

Best of Adobe Summit

Hong Kong Edition

Creating Commerce Experiences That Drive Growth

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Agenda

1 Creating Exceptional Experiences

2 Innovative Edge

3 Roadmap Updates

Creating Exceptional Experiences

Creating exceptional experiences is harder than ever.



Tech debt is blocking the business

60% of ecommerce professionals say they struggle to maintain and integrate their tech

Data volumes are doubling but still stored in siloes

60% of ecommerce professionals say they don't have the right data in the right systems

Teams are expected to do more with less

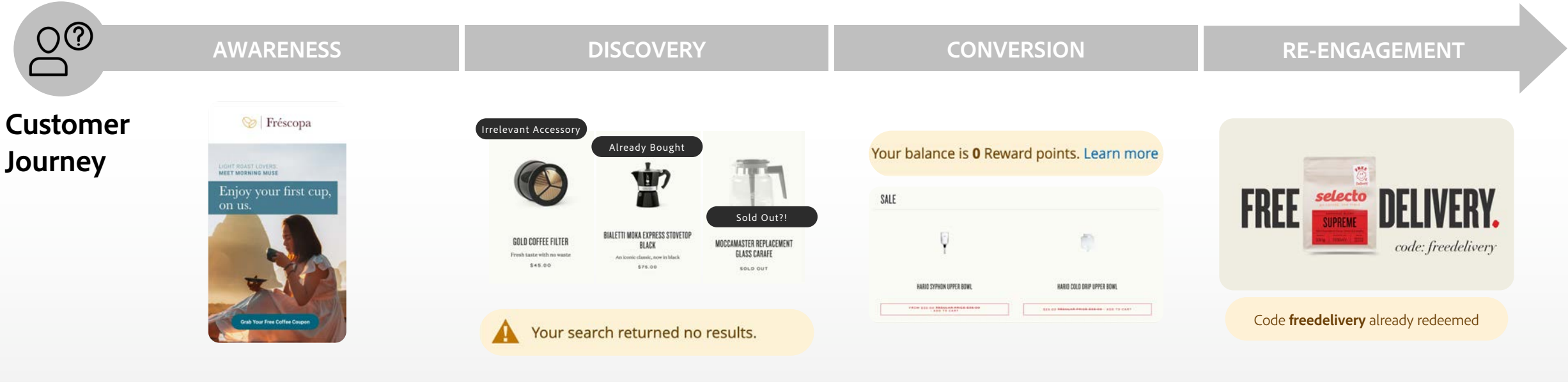
56% of ecommerce professionals say they lack adequate funding

Consumers expect more

53% of consumers will not buy again from the same companies if they have a bad experience



Tech constraints often hinder the customer experience.



Customer Journey

Non-Contextual Ads

Customer is interested in a specific product but is shown ads for unrelated accessories & merchandise.

Generic Site Experience

No personalized message about returning, loyal customer.

Irrelevant Product Discovery

Search query returns irrelevant accessories and sold-out item.

Receives recommendation for already purchased product.

No loyalty benefits or targeted offers

Rewards, offers, and discounts are not personalized. Clear lack of recognition of the customer.

Fulfillment options and taxes are not localized

Customer needs to provide additional information to get shipping times, payment options, and calculate taxes.

Generic post-purchase email

Customer receives a post-purchase email with a coupon they've already redeemed.

We believe an experience-led approach empowers you to deliver experiences that drive growth.

TECH-DRIVEN APPROACH



Tech-Driven

Define technical approach and specifics of tech stack



Data Constrained

Build point-to-point integrations to get data flowing



Experience as a "Layer"

Experiences devolve due to tech stack complexity and data constraints.

EXPERIENCE-LED APPROACH



Experience-Led

Define experiences and business outcomes you want to create



Data-Powered

Fuel systems with Commerce data from the first engagement



Tech-Enabled

Architect the solution that best drives towards outcomes & experiences.

1.5x

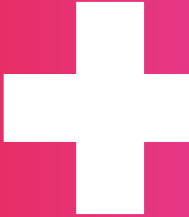
Higher revenue per customer¹

2x

Higher business growth since 2016²

20-30%

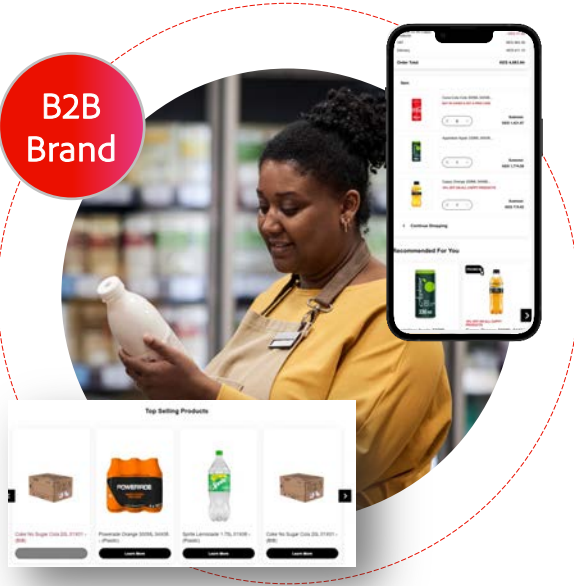
Higher satisfaction & engagement²



What does an exceptional commerce experience look like?

