Adobe Marketing Cloud

Jamie Brighton | Product & Industry Marketing EMEA
Digital has never been easier... or more difficult

THE CONNECTED CONSUMER
Explosion of touchpoints and rising expectations

DATA EXPLOSION
Flood of information from devices, servers and the cloud

DIGITAL DISRUPTION
Companies racing to reinvent themselves
The importance of experience

Customer Experience Leaders Outperform the Market
Seven-Year Stock Performance Customer Leaders vs. Laggards vs. S&P 500
(2007-2013)

Customer Experience leaders make doing business with them easy and enjoyable and are effective at meeting the needs of their customers.

Cumulative Total Return

Customer Experience Leaders: 77.7%
S&P 500 Index: 51.5%
Customer Experience Laggards: -2.5%

Source: Forrester’s Customer Experience Index and Watermark Consulting, 2014
## Market trends & insights

Which one area is the single most exciting opportunity for your organisation in 2016?

<table>
<thead>
<tr>
<th>Area</th>
<th>Company Respondents</th>
<th>Agency Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Optimising the customer experience</td>
<td>19%</td>
<td>22%</td>
</tr>
<tr>
<td>Creating compelling content for digital experiences</td>
<td>16%</td>
<td>17%</td>
</tr>
<tr>
<td>Data-driven marketing that focuses on the individual</td>
<td>16%</td>
<td>17%</td>
</tr>
<tr>
<td>Using marketing automation to increase efficiency and yield</td>
<td>7%</td>
<td>8%</td>
</tr>
<tr>
<td>Cross-channel marketing</td>
<td>8%</td>
<td>9%</td>
</tr>
<tr>
<td>Video to increase brand engagement</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td>Social marketing</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td>Internet of Things / connected devices</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td>Reaching and understanding mobile customers</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Location-based services that add place and time to the customer relationship</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>None of the above</td>
<td>3%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Econsultancy / Adobe Quarterly Digital Intelligence Briefing

CX is top of mind for marketers....

Please rank the importance of these elements of the customer experience from 1 to 5, where 5 is 'most important to success'.

<table>
<thead>
<tr>
<th>Element</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategy</td>
<td>3%</td>
<td>14%</td>
<td>33%</td>
<td>47%</td>
<td></td>
</tr>
<tr>
<td>Design</td>
<td>3%</td>
<td>16%</td>
<td>37%</td>
<td>40%</td>
<td></td>
</tr>
<tr>
<td>Culture</td>
<td>3%</td>
<td>19%</td>
<td>35%</td>
<td>38%</td>
<td></td>
</tr>
<tr>
<td>Data</td>
<td>3%</td>
<td>18%</td>
<td>36%</td>
<td>37%</td>
<td></td>
</tr>
<tr>
<td>Skills</td>
<td>2%</td>
<td>16%</td>
<td>44%</td>
<td>33%</td>
<td></td>
</tr>
<tr>
<td>Technology</td>
<td>3%</td>
<td>20%</td>
<td>39%</td>
<td>33%</td>
<td></td>
</tr>
<tr>
<td>Process</td>
<td>3%</td>
<td>22%</td>
<td>40%</td>
<td>30%</td>
<td></td>
</tr>
<tr>
<td>Collaboration</td>
<td>2%</td>
<td>27%</td>
<td>36%</td>
<td>27%</td>
<td></td>
</tr>
</tbody>
</table>

Econsultancy / Adobe Quarterly Digital Intelligence Briefing

...but it's challenging to get right.
What makes a great experience?

COMPELLING

PERSONAL

USEFUL

EVERYWHERE
Winning through real-time, personal experiences

USER ACTIONS

- Listen
- Predict
- Assemble
- Deliver

USER EXPERIENCE

The Last Millisecond
Create a true, holistic view of your customers.

Know what your customers want before they do.

