



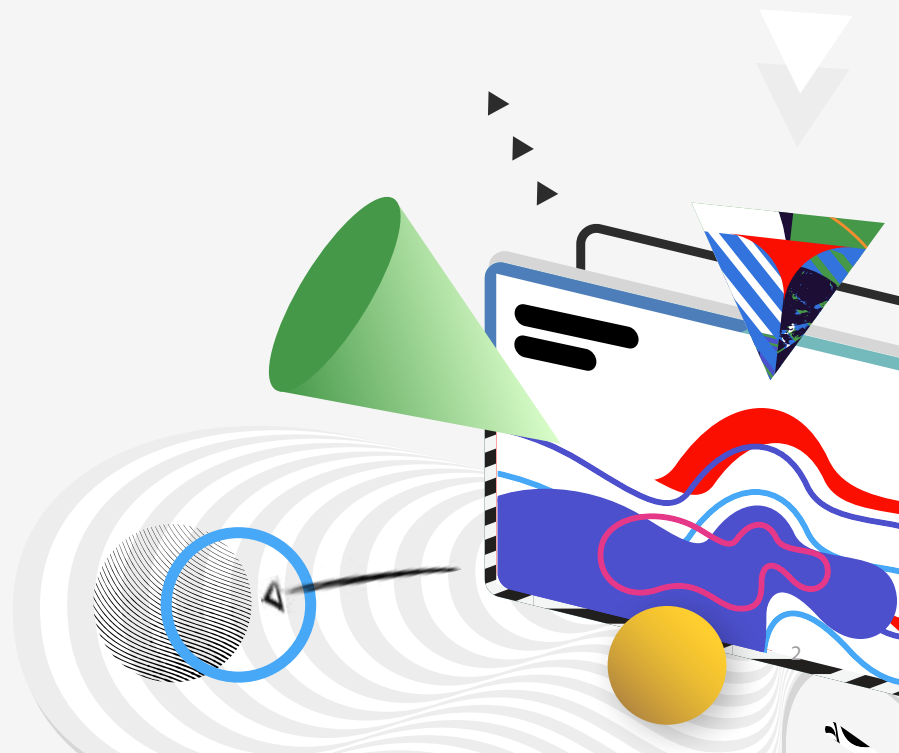
Content Personalisation at Scale - It's easier than you think

Overcoming the Four Challenges of
Delivering Personalised Content at Scale



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Personalisation isn't everything – it's the only thing.

Today's customers demand every experience be personalised – as unique to them as their coffee order. People take their coffee differently: whether a skinny vanilla latte or an almond flat white. As a marketer, it's your job to understand what makes one person choose, say, soy over almond milk, and serve them content and offers that reflect this choice.

Don't get hung up on the coffee thing. It's just one example of a million.

Put simply, whatever your business, you must serve your customers content and offers that shows you understand their wants, interests, and needs. And it needs to arrive at just the right moment on just the right device.

This, as you can probably work out, is a huge challenge.

But stay with us. No challenge is too great. Especially when you break it down. So that's what we've done. This article will present **the four challenges of delivering personalised experiences** and show you how to overcome them.

More channels mean more experiences need creating – but this doesn't have to take more time.

1

Delivering omnichannel experiences.

People want engaging and consistent experiences on every digital touchpoint.

2

Achieving personalisation at scale.

Every single customer wants experiences tailored to them. Remember the coffee.

3

Achieving a faster time to market.

How much time is wasted duplicating creative assets across workflows? You need speed and agility.

4

Overcoming inefficient and outdated infrastructure.

Is your technology stack slowing down your CX innovation?

But first, a word on the overriding theme cross-referenced by each of the four challenges – customer experience (CX). CX runs through these challenges like jam and cream through a Swiss roll.

