

Driving Sales with a Customer-Centric Experience

Adobe's digital direct business



Deloitte.
Digital

THE TRANSFORMATION



INSIGHT Less than 1/3 of the millions of weekly website visitors converted to sales.

VISION Create an easier, more engaging buying experience for customers.



INSIGHT Siloed marketing and e-commerce systems complicated selling efforts.

VISION Align and simplify marketing and sales e-commerce functions.



INSIGHT Direct digital sales offered greater profit potential than traditional reselling.

VISION Increase revenue through a customer-centric e-commerce platform.

THE RESULTS



ENHANCED OPERATIONAL EFFICIENCY through an integrated marketing and e-commerce platform



GREATER CUSTOMER ENGAGEMENT through personalization and one-click, any device sales



INCREASED PROFITABILITY by increasing the online cart additions across Adobe products



16%

Increase in checkout-to-order conversions



40%

Decrease in global webpage count, leading to simplified website maintenance



48%

Increase in lead conversions



100%

A fully intuitive drag-and-drop authoring environment

Vision accomplished.

A flexible, engaging, and profitable e-commerce platform.



For more information, send an email to clientspotlight@deloitte.com



View the Client Spotlight Story: www.deloitte.com/adobe



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