



Best of Adobe Summit

Hong Kong Edition

Maximizing Marketing Performance and ROI

Maximizing Marketing ROI



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8 out of 10

customers now consider their
experience with a company to
be just as important as its
products or services





And while **80%**
of companies surveyed
believe that they provide
a superior experience

Less than **10%**
of customers agree

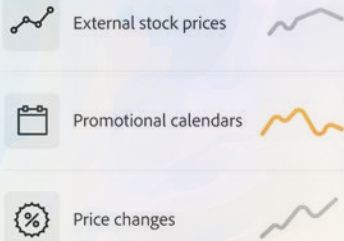
**Consumers expect brands to know them
irrespective of where/how they interact with them**



HOW are marketing departments
reacting to this expectation?

Hyper Personalisation

Ingest data factors



Solo Travel insights

Generated insights

- Solo Travel
- Guided Experiences

The highest amount of visits on, July 11th, 56% more than average.

Marketing channel

Paid search 37%

Google Lighthouse



Audience channel overlap

31%
Loyalty members - USA

18%

Awesome!

Dryp™

Fantastique!

Dryp™

Fantastique!

Dryp™

Geil!

Dryp™

BOUNCE
HYPOALERGENIC
GRAPE

Dryp™

**Hyper personalisation is needed..yet our tolerance
for advertising is wanning...**

65%
of customers refuse
to watch 'ads'