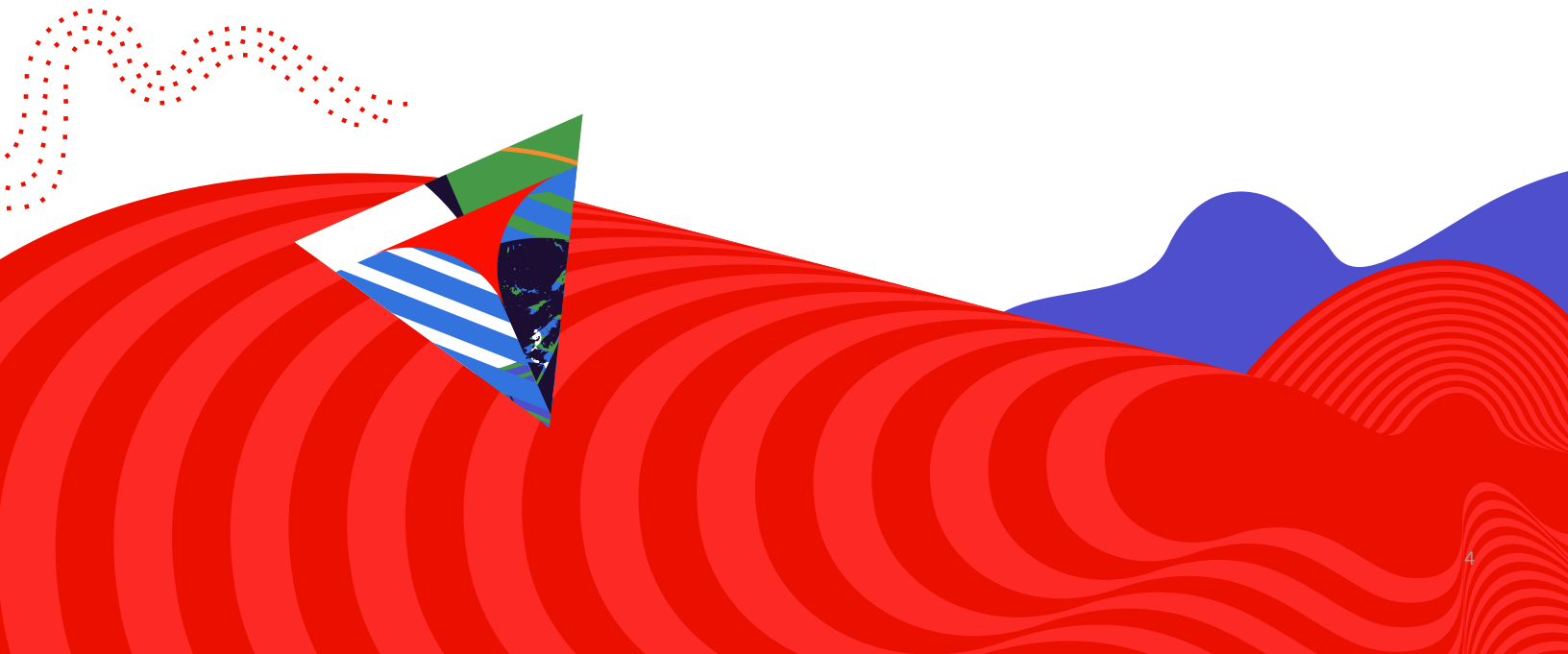
Delivering superior customer experiences helps you to grow faster, outperform your competitors and adapt better to change. And 2020 saw lots of change: half of companies reported changing behaviour among existing customers, while around a third found customers became less loyal.

According to a recent Adobe report, CX Leaders flourished in the tumultuous second half of 2020. Over 70% of Leaders outpaced their sectors and they were three times more likely to have 'significantly outpaced' their sectors than those companies who aren't prioritising CX.

So how can you ensure your CX is best-of-breed and worthy of your customers' hard-earned cash?

"A sophisticated, integrated approach to CX is the unifying thread for the companies that outpace their sectors."

- Adobe & Econsultancy
Digital Trends 2021



1. Delivering Omnichannel Experiences

How do I deliver experiences across any digital touchpoint?

Today's customers are everywhere. And to win their hearts and minds you need to be right beside them across every channel and in every moment – whether that's scrolling social on their smartphone or exploring offers when picking up emails on the fly.

