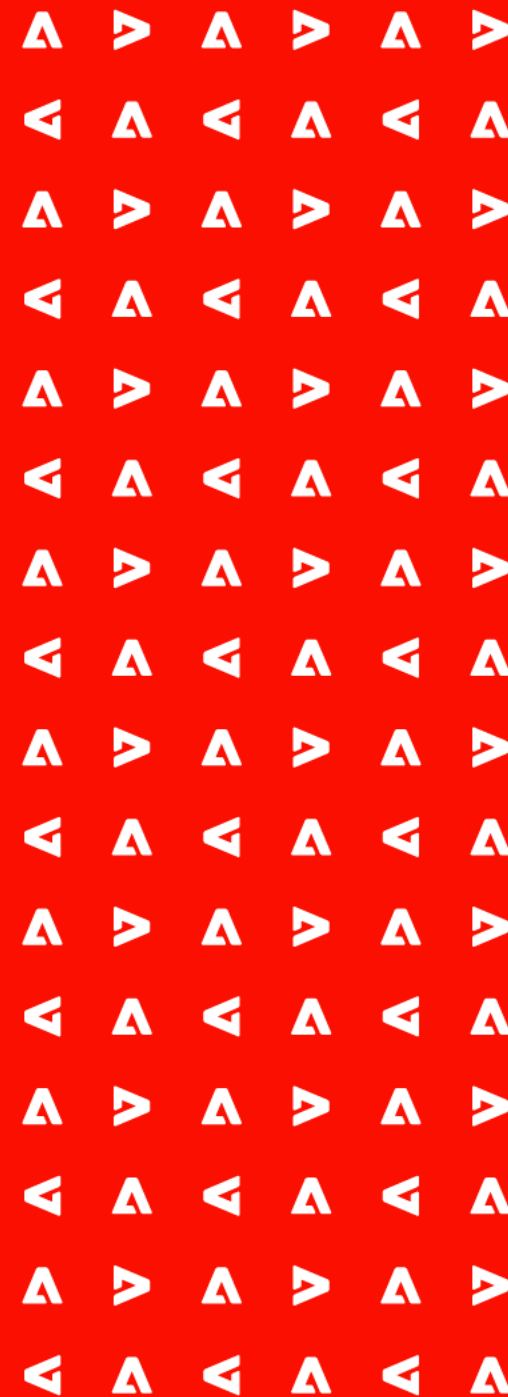




Adobe Campaign Integrations

August 2021



Today's Speakers



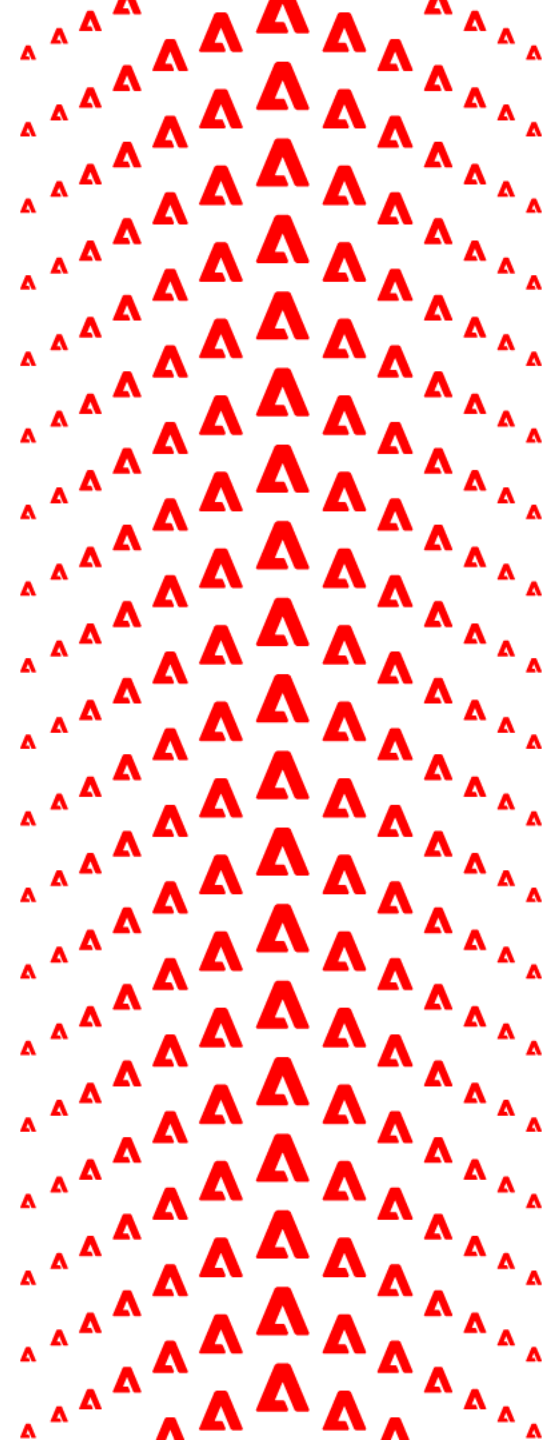
Manish Shah

Senior Technical Partner
Development Manager
Adobe



Bruce Swann

Principal Product Marketing Manager
Adobe



Agenda



Adobe Experience Cloud Integrations



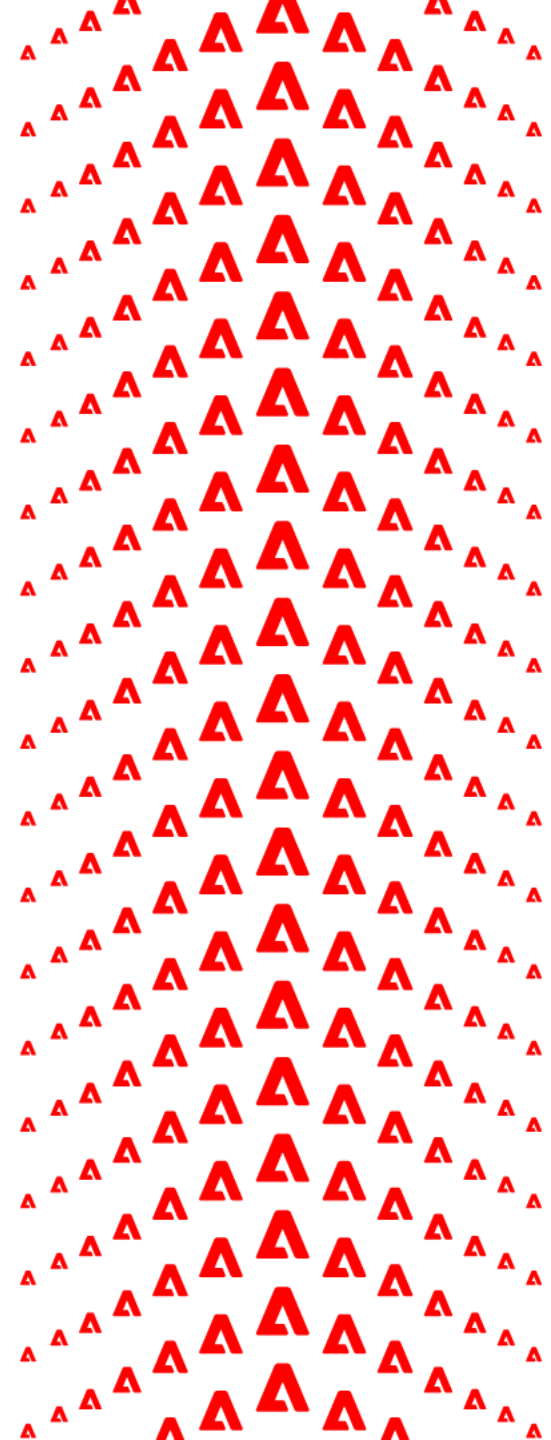
Adobe Experience Platform Integrations



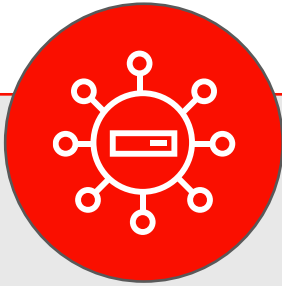
3rd Party Integrations



Resources



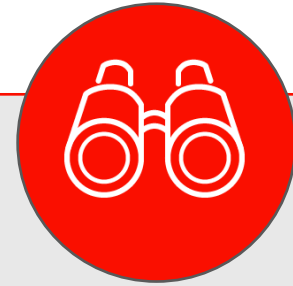
Key Takeaways



Understanding use cases enabled by Adobe Campaign Integrations



Tips and tricks for integrating Adobe Campaign with other solutions



Knowing where to go for help and resources

Market Dynamics

The Consumer



- Priorities have evolved
- Preferences have changed
- In full control

The Marketer



- Too many tools
- Fragmented data
- Operate in silos

Operating at Scale



- Customer touchpoints
- Marketing teams
- CX strategy

Adobe Experience Cloud

Applications

Data Insights & Audiences

Analytics
Audience Manager
Journey Analytics
Advertising
Real-time CDP

