



Digital Experience Use Cases

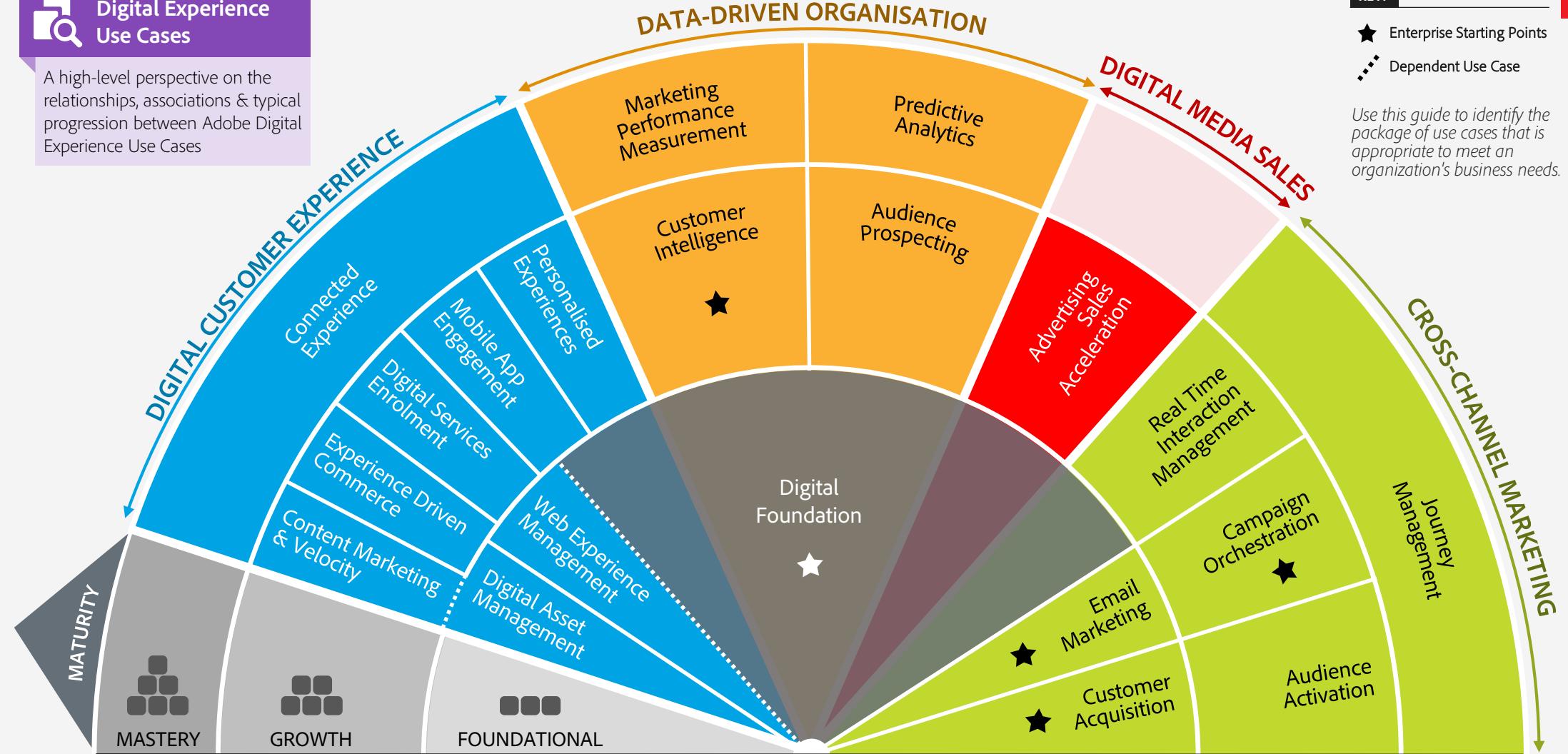
A high-level perspective on the relationships, associations & typical progression between Adobe Digital Experience Use Cases

KEY:

★ Enterprise Starting Points

↔ Dependent Use Case

Use this guide to identify the package of use cases that is appropriate to meet an organization's business needs.



Digital Foundation
I want to build a better foundation for digital marketing

Web Experience Foundation
I want to create timely, compelling experiences on my web site

Digital Asset Management
I want to quickly create and manage relevant digital content across channels.

Content Marketing & Velocity
I want to democratize content and streamline access across teams.

Mobile App Engagement
I want to acquire, analyse, and engage app users with personalized experiences and messages to drive business growth.

Experience-Driven Commerce
I want to integrate our commerce engine with a best-in-breed CMS to drive more personalized experiences across channels.

Digital Service Enrolment
I want to modernize and continually improve the service enrolment experience across all channels.