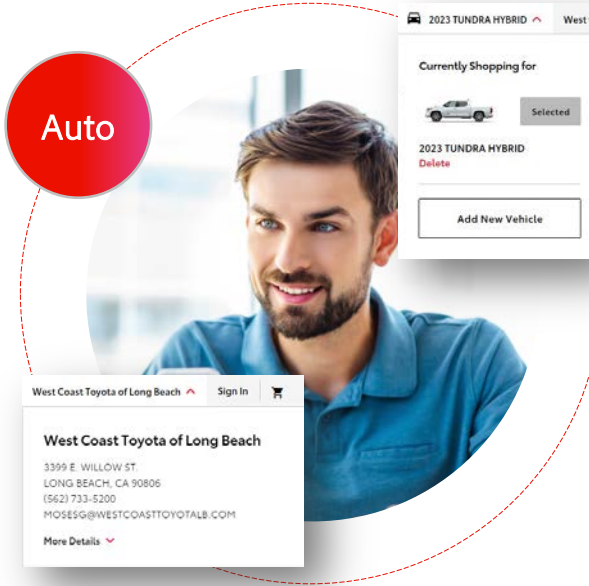
Global Self-Service Portal

B2B
Brand



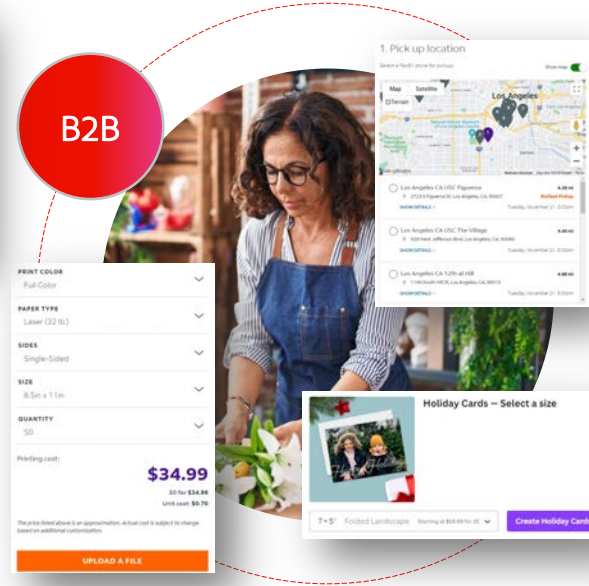
Sell through your channel

Auto



Launch a Marketplace

B2B



Sell to consumers and business customers

Hybrid



74,000

customers onboarded within
3 months of launching B2B
portal in 2 countries

250

independent dealers selling
after market parts through
one ecommerce website

64%

year-over-year revenue
growth since launch

4.6%

increase in mobile
conversion rate across
30 countries

Innovative Edge



Commerce Customers – Across Every Vertical

B2C	Retail & Fashion	
	Media & Publishing	
	Travel & Hospitality	
	Consumer Services	
	Branded Manufacturers	
	Auto	

B2B and B2C	Financial Services	
	Government	
	Education	
	Software	
	Healthcare	
	Utilities	
	Telco	
	CPG	
	Grocery	

B2B	Wholesale	
	Life Sciences / Pharma	
	High Tech	
	Industrial Manufacturing	
	Energy	
	Agriculture	
	Business Services	