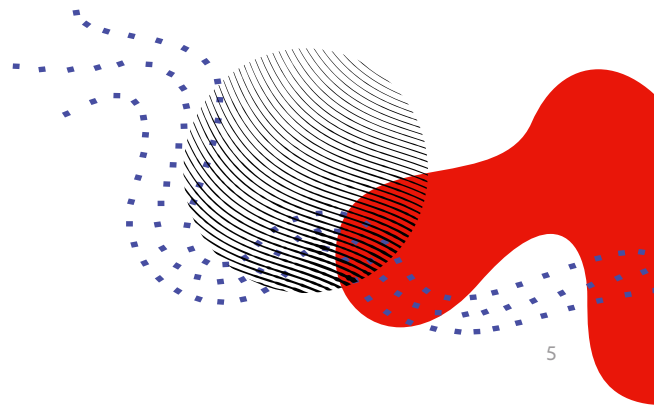
But omnichannel experiences aren't simple. You must quickly create, modify, approve, and deliver consistent content across the globe.

But you face challenges:

- **Creating different versions of the same asset** to suit various channels and geographies while maintaining consistency is time consuming and frustrating.
- **Fragmented technology stacks** can see your team recreating assets or duplicating tasks across multiple workflows for different channels.
- **A Content Management System (CMS) that lacks agile content** authoring tools for every channel (even headless) and leaves you reliant on other departments to make simple content updates.

“Today, brands need to prioritise consolidating their omni-channel experiences, creating a seamless and personalised journey. That will be the key to unlocking differentiated experiences in an increasingly digital world.”

- Daniel Hansens, EMEA
Product Marketing,
Content Solutions



Solution

Support any channel with re-usable content

You need a solution that enables you to be smart and streamlined with content creation and distribution across all channels. That means investing in an agile CMS that offers modern [headless](#) and traditional delivery capabilities, and an enterprise digital asset management solution.

Choose a solution that helps you:

- Distribute, contextually author, and publish **content across all channels** (even headless channels) without relying on IT.
- Build **channel-agnostic editorial content** (content fragments) that can be used and reused across all channels.
- Group content components in [experience fragments](#) that can be **reused and tailored** to multiple channels and use cases.
- Deliver content through **powerful APIs for headless use** cases without requiring additional effort from your team or limiting editorial control.

While 64% of companies have a content management system (CMS) in place, only 31% can publish content to multiple channels without having to handcraft each piece of content separately.

- Content Marketing Institute (CMI)

Amadeus's story

For 30 years, travel technology company Amadeus has been shaping the industry. Innovations in their processes are what helps everyone from casinos to airlines serve more meaningful content experiences to their customers.

[Amadeus](#) has used Adobe Experience Manager to streamline its processes, deliver content across channels and improve personalisation.

Jussi Wacklin, Chief Digital Marketing Officer at Amadeus, says: "We need to build things at scale, we need to automate things. And that means you have to transform everything."

"Making a simple update to a page could take days. But with Adobe Experience Manager we are able to do it much faster and with a much better user experience."

