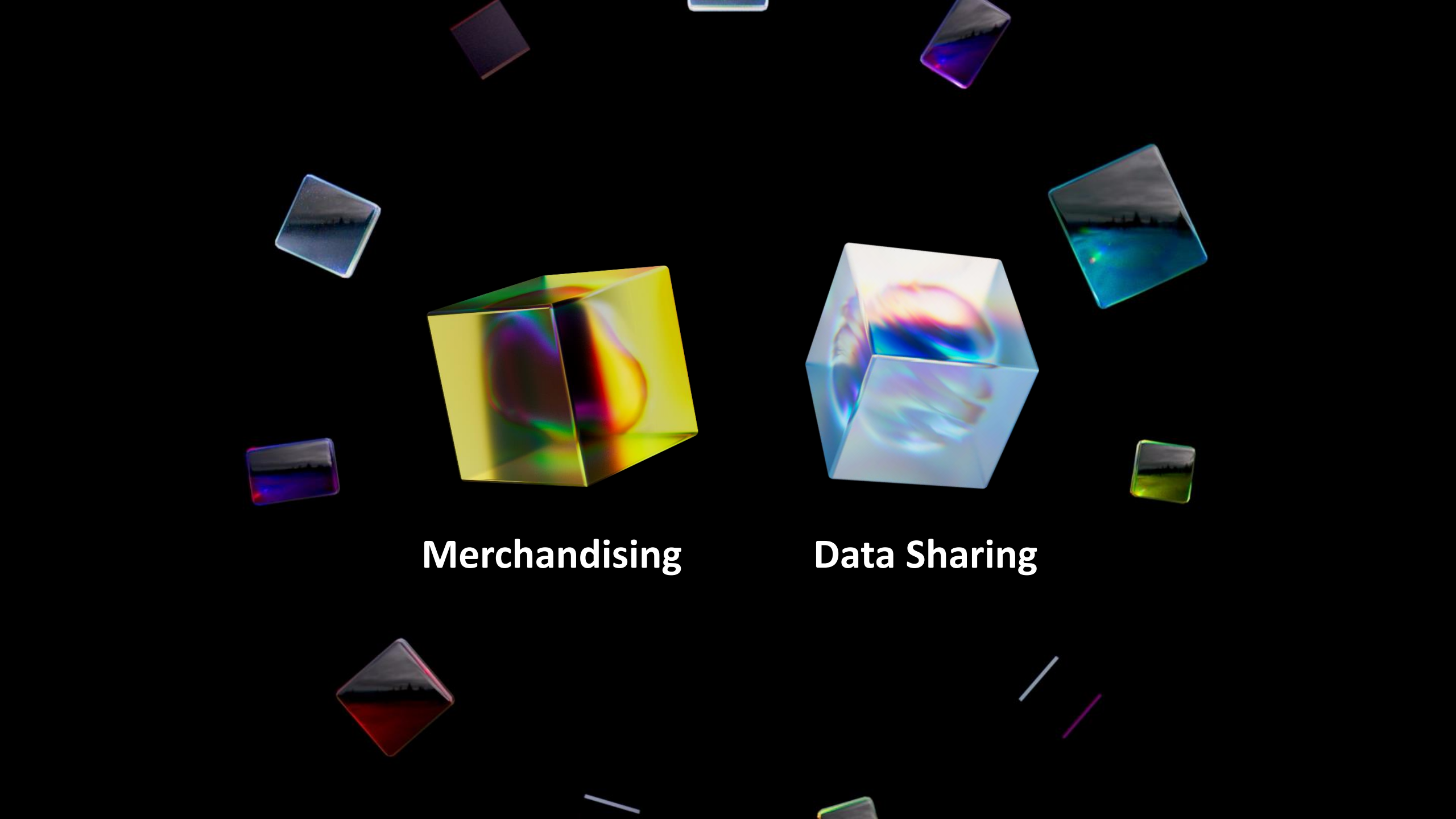
Personalization to power experience-led growth