Innovative Applications

B2B



Supplier Marketplace



Blockchain



Virtualisation

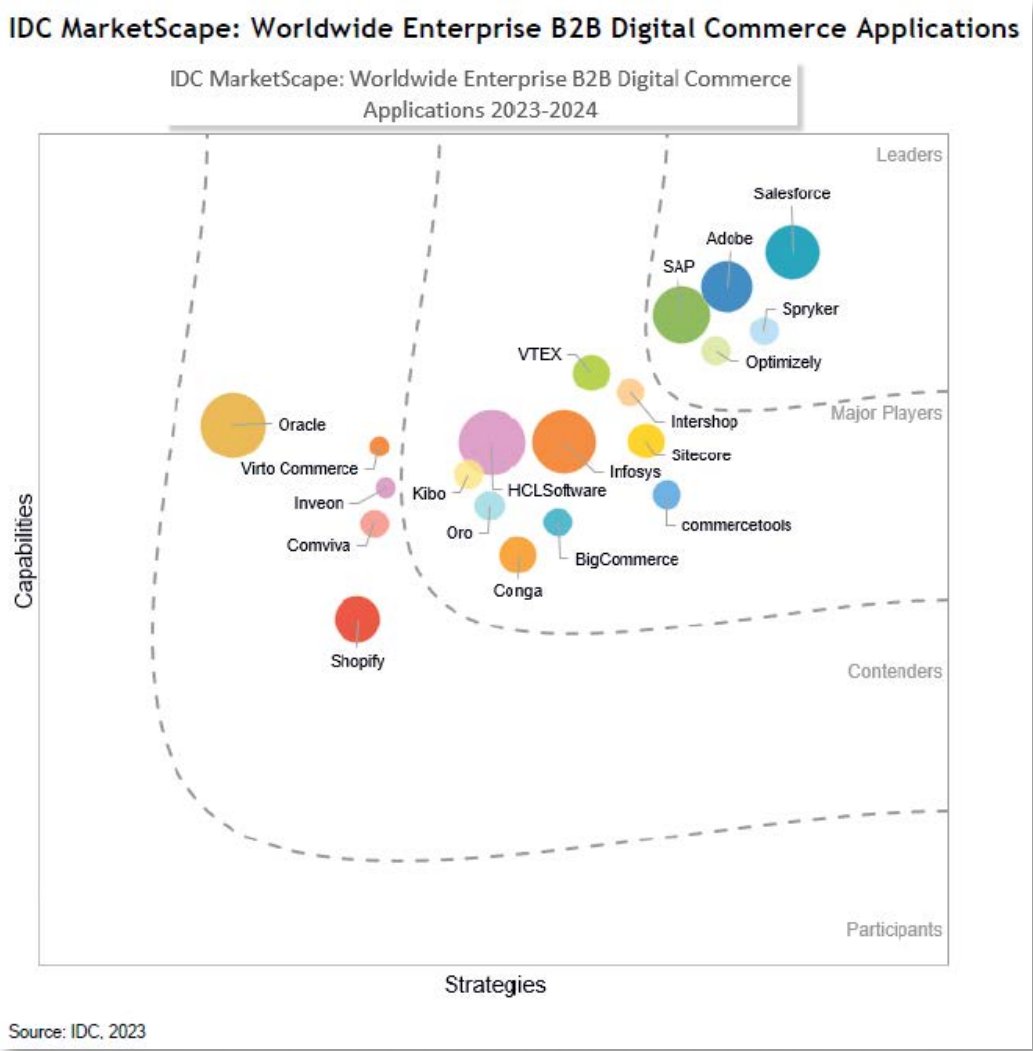
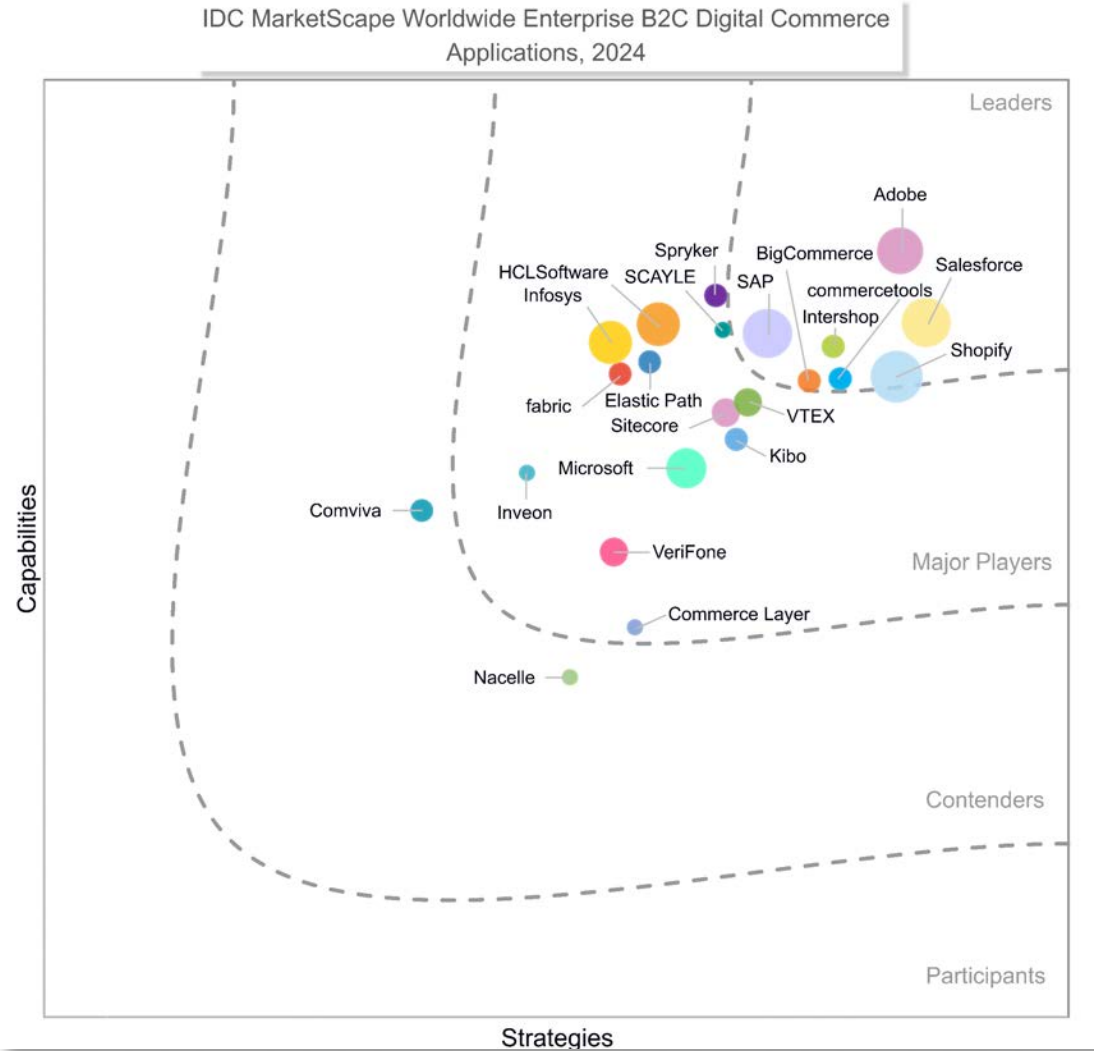