How can we show the business impact of our marketing activities?
Marketing Objectives

- Increase ROI and optimise marketing spend
- Increase conversions
- Capitalise on social & mobile opportunities
- Provide a differentiated customer experience
- Improve customer loyalty & brand experience

Marketing Challenges

- Disparate data sources/silos
- Toolset fragmentation
- Distributed workflows
- Disjointed skillsets
Adobe’s advantage

Make
From concept to post-production, Adobe empowers the world’s best creative

Manage
Create once, collaborate and deploy globally across channels and devices

Measure
Activate data to personalise experiences across existing and emerging platforms

Monetise
Scale, reach and engage high-value audiences with content and advertising
Adobe Analytics

Capabilities
- Real-time web, social and mobile analytics
- Advanced ad hoc segmentation
- Data integration with offline and third-party sources
- Adobe Analytics Premium provides:
  - Advanced customer and marketing analytics
  - Predictive, attribution and statistical capabilities
  - Real-time data firehose
  - Data visualisation tools

Benefits
- Align marketing initiatives with business objectives
- Gain real-time insights into customer behaviour

Integrations
Adobe Experience Manager

**Capabilities**
- Digital asset management
- Web content management
- Mobile web and apps
- Social communities
- Experience-driven commerce
- Responsive forms
- Digital screens

**Benefits**
- Improve market and brand perception
- Share and collaborate on digital assets and campaigns
- Improve marketing and IT agility operational excellence

**Integrations**
Adobe Target

Capabilities

Paves a path from simple testing to targeting to true segmentation and optimisation through:
- A/B and multivariate testing
- Rules-based targeting
- Automated decisioning and targeting
- Automated recommendations

Benefits

- Increase web and mobile site conversations
- Create differentiated personalised experiences
- Optimise customer engagement and loyalty

Integrations
Adobe Social

**Capabilities**

- Manage social content and activities across multiple social networks and profile pages
- Listen and respond to customer conversations in real time
- Create social campaigns and track performance with integrated analytics

**Benefits**

- Scale social across the enterprise and retain oversight at an executive level
- Identify trends, opportunities and threats pertinent to your brand
- Connect the dots between social interactions and business results

**Integrations**
Adobe Media Optimizer

Capabilities

- Cross-channel optimisation
- Search engine marketing management
- Display and social advertising management

Benefits

- Determine the most effective overall marketing mix
- Drive higher ROI within each marketing channel
- Optimise customer interactions across channels

Integrations
# Integrations

**Capabilities**

- Cross-channel campaign orchestration
- Integrated customer profile (offline/online)
- Personalised cross-channel execution (email, web, social, mobile, direct mail)

**Benefits**

- Revenue generating: targeting, remarketing, cross-sell, upsell
- More engaged customers (increase advocacy, decrease opt-out rates, higher customer LTV)
- Lower cost of customer communication – execute higher volume campaigns without increasing cost

**Integrations**
Adobe Audience Manager

Capabilities

• Real-time omni-channel audience activation
• Single view of users unifying cross-device, offline, and digital data
• Analytics-driven audience optimisation

Benefits

• Intelligently expand reach: look-a-like modelling for reporting, analysis and syndication
• Augment audience profiles with third-party data to build a true 360-degree view of the customer
• Unlock the power of your data both onsite and offsite through strategic audience sharing and onsite personalisation

Integrations
Adobe Primetime

<table>
<thead>
<tr>
<th>Capabilities</th>
</tr>
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<tbody>
<tr>
<td>• Deliver, protect, personalise and monitor amazing TV experiences on every screen, everywhere</td>
</tr>
<tr>
<td>• Deliver personalised, relevant video advertising experiences to individuals</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Benefits</th>
</tr>
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<tbody>
<tr>
<td>• Understand and drive tune-in and loyal viewing behaviour across digital and linear TV over time</td>
</tr>
<tr>
<td>• Drive maximum revenue from advertising sales in digital TV across screens</td>
</tr>
</tbody>
</table>

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Adobe Marketing Cloud: core services

PEOPLE
PLACES
ACTIVATION
MOBILE
ASSETS
Adobe Marketing Cloud: core services

- Available to all Marketing Cloud solutions
- Provide a centralised place to:
  - Integrate data
  - Build customer profiles
  - Activate instant content delivery and reporting
  - Collaborate with team members
Invest in a platform that can connect to your data system of record
Demands of a customer-centric strategy

Speak in one voice
Know me and respect me
Make technology transparent
Delight me at every turn
Create marketing campaigns on an integrated yet extensible digital experience management foundation that is secure and can scale as needed

- Slow time to market
- Cost of delivering digital experiences
- Low conversion and retention rate
- Management of global presence
- Need for higher ROI
Challenges

Disparate product interfaces, data sets, and methodologies

Inflexible and hard to secure infrastructure

Complex product integrations

Slow time-to-market and lack of expertise

Digital foundation: Build a better foundation for digital marketing
Single Platform
1. Common UI
2. Out of the box
3. Marketer friendly