Personalized Experiences
I want to update, test and personalize content across my website, mobile site, app and email.

Connected Experience
I want to give customers a continuous experience across devices.

Customer Intelligence
I want to get a holistic view of my customers across their interactions.

Audience Prospecting
I want to find more people like my high value customers.

Marketing Performance Measurement
I want to understand the impact of each marketing investment on my business.

Predictive Analytics
I want to predict what my prospects and customers need.

Advertising Sales Acceleration
I want to drive faster revenue growth from advertising sales.

Customer Acquisition
I want to increase new account volume and improve new account quality.

Real-Time Interaction Management
I want to deliver consistent and relevant experiences across all touchpoints at the right time.

Email Marketing
I want to optimize email marketing in a cross-channel strategy.

Journey Management
I want to manage the customer journey from anonymous prospect to loyal advocate.

Value Map Summary for Ad Sales Acceleration



To create value, businesses can demonstrably improve performance...			...by increasing capability...		...with our solutions
Organizational Goals	Benefits	Measurable Impacts (KPIs)	Business Capabilities	Solution Capabilities	
Create Value	Tangible Benefits	Increase inventory reach and diversity	Improved audience composition insights and reach through consolidation of audience information from all channels	Increased: <ul style="list-style-type: none">Ad sales revenueAudience sales revenue% Inventory yield# Advertiser contracts# Advertiser deal sizes% Inventory sell throughAverage CPM for ads and audiencesEffective CPM for inventory guaranteed against third-party measurementAverage revenue per user (ARPU)Inventory turnoverInventory supply# Identifiable segments% Audience match rate (sellable audience size)% Consumer return rate	Discover, create and organize new valuable segments for smarter ad targeting <ul style="list-style-type: none">Share audiences and data across all platforms and channels through server to server integrations and data exportsImprove planning and forecasting capabilities and yield management with Addressable AudiencesExtend audiences, reach and inventory with advanced look-alike modelingManage ad frequency across households, people and devices with Cross Device Identification via Profile Merge Rules and Device GraphsReceive advertiser segments, pursue 2nd party data partnerships and/or buy 3rd party data segments with Audience MarketplaceUnderstand audience segment performance with productized reports
			Gain better inventory insights and increase audience size by building look-alike audience segments	Reduced: <ul style="list-style-type: none">Waste for inventory guaranteed against third party measurement# Unsold placements	Ingest content and ad consumption data from all channels to identify high value audiences and inventory <ul style="list-style-type: none">Share analytical insights with dynamic and interactive visualizationsImport Audience Manager segments to enrich customer profiles and get deeper insights with Audience AnalyticsUncover hidden insights using machine learningImprove inventory and audience clustering by improved workflows and AISupport to improve time to market and ad sales velocity
		Increase inventory yield	Increase CPM by offering audience based ad packages	Increased: <ul style="list-style-type: none">Enable audience based selling by leveraging data and technology for ad salesSell audience data to advertisers via direct campaigns to increase overall revenueAnalyze content and video consumption data to identify high value audiences and inventoryCreate rich unified audience segments by leveraging all available 1st party data and aggregating it with 2nd and 3rd party data sourcesIdentify and connect high value audience and household profiles across devices to better manage reach and frequencyImprove ad targeting capabilities to increase audience packages quality and salesReduce ad waste against third party measurement through better ad targetingSell inventory to programmatic ad buyersBuy inventory targeted to high value audiences to supplement inventory from owned and operated propertiesPrevent overexposure by managing frequency by person or householdEnable the suppression of ads to subscription members or advertise content behind the paywall	Ingest content and ad consumption data from all channels to identify high value audiences and inventory <ul style="list-style-type: none">Share analytical insights with dynamic and interactive visualizationsImport Audience Manager segments to enrich customer profiles and get deeper insights with Audience AnalyticsUncover hidden insights using machine learningImprove inventory and audience clustering by improved workflows and AISupport to improve time to market and ad sales velocity
			Reduce waste when guaranteeing against third party measurement	Reduced: <ul style="list-style-type: none">Waste for inventory guaranteed against third party measurement# Unsold placements	Ingest content and ad consumption data from all channels to identify high value audiences and inventory <ul style="list-style-type: none">Share analytical insights with dynamic and interactive visualizationsImport Audience Manager segments to enrich customer profiles and get deeper insights with Audience AnalyticsUncover hidden insights using machine learningImprove inventory and audience clustering by improved workflows and AISupport to improve time to market and ad sales velocity