B2C



Roadmap Update

Adobe Commerce named a Leader in IDC MarketScape Worldwide Enterprise B2C & B2B Commerce Report 2024



Source: IDC, 2023

Highlights from our Adobe Commerce FY24 Roadmap

Composable Storefront w/ EDS

Increase engagement and sales with ultra-fast commerce sites using composable frontend components, and native experimentation capabilities

Asset Management & Generative Content

Optimize experiences while improving marketer and merchandiser productivity with scalable, GenAI-powered asset & content management

Product Experience Management

Support for complex product nesting, rule-driven configuration, and nested attributes

CDP and AJO Insights

Ready-to-use Commerce templates for immediate insights within Adobe Real-Time CDP & Adobe Journey Optimizer (powered by Data Distiller)

B2B Quote Templating

Enable buyers and sellers to streamline the quoting process by creating duplicate quotes or saving quotes as templates for future re-use

Use Case Playbook for Data Sharing

Integrate with Use Case Playbook to automate the use cases that utilize Commerce data with Real-Time CDP and Adobe Journey Optimizer

APIs on the edge

Run API Mesh on the edge for Seamless connectivity, enhanced security, and elastic scalability for all customer APIs

Integration Starter Kit

Speed time-to-market with a starter kit for building back-office integrations using App Builder

B2C Customer Profile

Send Customer data such as email, phone number, address to RT-CDP to further enrich the profile for personalization

B2B Advanced Company Management

Support the industry standard of parent-child relationships and flexible buyer organizations

Microsoft, IBM & SAP integration Accelerators

Speed time-to-market pre-built connectors for SAP and Microsoft Dynamics ERP solutions using App Builder

Payment Services for Enterprise

Access B2B + Enterprise pricing options. Easily activate Payments in Commerce. Increase conversion with Google Pay.

Semantic Search

Improve relevancy with a search engine that understands the contextual meaning and intent of each query

HIPAA Readiness for SaaS

HIPAA ready SaaS services with all privacy control and support for encryption, access control, data audit & data hygiene

Developer Experience

Provide enterprise-grade monitoring and extensibility improvements that are easy to demo and adopt

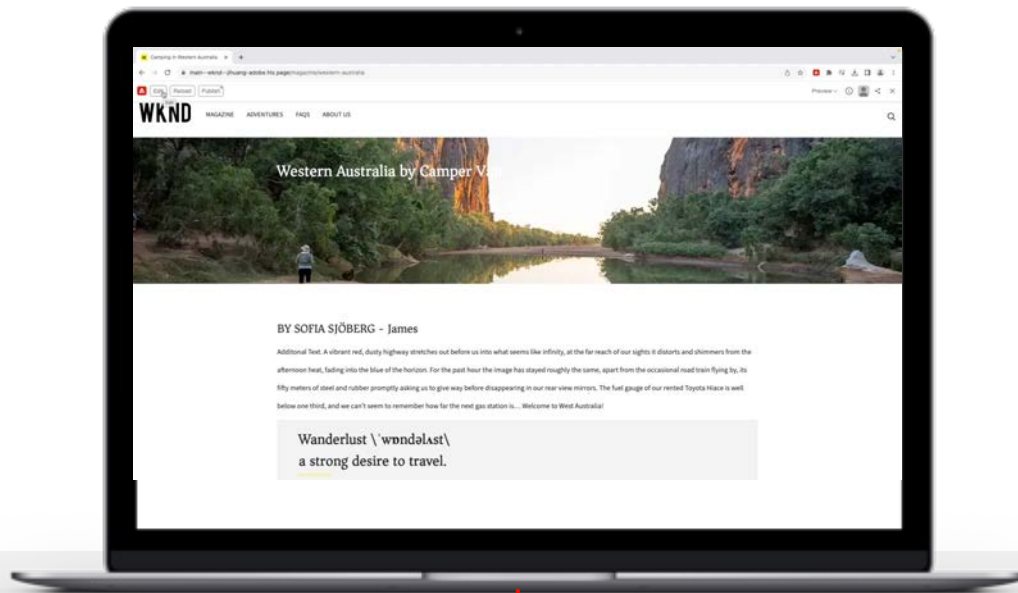
Edge Delivery Services in Adobe Commerce

