



DEVELOPERS LIVE

Adobe Experience Platform Launch

Jeff Chasin | Sr Evangelist



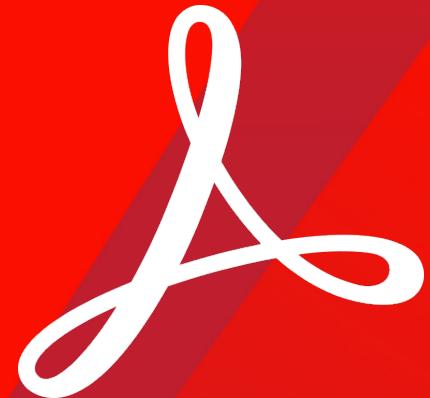
Changing the World through Digital experience

Adobe Creative Cloud



Unleashing
Creativity

Adobe Document Cloud



Accelerating
Document
Productivity

Adobe Experience Cloud



Powering
Digital
Businesses



Adobe Experience Cloud

14 Trillion

Segment Activations
per Day

3.3 Trillion

offers delivered per day

15 Trillion

web pages per day

~1 Trillion

Marketing activities per year
by Marketo Engage

\$155 Billion

GMV transacted annually

~3.5 Trillion

ad opportunities
per second

Focusing on Experience is good for business

1.6x

Brand awareness

1.9x

Average order value

1.9x

Return on ad spend

1.6x

Customer lifetime value

1.5x

Employee satisfaction

1.7x

Customer Retention

1.6x

Customer satisfaction rates

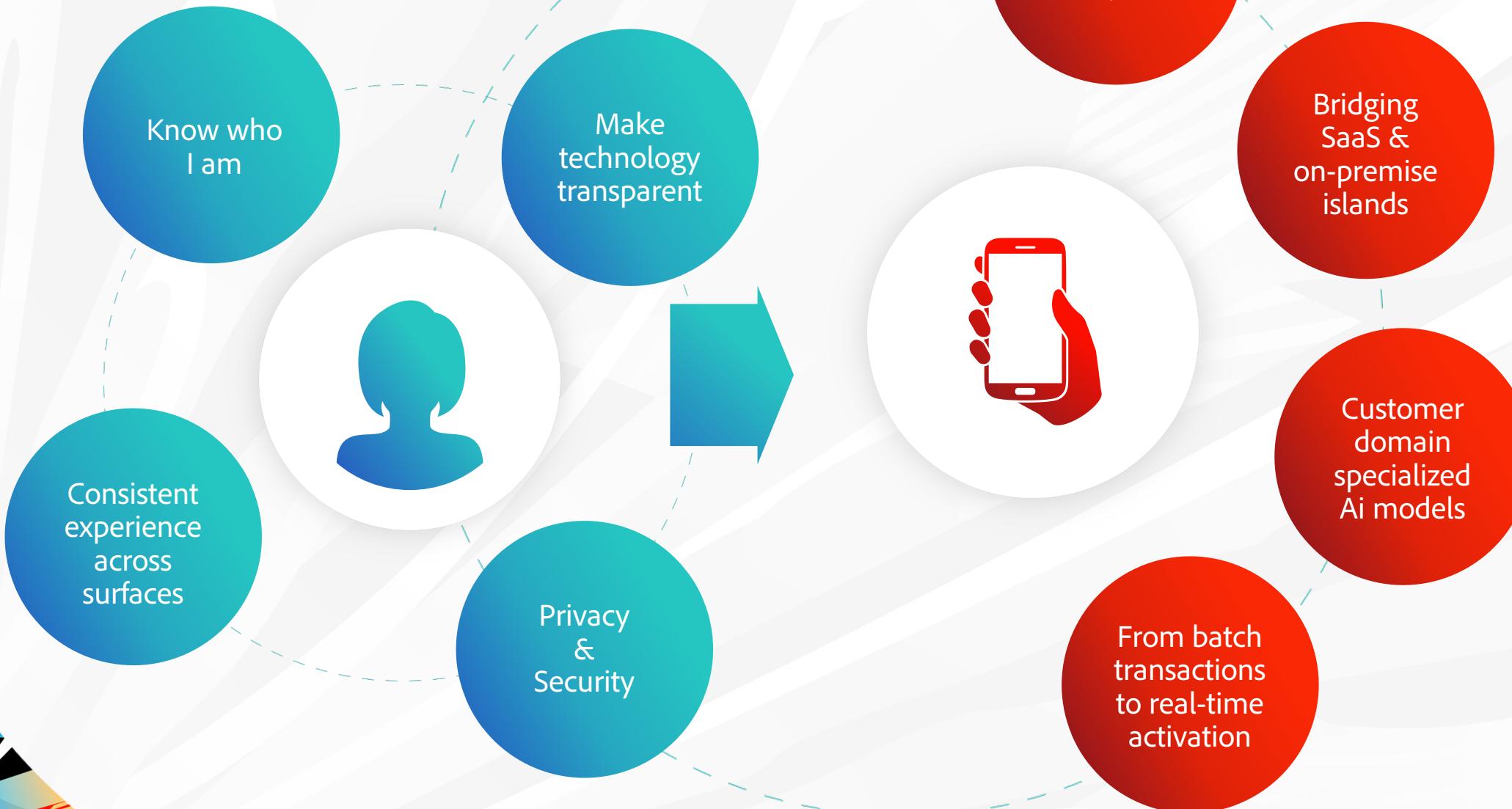
36%

Faster revenue growth rates