		Increase audience yield	Increase sell through by attracting additional non-endemic advertisers and accessing programmatic demand	Increased: <ul style="list-style-type: none">Enable audience based selling by leveraging data and technology for ad salesSell audience data to advertisers via direct campaigns to increase overall revenueAnalyze content and video consumption data to identify high value audiences and inventoryCreate rich unified audience segments by leveraging all available 1st party data and aggregating it with 2nd and 3rd party data sourcesIdentify and connect high value audience and household profiles across devices to better manage reach and frequencyImprove ad targeting capabilities to increase audience packages quality and salesReduce ad waste against third party measurement through better ad targetingSell inventory to programmatic ad buyersBuy inventory targeted to high value audiences to supplement inventory from owned and operated propertiesPrevent overexposure by managing frequency by person or householdEnable the suppression of ads to subscription members or advertise content behind the paywall	Ingest content and ad consumption data from all channels to identify high value audiences and inventory <ul style="list-style-type: none">Share analytical insights with dynamic and interactive visualizationsImport Audience Manager segments to enrich customer profiles and get deeper insights with Audience AnalyticsUncover hidden insights using machine learningImprove inventory and audience clustering by improved workflows and AISupport to improve time to market and ad sales velocity
			Increase revenue by offering audience packages to advertisers	Reduced: <ul style="list-style-type: none">Waste for inventory guaranteed against third party measurement# Unsold placements	Ingest content and ad consumption data from all channels to identify high value audiences and inventory <ul style="list-style-type: none">Share analytical insights with dynamic and interactive visualizationsImport Audience Manager segments to enrich customer profiles and get deeper insights with Audience AnalyticsUncover hidden insights using machine learningImprove inventory and audience clustering by improved workflows and AISupport to improve time to market and ad sales velocity
		Increase audience yield	Increase sellable audience size by consolidating data from digital properties and devices	Increased: <ul style="list-style-type: none">Enable audience based selling by leveraging data and technology for ad salesSell audience data to advertisers via direct campaigns to increase overall revenueAnalyze content and video consumption data to identify high value audiences and inventoryCreate rich unified audience segments by leveraging all available 1st party data and aggregating it with 2nd and 3rd party data sourcesIdentify and connect high value audience and household profiles across devices to better manage reach and frequencyImprove ad targeting capabilities to increase audience packages quality and salesReduce ad waste against third party measurement through better ad targetingSell inventory to programmatic ad buyersBuy inventory targeted to high value audiences to supplement inventory from owned and operated propertiesPrevent overexposure by managing frequency by person or householdEnable the suppression of ads to subscription members or advertise content behind the paywall	Ingest content and ad consumption data from all channels to identify high value audiences and inventory <ul style="list-style-type: none">Share analytical insights with dynamic and interactive visualizationsImport Audience Manager segments to enrich customer profiles and get deeper insights with Audience AnalyticsUncover hidden insights using machine learningImprove inventory and audience clustering by improved workflows and AISupport to improve time to market and ad sales velocity
			Increase audience value by combining 1st, 2nd and 3rd party data sets	Reduced: <ul style="list-style-type: none">Waste for inventory guaranteed against third party measurement# Unsold placements	Ingest content and ad consumption data from all channels to identify high value audiences and inventory <ul style="list-style-type: none">Share analytical insights with dynamic and interactive visualizationsImport Audience Manager segments to enrich customer profiles and get deeper insights with Audience AnalyticsUncover hidden insights using machine learningImprove inventory and audience clustering by improved workflows and AISupport to improve time to market and ad sales velocity
	Increased advertiser lifetime value	Increased advertiser lifetime value	Increase ad performance by targeting campaigns to audiences most likely to act	Increased: <ul style="list-style-type: none">Advertiser renewal ratesAdvertiser satisfactionAudience satisfactionAdvertiser lifetime value	TV media management (TVMM) for ad planning, forecasting and yield optimization <ul style="list-style-type: none">Gives Broadcasters modular capabilities to stream, protect, analyze and monetize video content across desktops and devicesDeliver dynamically targeted video ads in a TV quality consumer experience with Dynamic Ad InsertionUse machine learning to reduce waste on campaigns guaranteed against third party measurement with Currency Optimization
			Improved audience experience with higher ad quality, content and relevance	Increased: <ul style="list-style-type: none">Advertiser renewal ratesAdvertiser satisfactionAudience satisfactionAdvertiser lifetime value	TV media management (TVMM) for ad planning, forecasting and yield optimization <ul style="list-style-type: none">Gives Broadcasters modular capabilities to stream, protect, analyze and monetize video content across desktops and devicesDeliver dynamically targeted video ads in a TV quality consumer experience with Dynamic Ad InsertionUse machine learning to reduce waste on campaigns guaranteed against third party measurement with Currency Optimization