Secure and Scalable
1. Major security compliance
2. 24/7 monitoring
3. Fully customisable

Modern and Extensible
1. Cloud infrastructure
2. Third-party system ready
3. Upgrades and patches

Dedicated Environments
• Single point of contact
• Best practices
• Maintenance and support
Adobe’s unique value for Digital Foundation use case

Single platform

- Content authoring, analytics, and rules-based targeting all on an easy-to-use unified platform

World-class security

- Compliant across major industry certifications and global standards

Modern and extensible

- Easily tap into existing systems while creating a modern and secure experience layer to drive marketing campaigns leveraging best-of-breed solutions

Hosting and managed services

- Fully scalable, cloud-based infrastructure coupled with expert dedicated resources to ensure success
Adobe’s solution simplifies deployment of Digital Foundation…

- Procure Hardware
- Procure Software
- Provision Systems
- Harden Security & Networking
- Go Live
- Testing (UAT, Stress, Security)
- Integrations
- Development
- Monitoring
- Maintenance
- Disaster Recovery
- Upgrades
Digital Foundation: Common platform for content, personalisation and analytics

- **Experience Authoring**: Intuitive experience authoring
- **Digital Asset Management**: Drag-and-drop digital assets from a central repository
- **Personalisation**: Rules-based targeting, A/B and MVT testing
- **Audience Management**: Complete view of the customer
- **Cross-channel Marketing**: Personalised cross-channel experiences
- **Measuring**: Real-time measuring and performance reporting

**Key Features**
- **Improve**: Continuous improvement
- **Create**: Content creation
- **Listen**: Listening to customer needs
- **Enrich**: Customer enrichment
- **Promote**: Promotion of content
- **Personalise**: Personalisation of experiences
## Business value

### Benefits
1. Drive customer demand
2. Improve brand sentiment
3. Demonstrate ROI
4. Future-proof solution
5. Compliance and data security

### Key Metrics
1. Time to market
2. Cost of delivering digital experiences
3. Conversion rate
4. Retention rate
5. Ability to adjust to market requirements
Customer references

- **North America:**
  - First Financial (FSI)
  - Motorola (Americas, Manufacturing)

- **EMEA:**
  - Royal Bank of Scotland (FSI)
  - Chelsea FC (M&E)
  - Deloitte (Americas/EMEA, Professional Services)
- Serving customers in Scotland since 1727
- 24 million customers across the world
- Our aim is to be the Number 1 Bank in the UK for service, advocacy and trust
Our digital marketing looked like this …

**FIREWORK CULTURE**

*Light, run away, everybody claps*

- Changes made by gut feel
- Backlog of improvements to the digital experience stuck in a queue
- Tweaks masked by larger updates
- Too much emotional investment to fail
- Not enough data to succeed
Traffic
- Despite visitors to B&C remaining largely static this month, the number of visits has reduced by almost 400k (6.2%) - something that is largely a result of reduced traffic from direct sources (most likely users of Bankline).
- The reduction has also been partially contributed to by activity on the retail site, which contributes 20% of all business traffic indirectly. It can be difficult to discern the impact of retail's marketing spend on B&C traffic directly, but we can work it out by observing paths into public web from retail pages in sessions with a retail campaign code - there were 15k fewer visits to B&C from retail-branded PPC activity in the month, due to an overall reduction in their marketing in this area.

Sales
- Various optimisations to the MTA Terms & Conditions pages have come together to improve site commerciality by 15%. However, the success in moving customers from the T&C's page into the form has also resulted in a lower overall form conversion rate (down 3.7%)
- further refinement of the MTA application form is necessary to realise the full benefit of optimisation activity further upstream.
- Display (external banners) activity started in early December has resulted in an influx of low quality but high volume start-ups traffic. Although we may see some increase in overall sales volumes, this type of referral does not help the Campaign start rate, which has fallen dramatically from a high of 40% to just 3.8%.