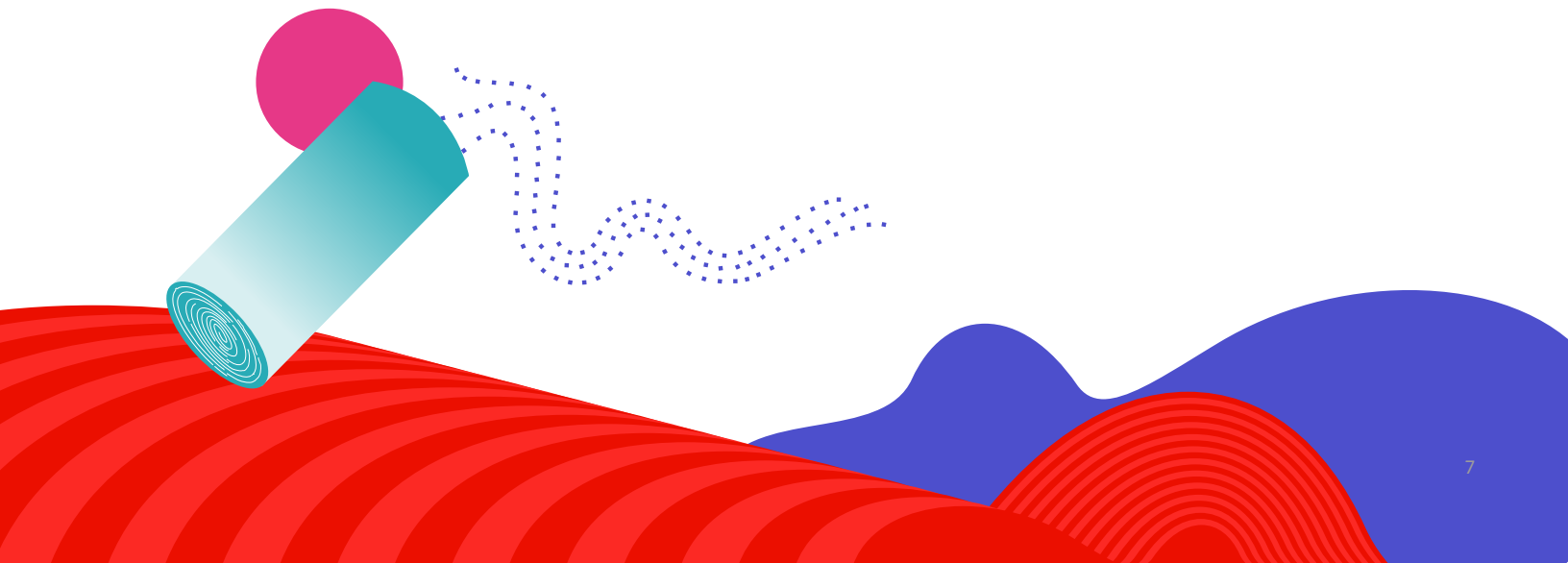
"From mobile devices to iPads, everything scales to the different channels. All this happens and we don't have to worry about it."

- Jussi Wacklin, Chief Digital Marketing Officer at Amadeus

Learn more

[Watch the Amadeus story.](#)

[See more Adobe Experience Manager success stories.](#)



2. Achieving Experience Optimisation

How do I deliver personalisation at scale?

Customers want to feel as though you know them. Platforms like Netflix, where the entire navigation and content is personalised to an individual, creates customer expectations for tailored experiences that all brands need to cater to. Adobe research found that 61% of consumers expect companies to know and respect them.

The only way to achieve that is by providing content based on an understanding of their needs (remember the coffee analogy).

Nearly half of consumer businesses point to personalised experiences as the business imperative that will make most difference to CX.

But such personalisation raises a few challenges:

- **Data siloed in sources across the customer journey** makes it challenging to fully understand customers and personalise content.
- **Ever-increasing pressure** to meet data privacy and consent regulations.
- **Existing systems and processes lacking scalability** and robustness to deliver impactful personalisation for every customer.
- **Significant increase in content creation demands** to fuel personalised experiences at scale.

61% of consumers say they expect companies to know and respect them and 57% expect to be delighted at every turn.

Solution

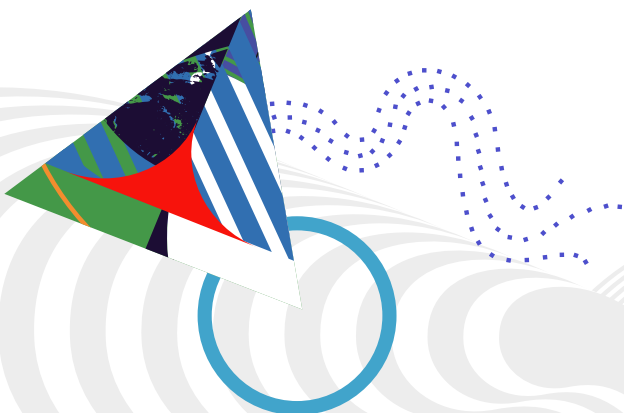
An end-to-end experience creation

The right digital tools can help you to overcome the challenges of personalisation at scale.

With a robust customer experience management solution, you can deliver consistent personalised experiences at every stage of your customers' journey.

Choose a solution that helps you:

- **Build a data-first culture** to inform your approach to strategy and develop a team of data evangelists.
- **Deliver personalisation strategies** at scale that measurably impact engagement, conversion, and retention.
- **Serve the right experience** at the right time to move the customer from discovery to consideration to purchase with dynamic cross-channel orchestration.
- **Automate the creation, optimisation, and delivery** of content across channels with AI to roll-out experience personalisation at scale.