**Hyper personalisation is needed..yet our tolerance
for advertising is wanning...**



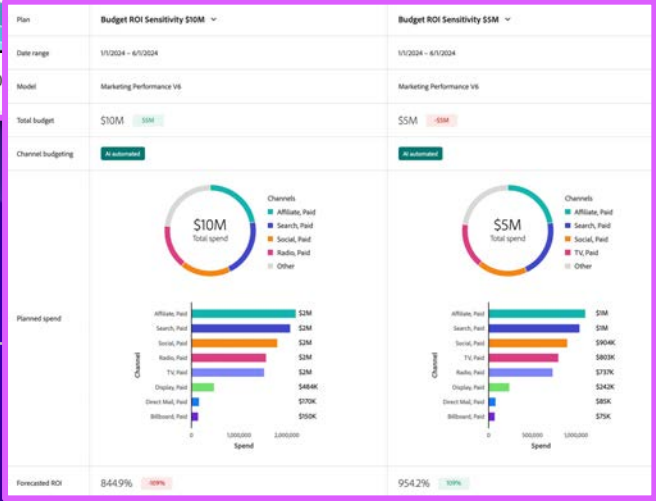
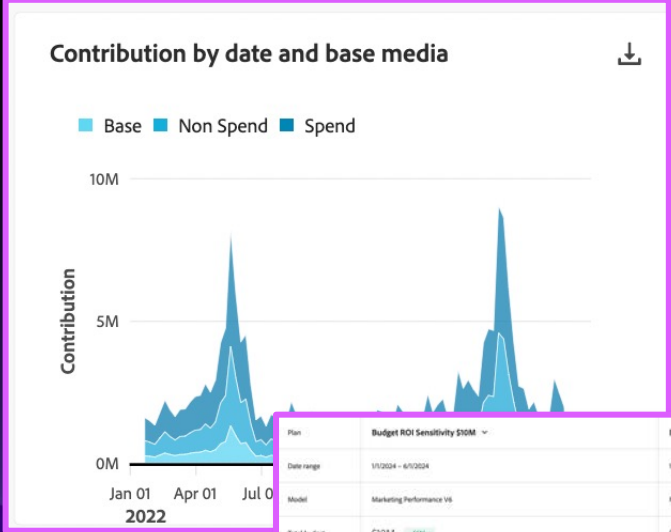
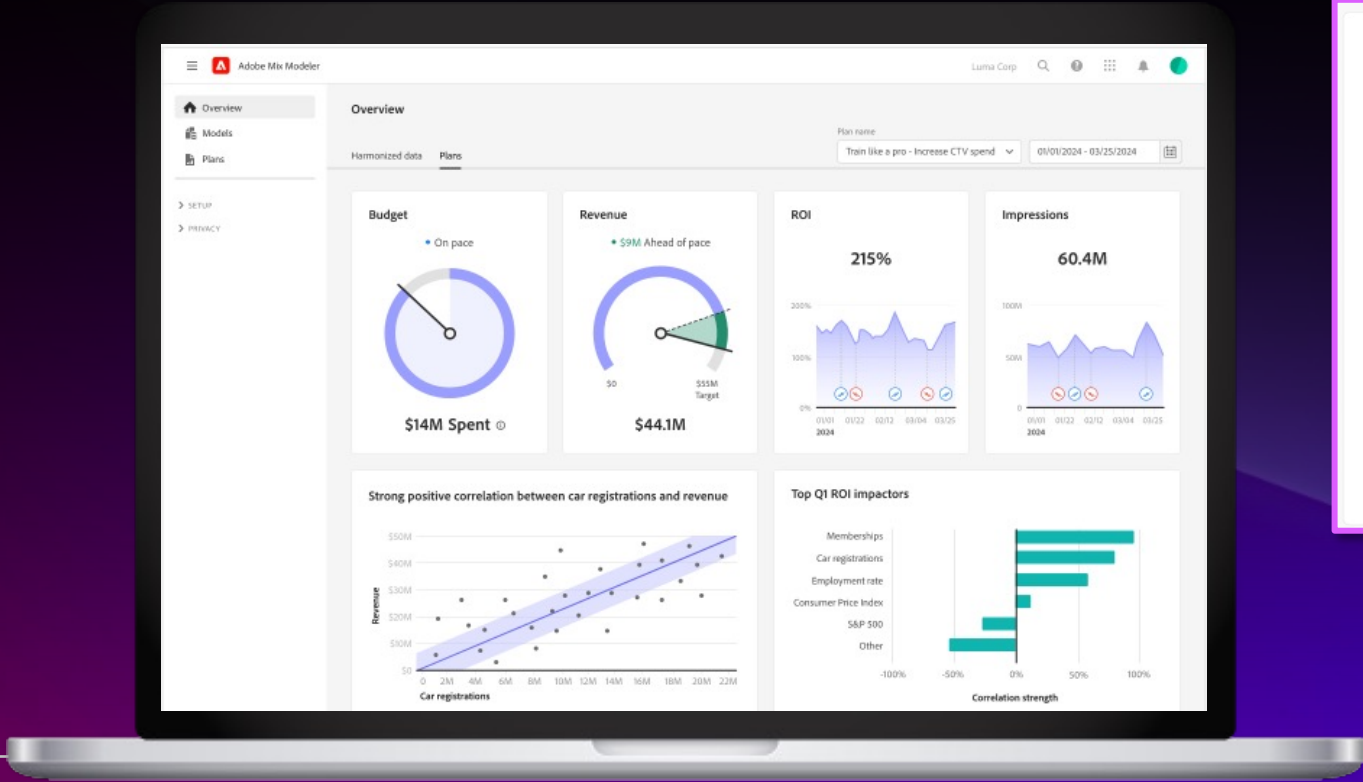
Your First Party View of the Customer





Customer View Enabled by Data

**Real-Time CDP
Collaboration**



Adobe Mix Modeler

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Measurement of Media After Cookie Deprecation



FSI

28%

Performance over target
leads generated

16%

Savings on ad spend



CPG

10%

Increase
in revenue

50%

Savings on ad spend



Retail

19%

Increase in ROI through
AI-powered planning



M&E

20+

Models created across 6
business lines in less
than 2 months

Adobe Mix Modeler

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Marketing **is**
the business