2

Cloud-scale platform for B2C & B2B

3

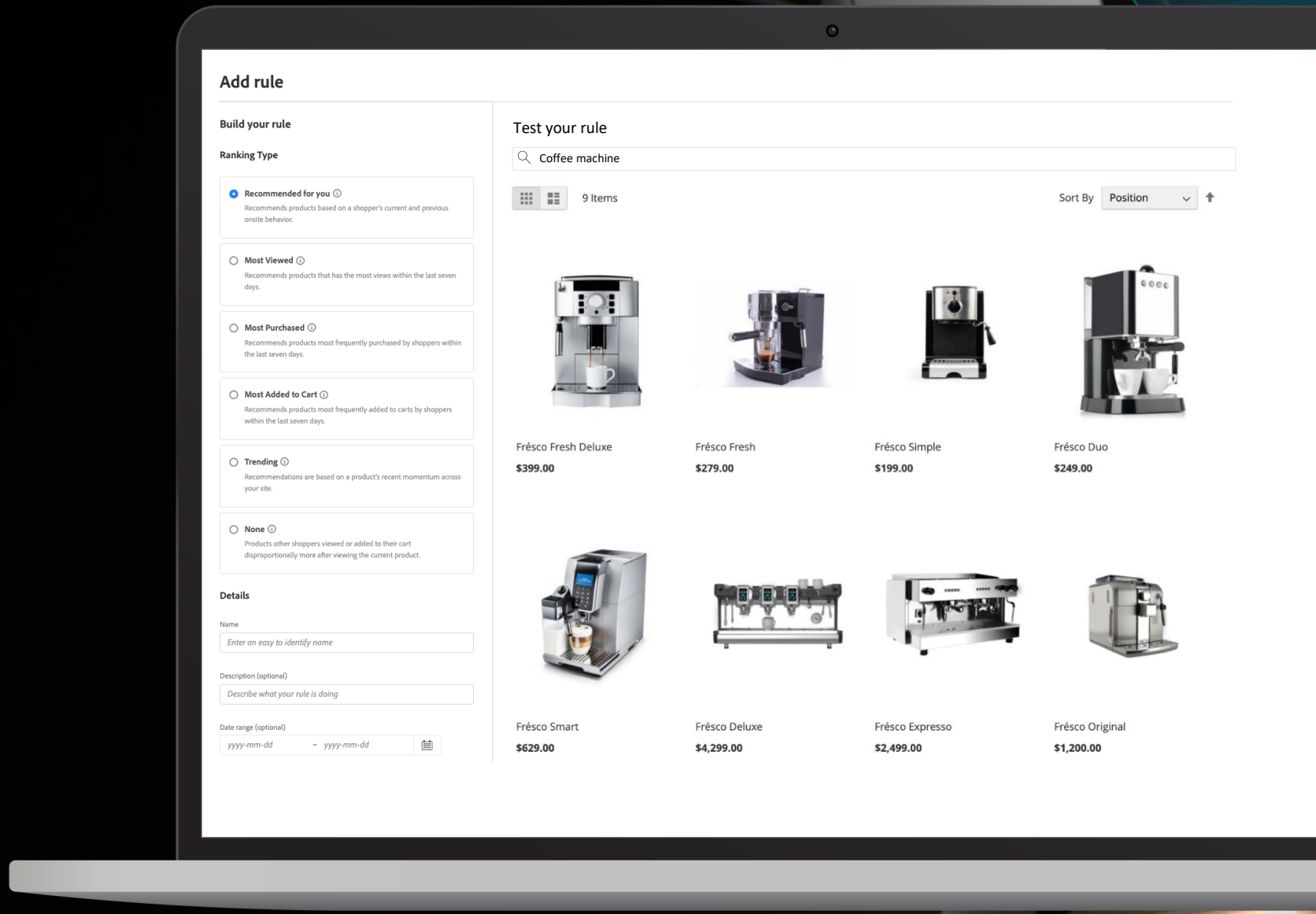
Accelerate through API-first innovation

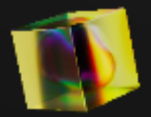

Merchandising
Data Sharing

Merchandising

New!