Lightning-fast storefronts



Vanilla JS/CSS stored and served at the edge via CDN

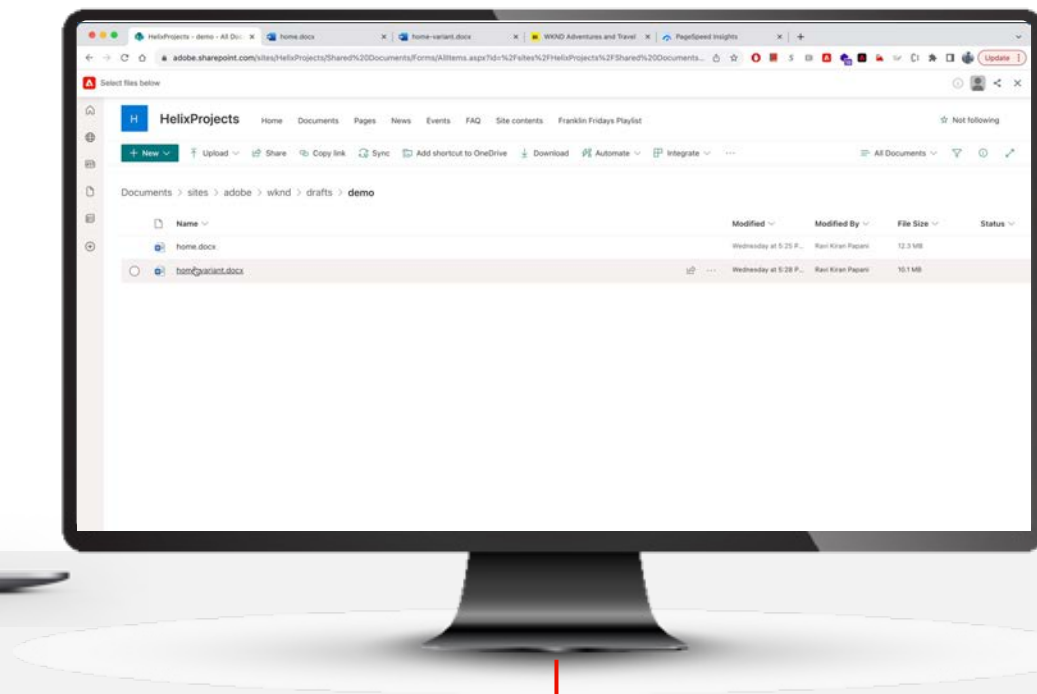
Document based authoring



Author pages in familiar tools such as Microsoft Word, Google Docs, Google Sheets and Microsoft Excel



