

Get up, running,
and operating
with in-house
solution experts.



Contents

SECTION 1:

Move ahead with experts by your side **3**

SECTION 2:

Content Management Full Service **5**

SECTION 3:

Campaign Marketing Full Service **8**

SECTION 4:

Personalized Experiences Full Service **10**

SECTION 5:

For best results, consult with us **13**

Move ahead *with experts by your side*

Creating amazing customer experiences—the ones customers love, the ones that drive engagement and revenue—is critical to the success of your business. But implementing the technology and developing the processes it takes to create those experiences can be complex. In fact, an Econsultancy survey found that 54 percent of companies lack people with the skills to drive adoption of a solution post purchase, while 46 percent lack the people altogether. With Experience Full Services, you'll get the operational support you need to deliver experiences that keep customers engaged.

Top barriers to technology adoption:



Lack of skills



Lack of people

Source: Econsultancy

With Experience Full Services, your teams will work alongside our industry, solution, and delivery experts to boost your capabilities and get the most for your Adobe investment.

Our vast ecosystem of digital strategy, industry best practices, expert insight, and deep technical knowledge make us uniquely qualified to help you succeed.

Key benefits of Experience Full Services:

Higher ROI

Improve customer experiences and drive conversion.

Scalable support

Scale resources up and down to meet the project needs.

More bandwidth

Free internal teams to focus on strategy and adding value.

Greater efficiency

Work with experienced teams who bring proven processes.

Reduced vendors

Simplify workflows with fewer vendors and business groups.

Advanced tools

Use advanced features including AI-powered automation.

Latest software

Take advantage of product developments as they're released.

Experience Full Services are available for customers with Adobe Experience Manager, Adobe Campaign, or Adobe Target. The work we'll do with your teams will be predictable, repeatable, and easily transferable in the future to your in-house team or a third-party partner. This article describes how each full service works to help you get up and running, accelerate your maturity, and maximize your ROI.

ADOBE EXPERIENCE MANAGER

Content Management *Full Service*

In order to help marketers review and select channels to include in their engagement strategies, Smart Insights maintains and updates a comprehensive list of them. At last count, they had identified over 120 channels—66 of them digital. Although your digital marketers most likely don't use anywhere near 66, they probably feel pressure to create and deliver more content faster than ever. In fact, according to IDC, 85 percent of digital marketers report feeling that pressure.



85% of digital marketers feel pressure to create more content, faster than ever.

Source: IDC

Adobe Experience Manager can help your digital marketers master content velocity—the ability to create, manage, and deliver content at lightning speed. The centralized asset hub makes it easy to quickly find images and copy, features like content fragments make it possible to reuse content in different channels, workflows allow real-time collaboration with asset creators, and measurement tools provide insight that ensure customers get the best content, every time.

But only after purchasing Experience Manager do some of our customers realize that they have a shortage of staff with the skills to support the solution's applications. And that their digital marketers and operational teams lack the time to develop the skills they need. In addition, some of our customers operate with organizational silos that cause inconsistent communication between teams, and some lack a comprehensive digital marketing strategy altogether. While they may be able to use Experience Manager to some capacity, they're not able to tap into the overall value that the solution can provide.

Content Management Full Service augments your digital marketing team with experts who can help them get up and running, and then optimize their use of the solution to accelerate success, from customizing consoles and workflows to developing plans to reach business goals.

Content Management Full Service includes the following support:

- Solution enhancements, bug fixes, deployments, and server configurations
 - Periodic solution maintenance and access management
 - Content management, asset lifecycle management, and content governance
 - Oversight, project tracking, checkpoint meetings, and strategic business reviews
-

“To continue to scale and perform efficiently in the future, it’s important that we learn to manage projects internally and become self-sufficient.

Working hand in hand with Adobe was an invaluable component to our early success. In future engagements, our internal teams will handle work themselves, but Adobe will continue to provide expert advice that will help us remain successful.”

—**Tajel Shah**, Chief Assistant Treasurer, City and County of San Francisco

ADOBE CAMPAIGN

Campaign Marketing *Full Service*

As today's digital channels emerged, it made sense for organizations to create new departments to manage them. But this approach made engagement feel different in different channels. And as customers have reported time and time again, they expect engagement to feel like one seamless experience across channels. More specifically, as a Harvard Business Review study found, they expect a seamless experience that includes the right combination of digital and physical channels. According to a Harris Poll survey, a majority of digital marketers—61% of those who have up to nine engagement systems and 76% of those with ten or more—have a difficult time making experiences seamless.

