Adobe | **Deloitte.** Digital

EXPERIENCE IS

everything

MARKETING IS NO LONGER A

one-way street

AND TECHNOLOGY ISN'T JUST A TOOL.

In a world of unprecedented connectivity and changing customer expectations, organizations need to deliver a brand experience that places purpose before product and leverages technology, data, and innovation to bring humanity back to every interaction.

Why? Because great brand experiences build connections. Strong connections create loyalty. And loyalty drives business results.

Change is hard.
But it can be done.

Surrounded by constant digital innovation and cultural disruption, customers are demanding experiences that anticipate their every need, want, and desire. Brands are chasing the customer with technology, targeted media, and personalized experiences. But, wading through the endless stream of content, offers, and functionality across an increasing variety of uncoordinated and inconsistent channels, customers are frustrated, and brands are finding it hard to keep up.

ACCORDING TO STUDIES:

71%
of consumers express frustration when their shopping experience is impersonal[i]

30%
of companies will see a decline in digital experience quality this year and, as a result, will lose a point in growth[ii]

63%
of CMOs expect their innovation budgets to increase in 2019, yet marketing leaders rated themselves as relatively low in innovation maturity[ii]

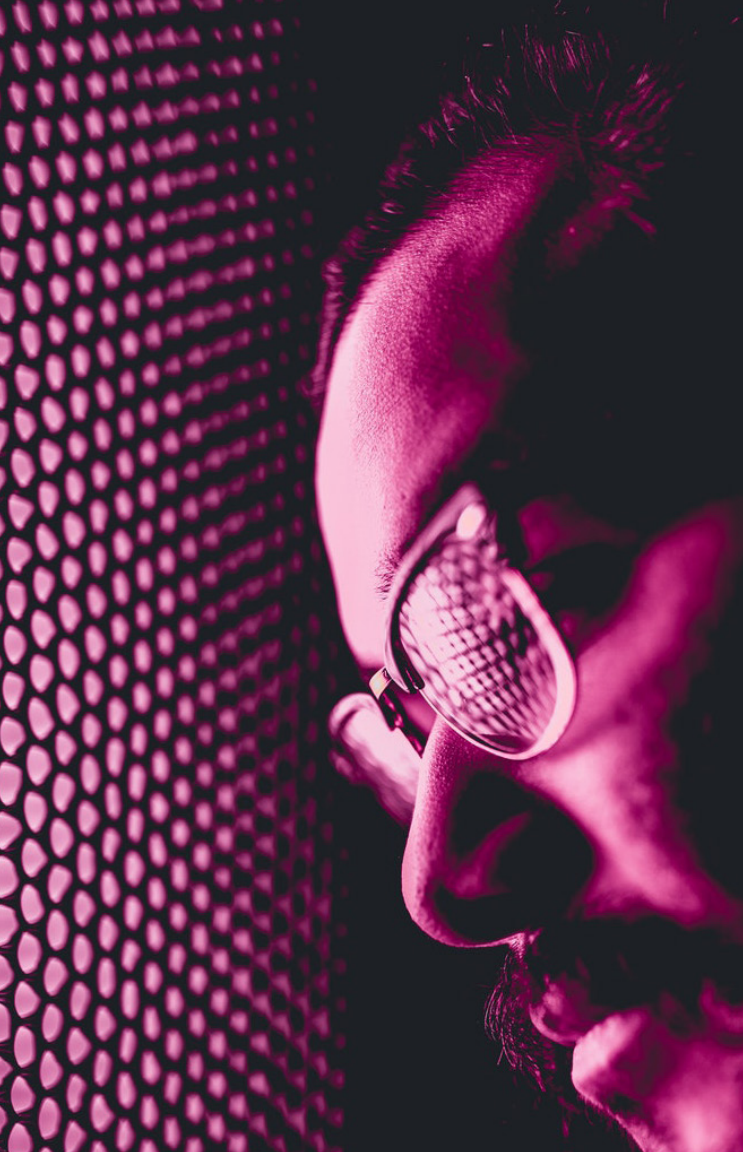**22%**
Marketing technology is 22% of the marketing budget yet only half of CMOs say they effectively adopt and deploy marketing technology[iv]