Software AG's story

Software AG is a German IT company that wanted to roll out a comprehensive digital transformation. It chose Adobe to help it implement this and work towards becoming a leading SaaS business focused on digital-first lead-gen.

One big issue was the legacy websites, with their offering diluted across a collage of clunky, disjointed webpages. As Paz Macdonald, Chief Marketing Officer at Software AG, says: "I thought, I am unclear what this company does."

Now, says Paz, Adobe Experience Manager has transformed how they think about customer experience.

To that end, and after just seven months, Software AG brought **250 unique webpages** onto one platform to unify the Software AG customer journey and scale it for worldwide digital marketing.

With Adobe Experience Manager and **Adobe Experience Cloud**, Software AG now has a customer-centric approach around marketing campaigns, aligning each to a unique customer journey. The approach uses machine learning to create customised reports that capture and communicate the value of personalised campaigns across personas. From these reports they can determine insights such as which campaigns have led customers on specific journeys – and have the opportunity to optimise in real-time.

"This goes beyond just getting pages up. We want someone to have a great experience that anticipates how they are going to interact after they land on this page."

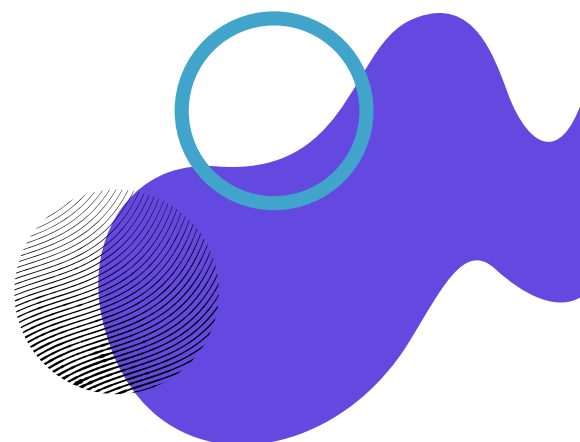
"Adobe made great recommendations on opportunities to improve our digital customer experience. Nobody up until that point had done that kind of analysis."

- Paz McDonald, Chief Marketing Officer at Software AG

Learn more

[See the Software AG story.](#)

[Discover more Adobe Experience Manager success stories.](#)



3. Achieving a Faster Time to Market

How can marketing departments streamline marketing operations?

The need for personalised experiences places intense pressure on teams creating and managing digital assets. The demand for new content grows exponentially and it's easy to feel as though you're slowly sinking into a quicksand of images, video, and copy. At scale, every second it takes for employees to search for, edit, or store an asset adds up to very visible overhead costs.

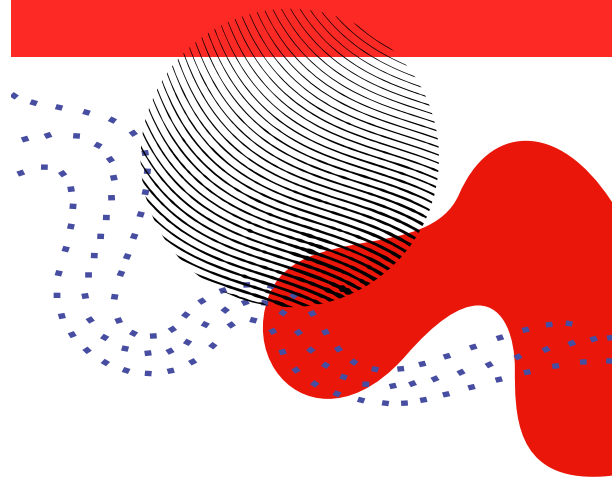
A recent Econsultancy report shows legacy technology and workflow issues are among the top three barriers to a great digital experience, and an outdated digital asset management system can be a real headache.

The challenges facing brands seeking faster time to market include:

- **Content being created in silos** – for example, six departments all developing different content for one brand.
- **Failing to implement a system** that brings together the strands of content creation and distribution and fosters collaboration.
- **Duplication with teams** recreating digital assets for different channels and templates wasting skilled resource on menial tasks.
- **Using a convoluted and fragmented approval process** across email and chat platforms to get assets signed off.
- **Companies with stakeholders** spread out across locations need the right people to be able to access assets – employees and partner organisations.