Customers control when, where and how they engage



Experience business imperatives



CUSTOMER EXPERIENCE MANAGEMENT



Pillars of Customer Experience Management

Data
&
Insights



Content
&
Commerce



Customer
Journey
Management



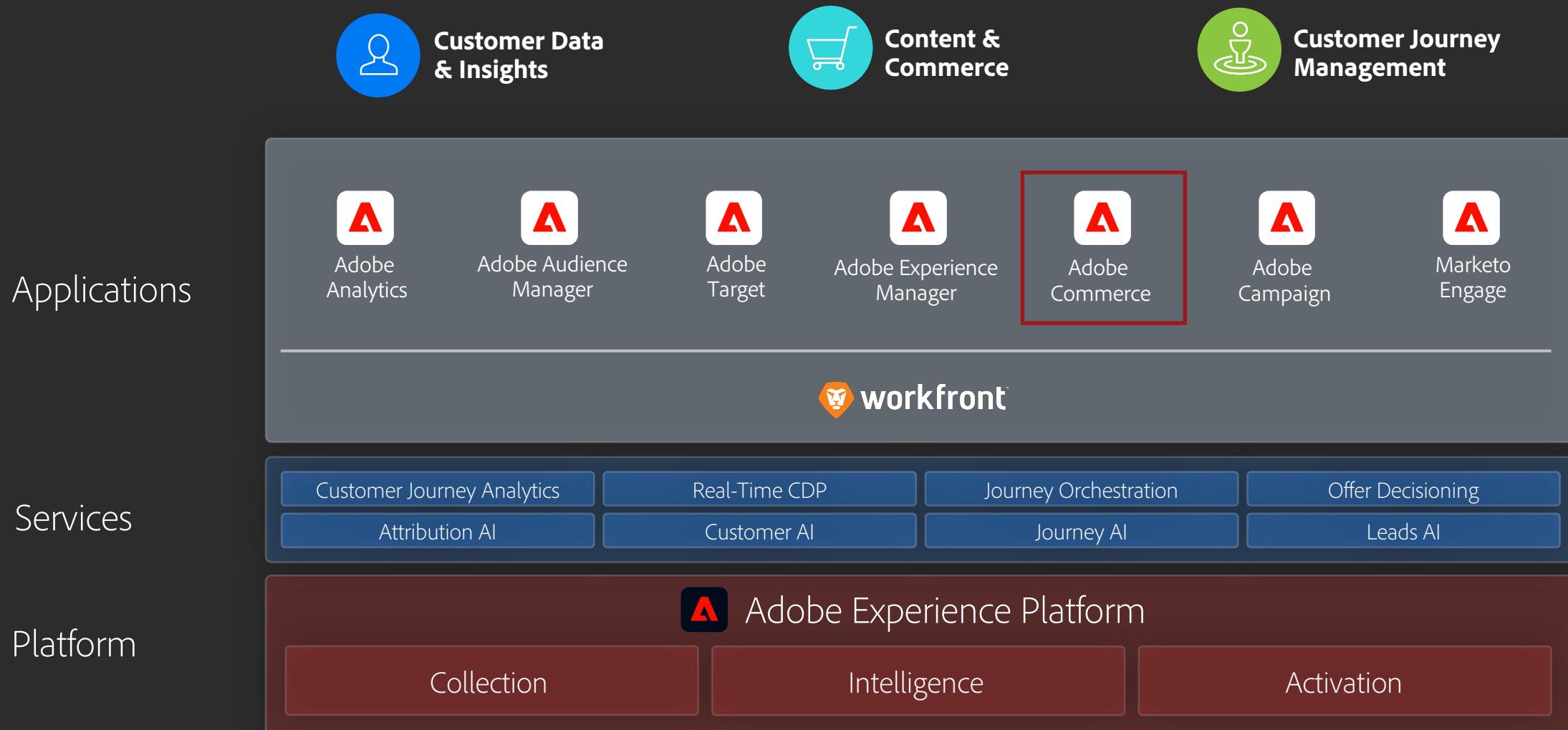
Experience
Intelligence



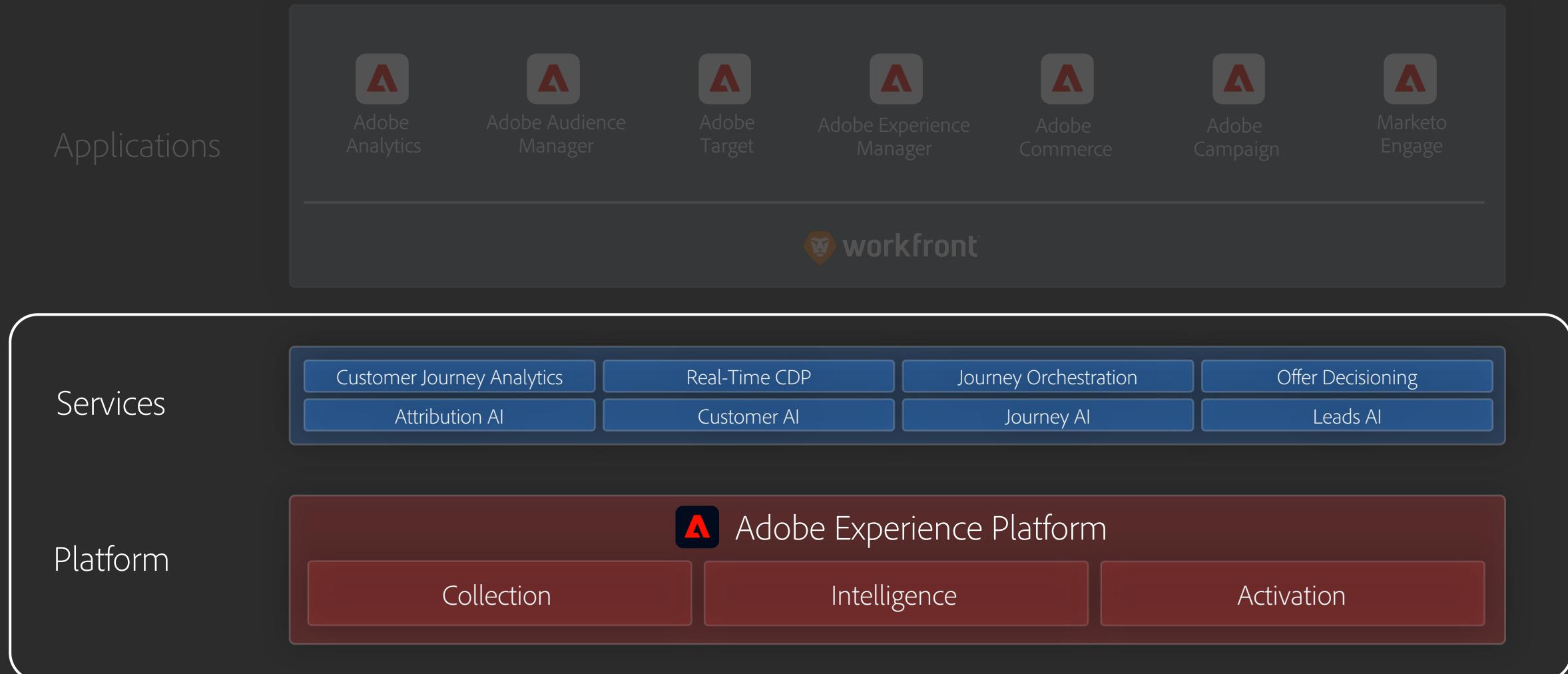
Open
Ecosystem



Adobe Experience Cloud: Comprehensive CXM Portfolio



Experience Platform and dependent App Services





Adobe Experience Platform Launch