Marketing
- The NatWest PPC campaign is targeting generic lending phrases (small business loan, business loan etc..) and our acquisition through this channel is getting better as a result - up by 40% to 9k. However, the highly competitive nature of the lending market for new customers is shown in the relatively low conversion rate of just 2.5% to the completion of the enquiry form.
- HSBC is in the enviable position of having the top spot on the natural section of the "small business loan" phrase. This means that, currently, HSBC will always be featured prominently in search results without having to bid for position. Conversely, we have disabled crawler access to the RBS campaign landing page, which means we don't let it be known to Google that it's available. Due in part to this, RBS is only featured on results page 5, below all other main competitors. We should consider allowing Google to index the campaign landing pages so that natural traffic can apply using this well-optimised landing page and we can get back to near the top of the rankings for natural search. This would provide a short-cut for customers to reach the application stages, without needing to traverse the long and winding road through multiple search results pages and through the public web navigation hierarchy.

Our analytics looked like this …
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Our analytics looked like this …
- Connected to your audience
- Experiment with new content
- Pull back if things don’t work
- Appreciate segments and changing set list
- Do it all yourself
- Work close to real time

BE FEARLESS
First steps: gain control and insight

1. Implement Journey Managers and CMS
   - Experiences built from sandpit of pre-built elements

2. Implement Tag Management – Single View of Journey
   - Complex series of platforms makes up digital experience
First steps: gain control and insight

3 Democratise the data - 110 Live data dashboards

Always on and self-serve data. Spot opportunities and struggles

4 Begin Content Marketing, Optimisation and Personalisation
It's a dilemma

ANALYSIS
TESTING
OPTIMISATION

RESOURCES
Share the learning, share the success
Engage your audience

1. Send weekly comms, highlight successes and lessons learnt among the group.

2. Add a dash of humour, keep it fresh.

3. Embrace the DJ theme with a ‘Suggested Soundtrack’ for comms. Scatter dodgy puns liberally throughout.

4. Promote healthy competition by publishing weekly ‘charts’.

*Suggested Soundtrack*

"Dancing in the Street"
Martha and the Vandellas
What is our website/digital truly doing?

This page turned out to be the third biggest route into online banking.
Test variants to get the most from the front page and prove the outcome

We were missing an opportunity to promote our award-winning app to the right people.
Personalisation – relevancy: homepage

Default Homepage Experience

Loans Personalisation

Default Homepage – Our Digital Branch Window
Optimisation – A/B testing: direct mail landing page

Default Loans Experience

Loans Landing Page

Loans Overview Page
Optimisation – mobile: application forms

Default Experience

Experience B
Now touch many parts of the customer experience – not just pages

**WEB**

Encouraging people who use online banking with their mobile to get the app

600% uplift

**EMAIL**

Emails from our telephony call centres to customers were made more impactful driving customer action

70% uplift

**WEBCHAT**

Smarter deployment of webchat allowed more customers to finish applications that confused them

11% uplift
And many more people in the bank know ‘content’
Superstar DJs dramatically increased optimisation of the digital experience

<table>
<thead>
<tr>
<th></th>
<th>H1 2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td># of Optimisation Specialists:</td>
<td>2</td>
<td>50</td>
</tr>
<tr>
<td>Test Completed:</td>
<td>2</td>
<td>400</td>
</tr>
<tr>
<td>Size of Digital Analytics:</td>
<td>6</td>
<td>10</td>
</tr>
</tbody>
</table>
## Digital Foundation

### Key Solutions

<table>
<thead>
<tr>
<th>Adobe Experience Manager</th>
<th>Single-vendor solution that hosts and manages digital experiences</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adobe Analytics</td>
<td>Receive and understand the foundation for actionable customer intelligence</td>
</tr>
<tr>
<td>Adobe Target</td>
<td>Create and provide personalised and optimised experiences to your customers</td>
</tr>
<tr>
<td>Adobe Campaign</td>
<td>Drive custom content and measure the results</td>
</tr>
<tr>
<td>Adobe Audience Manager</td>
<td>Compile a complete view of your audiences in one place to leverage data at scale</td>
</tr>
</tbody>
</table>
Adobe: world leaders in digital marketing

- Digital Marketing Hubs
- Digital Marketing Analytics
- Web Content Mgt
- Multichannel Campaign Mgt
- Mobile App Dev Platforms
- Customer Analytics Solutions
- Web Content Mgt Systems
- Enterprise Marketing Software Suites
- Digital Experience Platforms
- Web Analytics
- Lead to Revenue Mgt Platforms
- Cross-Channel Campaign Mgt
- Data Mgt Platforms
- Online Testing
- Marketing Cloud
What next?

Self-Assessment
Across 7 Dimensions
in 15 minutes

Benchmark
Against Industry
Peers

Comprehensive
Recommendations