Reduce Cost	Reduce Variable Costs	Reduce data acquisition cost	Reduced: <ul style="list-style-type: none">Cost per profile soldCost per ad sold	Consolidate legacy systems onto an integrated scalable and resilient platform <ul style="list-style-type: none">Reduce dependency on trading intermediariesImprove overall efficiency by sharing profile data across all customer facing teams and tools	Buy quality inventory targeted to identified high value audiences across all digital media channels <ul style="list-style-type: none">Forecast the best mix of channels and automate the execution of media plans to improve traffic volume of relevant high value audiences on your properties
		Reduce broker commissions	Reduced: <ul style="list-style-type: none">Cost per profile soldCost per ad sold	Consolidate legacy systems onto an integrated scalable and resilient platform <ul style="list-style-type: none">Reduce dependency on trading intermediariesImprove overall efficiency by sharing profile data across all customer facing teams and tools	Buy quality inventory targeted to identified high value audiences across all digital media channels <ul style="list-style-type: none">Forecast the best mix of channels and automate the execution of media plans to improve traffic volume of relevant high value audiences on your properties
	Reduce Fixed Costs	Reduce cost of IT due using a single platform	Reduced: <ul style="list-style-type: none">Platform Total Cost of OwnershipCampaign time to market	Consolidate legacy systems onto an integrated scalable and resilient platform <ul style="list-style-type: none">Reduce dependency on trading intermediariesImprove overall efficiency by sharing profile data across all customer facing teams and tools	Experience Cloud ID: shared ID across all Adobe products to seamlessly share profile and device information <ul style="list-style-type: none">Activation: Manage tags/pixels across sites dynamically to collect the right data for use across the cloud platformMobile: Get a unified view of your apps, and use that information to perform testing, ad personalization or launch more targeted advertisingPlaces: Enrich profiles with location information from mobile devices for usage across the cloud platformSensei: Framework and collection of intelligent, machine learning and AI marketing services shared across the cloud platformEcosystem: Open and extensible platform supporting a rich ecosystem of partners across the cloud platform
		Reduce IT operating cost and improved productivity	Reduced: <ul style="list-style-type: none">Platform Total Cost of OwnershipCampaign time to market	Consolidate legacy systems onto an integrated scalable and resilient platform <ul style="list-style-type: none">Reduce dependency on trading intermediariesImprove overall efficiency by sharing profile data across all customer facing teams and tools	Experience Cloud ID: shared ID across all Adobe products to seamlessly share profile and device information <ul style="list-style-type: none">Activation: Manage tags/pixels across sites dynamically to collect the right data for use across the cloud platformMobile: Get a unified view of your apps, and use that information to perform testing, ad personalization or launch more targeted advertisingPlaces: Enrich profiles with location information from mobile devices for usage across the cloud platformSensei: Framework and collection of intelligent, machine learning and AI marketing services shared across the cloud platformEcosystem: Open and extensible platform supporting a rich ecosystem of partners across the cloud platform
Intangible Benefits	Increased ownership and control of data		Increased: <ul style="list-style-type: none">Proprietary data usageData controlData quality	Achieve data sovereignty to improve control of proprietary data and decrease dependency on external data providers and walled gardens <ul style="list-style-type: none">Assign SLA, security and compliance assurance to a trusted 3rd party	Mobile: Get a unified view of your apps, and use that information to perform testing, ad personalization or launch more targeted advertising <ul style="list-style-type: none">Places: Enrich profiles with location information from mobile devices for usage across the cloud platformSensei: Framework and collection of intelligent, machine learning and AI marketing services shared across the cloud platformEcosystem: Open and extensible platform supporting a rich ecosystem of partners across the cloud platform
	Reduced legal, compliance and IT risk (e.g. security and privacy)		Reduced: <ul style="list-style-type: none">Consumer interest in blocking adsProvisions necessary for compliance and risk	Achieve data sovereignty to improve control of proprietary data and decrease dependency on external data providers and walled gardens <ul style="list-style-type: none">Assign SLA, security and compliance assurance to a trusted 3rd party	Mobile: Get a unified view of your apps, and use that information to perform testing, ad personalization or launch more targeted advertising <ul style="list-style-type: none">Places: Enrich profiles with location information from mobile devices for usage across the cloud platformSensei: Framework and collection of intelligent, machine learning and AI marketing services shared across the cloud platformEcosystem: Open and extensible platform supporting a rich ecosystem of partners across the cloud platform