Content & Commerce

Experience Manager Sites
Experience Manager Assets
Magento

Customer Journeys

Journey Optimizer
Campaign
Marketo Engage
Target

Digital Enrollment & Onboarding

Experience Manager Forms
Adobe Sign

Marketing Workflow

Adobe Workfront

Services

Application Services

Intelligent Services

Platform



Adobe Experience Platform

Real-Time Customer Profile

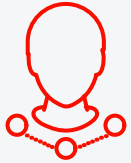
AI & Machine Learning

Open Ecosystem

Cloud Extensibility

Adobe Campaign Key Capabilities

INTEGRATED CUSTOMER PROFILE



Manage your
subscribers in a single
location

DATA MANAGEMENT & SEGMENTATION



Build and enrich
audiences in real time

CROSS-CHANNEL CAMPAIGNS



Coordinate campaigns
across all online and
offline channels

INTEGRATED EMAIL & MOBILE



Natively build and
execute your email
campaigns

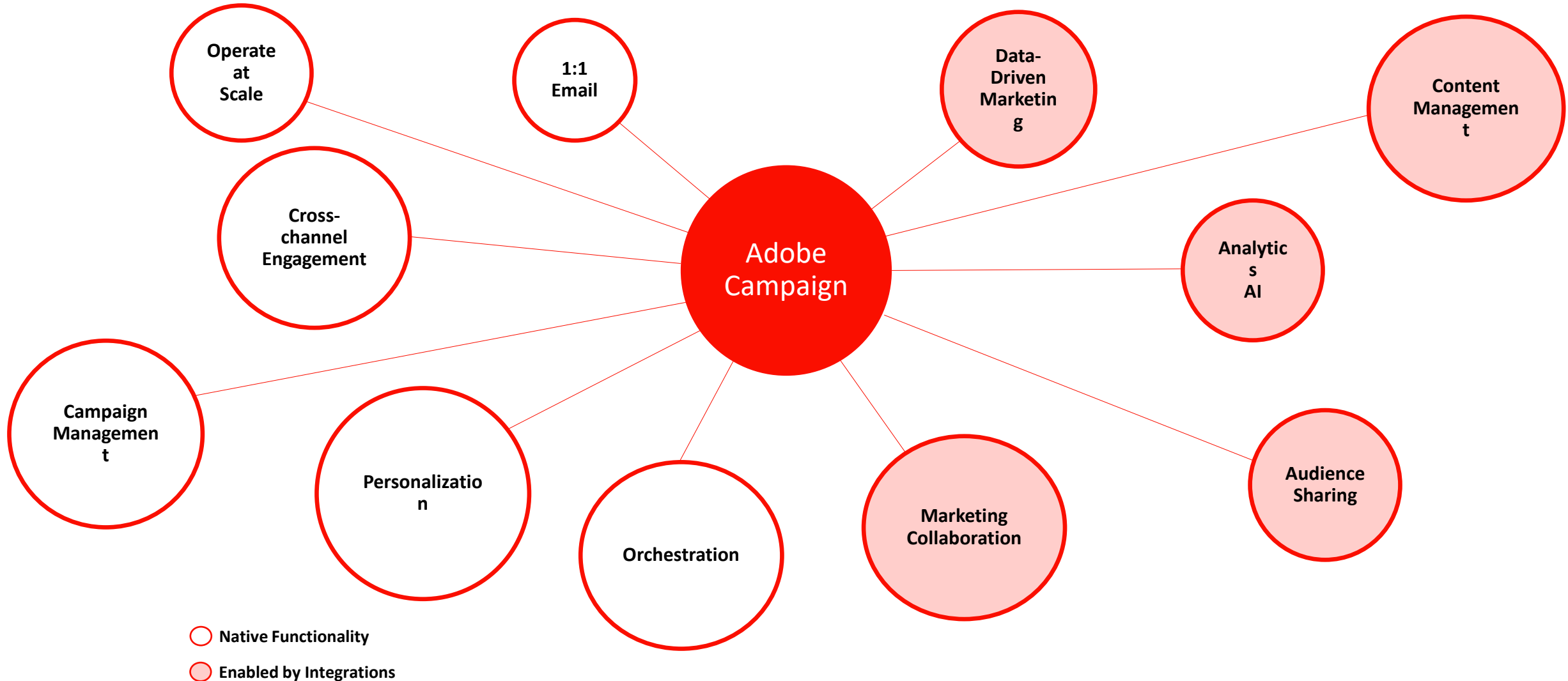
REPORTING & ANALYTICS



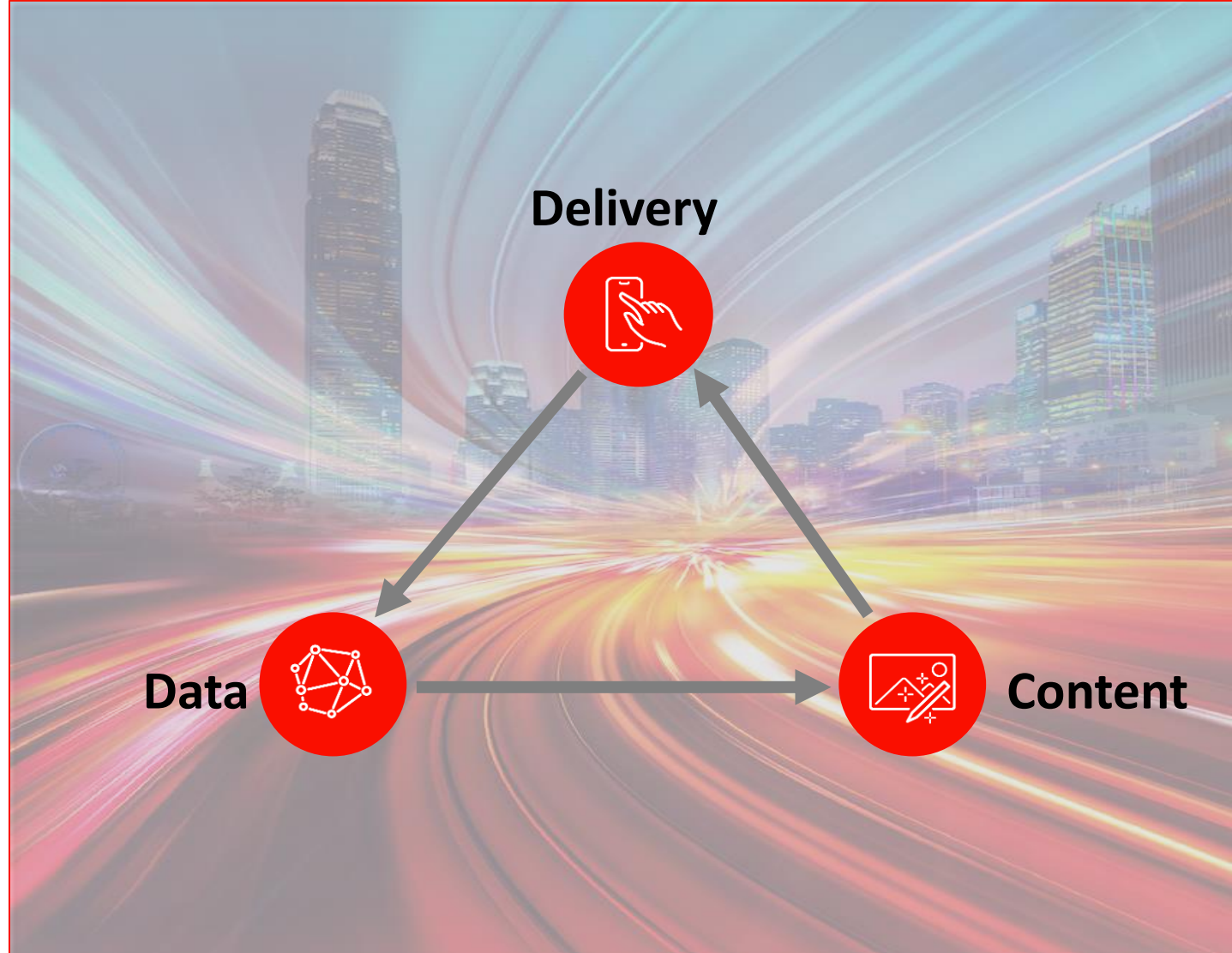
Measure effectiveness
of marketing campaigns

INTEGRATED WITH ADOBE EXPERIENCE CLOUD

Adobe Campaign Use Cases



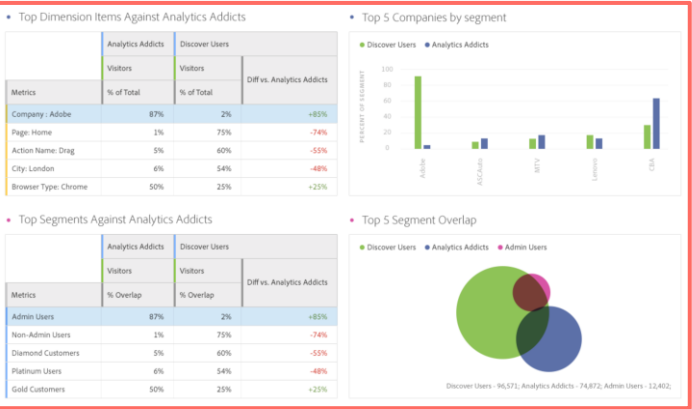
Cross-channel Marketing: Key Ingredients