Account

Discover

Awareness

Evaluation

Negotiation

Closing

Renewal

Advocate

Browse

Web

Social

Peers

Research

Events

Sales

Company website

Mobile

Hear

Peers

Events

Sales

Research

Peers

Social

Events

Sales

Company website

Mobile

Share

Peers

Social

Company website

Decide

Peers

Social

Events

Peer Review

Peers

Peers

Share

Peers

Social

Company website

Learn

Peers

Peers

Events

Company website

Sales

Compare

Events

Sales

Company website

Mobile

Transact

Events

Company website

Sales

Mobile

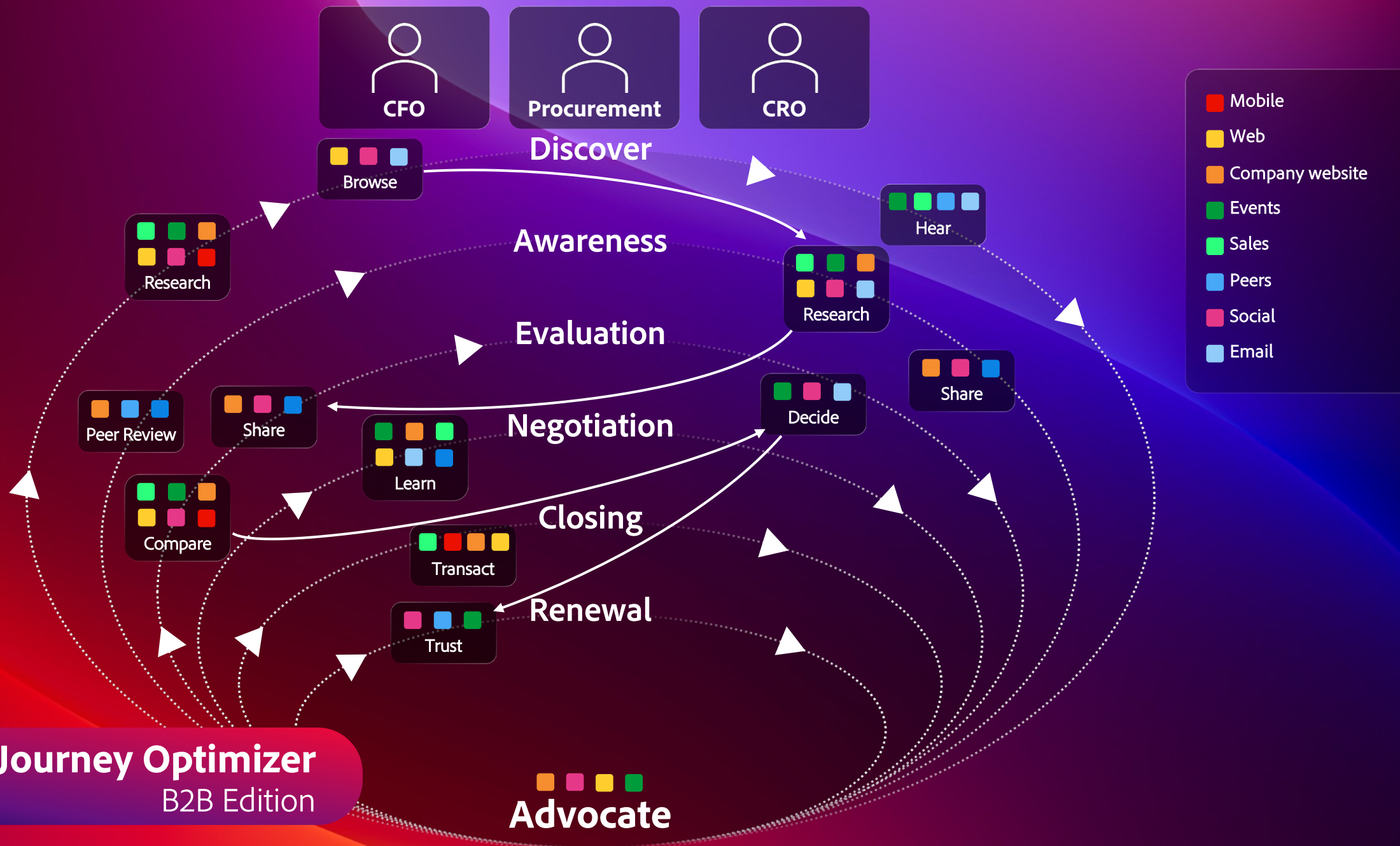
Trust

Peers

Social

Events

- Mobile
- Web
- Company website
- Events
- Sales
- Peers
- Social
- Email



Adobe Journey Optimizer
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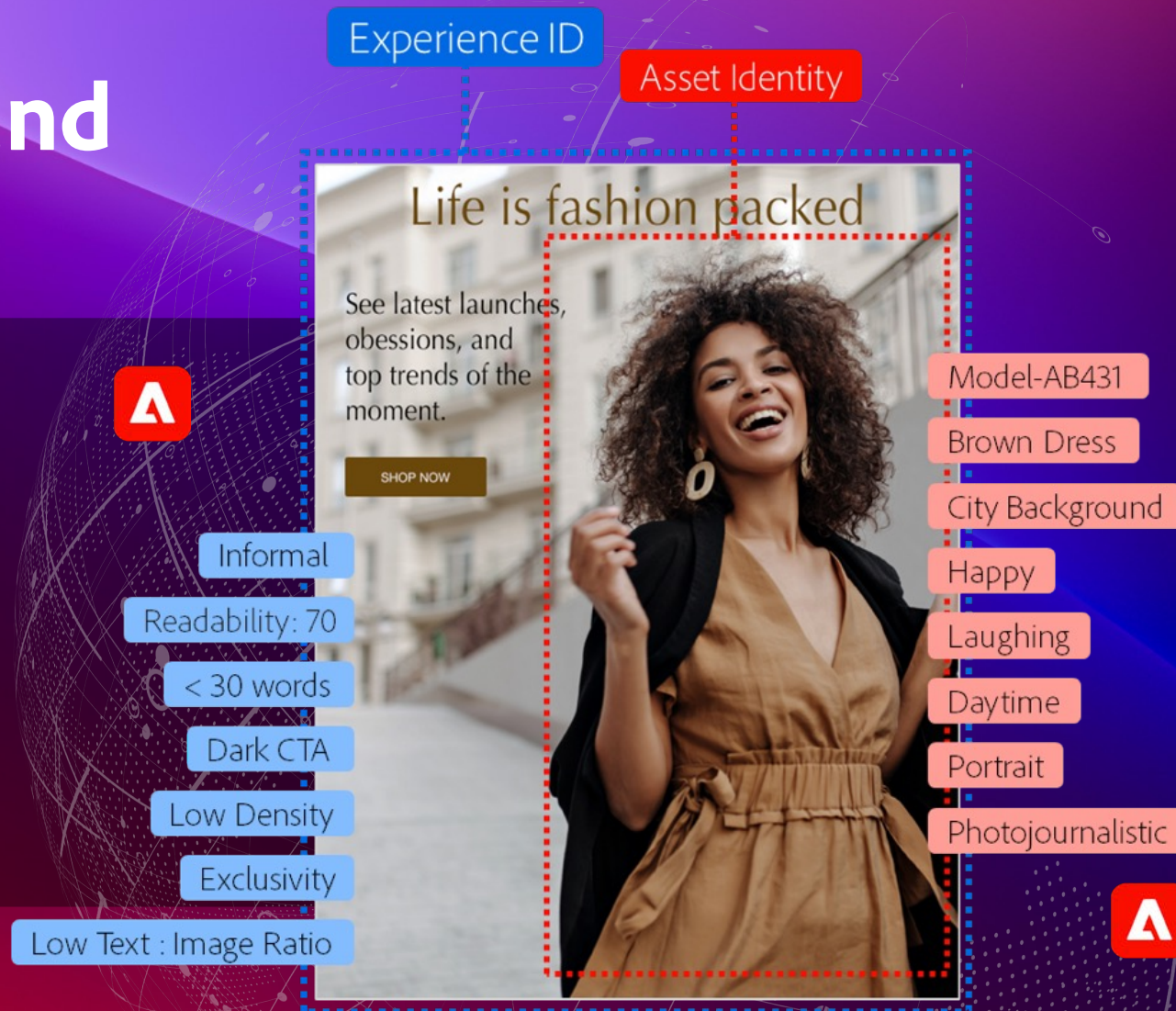
Embrace
Gen AI **NOW**

Connecting Content and Performance

Measure creative assets across any channel and use AI to discover which attributes of an image or experience connects with customers, to optimise content at scale.