"65% of marketers indicate they "feel overwhelmed by the need to create more content to support personalisation"

- Gartner's 2018 State of Personalization Report



Solution

Speed up experience creation to improve time to market

Your digital asset management system (DAM) is pivotal to customer experience. As content continues to fuel experiences, asset management has become a business necessity. DAMs are no longer mere repositories to protect and store company assets. With the growing importance of content, asset management has become a robust, multidimensional engine through which to search, collaborate, manage, and optimise for any channel.

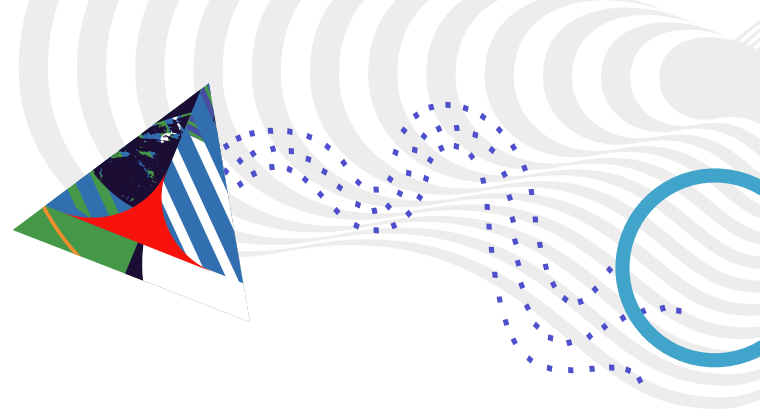
You need an agile CMS and digital asset management system that brings everything together to make collaboration, creation, and delivery effortless.

Choose a DAM that will help:

- **Leverage efficiencies** of a single cloud for a central content repository to create, plan, and deliver experiences.
- **Maximise asset value** by making it easy for all stakeholders to source, reuse, and optimise content.
- **Streamline creation** with built-in asset editing capabilities that make channel-specific changes nearly instantaneous.
- **Assist project management** with automated workflows that add team members to projects and assign them roles.
- **Integrate CMS** and centralised content and data management.

“One of the core tenets of being customer-obsessed is moving from being siloed to connected. And a DAM can act as that connective tissue across the organisation.”

- Nick Barber, Forrester Analyst,
The Great DAM Renaissance



Vodafone's story

Telecoms company Vodafone wanted to improve customer experience by scaling its e-shop globally and improving quality.

Previously the team had struggled with a hard-coded website, which saw even small content changes drain resources. By choosing Adobe Experience Manager they were able to streamline creation.

Processes have become much faster than using a hard-coded website where all the work requires replicating – time consuming for anything from launching a new market to simple copy changes.

One united platform has created a uniform customer experience, meaning Vodafone:

- Reduced go-to market time by **70%**
- Cut offering time by **90%** to create a new page
- **Significantly reduced** operational costs

Chara Charalampidou, Global Content Lead at V by Vodafone, said: "All the work had to be replicated and would take a lot of time. Now everything is a lot easier to create a new market from scratch. Replicating the domain and localising for each country."

"Having one single unified platform helps us provide a unified customer experience. We reduced time to market by 70% (and) authoring time (to create new page) by 90%"

- Abra Georgakarakos,
Global Head of Ecommerce,
V by Vodafone

Learn more

[Watch the Vodafone story.](#)

[Discover more Adobe Experience Manager success stories.](#)

4. Overcoming Inefficient and Outdated Infrastructure

Is legacy IT a barrier for accelerated CX innovation?

Commercial success is rooted in the quality of customer experience (CX). So, IT departments – as well as marketing – are key to ensuring organisations meet the needs and expectations of their customers.

But as companies adapt and build on their technology stacks to evolve with consumer behaviours, these systems become increasingly complex and difficult to work with – potentially leading to performance and reliability issues.

This makes each innovation initiative across the customer journey exponentially harder and often results in increased costs, inefficiencies, further introductions of new but disconnected solutions, or a stagnation of the customer experience.