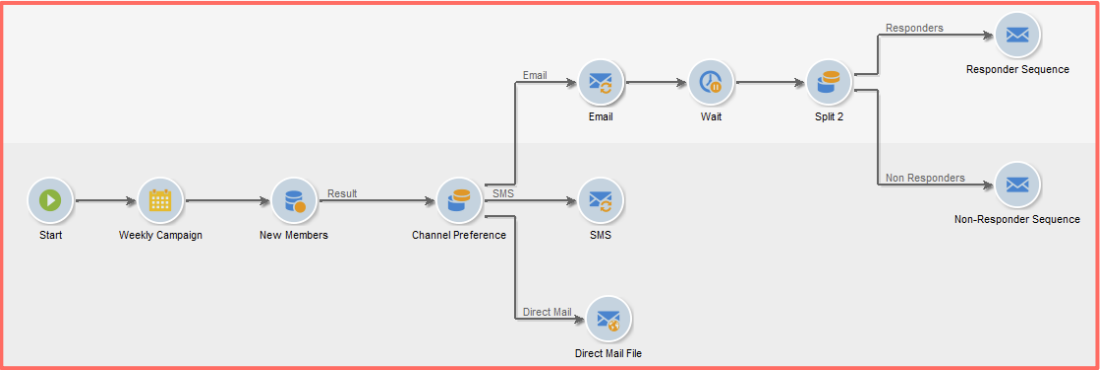
Adobe Campaign & Adobe Analytics

Data-driven Marketing

1. Segment/Audience Analysis



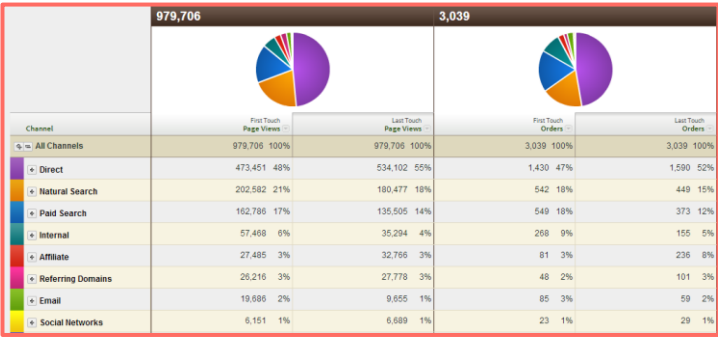
2. Insight to Action



Shared Audiences
Triggered Events

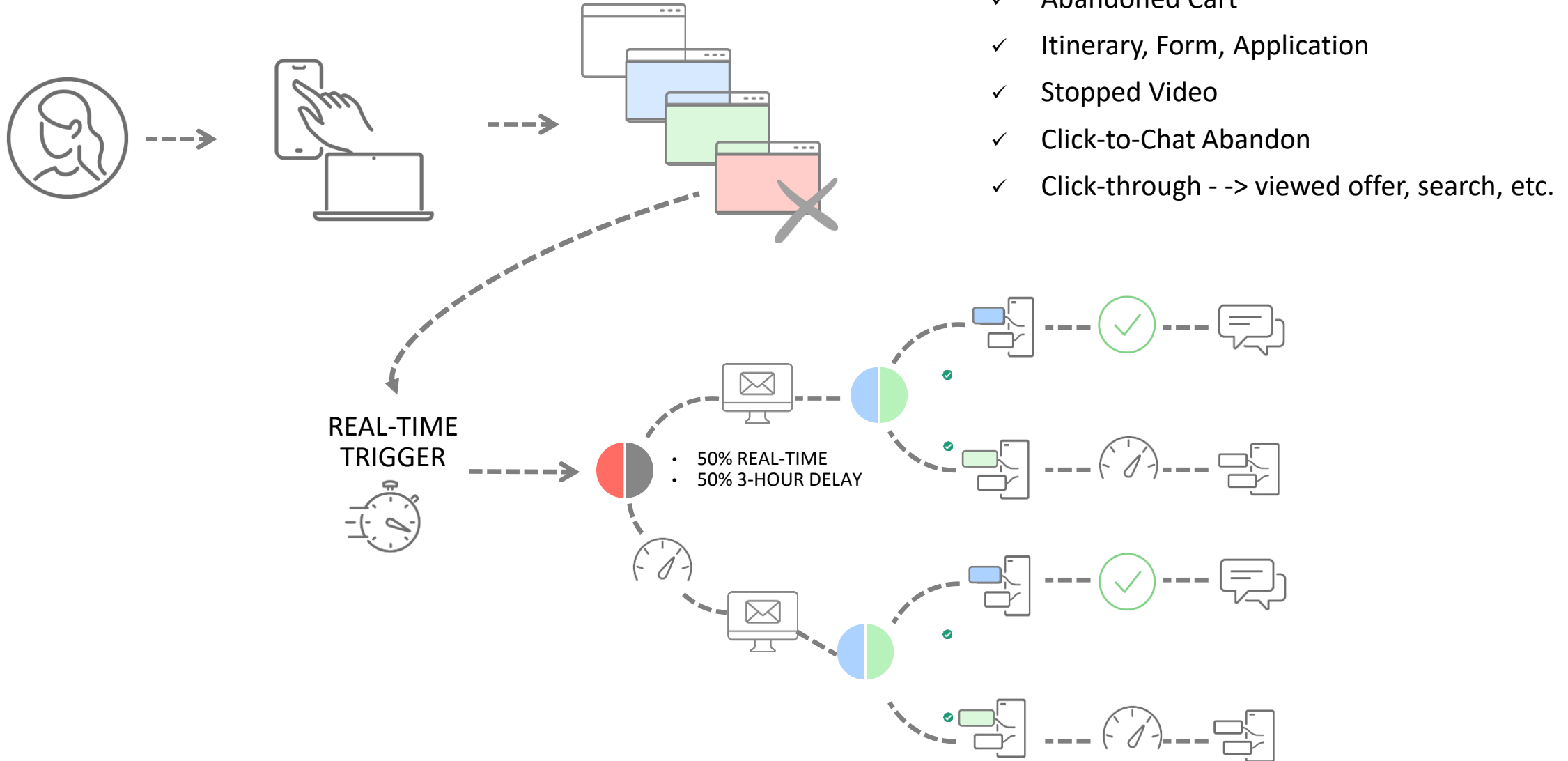
- ✓ Insight to Action
- ✓ Closed-loop & Iterative
- ✓ Measurable

3. Measurement



Adobe Campaign & Adobe Analytics

Decision in Near Real-time



Adobe Campaign & Adobe Analytics

Data-driven Marketing

Challenge

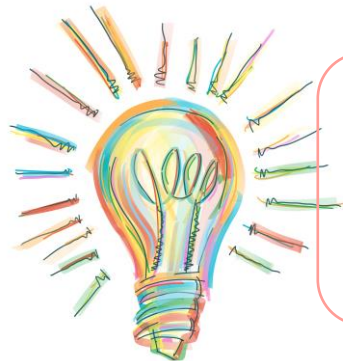


- Integrating disparate systems
- Higher total cost of ownership
- Costs to update and modify
- Data latency
- Missed marketing opportunity

Adobe Advantage



- Native Integrations
- Synchronize KPI and Customer Data
- Real-time event-triggers
- Quicker insight to action
- Increased revenue

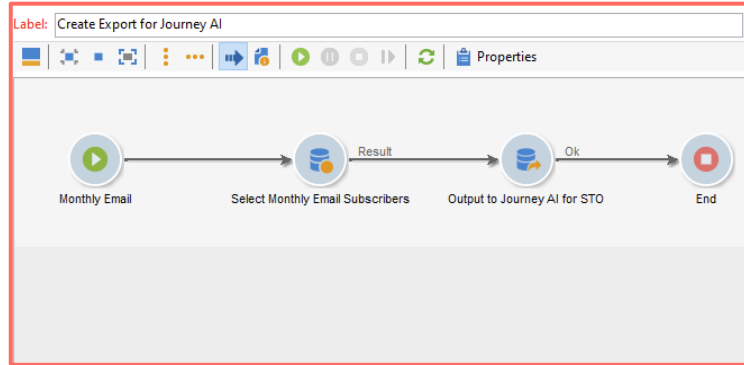


Insurance company: new memberships initiated online climbed from **26% to 45%**, every dollar spent on new digital experiences saw an **11× return on investment**, and overall **revenue grew 25%**.