Adobe Content Analytics

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Root in Authenticity



80% Decision Makers in this space
are ready to adopt GenAI

Root in Authenticity



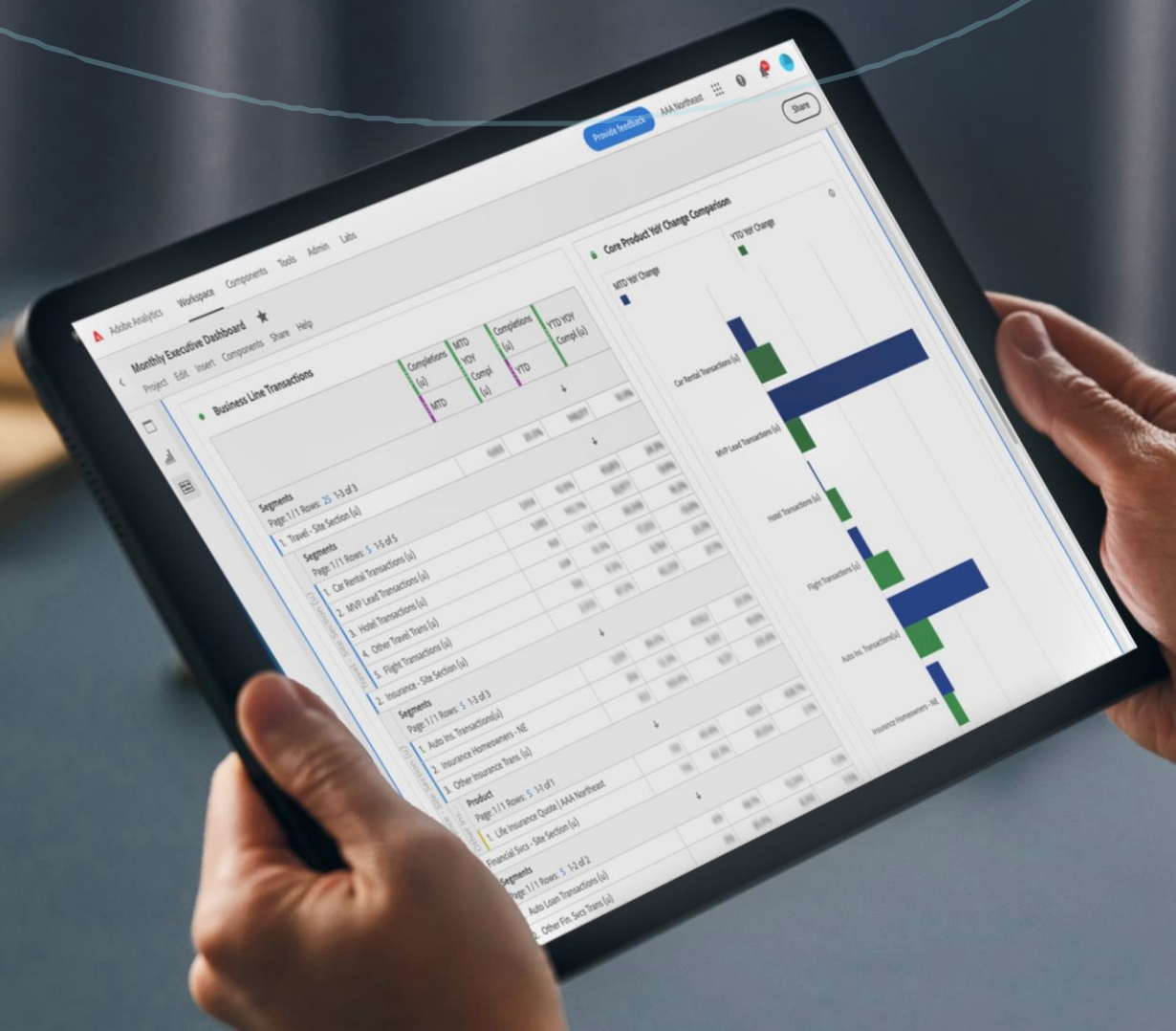
About AAA Northeast



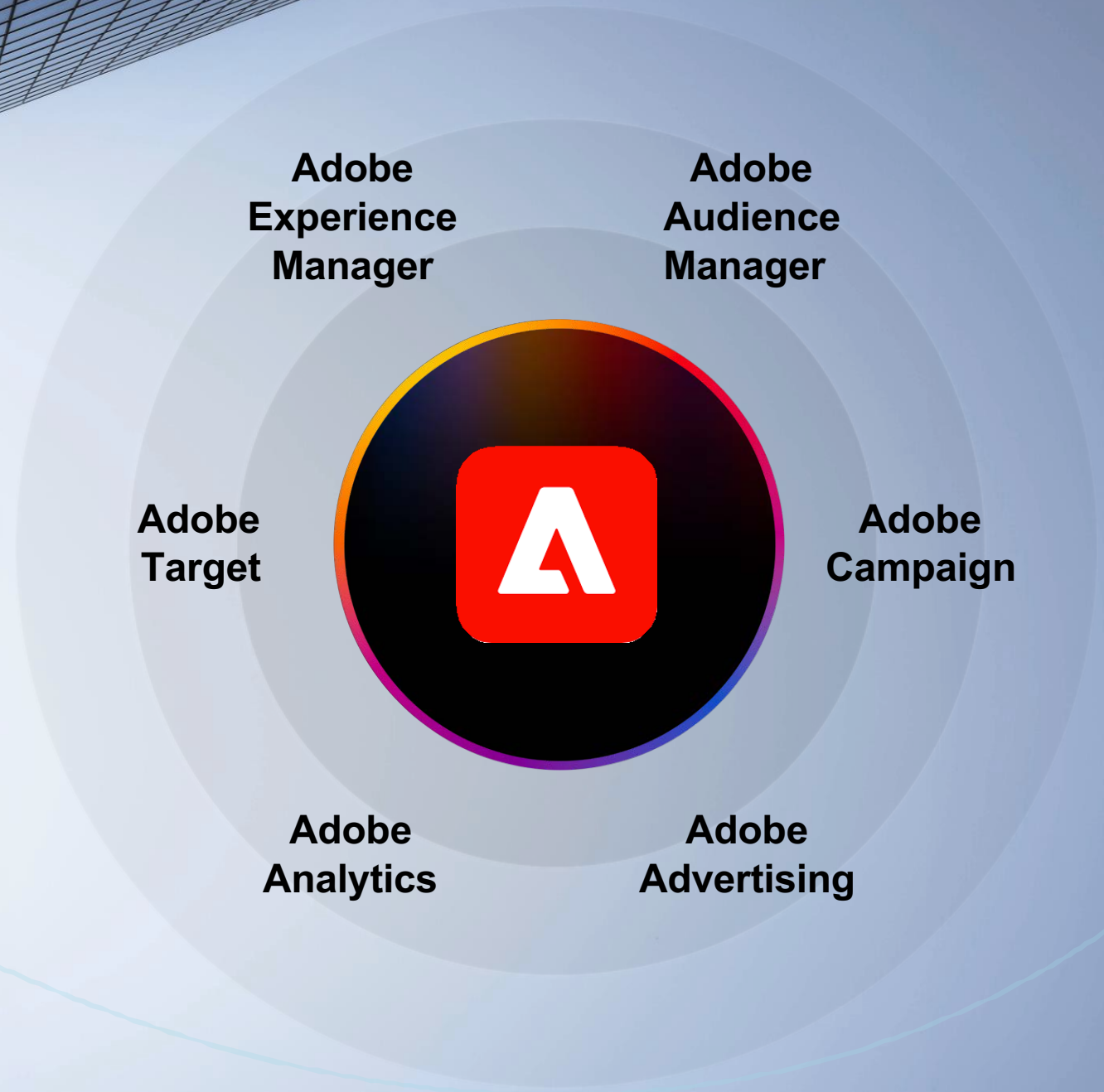
Our People
Are Our Core



Our Process Is Our *Foundation*



Our *Technology* Is Our Enabler



**Our *Results* Are
Our Impact**

FUNNEL CONVERSION

JOINS
+123%

UPGRADES
+180%

RENEWALS
+50%



**Our *Results* Are
Our Impact**

COST PER LEAD

**AUTO
INSURANCE
-88%**

**HOME
INSURANCE
-69%**

**TRAVEL
PACKAGES
-92%**



Our *Technology* Is Our Enabler



**Adobe
Real-Time CDP**



**Adobe Journey
Optimizer**



**Adobe Customer
Journey Analytics**

**Our *Results* Are
Our Impact**

EMAIL RESULTS

98%
LESS
EMAILS

77%
MORE
TRANSACTIONS

75X
MORE SALES
PER EMAIL



The background features a large, abstract geometric design composed of several overlapping triangles. The primary colors are a vibrant red and a deep blue. The red triangles are positioned on the left and bottom, while the blue triangles are on the right. The triangles have sharp edges and some internal shading, giving them a three-dimensional appearance. The overall composition is dynamic and modern.

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**Marketing is
the business**

**Embrace
Gen AI NOW**

**Root in
Authenticity**

The background features a large, stylized 'A' shape composed of several overlapping triangles. The left side of the 'A' is a deep red, while the right side is a vibrant blue. The central part of the 'A' is a lighter red. The overall effect is a dynamic, geometric composition.

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