Challenges include:

- **Legacy systems** which are outdated, such as CMS that fails to deliver personalised content fast.
- **Workflow issues** where IT may be building custom integrations with other systems in the marketing stack.
- **Overburdening IT** with maintenance tasks such as publishing content updates and preparing for CMS upgrades.
- **Operating in siloes** where content is being created and published from several platforms.

39% of IT professionals and peers in other departments agree that legacy systems are one of the most significant internal barriers to success

- Adobe & Econsultancy Digital Trends 2021



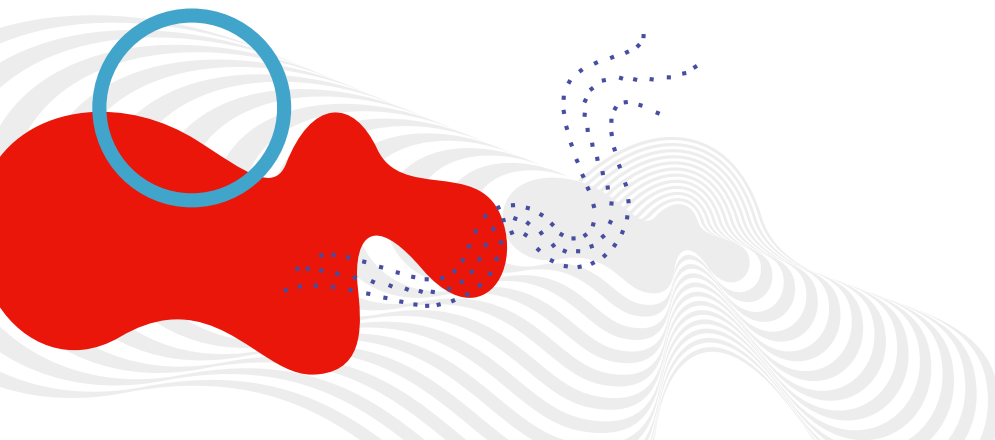
Solution

Accelerate CX initiatives with a modern, cloud-native experience management solution

Workflows, legacy tech, and a lack of digital skills are the top three barriers to great digital experiences, according to Econsultacy. To tackle legacy systems, you must move to more flexible technologies. Accelerate CX initiatives with a modern, cloud-native experience management solution.

This offers you:

- **Immediate access** to CX innovations without relying on upgrade cycles/projects – and consistent activation across all channels.
- **Accelerated time to market** with engaging experiences using low- or no-code solutions.
- **Less dependency on, and a lower effort, required from IT teams** to activate and enable new CX initiatives.
- **Ensured high performance** for end consumers irrespective of traffic peaks.
- **Increased bandwidth** to focus on innovation and delivering and optimising impactful experiences at scale.



How marketers at Adobe are doing it

At Adobe, we wanted to empower marketing professionals to launch and modify digital experiences faster. We also wanted to increase efficiency and scalability of IT teams by consolidating content management across web properties.

We did this by using our own Adobe Experience Manager tools to experiment with personalised content and how we can use it to improve engagement. Also, we wanted to work with our IT teams to create new digital experiences.

Such innovations have helped us to achieve a 30% increase in total order rate for customers engaging with personalised rather than default pages. We've also seen click-through rates rise 15% on hero pages.

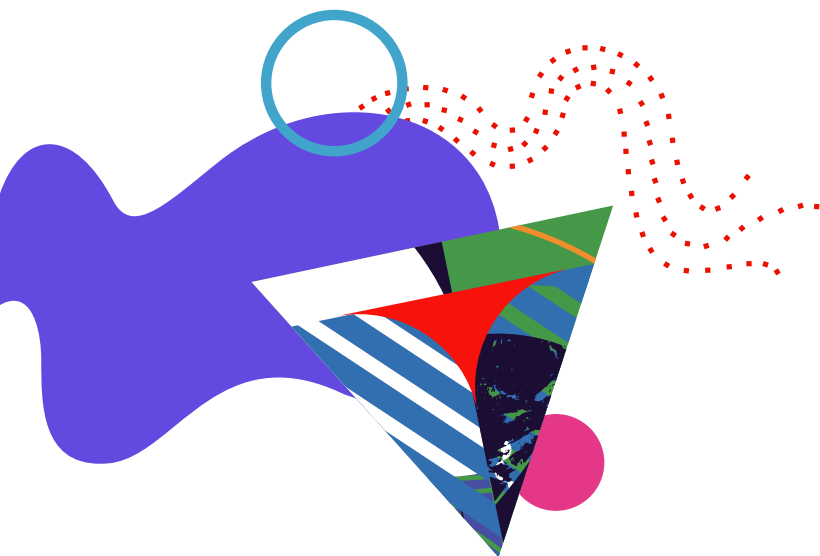
“As a customer of our own solutions, we are always pushing the product forward to demonstrate what’s possible. We’re excited to help customers get even better at creating exceptional digital experiences.”