When to use Ad Sales Acceleration:

"I want to make more money from advertising sales"

The Chief Revenue Officer (CRO) organization must grow ad revenue in an environment of rapidly evolving consumer content consumption and more demanding advertisers. Adobe empowers CRO teams to increase ad revenue by providing better insights into their inventory across platforms, improving inventory yield and accessing programmatic supply and demand.

Business Problem:

The \$360B global ad market is transforming in a manner that gives data-driven media sellers significant advantages over their competitors.

- Media companies find it more challenging than ever to grow their ad revenue using traditional techniques.
- Google and Facebook are using their extensive audience data to capture market share.
- Advertisers are demanding more granular ad targeting and better performance from their ad spend.

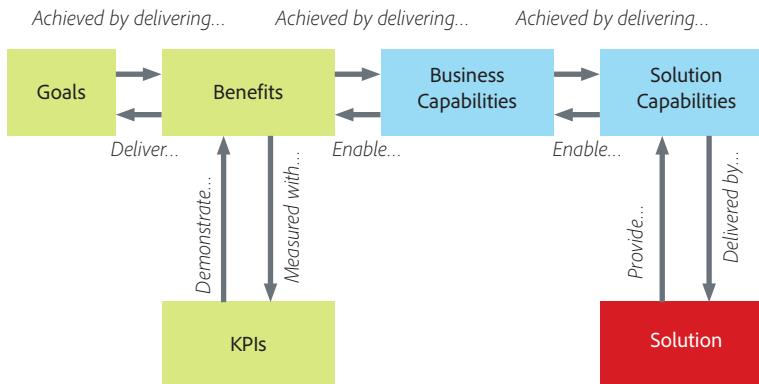
Adobe Experience Cloud helps media sellers increase their ad revenue

Value Driver:

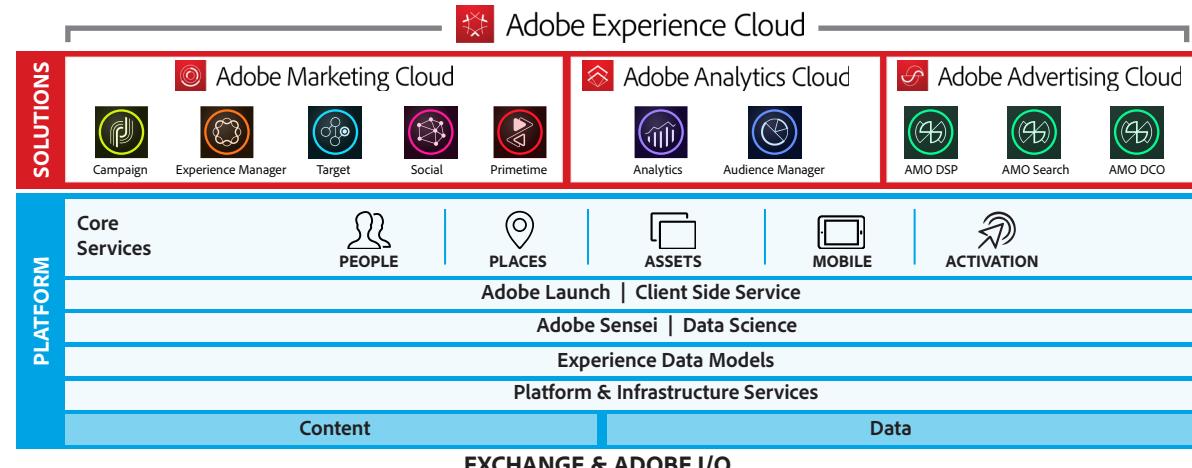
- Head of Ad Operations
- Head of Sales Planning
- Head of Data Driven Ad Sales

Power:

How to use this document:



Experience Cloud Architecture:



BENEFIT

A Benefit is the result of some change or action that leads to a favourable outcome for the business. These outcomes can be financial (Tangible Benefits) or non-financial (Intangible Benefits).

Benefits are normally calculated from a combination of KPIs over and above a baseline case e.g.:

$$[\text{Increased revenue}] = [\text{increase in orders}] \times [\text{average value per order}]$$



KEY PERFORMANCE INDICATOR (KPI)

A KPI is a metric that the customer business can use to measure their performance, or the impact of changing the way they work. KPIs can be low-level or high-level and can be measured as part of business operations. Higher-level KPIs can be derived from lower-level KPIs. Typical KPIs include:

- Number of web-site hits
- Number of web-site purchases
- Average Order Value – A higher-level KPI derived from [total value of all orders] / [number of orders]

KPIs of different levels will be of interest to different stakeholder groups in customer organizations.



CAPABILITY

A Capability is something that could deliver a Benefit for a business, if the business chose to act on it or exploit it. A Capability is something that will deliver benefit to the business.

If a business implemented a new IT system, that system would give the business a Solution Capability through the functions and features offered. If the business were to re-design their business to exploit this Solution Capability they would develop a Business Capability – an ability to do something new or different. If they were then to exploit this capability and see an improvement in performance, they would realise a Benefit.

VALUE

Value is defined as the overall outcome for the business once Cost and Time have been taken into account.