Intelligent Live Search results optimization



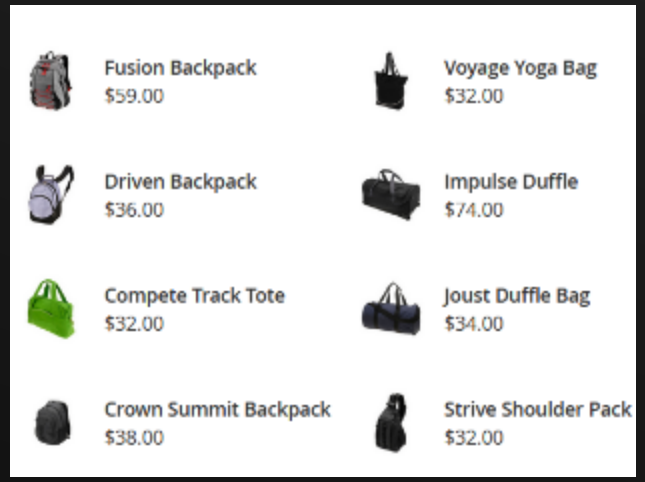


Merchandising

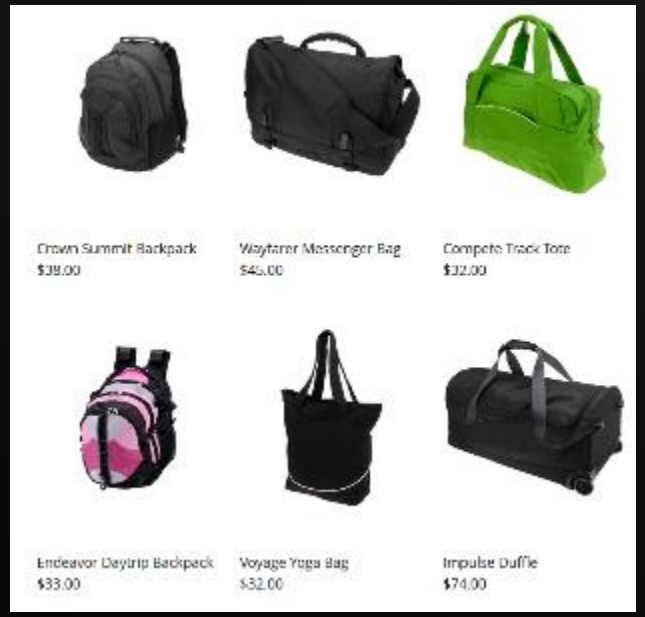
New!