Adobe Experience Platform Web SDK

All-in-one JavaScript library simplifies the flow of data with Alloy.js

Adobe Experience Platform Edge Network

Real-time speed world's largest, globally-distributed, SOC2-compliant edge

Adobe Experience Platform Launch Server Side

Unlocking the Power of Server-Side to ignites worldwide data collection

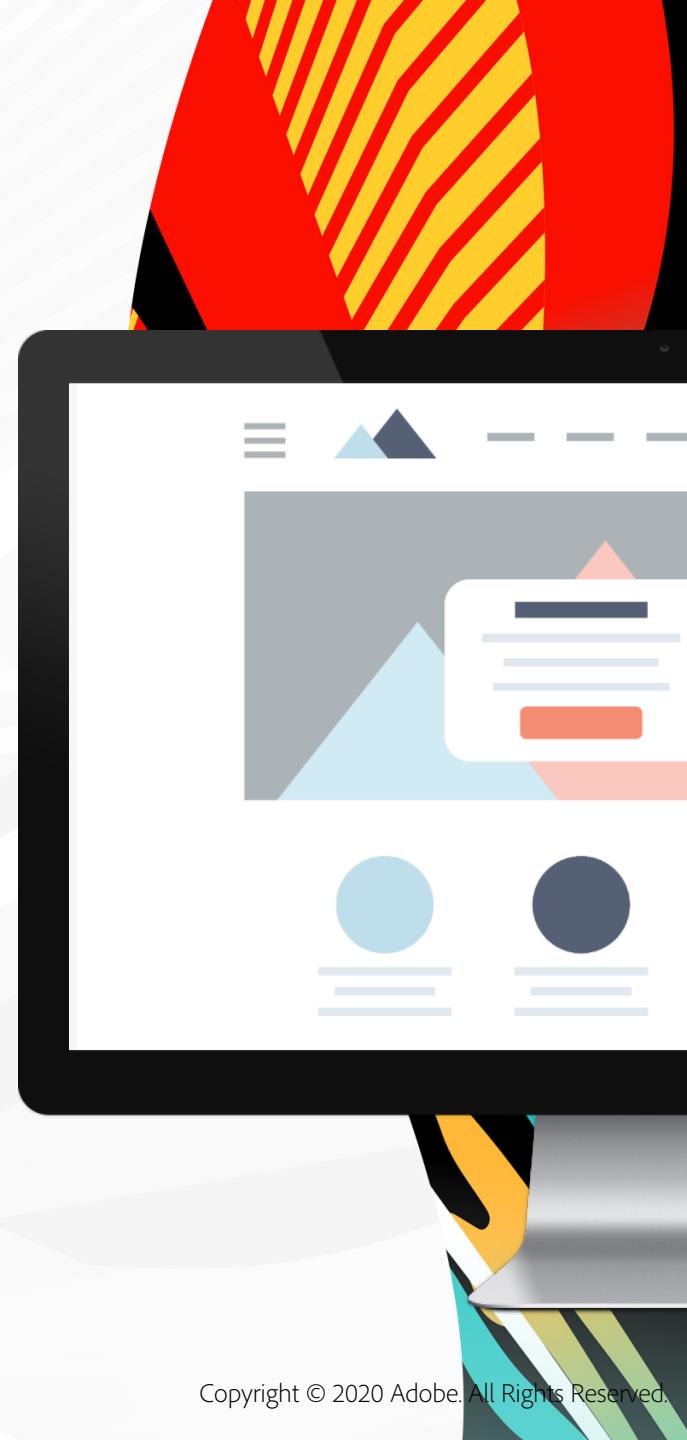


Adobe Experience Cloud



Non-Adobe Apps & System

AEP Edge Network



Modern data collection