**Most digital marketers find it hard to
create seamless experiences.**



Source: Harris Poll

Adobe Campaign makes it possible for digital marketers to map customer journeys across online and offline channels, identify optimal channels, access and share content across touchpoints, execute and personalize cross-channel campaigns, and measure the effectiveness of their efforts.

However, becoming an expert in Campaign can take years. The time investment in educating your people, hiring additional marketers with the right skills, and establishing proven processes can be significant, which means your time to execute campaigns can be delayed.

With the Campaign Marketing Full Service, our experts will bring the skills to your digital marketers and work with them to create a robust cross-channel marketing strategy, scale operations without adding headcount, and incorporate proven methods that will help them get to market fast.

Campaign Marketing Full Service includes the following support:

- Daily management and execution of end to end omni-channel campaigns
- Customer journey analysis and audience segmentation strategies
- Standard weekly reports, business reviews, and overall performance reviews
- Ongoing program optimization based on your goals and customer demands

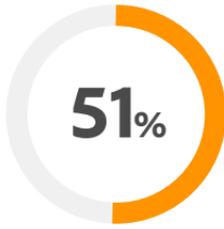
“Having Adobe Customer Solutions on board allowed us to focus on strategy and stop worrying about the technical pieces, which improves operational efficiency and reduces the risk of error,”

—**Anahita Besson**, Director of Customer Loyalty, L'Occitane

ADOBE TARGET

Personalized Experiences *Full Service*

Our research shows that when content is personalized, customers spend more: 51 percent of consumers are likely to make a purchase if content is personalized, and one-third are likely to make an unplanned purchase. In contrast, 26 percent are less likely to make a purchase if the content they receive isn't contextually relevant, with millennials reporting that they'll stop paying attention to the brand altogether. Unfortunately, customers say they only see personalized content about 45 percent of the time.



51% of customers will make a purchase if content is personalized.



26% of customers are less likely to purchase if content isn't contextually relevant.

Source: Adobe

With Adobe Target, your digital marketers can quickly access and organize personalized content for every touchpoint in any channel, use AI and machine learning to determine the right experience in real-time and at scale, and manage the customer journey from end to end to ensure a consistently personalized experience.

If your organization lacks the right number and type of resources, however, executing and optimizing a personalization program simply isn't possible. You need skilled people that can weigh use cases to determine the best strategies for acting on the most valuable opportunities, and to make sense of vast data and insight.

Personalized Experiences Full Service gives you the expert knowledge and support your teams need to quickly stand up a best-in-class optimization and personalization program while simultaneously focusing on value realization and capability enablement, and filling headcount gaps to efficiently execute a top-tier optimization and personalization program—so your digital marketers can meet your boardroom’s most important KPIs.

Personalization and Testing Full Service includes the following support:

- Test setup, deployment, execution, and analysis
- Instill a culture of iterative, data-driven optimization and personalization
- Data visualization dashboards and insight and analysis readouts
- Introductory training resources as well as power user workshops
- Customer journey analysis and audience segmentation strategies
- Weekly and monthly reports, business reviews, and overall performance reviews

“Adobe has been great, recommending best practices and advising us on how to improve our structure to get the data we need. Our Adobe consultant has been an especially strong asset to our Adobe Target implementation by helping us understand the thresholds and data that we need to determine a winning test. She’s not just a technician, but a thoughtful partner who regularly comes to the table with new ideas and examples.”

—**Scott Sturke**, Director of Online Marketing Management,
Epson America

For best results, *consult with us.*

We’ll do everything we can to make sure our solutions work for you the way you need them to. Experience Full Services are designed to help your organization get the most value from Adobe Experience Cloud solutions. We have more than 1,000 expert consultants and strategists that know Adobe technology—and how to help experience-driven businesses succeed.

[Get details](#)

Sources

"[Addressing the Gaps in Customer Experience](#)," The Harris Poll in partnership with RedPoint Global, 2019.

"[Adobe Customer Content Survey](#)," Adobe, 2018.

"[The BIG List of Today's Marketing Channels](#)," Smart Insights, June 2017.

Emma Sopadjieva, Utpal M. Dholakia, and Beth Benjamin, "[A Study of 46,000 Shoppers Shows That Omnichannel Retailing Works](#)," *Harvard Business Review*, January 3, 2017.

"[The Future of Marketing](#)," Econsultancy, 2018.

"[Proving the Value of Digital Asset Management](#)," IDC, sponsored by Adobe, June 2015.

Tom Mouhsian, "[Consumers Demand Hybrid CX](#)," Forrester, October 30, 2019.



Copyright © 2020 Adobe Inc. All rights reserved. Adobe and the Adobe logo are either registered trademarks or trademarks of Adobe Inc. in the United States and/or other countries.