Complete search functionality, one simple Live Search installation

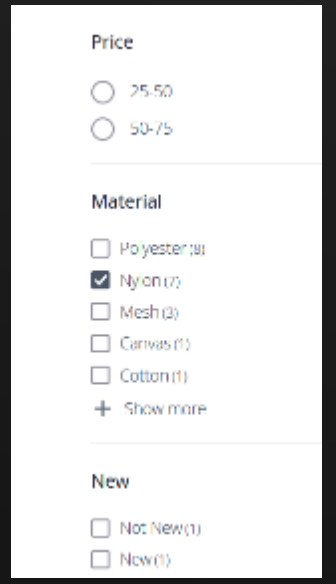
Search Popover



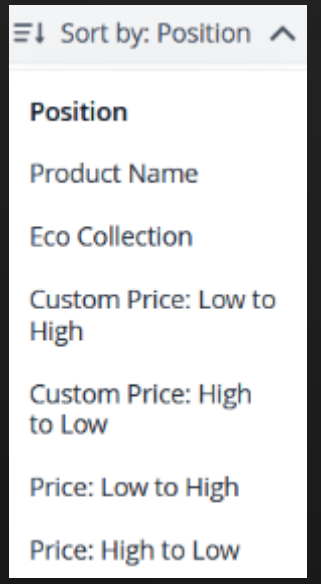
Results Grid



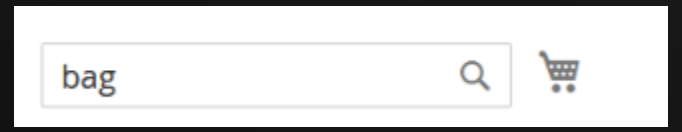
Filters & Facets List



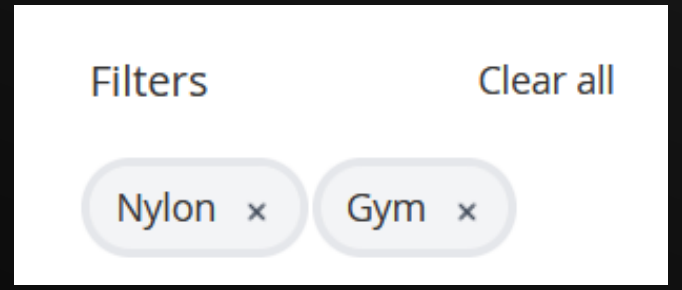
"Sort by" Drop-down



Search Bar



Active Filters Set



Expanded! Data Connection - RTCDP

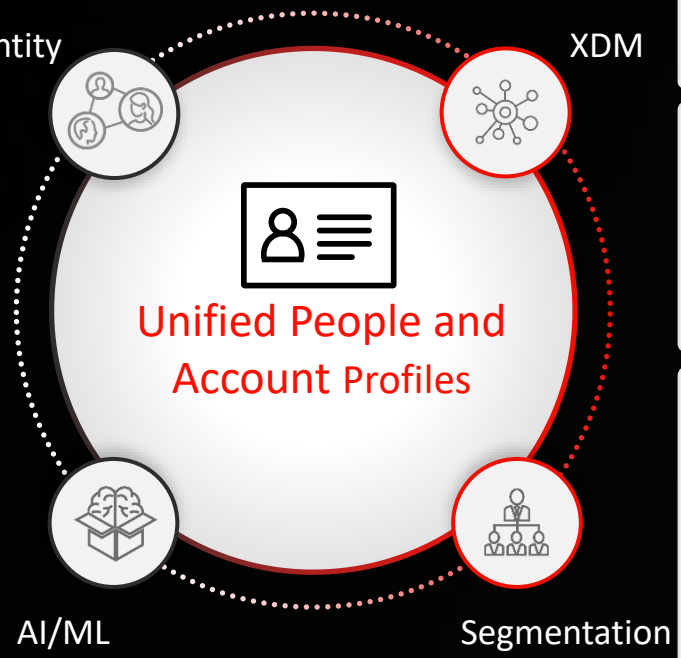
Data sharing

Adobe Commerce data

Behavioral Events
Add to cart
View cart
Sign in/out
Search request
View page
& more