Built-in A/B testing

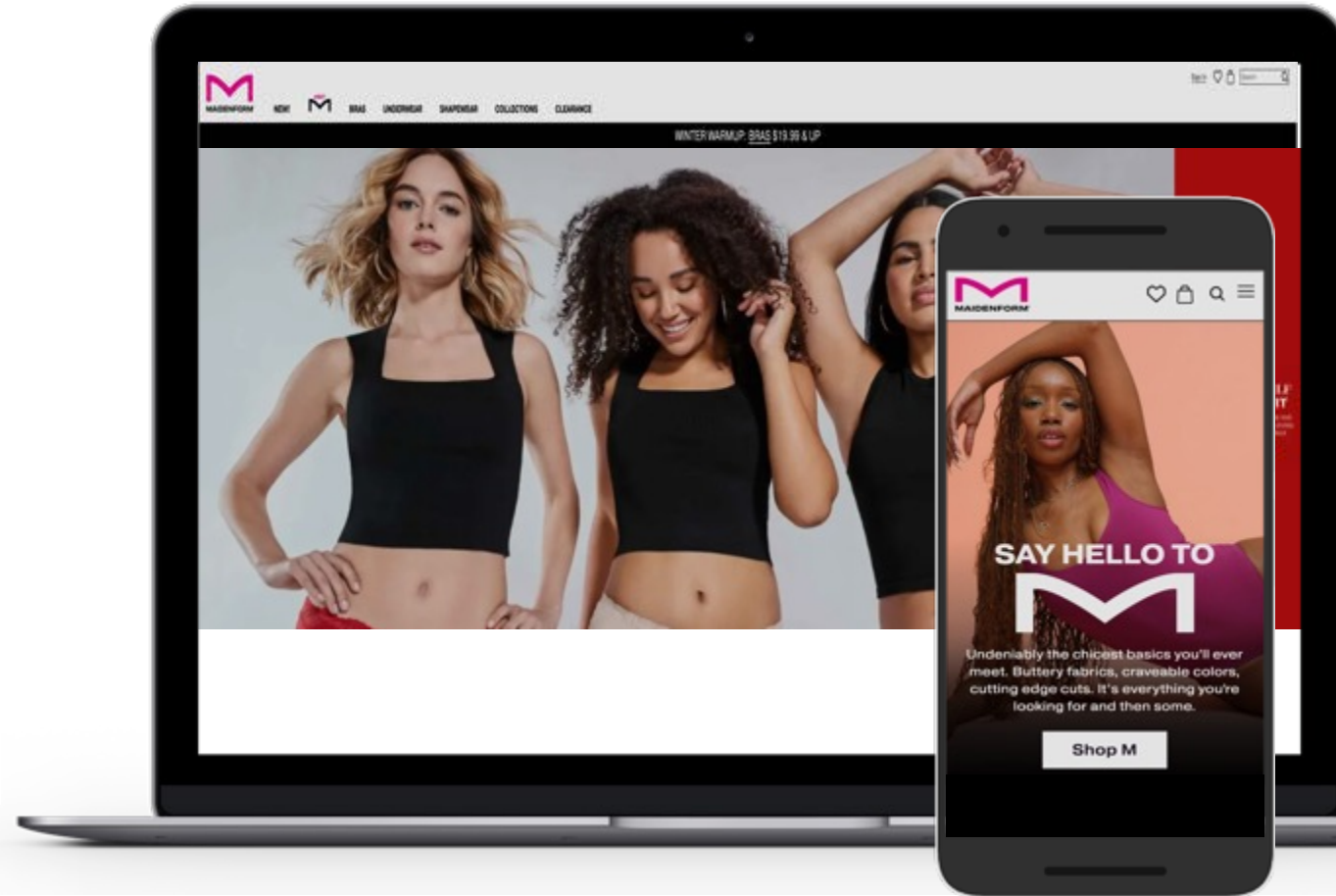


Test variants of pages directly within Edge Delivery Services

Maidenform: Edge Delivery VIP Success Story



10x

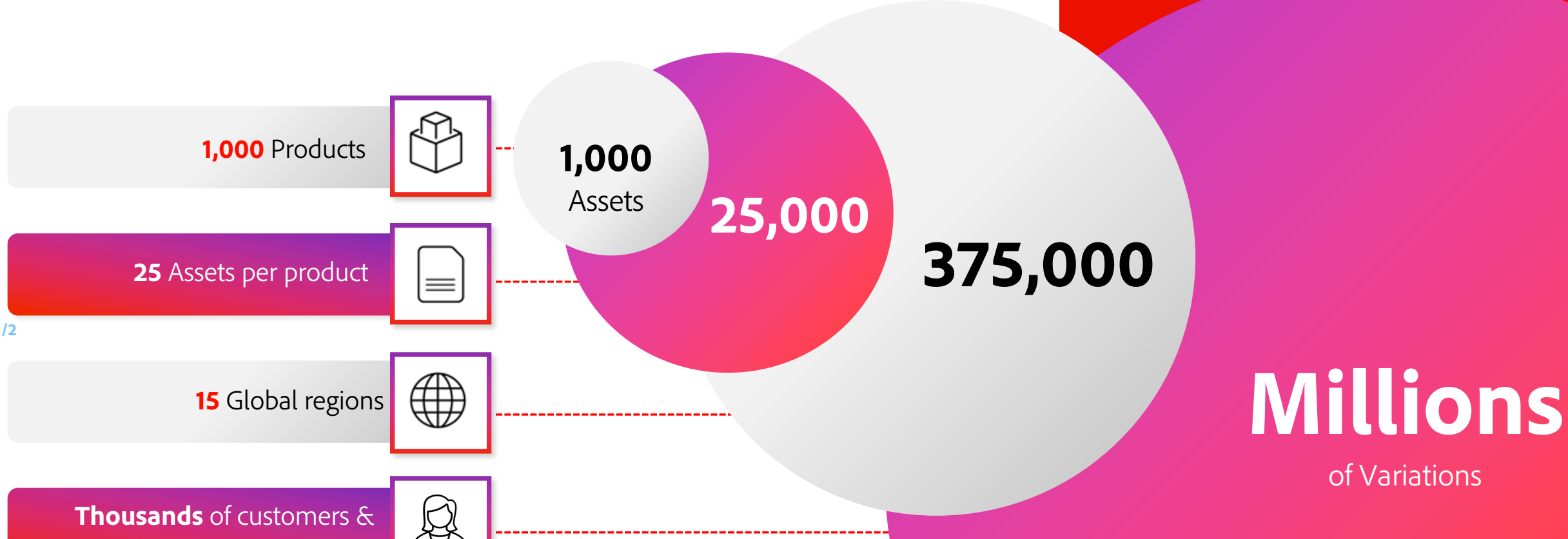


Largest Contentful Paint (LCP)
0.99sec (4x)
improvement

10x
Organic traffic
Uplift on unbranded keywords

*"It's a dream come true to be as responsive to the business as we have been. We're saying, 'Hey, you wanted something faster? Well, we may possibly have **the fastest ecommerce site in the world.**"* VP & Global Head of Consumer Technology, HanesBrands