WE'RE SPENDING MORE,

getting less

AND THE CUSTOMER REMAINS JUST OUT REACH

To stay relevant, brands should reimagine their business through the eyes of the customer

Delivering a memorable experience can help brands stand out from the competition and create loyal brand advocates, but it takes more than personas, customer journeys, and a superficial understanding of data. Creating a truly customer-centric enterprise requires reshaping and rewiring the organization to break down silos and overcome the cultural and operational barriers that stand in the way of meaningful change.

ACCORDING TO STUDIES:

Customers who have positive experiences are 15x more likely to recommend, 8x more likely to trust, and 7x more likely to purchase[v]

40% of U.S. consumers purchased something more expensive than planned because their experience was personalized[vi]

Stock prices for companies that invested in user experience outperformed their peers by 219% between 2004 and 2014[vii]

Elevating the human experience requires **more than just the latest creative and technology,** but deep insight into human behavior and an understanding of what's possible.

Pair that with the ability to execute these organizational changes, and brands can build compelling experiences that help them connect with customers in meaningful ways—consistently exceeding their expectations.

help you drive

CONNECTION, LOYALTY, AND GROWTH

We combine creative digital capabilities and the broad reach of an advertising agency to challenge the status quo, powered by the deep business insight and technical and organizational experience of the world's largest private consultancy.

Our integrated capabilities are supported by a **commitment to investing** in and creating industry-leading IP and technology platforms.

This enables us to create custom solutions that are **tailored to your ambitions,** whether through our DigitalMIX™ integration framework or our ExperienceMIX platform that brings together traditional and emotional data to give you a single view of your customer.

By **harnessing the power of human understanding to solve for unmet human needs,** we can help you build the deeply personal experiences necessary to drive connection, loyalty, and ultimately—growth.

REVOLUTIONIZING THE

CUSTOMER EXPERIENCE.

Together

At Deloitte Digital, we help clients see what's possible, identify what's valuable, and deliver on it. And together with Adobe, we're collaborating to deliver dynamic solutions that drive sales and inspire user loyalty with each interaction.

DELOITTE DIGITAL

Deloitte Digital named a worldwide leader in Digital Customer Strategy & Experience Consulting based on breadth and depth of capabilities by ALM Intelligencev[iii]

Deloitte named the undisputed global leader in CRM and Customer Experience Services based on completeness of vision and ability to execute by Gartner[ix]

Deloitte named a global leader in Digital Experience Services based on strategy and current offering by Forrester[x]

Deloitte named a Leader, ranked #1 by IDC in Digital Strategy Consulting, worldwide and in all regions[xi]

ADOBE

Adobe Experience Cloud manages more than 233 trillion data transactions annually[xii]

More than two thirds of Fortune 500 companies use Experience Cloud today, including 10 out of the 10 largest corporations and financial services companies in the U.S., and 9 out of the 10 largest media companies in the world.[xiii]

Industry analysts have named Adobe a leader in over 20 categories, such as Web Content Management, Digital Marketing Analytics, Digital Commerce, Marketing Cloud Platforms and more.[xiv]

WITH OVER A DECADE OF JOINT SUCCESS
AROUND THE WORLD, HERE'S HOW

we're creating differentiated
value for our clients

Media and Entertainment

Built on Adobe Experience Cloud, a revamped digital engagement platform helped a large media company optimize SEO, account, and content management capabilities to deliver targeted digital content across devices.

- Increased user access to half a million unique pages, books, products, and digital assets

- Over 25 million registered users

- An average of 15 million monthly visits and 9.7 million unique visitors

Media and Entertainment

Over-the-top (OTT) streaming services and a data-driven marketing ecosystem for a leading brand, integrating Adobe Marketing Cloud and Adobe Analytics with leading CRM, mobile app, customer data, and SAS campaign platforms.