Back Office Data (new)
Order placed
Order shipped
Order canceled
& more

Profile management



Activation

Advertising
- Ad Suppression
- Enhanced Tracking
- Event Forwarding

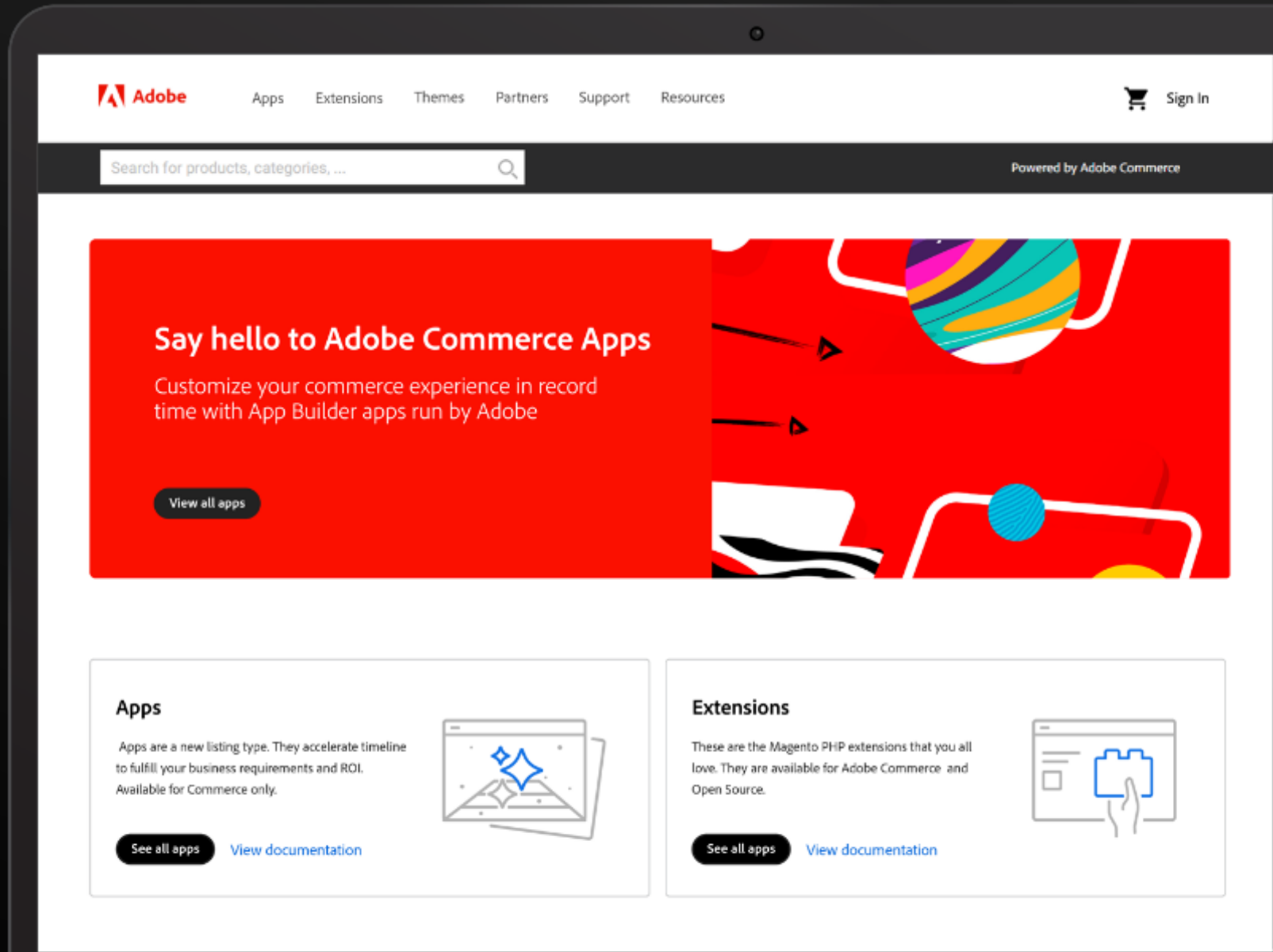
Ecommerce
- Unified Segmentation
- Unified Profiles
- A/B or MVT Testing
- XT Targeting /Content Targeting
- Merchandising rules
- Cart Price Rules
- Next Best offer *

Marketing
- Abandoned cart messages
- Welcome Email Series
- New Order Email
- Segmented Emails
- New-user signup journey
- Drip Campaign
- Order Status Notification
- Offline/Online Messaging
- Newsletter
- Out For Delivery
- Lead Nurture
- Geofence or location
- Wishlist Targeting *
- Inventory Update *
- SMS push *
- Back in Stock *
- Win Back *
- Subscription Messaging *