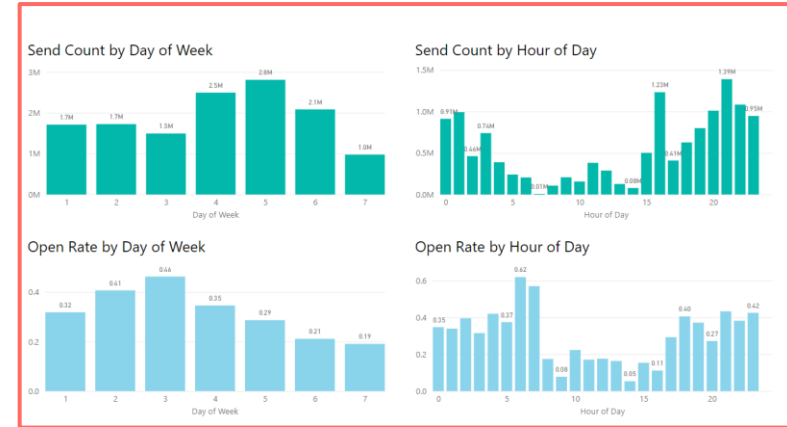
Adobe Campaign & Journey AI

AI-Driven Marketing

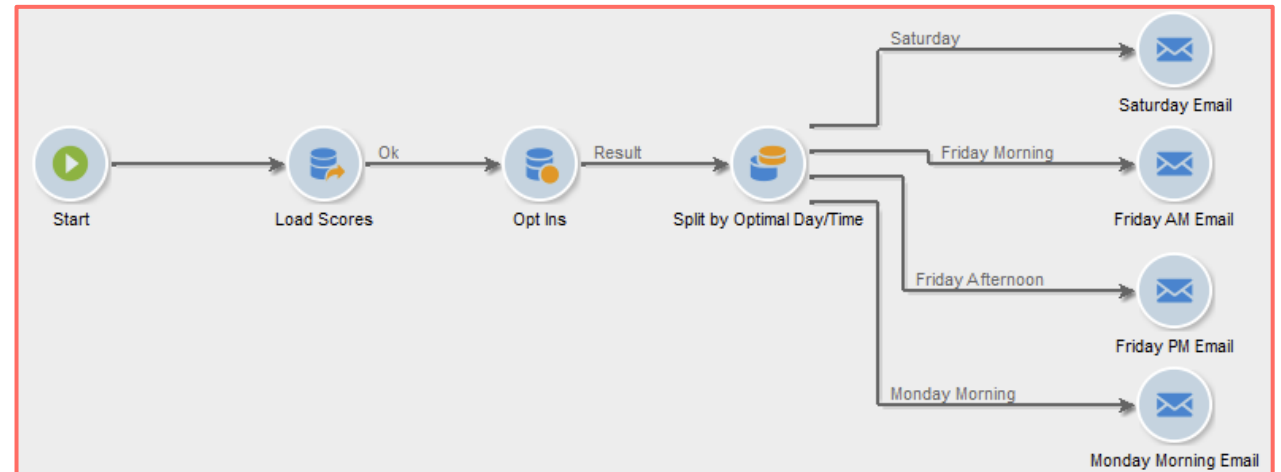
1. Campaign Audience(s) and History



2. Send-time Optimization and Predictive Engagement Scoring



3. Campaign Execution



- ✓ Predict the best time to maximize engagement
- ✓ Improved targeting and personalization
- ✓ Better customer experience and increased loyalty

Adobe Campaign & Journey AI

AI-Driven Marketing

Challenge



- Incorporating analytics into email strategies
- Disconnected cross-channel and analytics technology
- Ineffective emails and flooded inboxes

Adobe Advantage



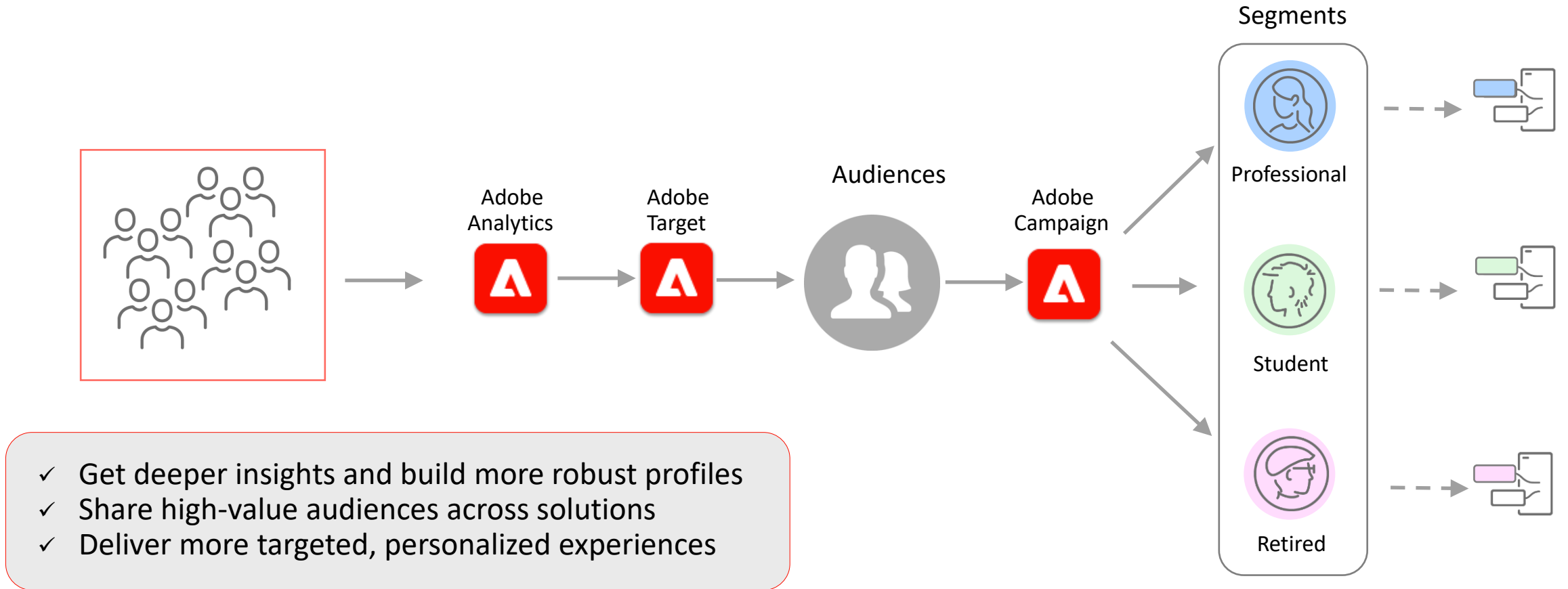
- Single solution for analytically-driven emails
- Better targeting and personalization that results in engagement and revenue
- Ideal message send time



With Journey AI and AC, retailer saw **54% increase in opens**, **67% increase in clicks**

Shared Audiences

Insights to Action



Adobe Campaign and Audience Manager

Activate Cross-channel Experiences

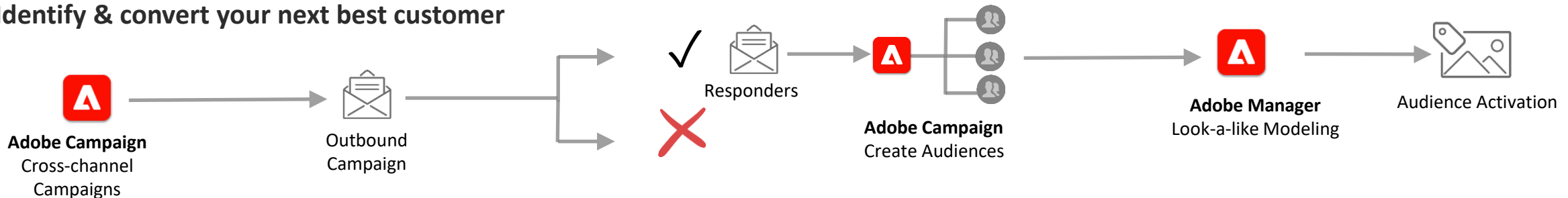
Audience Enrichment

Enhance your customer profile with behavioral data



Look-Alike Modeling

Identify & convert your next best customer



Adobe Campaign and Audience Manager

Activate Cross-channel Experiences

Challenge



- Limited modeling capabilities
- No exclusion data to easily prevent ads from hitting wrong audiences
- No privacy controls in place with customers data
- No single ID to synchronize anonymous and known audiences

Adobe Advantage



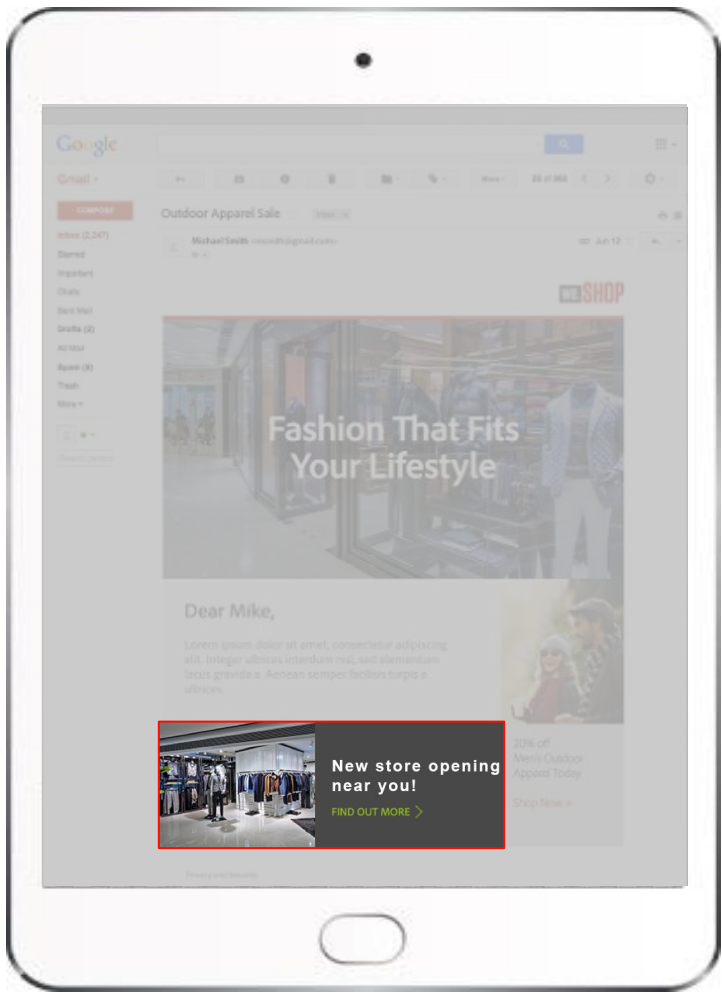
- Acquire more look-alike customer
- Retain top customers by informing targeted ads with known insights
- Leverage data responsibly ensuring PII and anonymous data is separated
- Shared common id for data synchronization and deduplication



Adobe customer doubled the number of people visiting their stores because of successful email campaigns and saw **30% higher customer acquisition** through personalized campaigns across touch-points....and **reduced campaign creation time** from a week to several minutes.