- Achieved 3X the level of email engagement

- Enhancements in automation, omni-channel campaign orchestration, analytics, reporting, and offer management.

- Automated integration of data usage in near real time

Health Care

A data-driven customer care solution for a global health care company that integrates patient data from the company's cloud platform with Adobe Campaign to improve patient engagement and data management across stakeholders.

- Created a single, real-time customer view, shareable with all stakeholders, across any device, 24/7

- Improved customer experience with more personalized and targeted communications

- Achieved data compliance on all channels

Health Care

Robust digital transformation for a leading insurer that integrated Adobe Experience Manager into a new web presence. We enabled better engagement, easier browsing, improved analytics, and faster content creation.

- Enhanced online navigation and personalized content leading to fewer clicks and less frustration

- Improved analytic capabilities to enable data-driven decision-making and optimization

- Faster, easier custom content creation and management

High Tech

Game-changing marketing for a multinational technology company fused progressive capabilities with the creation of a unified DAM that integrates with Adobe Creative Cloud for sourcing and Scene 7 for flexible distribution.

- Faster content velocity

- Greater content reuse

- More effective asset search

- Seamless integration with agencies and downstream partners

High Tech

As part of our digital transformation strategy for a multinational high-tech conglomerate, we built an ecosystem of next-generation solutions that utilized Adobe Experience Cloud for customer and partner engagement alongside other leading technologies.

- 52% increase in user satisfaction
- 67% increase in site usage
- 75% growth in self-service software
- 15% rise in clients resolving their own request

Life Sciences

Equipped with an industry-specific digital strategy, we built a first-in-class digital platform for a global genetics company. Integrated with Adobe Experience Manager, the platform featured real insights and differentiated self-service experiences while increasing efficiency and online sales.

- Content standardizations, flexible and automated workflows, brand consistency, and global analytics
- Reduced time to market for new global product introductions
- Elevated, mobile-first customer experience

Retail

A luxury retailer needed help adopting the right digital advancements. We created a website leveraging Adobe Experience Manager, Adobe Target, and Adobe Analytics to provide their customer a uniquely tailored journey any time, on any device.

- Increased conversion rates
- Reduced new campaign costs by 30-60% in time-to-market savings
- Increased upsell and cross sell
- Created process efficiency with reduction of time spent managing the website
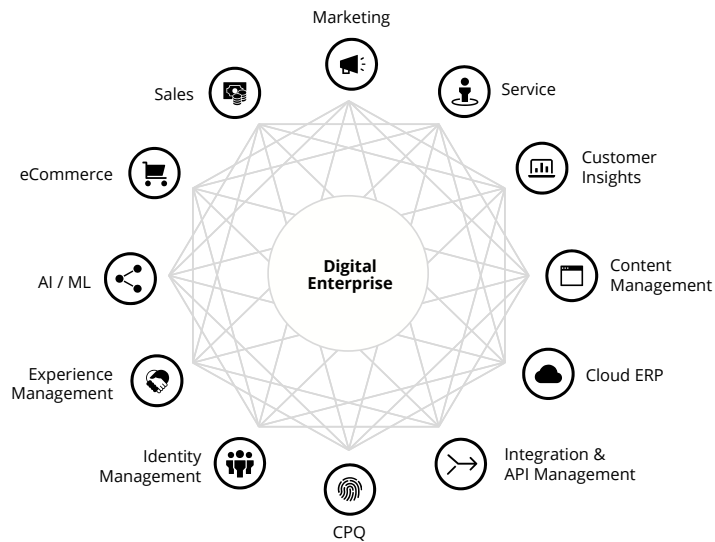
State & Local

Leveraging AEM Forms capabilities and automated workflow processes, we created a streamlined digital experience for a large government agency, turning cumbersome paper processes into an efficient digital engagement platform.