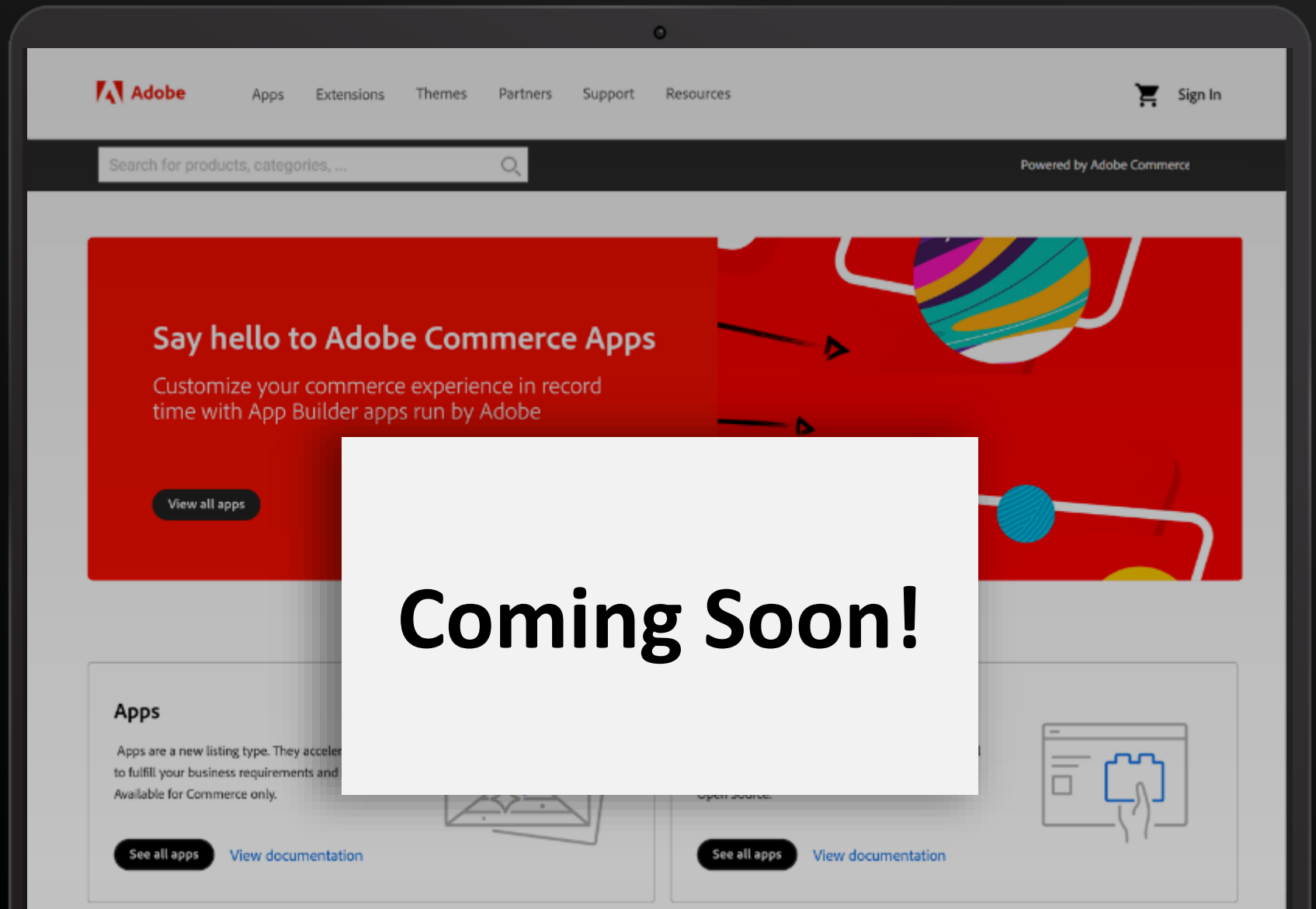
Analytics
- Campaigns Analysis
- Products Analysis
- Visitor Retention
- Visitor Profiles
- Store Metrics

New!

API-Mesh and App Builder Support



Marketplace: App Builder Apps Support



SALSIFY

ZUORA

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