E.g. if a business case has calculated a Benefit based on revenue, the overall Value to the business can be estimated by multiplying the revenue increase by Gross Margin to factor in likely costs (Cost of Goods, Sales etc) and determine the approximate level of profit that would be achieved. Time is taken into account by time-based discounting and taking into account the Cost of Capital e.g. with Net Present Value calculations.



BUSINESS CAPABILITY

Business Capabilities are typically described as a value adding activity, process or discipline that is performed by people or systems and leveraging technology.

People, Process & Technology aspects should all be inferred through a Business Capability Description. Business Capabilities should typically be described in the active voice.



SOLUTION CAPABILITY

Solution Capabilities are typically described as a thing, component, element or important feature that has been put in place, or enabled, through Adobe technology, integrations, data, governance, toolsets or other enablers. They enable activities, processes or disciplines, but in themselves do not provide value unless they are used effectively by relevant actors – people or systems.

Examples may be a "Single view of the customer", "Integrated Marketing Campaign Management", "Event Management", "Cross-Channel Analytics", "Integrated Collaboration Toolset", etc. These are typically the things that are discussed in Adobe product literature and marketing.

Note: A 'Value Driver' is typically defined as a "Business Capability + KPI". It brings together the Business Capability (the Benefit Enabler) with the KPI (the Benefit Measure) to illustrate how performing the relevant business activities & changes drives key business outcomes.

Value Map Summary for Audience Activation



To create value, businesses can demonstrably improve performance...			...by increasing capability...		...with our solutions
Organizational Goals	Benefits	Measurable Impacts (KPIs)	Business Capabilities	Solution Capabilities	
 Grow Revenue	Acquire new customers	Improve engagement with relevant personalized messages, content and offers	<p>Increased:</p> <ul style="list-style-type: none"> # Visitors # Click-throughs # Transactions initiated % Conversion rates % Cross-sell and up-sell Average order values Revenue per campaign Revenue per visit <p>Reduced:</p> <ul style="list-style-type: none"> % Bounce rates # Abandoned transactions # Unsubscribers 	• Create rich unified audience segments, by aggregating 1st, 2nd, and 3rd party data sources, for consistent use across channels to increase conversion, account quality and digital media ROI	• Buy and sell second and third-party data with the Audience Marketplace
		Increase number of prospects from multi-channel campaigns		• Combine and analyze online and offline data to gain a customer centric view and identify behavioral segments to improve the overall customer journey	• Discover, create and organize new valuable segments for smarter targeting and personalization anywhere targeted content or ads are needed
		Create more engaging customer journeys driving increased conversions		• Capture the digital browsing behavior and aggregate the digital signals into targetable ID or audience profiles	• Understand customers using multiple devices in mixed environments with Cross-Device Identification
	Increase customer lifetime value	Create a unified view of the customer to improve targeting		• With programmatic ad-buying, forecast the best mix of search, display and social ads based on budget and automate the execution of media plans	• Extend audiences, reach, and inventory with advanced look-alike modelling
		Increase revenue and conversions with consistent cross-channel audience segment messaging		• Deliver personalized creative at a granular level to each customer	• Forecast the best mix of search, display and social, as well as automate the execution of media plans
	Increase revenue from advertising	Increase conversion, cross-sell and up-sell with more tailored offers		• Create single view of the customer unifying every tracked activity	• Retarget real time and use performance optimization where by algorithms drive campaign performance
		Increase ad revenue by growth in marketable audience size and value		• Design campaigns from audience, offer and channel to message rendering	• Increase ad revenue through greater inventory availability
		Increase ad revenue through content monetization		• Use customer's journey, habits and preferences to orchestrate personalized experiences and email	• Increase ad revenue through content monetization
	Reduce Variable Costs	Reduce cost per campaign with optimized resource allocation		• Automated offers through machine learning algorithms	• Reduce cost per campaign with optimized resource allocation
		Reduce time to market for content development and production		• A/B and multivariate testing and experience based targeting to particular audience segments	• Reduce time to market for content development and production
		Reduce cost of marketing due to increased efficiency		• Geo-location targeting to deliver tailored, content, offers or messages when proximity matters	• Reduce cost of marketing due to increased efficiency
Intangible Benefits	Reduce Fixed Costs	Reduce cost of IT due to using a single platform	<p>Increase:</p> <ul style="list-style-type: none"> ROI per campaign % ROAS <p>Reduced:</p> <ul style="list-style-type: none"> Internal and external costs per campaign Cost per click-through Cost per acquisition <p>Increased # campaigns for same marketing budget</p> <p>Reduced cost per task</p>	• Create and manage content once, but deploy for multiple channels, devices and geographies	• Cross-channel profile and optimization by incorporating other profile data
		Reduce IT operating cost and improved productivity		• Support more sophisticated campaigns with simpler processes and better tools	• Adobe Primetime brings TV to every IP-connected screen. It gives programmers and operators modular capabilities to stream, protect, analyze, and monetize video across desktops and devices
		Increase content consumption and improved loyalty		• Automate personalization rules and execution	• Deliver video content with dynamically targeted advertising by segment
	Improve engagement through the customer journey	Improve engagement through the customer journey		• Measure campaign ROI in real-time	• Manage brand and user-generated content, web and mobile sites, forms, and communities in a single global repository, making it readily available to all marketers
		Reduce financial, legal, compliance and IT risk (e.g. security and privacy)		• Remove irrelevant promotions and content	• Enable content reuse across all devices, screens and host applications, and then deliver these throughout the customer journey
	Understand customer journeys utilizing advanced analytics and cross marketing capabilities	Share analytical insights with dynamic and interactive visualizations	<p>Better and more targeted customer experience</p> <p>Improved brand consistency by having a centralized asset repository</p> <p>Outsource SLA, security and compliance assurance to a trusted 3rd party</p>	• Enable personalized correspondence across any device or channel with Experience Manager Forms	• Understand customer journeys utilizing advanced analytics and cross marketing capabilities
		Uncover hidden insights using machine learning		• Bridge your online engagement to offline experiences	• Optimize customer campaigns using accurate performance data
	Optimize customer campaigns using accurate performance data	People: Use a more complete dataset to build and deliver the most elegant customer experiences		• Share analytical insights with dynamic and interactive visualizations	• Share analytical insights with dynamic and interactive visualizations
		Assets: Easily store, share, manage, and publish content to all Adobe Experience Cloud solutions from one central hub		• Uncover hidden insights using machine learning	• Uncover hidden insights using machine learning