- Greatly reduced application submission, routing, and approval processing and response times
- Allowed for quick data collection, reducing the labor effort
- Drastically improved data integrity

DigitalMIX™

Our one-stop-shop for strategy, digital processes, design, and technology. Built on Adobe Experience Cloud, powered by Salesforce, and mobile ready with Apple iOS, we take a custom built, ecosystem approach to accelerate and de-risk your digital ambitions.
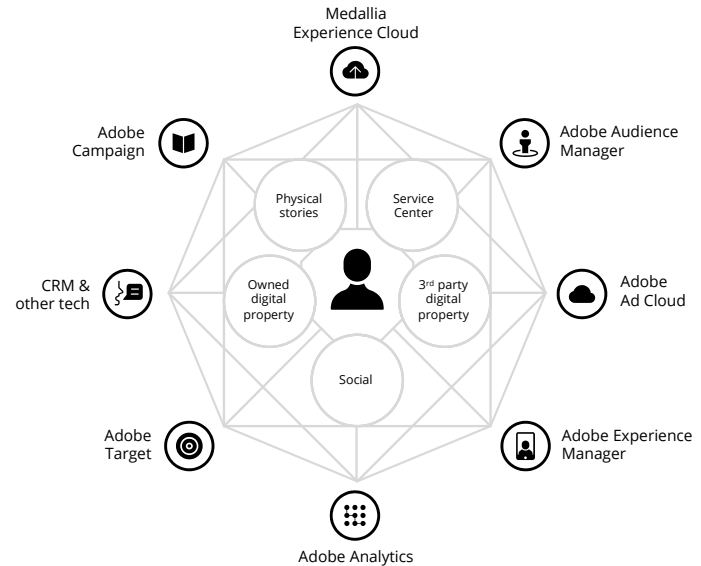
Marketing
Sales
Service
eCommerce
Customer Insights
AI / ML
Digital Enterprise
Content Management
Experience Management
Cloud ERP
Identity Management
CPQ
Integration & API Management

ExperienceMIX: A DigitalMIX™ solution

We bring together leading capabilities from Deloitte Digital, Adobe, and Medallia to help you leverage both traditional customer data and emotional data to deliver more personalized, contextual experiences to customers, at scale. Because customers are good. But fiercely loyal customers are better.

- Medallia Experience Cloud
- Adobe Campaign
- Adobe Audience Manager
- CRM & other tech
- Adobe Ad Cloud
- Adobe Target
- Adobe Experience Manager
- Adobe Analytics

Physical stories · Service Center · Owned digital property · 3rd party digital property · Social

To learn more about our global relationship with Adobe, please contact a member of our team:

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i Segment, The 2017 State of Personalization Report, page 3

ii https://www.forbes.com/sites/riverbed/2018/06/14/maximizing-digital-performance-to-drive-growth-and-the-human-experience/#45058e7071f1

iii https://www.gartner.com/smarterwithgartner/8-top-findings-in-gartner-cmo-spend-survey-2018-19/

iv https://www.gartner.com/smarterwithgartner/is-your-marketing-plan-realistic/

v Temkin Group Experience Ratings

vi Segment, The 2017 State of Personalization Report, page 3

vii https://www.forbes.com/sites/riverbed/2018/06/14/maximizing-digital-performance-to-drive-growth-and-the-human-experience/#45058e7071f1

viii ALM Intelligence; Digital Customer Strategy & Experience Consulting; ALM Intelligence estimates © 2017 ALM Media Properties, LLC. Reproduced under license

ix Gartner, Magic Quadrant for CRM and Customer Experience Implementation Services, Worldwide, Patrick J. Sullivan, Ed Thompson, 8 January 2018

x Forrester Research, Forrester WaveTM: Digital Experience Service Providers, Q4 2017", Ted Schadler, November 17, 2017

xi IDC MarketScape for Digital Strategy and Agency Services 2017 Vendor Analysis – Worldwide, Americas, EMEA and Asia Pacific, Michael Versace.

xii https://www.adobe.com/content/dam/acom/en/fast-facts/pdfs/fast-facts.pdf

xiii ibid

xiv ibid