Adobe Campaign & Adobe Target

Contextual Messaging



Default
Experience

Location #1
Experience
Las Vegas

Location #2
Experience
Massachusetts

Location #3
Experience
Denver



New store opening near you!

[FIND OUT MORE >](#)



New store opening in Las Vegas!

[FIND OUT MORE >](#)



New store opening in Massachusetts!

[FIND OUT MORE >](#)



New store opening in Denver!

[FIND OUT MORE >](#)

Adobe Campaign & Adobe Target

Contextual Messaging

Challenge



- Need to invest in multiple disparate email bolt-on optimization vendors
- Manage disparate decisioning solutions to accomplish deep personalization
- High cost of ownership

Adobe Advantage



- Drive contextual, real-time experiences at open-time
- Best of both worlds, white box and black box giving marketers full control
- React in real-time to customer needs



74% of marketers say targeted personalization increases customer engagement, and they see an **average increase of 20% in sales** when using personalized email experiences.

Adobe Campaign & Experience Manager

Asset & Template Sharing

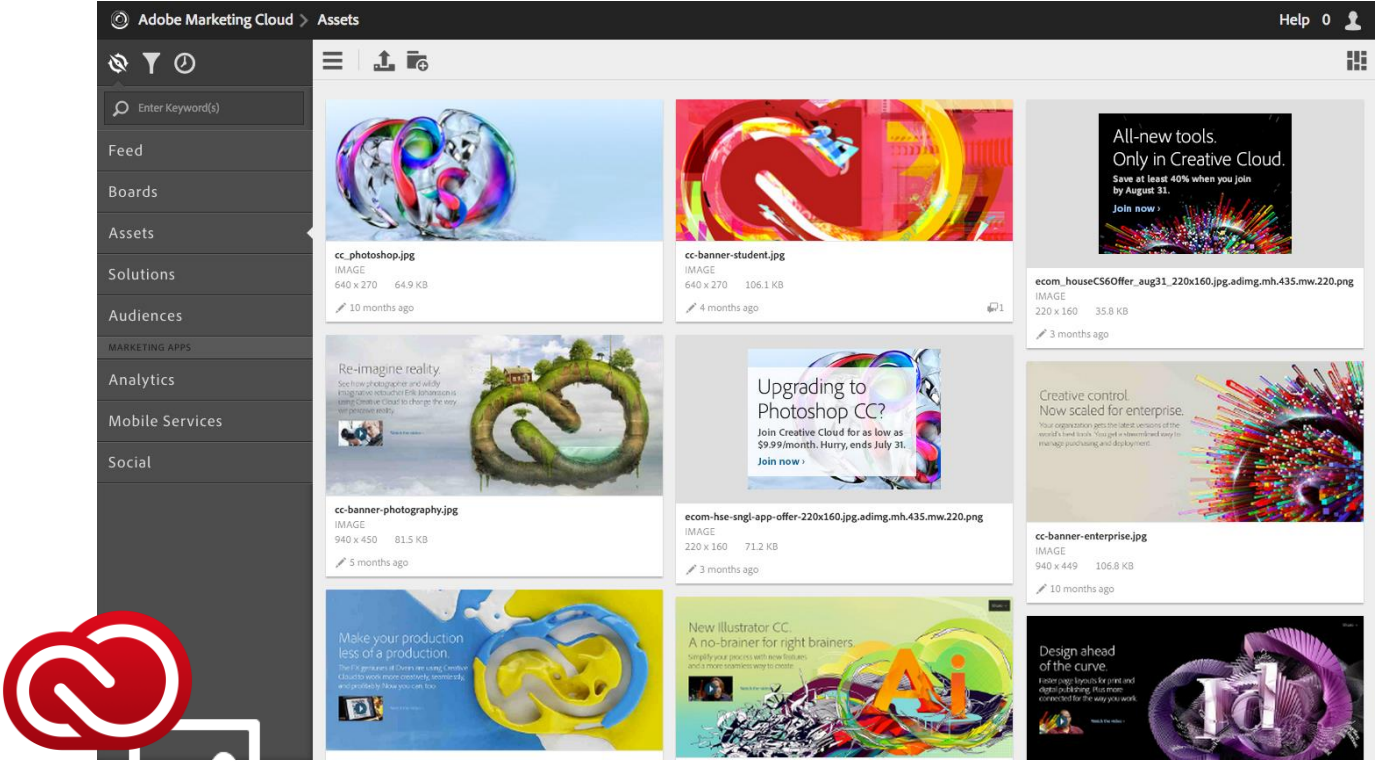
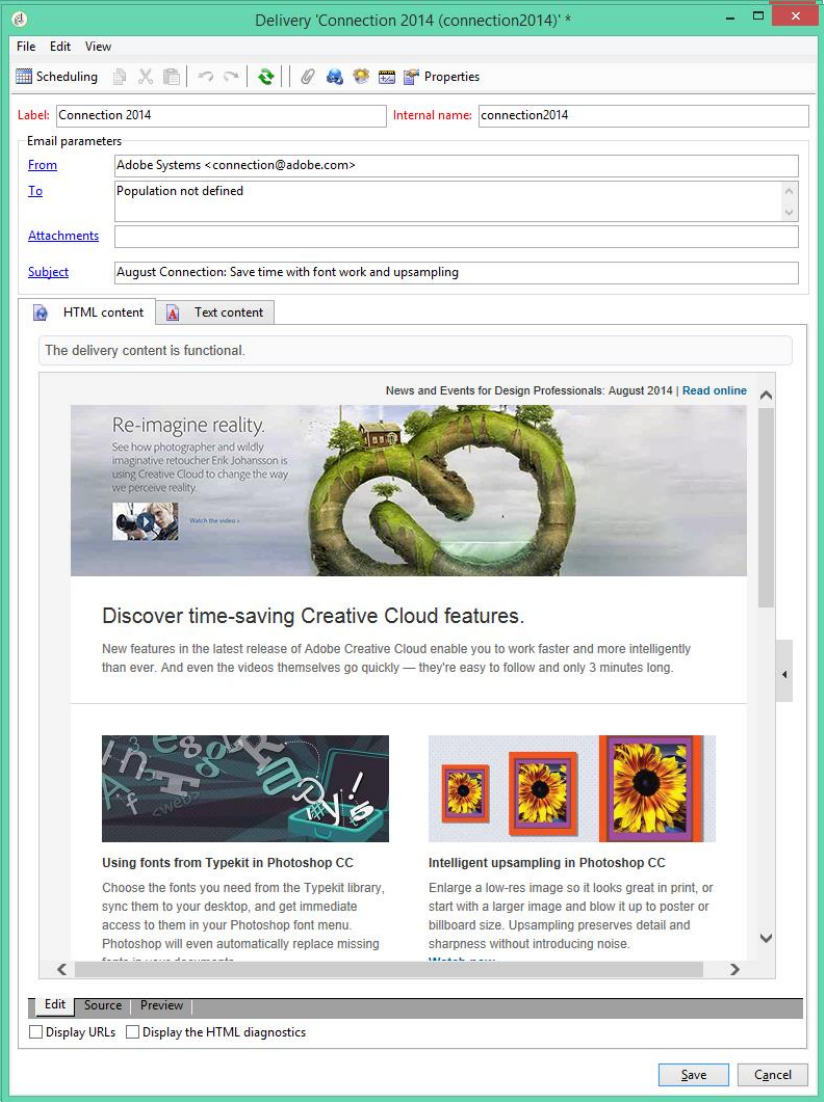
1 Share assets

2 Configure content blocks, add email specific links and publish directly to a delivery in Adobe Campaign

The screenshot displays the Adobe Campaign & Experience Manager interface. On the left, the 'Assets' panel shows a grid of images, with a red circle '1' highlighting the 'Assets' tab. The main area shows an 'E-Mail Campaigns' configuration screen. A red circle '2' highlights the 'Delivery' tab, which is open. The 'Delivery' tab shows the 'Email delivery with AEM content (DM3)' configuration. The 'Email parameters' section includes fields for 'From' (chhapari@adobe.com) and 'To' (subscriptions exist such as internal name for service equal to 'RunningNewsletter'). The 'Attachments' section is empty. Below this, a yellow banner states 'Delivery synchronized with an AEM content. Content will be automatically retrieved at time of analysis.' and 'AEM content label: Running Newsletter on-subscription'. The 'HTML content' tab is selected, showing a preview of the email content. The preview includes a header image of two runners, a greeting 'Dear <%= recipient.firstName %>', and a list of upcoming events, latest news, product comparisons, and tests. The 'HTML' tab is selected, and the 'Source' tab is also visible. The 'Display URLs' and 'Display the HTML diagnostics' checkboxes are at the bottom.