Contribution of solution to use case:   

When to use Audience Activation:

"I want to contextually engage high value segments across channels."

Adobe's Audience Activation solution allows customers to move their valuable audience data across Adobe Marketing Cloud and external solutions so that they can realize the full value of their audiences for both content and advertising efforts.

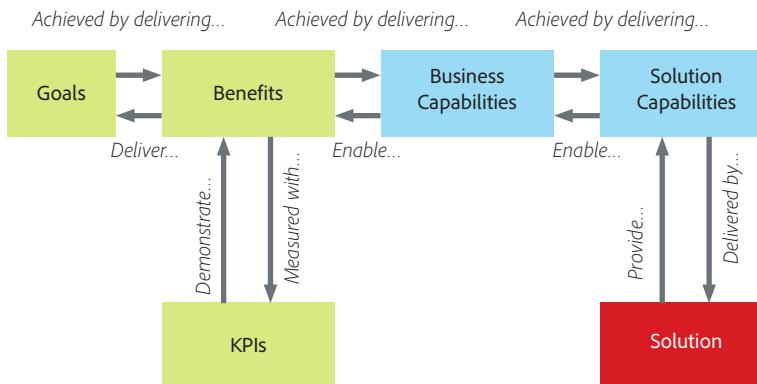
Business Problem:

- Activating and growing audiences across channels and devices is challenging.
- Media companies need to make high value segments available to marketing for targeted acquisition and engagement efforts.
- Audience definitions do not translate across marketing and advertising systems.
- It is difficult to synchronize audience efforts holistically across channels.

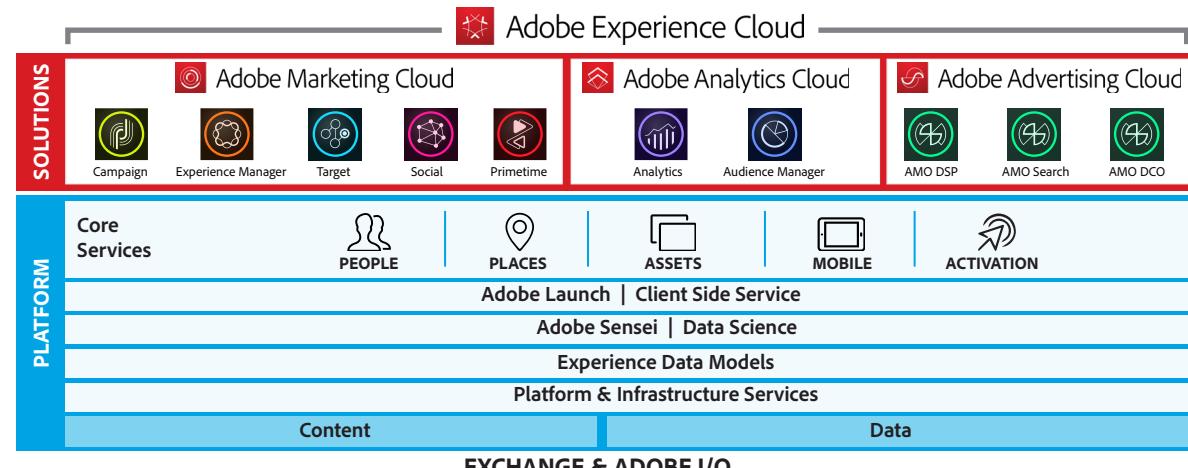
- Value Driver:**
- Improve engagement
 - Increase ad deliverability
 - Reduce operational costs