Content demand continues to explode to enable personalized commerce experiences at scale



1/2

Increasingly diverse Engagement channels



Web



Mobile



Quoting



Screen



3D

Simplify asset management with an end-to-end commerce content supply chain solution

1H24

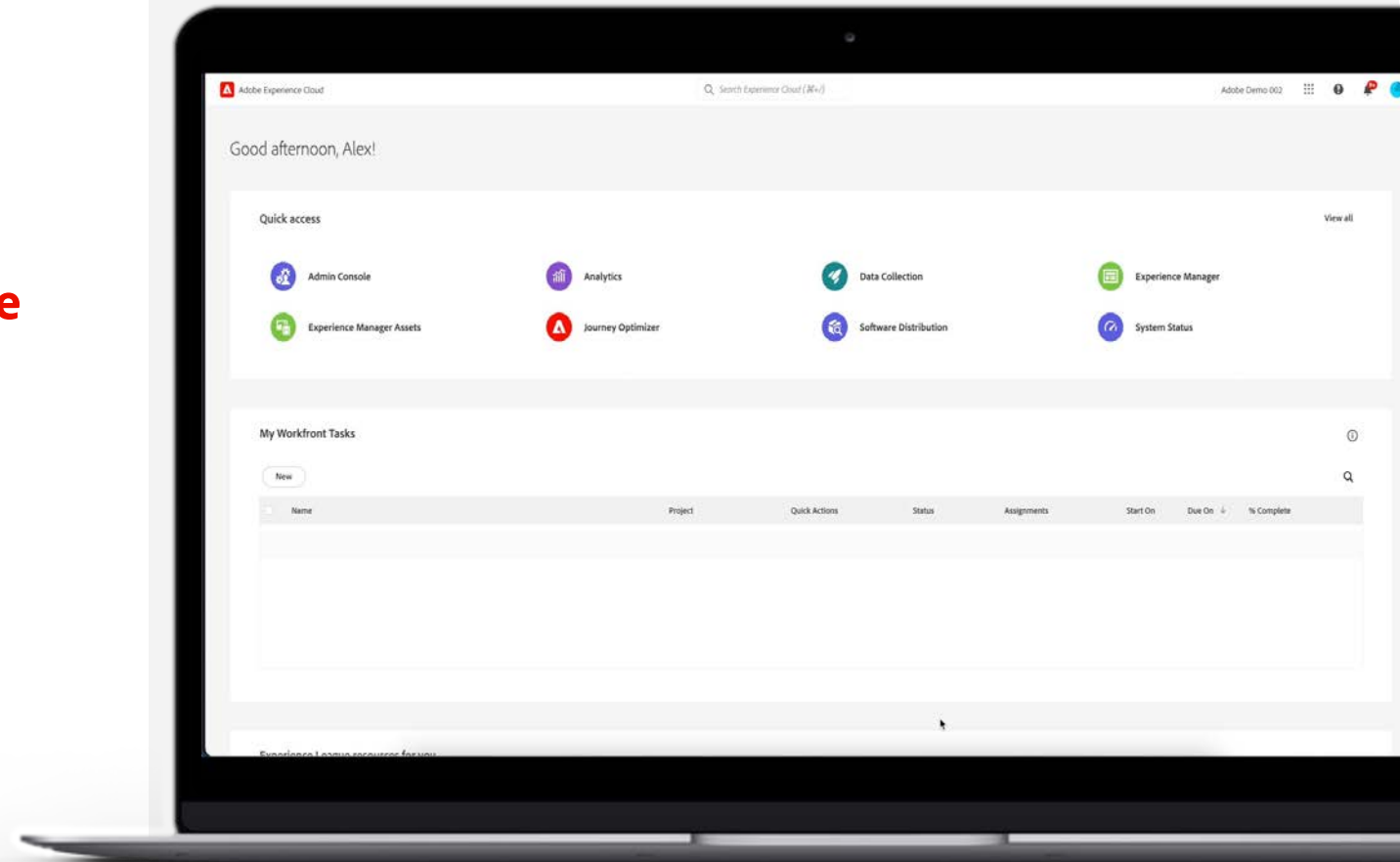
Adobe Experience Manager Assets Integration