Adobe Campaign & Creative Cloud

Asset Sharing



Adobe Campaign & Experience Manager

Asset Sharing

Challenge



- Services and costs to implement
- Increased cost of ownership
- Challenges with version control
- Redundant functionality
- Content duplication leads to errors

Adobe Advantage



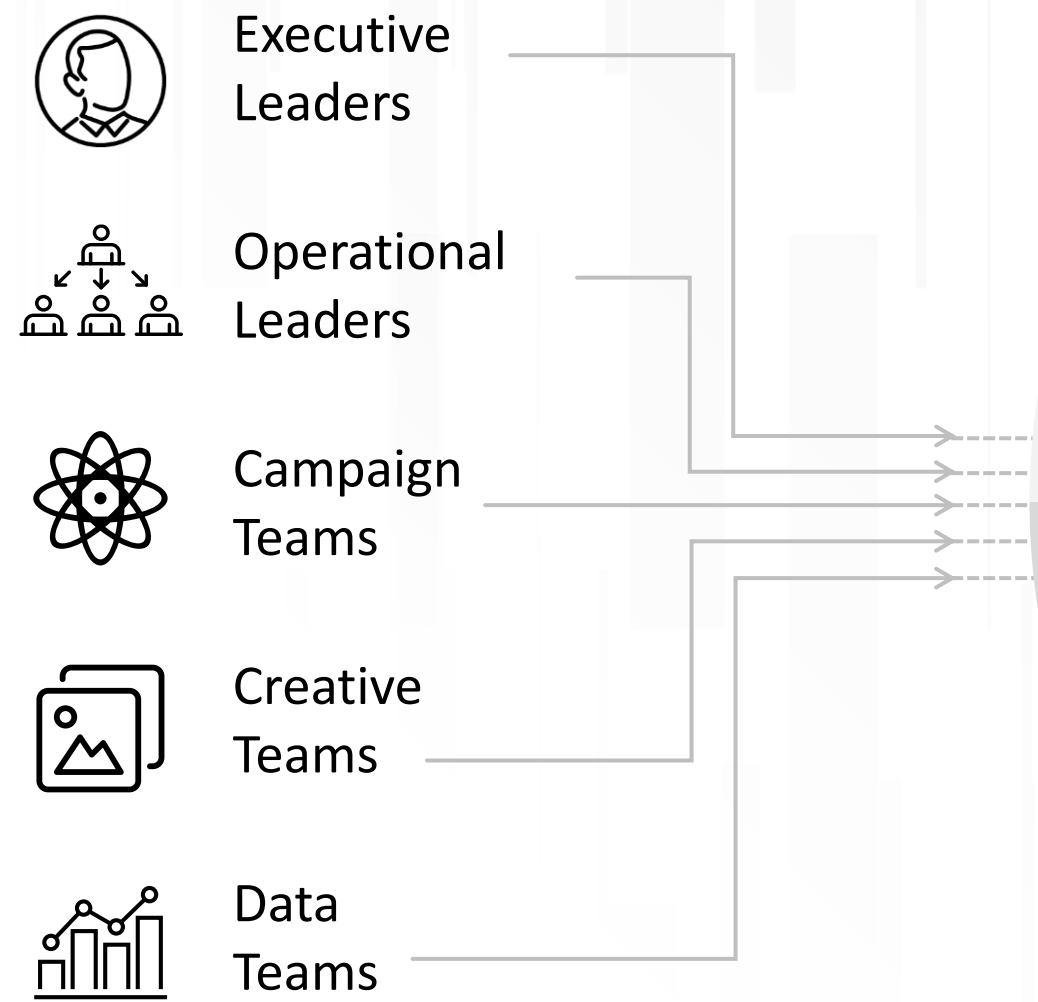
- Native integration
- Easy set up and implementation (OOTB)
- Collaboration and workflow
- Single authoring environment
- Improved efficiencies



Adobe customer: centralized governance with localized execution – **open rates have increased from 16% to 23%** and **click-through rates have increased from 2.5% to 3.8%** and **engagement has increased 70%** in one year.

Adobe Campaign & Workfront

Optimize Campaign Production Cycles



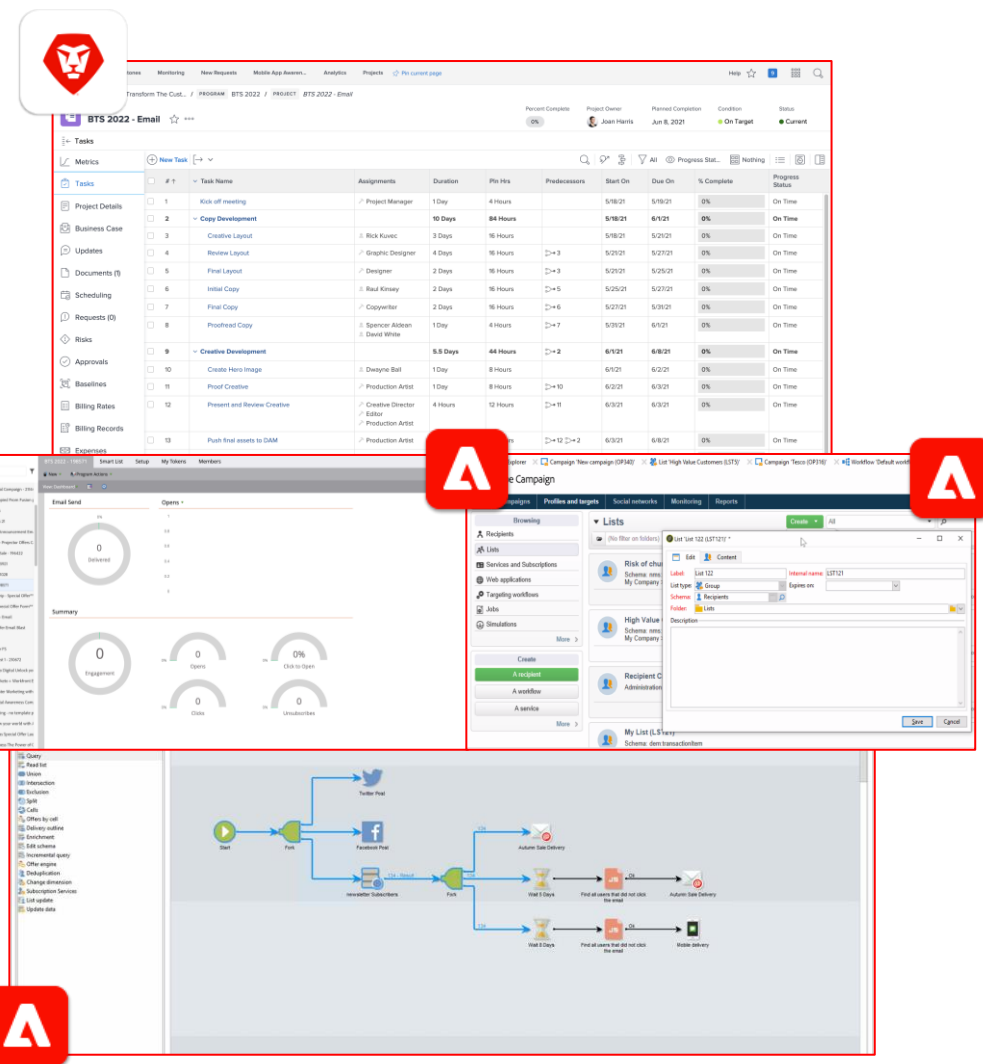
Campaign Data & Setup



Campaign briefs are completed in Workfront and routed for sign off on scope and timing. Metadata captured here can then be leveraged to initiate the downstream program or campaign. This enables the team working in the downstream platform to be informed earlier in the process, ensuring speed to market.



- ✓ **System of record**
- ✓ **Streamline campaign creation**
- ✓ **Automate approvals**
- ✓ **Better decision making**



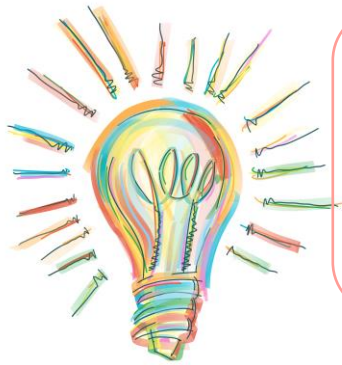
Campaign Status Updates



As creative, copy, and layouts are completed, Workfront informs the downstream system that campaign work can begin. The downstream system can also inform Workfront of the current campaign status. This allows each role in the organization to work in their preferred system while keeping others informed of the progress



Work is **completed** in **Campaign or Marketo** but **tracked** and **managed** in **Workfront** in 'real-time' via integrations; content production proofs are **reviewed** and **approved** in Workfront



- ✓ **Better visibility and decision making**
- ✓ **Cross-team visibility**
- ✓ **Automate processes**
- ✓ **Governance**

Task ID	Task Name	Assignee	Due Date	Progress	Status
11	Native Development	5.8 Days	44 Hours	0/2	6/1/21 6/8/21 100% On Time
12	Create Hero Image	5. Designing Ball	1 Day	8 Hours	6/1/21 6/2/21 100% On Time
13	Proof Creative	Production Artist	1 Day	8 Hours	6/2/21 6/3/21 100% On Time
14	Present and Review Creative	Creative Director	4 Hours	12 Hours	6/3/21 6/3/21 100% On Time
15	Push final assets to DAM	Production Artist	3 Days	16 Hours	6/3/21 6/8/21 100% On Time
16	Create Email	1 Day	20 Hours	0/9	6/8/21 6/8/21 0% On Time
17	Build Email	1 Day	4 Hours	0/1	6/8/21 6/8/21 0% On Time

The Value of an Integrated Solution: AC+AEC Use Cases

Campaign Integrations	Use Case	Value
Analytics	<ul style="list-style-type: none"> ✓ Leverage online behavioral data to trigger experiences in real-time ✓ Analyze marketing performance across channels 	Marketing efficiencies, higher customer engagement, loyalty and retention.
Target	<ul style="list-style-type: none"> ✓ Deliver personalized and contextual experiences that take into account device, date and time ✓ Automated personalization and contextualization 	High open rates, click-throughs and conversions; better customer experience.
Journey AI	<ul style="list-style-type: none"> ✓ Email send-time optimization ✓ Predictive engagement scoring 	Increase customer engagement and overall email campaign effectiveness.
Audience Manager	<ul style="list-style-type: none"> ✓ Integrate with DMP to find more of the best customers ✓ Better targeting with smarter segmentation 	Increase customer acquisition rates and lower acquisition costs.
Experience Manager	<ul style="list-style-type: none"> ✓ Accelerate the creation and delivery of digital content across channels ✓ Single environment for content authoring and asset management 	Centralize marketing assets; decrease campaign time to market.
Workfront	<ul style="list-style-type: none"> ✓ Streamline campaign creation and approval processes ✓ Collaborate across cross-channel marketing personas and teams 	Accelerate campaign cycle times; reduce errors.