- Lukas Ryf, Head of Web Platforms Team, Adobe

Learn more

[Read the Adobe story.](#)

[Discover more Adobe Experience Manager success stories.](#)



How Adobe Experience Manager can help.

The leading agile content management system (Forrester, 2021), combined with a modern DAM that is the cornerstone of the market's leading experience management platform enables businesses to deliver personalised content efficiently across channels and manage assets to create AI-driven experiences.

Adobe's content and digital asset management applications, Adobe Experience Manager Sites and Assets, address the needs of marketing, business, IT and developer professionals with easy-to-use tools for managing rich content and branding, web and mobile sites, single-page applications (SPAs) and IoT experiences, to meet the demands of distributed global teams. With these applications, organisations can leverage the benefits of the cloud, such as agility and scalability, to exceed customer expectations.

Learn more

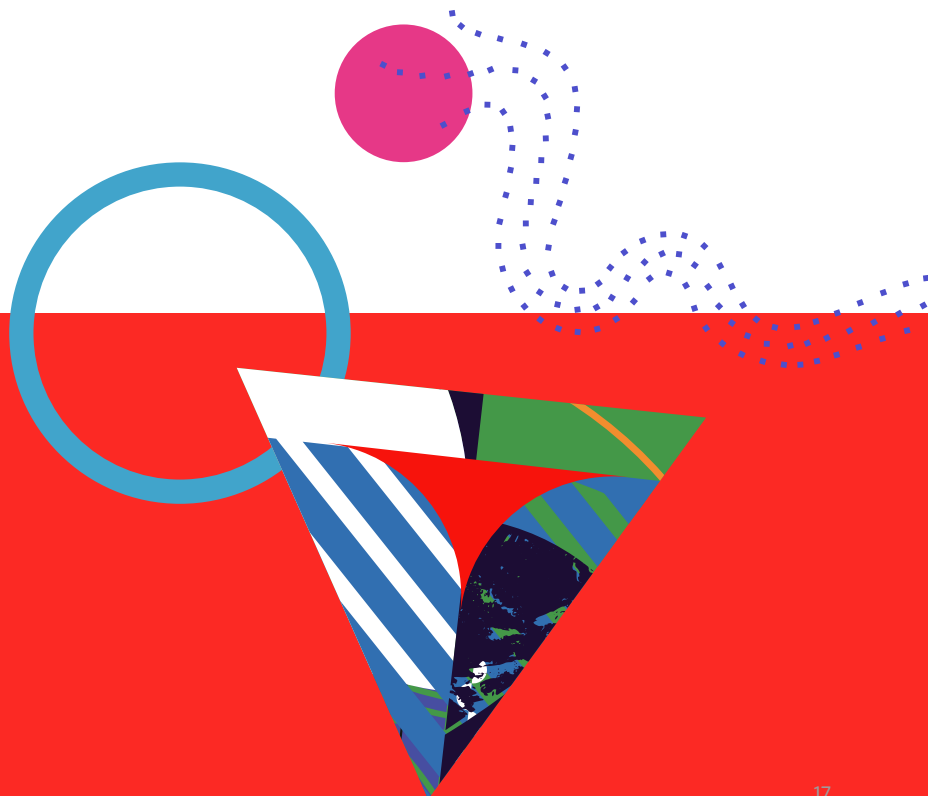
[AEM Sites – watch the video](#)

[AEM Assets – watch the video](#)



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