Ingest, search and collaborate across assets

Auto share & sync assets with Adobe Commerce

Personalize product images at scale

Streamline your content supply chain



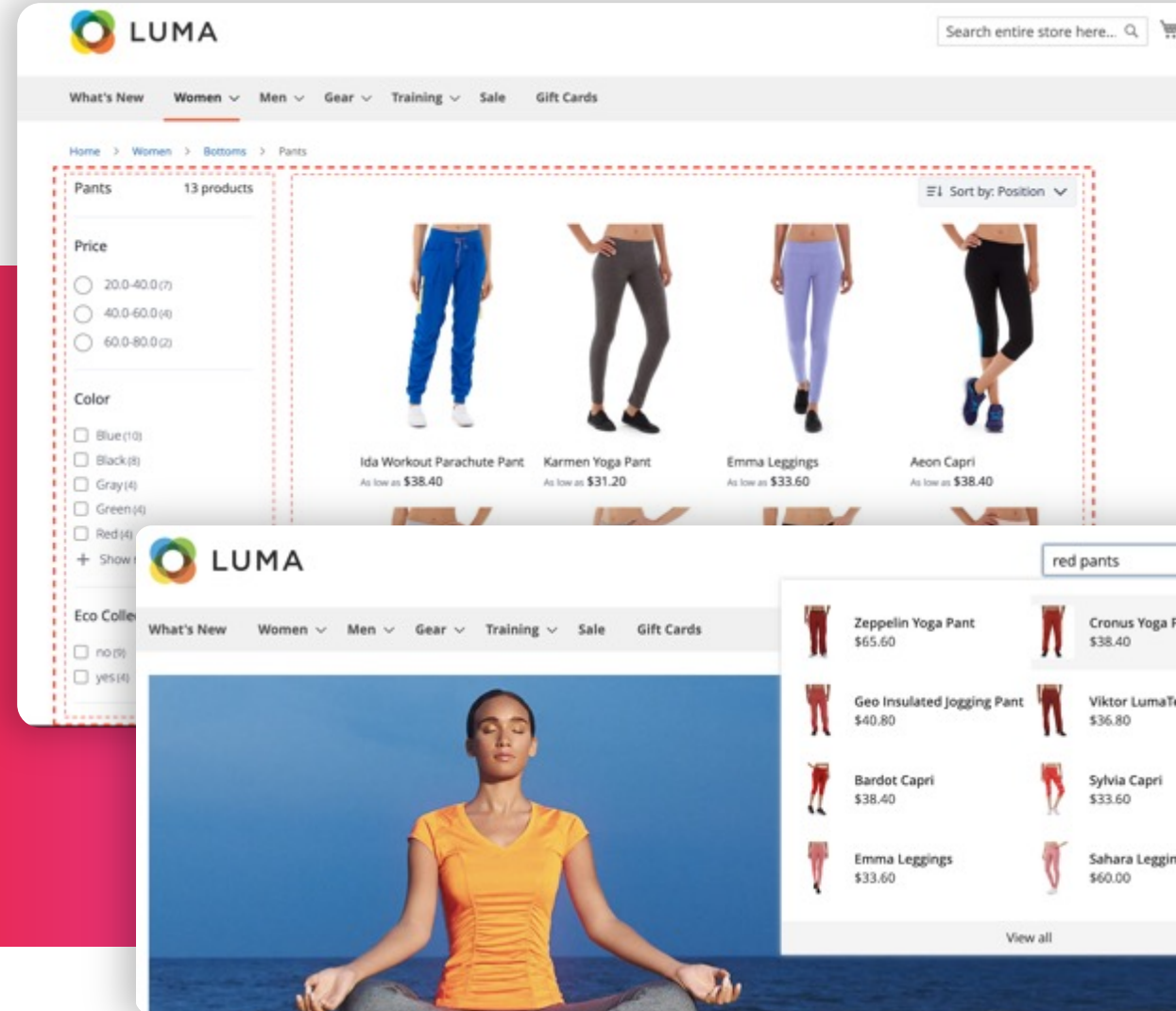
We've introduced new customization & storefront options to Live Search

Live Search widgets are highly performant front-end UI building blocks for search. Now, we've added ways to allow you to customize the search experience.

GA

- ✓ Design the Live Search experience
- ✓ Build a fully custom Live Search implementation
- ✓ Experience Manager

Experience League Docs



Live Search has boosted conversion across our customers



HANES
Brands Inc



BED BATH &
BEYOND

HAVERTYS
FURNITURE · EST 1885



VAUDE

asics

aden + anais

JASCO®

sugarfina

RAPSODIA

indi & cold
SAN SEBASTIÁN

Midland*

National
Being the complete TV since 1924



MOST WANTED
THE WETBELLAZE

injinji

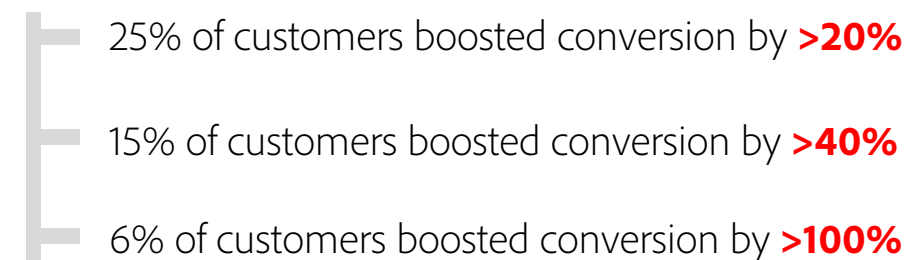


L'Alcalde of
Amaya
BRUNDA

SPRINGER PUBLISHING
Advancing excellence in nursing and healthcare

LIVE SEARCH IMPACT

+7% **Lift in conversion**
across Live Search customers



1.2B **Total search requests**
made by Live Search

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