Adobe Experience Platform + Adobe Campaign





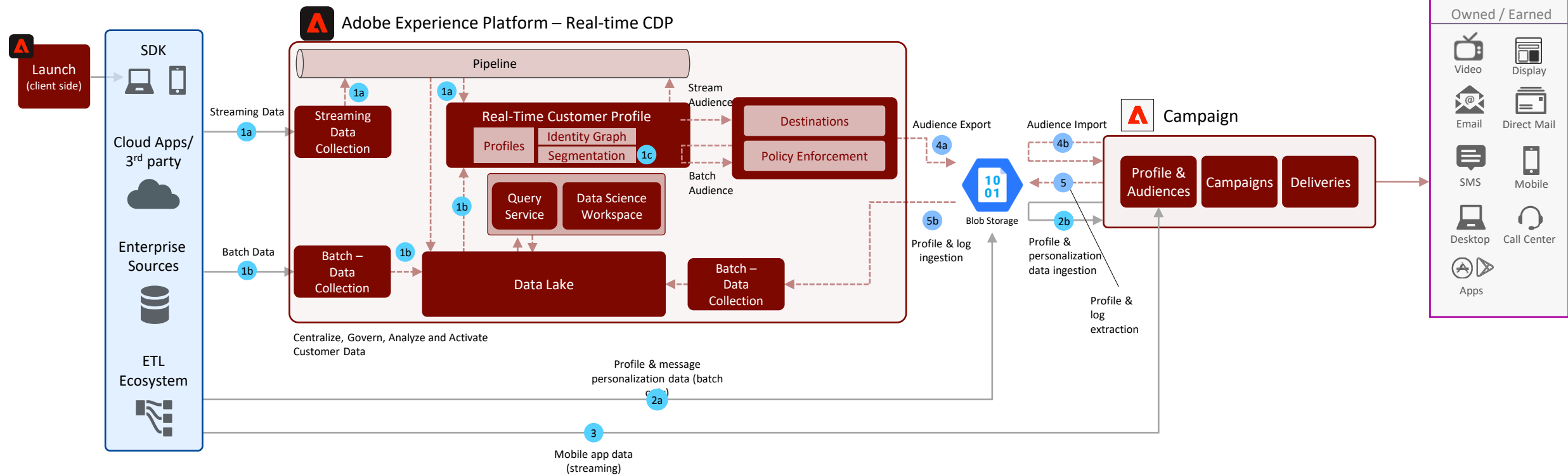
Experience Platform + Campaign Single Organizational Unit



Data Collection

Profile & Data Management

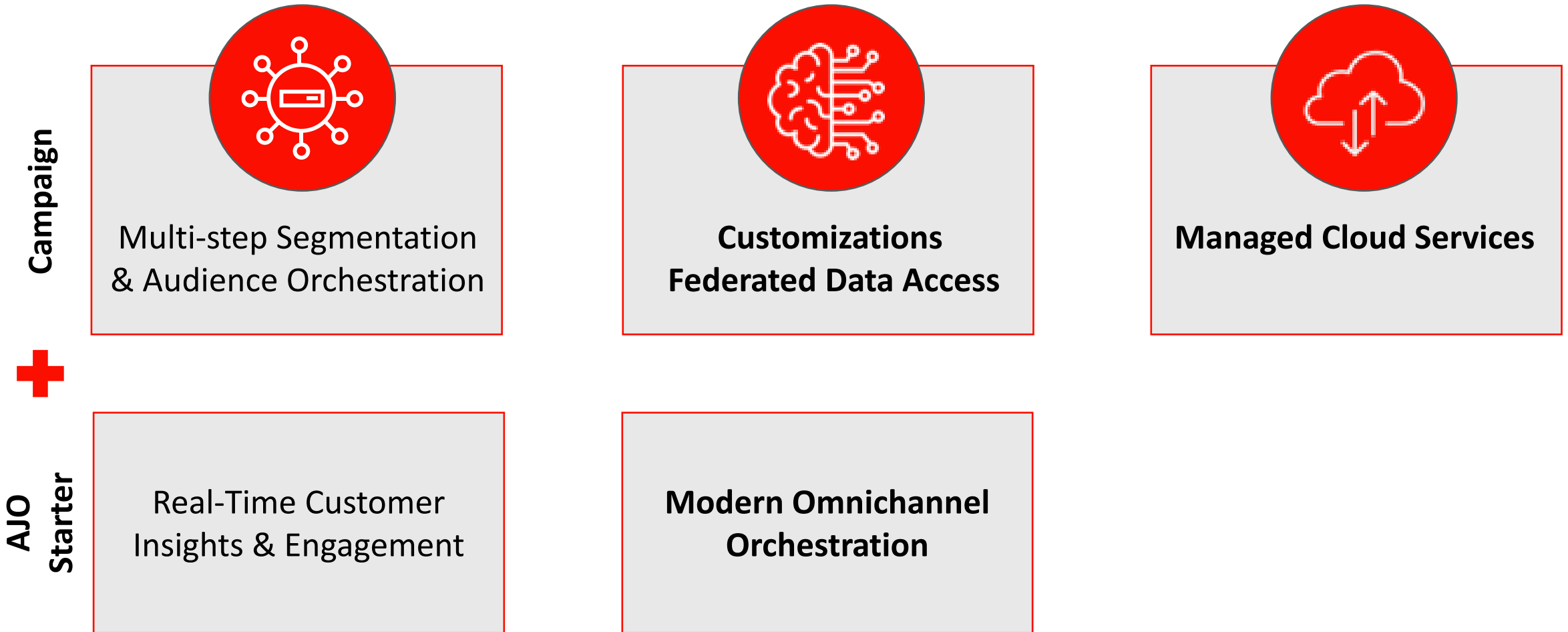
Customer Engagement



Adobe Campaign & Adobe Journey Optimizer

I want to...	Manage my data...	Send...	Using...	I need:
Augment my existing cross-channel campaign orchestration with 1:1 experiences at scale along my customer's journey	With Adobe Campaign's flexible data model and Adobe's unified profile	Both batch and 1:1 messages from the same application And intelligently anticipate experiences in real-time that are individualized	Either a customizable application or a super intuitive web-based interface to design and orchestrate journeys and campaigns	Adobe Campaign + Adobe Journey Optimizer

Adobe Campaign & Journey Optimizer Core Capabilities

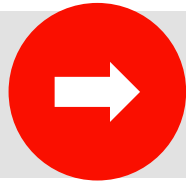


Note: Campaign does not currently support integration with offer decisioning capabilities

Adobe Campaign Integrations

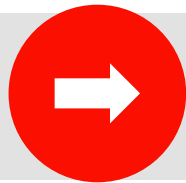
Extend into Marketing Ecosystem

CRM Integrations



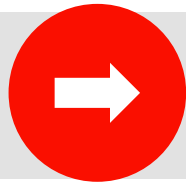
Dynamics, AC CRM Connectors

Social Media, Advertising



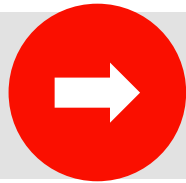
Acuity, Visual IQ, Max Point, Hootsuite

Mobile

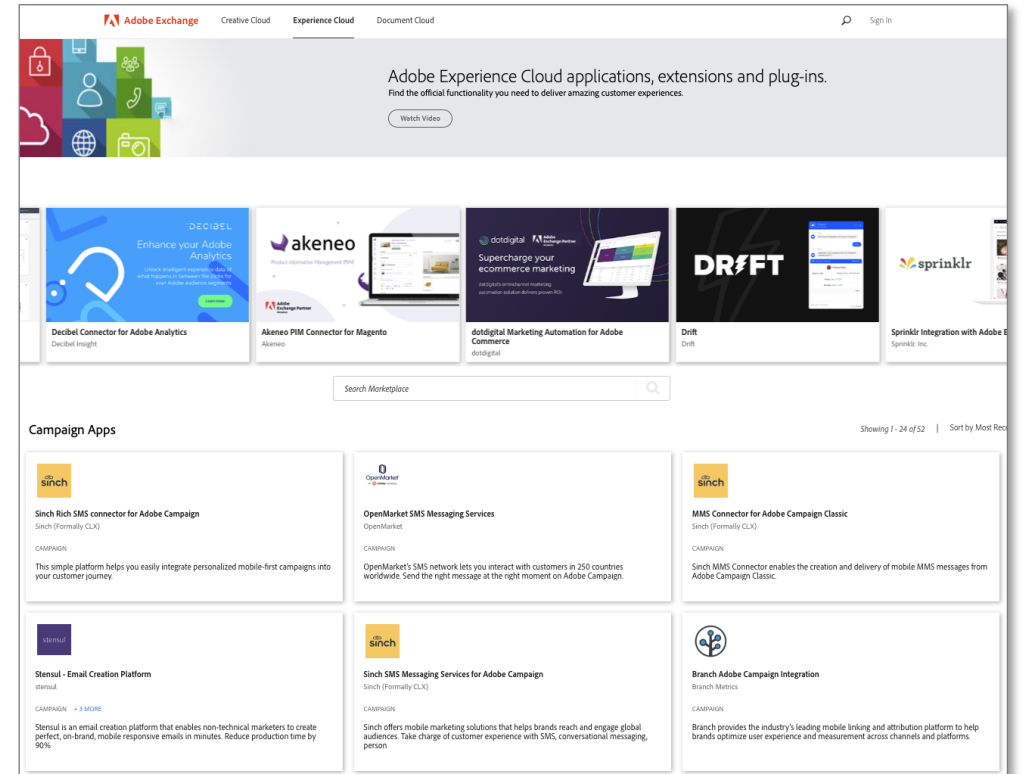


Sinch, Open Market, Vibes, Branch

Interactive Email



Movable Ink, Stensul, Persado



<https://exchange.adobe.com>

Analyst Validation:

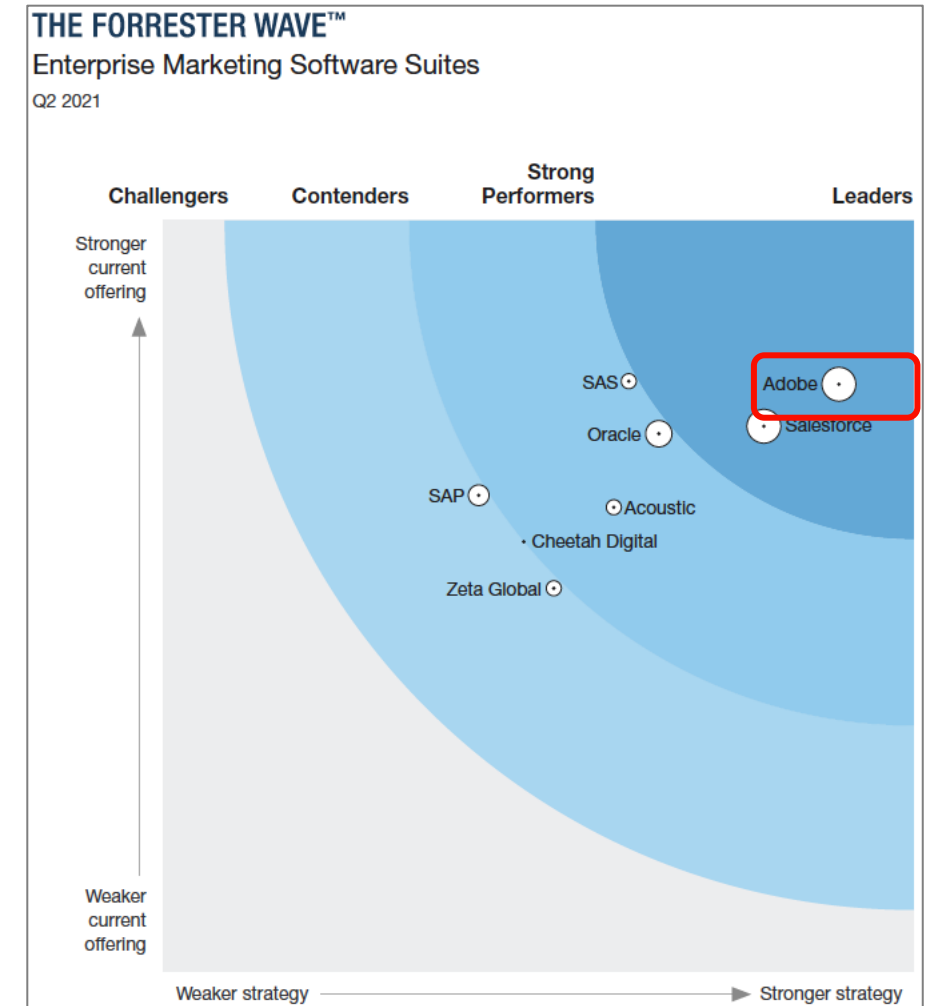
Forrester, Enterprise Marketing Software Suites

“Adobe consistently advocates a broad CX management strategy characterized by an emphasis on digital interactions. The strategy is underpinned by an ambitious technology vision for the Adobe Experience Cloud as a **modular portfolio of platform, services, and applications.**”

Adobe’s ecosystem offers clients a compelling range of digital capabilities spanning content, commerce, marketing, and analytics.

Adobe’s EMSS solution will appeal to buyers from digital centric businesses that need support for a broad range of analytics use cases and omnichannel customer interactions.”

Source: Forrester Wave, Enterprise Marketing Software Suites



Adobe Campaign Spark Pages

Adoption Framework for AC

- Content organized by people, planning and product
 - Team and org readiness
 - Customer testimonials
 - Tutorials
 - Learning resources
 - Release notes
 - Demo videos
 - Ways to engage with Adobe Campaign community
- Adobe Campaign Classic:
<https://spark.adobe.com/page/Fmshkesu8BvBb/>
- Adobe Campaign Standard:
<https://spark.adobe.com/page/HUGYdusKa1izh/>



Be in the Know



People

Organize and optimize cross-channel success.

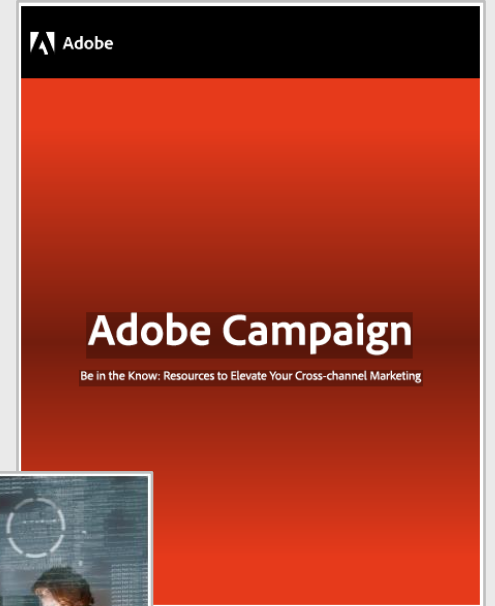
- Optimizing your team for cross-channel success: [Video](#)
- Team readiness, design and content: [Document](#)
- Five roles critical for cross-channel success: [Leadership](#)



Planning

Evolve your cross-channel strategies to maximize customer engagement.

- Digital maturity model: [Document](#)
- Migrate from an ESP to Adobe: [Video](#)
- Getting more with Adobe Campaign: [Document](#)
- Learn from your peers: [Video](#)
- Moving to the cloud: [Document](#)
- Critical cross-channel capabilities: [Thought Leadership](#)

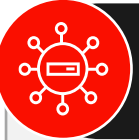


Product

Maximize your marketing investment by keeping up with new releases and product innovations.

- What's new with Adobe Campaign: [Online Resource](#)
- Deliverability best practices: [Online Resource](#)
- Release notes: [Online Resource](#)
- Adobe Campaign integrations: [Online Resource](#)
- Product videos and demos: [YouTube](#)
- Customer stories: [Videos](#)
- Adobe Campaign tutorials: [Online Resources](#)

Resources



Guides, Courses, Spark Pages

- **Adobe Campaign Success Stories:**
 - <https://bit.ly/Campaign-Success>
- **Learning Journey**
 - <https://bit.ly/AC-LearningJourney>
- **Adobe Campaign Integrations:**
 - <https://bit.ly/AC-AEC>
- **Partner Exchange:**
 - <https://bit.ly/AC-Exchange>



Resources



AC Integrations

- **Adobe Analytics (Triggers):** <https://bit.ly/AC-Triggers>
- **Adobe Analytics (Connector):** <https://bit.ly/AC-DataConnector>
- **Adobe Target:** <https://bit.ly/AC-Target>
- **Adobe Audience Manager:** <https://bit.ly/AC-Audience>
- **Sharing Audiences:** <https://bit.ly/Share-Audiences>
- **Adobe Experience Manager:** <https://bit.ly/AC-AEM>
- **Assets:** <https://bit.ly/AC-Asset>
- **Journey AI:** <https://bit.ly/AC-JourneyAI>

- **Blueprints:** <https://bit.ly/AEC-Blueprints>



Adobe Campaign Integrations

Integration	ACS	V7	V8	Resources
AA+AC (Connector)	X	X	X	AC & Connector
AA+AC (Triggers)	X	X	X	ACC & Triggers ACS & Triggers
AA+AC (KPI Sharing)	X			ACS & KPI Sharing
AC+AEM (Sites)	X	X	X	ACS & AEM
AC+AEM (Assets)	X	X	X	ACC Notes
AT+AC	X	X	X	Campaign and Target integration notes

Adobe Campaign Integrations

Integration	ACS	V7	V8	Resources
AAM +AC	X	X	X	AAM & AC
AEC + AC (Audiences)	X	X	X	ACC & Audiences ACS & Audiences
AEC+AC (Assets)	X	X	X	AC & AEC Assets
Workfront + AC		X	X	Adobe & Workfront
Journey AI + AC	X			ACS & Journey AI
AC + AEP	X	X	X	AEP Blueprints
AC + AJO	-	X	X	Documentation for Journey Orchestration



Thank You

Adobe Campaign