- Power:**
- Chief Data Officer
 - Database Services
 - Marketing VP
 - Ad Ops VP

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Experience Cloud Architecture:



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Value Map Summary for Audience Prospecting



To create value, businesses can demonstrably improve performance...				...by increasing capability...	...with our solutions		
Organizational Goals		Benefits	Measurable Impacts (KPIs)	Business Capabilities	Solution Capabilities		
Create Value	Tangible Benefits	Acquire new customers	Increase # target customers by finding statistical twins and look-alikes	<p>Increased:</p> <ul style="list-style-type: none"> # Unique customer profiles # Identifiable segments # High value audience segments # Look-alike customers Audience reach % Click-through rate # Unique visits % Conversion rates % Average order value Visit duration # Views of relevant content Depth of visit Average session length Site engagement # High value audience segments Sales revenue Overall revenue volume # New customers # Return customers % Customer retention rate Customer lifetime value Net Promoter Score (NPS) 	<p>Increase customer understanding</p> <ul style="list-style-type: none"> Identifying high-value audiences by combining behaviors, attributes, and time elements Meet customer expectations through better informed communication and experience design Consolidate customer information from different departments, subsidiaries, partners, channels and devices into one central profile Gain insights into audience behaviors and gain insights into current and predict future customer behavior and preferences Make profile information available for all customer facing communication Enrich customer information with preferences, properties and status quo Drive long-term engagement through customer journey management and optimization Understand which tactics are working and identify optimization opportunities Discover how to reach customers in the right place, right time and with the right experience Suppress media exposure and marketing communication to irrelevant audiences like low value prospects or employees <p>Grow target customer base</p> <ul style="list-style-type: none"> Identify similar profiles to your high value customers among previously unknown customers across the whole market with advanced look-alike modelling 		
			Improve audience composition insights and reach through consolidating traits of prospects and customers from all channels				
			Expand reach by identifying additional qualified prospects to increase customer base through acquiring and incorporating relevant 1st, 2nd and 3rd party data				
			Increase acquisition marketing effectiveness through leveraging preference data and predictive insights to improve channel selection and sequencing				
			Expand reach and relevance through identifying and accessing additional non-endemic topics, channels and placements to expand target audience appeal				
		Increase customer lifetime value	Improve acquisition marketing effectiveness through testing and optimizing offers and messaging for current and predicted audience segments		<ul style="list-style-type: none"> Combine all data sources into one central 360 degree customer profiles based on specific attributes Inform the creation of relevant experiences about customer information and characteristics Grant access to 2nd and 3rd Party data to combine with rich 1st party data to complete the picture of your high value customers Identify high value audience pools with Sensei technology and Audience Manager's algorithmic modeling (look-alike) Create a data security compliant connection between CRM and web data Enhance advertising effectiveness through advanced matching, segmentation and suppression Manage ad frequency across households, people and devices with Cross-Device Identification via Profile Merge Rules and Device Graphs Data co-operative to further enhance audience matching and profile sophistication 		
			Identify more prospective high value customers by matching profiles with known high value customer segments				
			Improve relevance of customer communications by better understanding their preferences and status				
			Improve insights and targeting through increased completeness and richness of profile information with relevant 1st, 2nd and 3rd party data				
			Enable timely delivery of the most relevant next best offer or message through identification of the most relevant profile characteristics and properties				
Reduce Cost	Reduce Variable Costs	Reduce overall media spend by targeting more precisely	<p>Reduced:</p> <ul style="list-style-type: none"> Cost per profile Cost per campaign 	<p>Amplify audiences engagement and personalize every customer experience across every channel</p> <ul style="list-style-type: none"> Combine and manage data to inform the creation of relevant experiences that will convert prospects to customers to advocates 	<ul style="list-style-type: none"> Experience Cloud ID: shared ID across all Adobe products to seamlessly share profile and device information Activation: Manage tags/pixels across sites dynamically to collect the right data for use across the cloud platform Places: Enrich profiles with location information from mobile devices for usage across the cloud platform Sensei: Framework and collection of intelligent, machine learning and AI marketing services shared across the cloud platform Ecosystem: Open and extensible platform supporting a rich ecosystem of partners across the cloud platform 		
		Reduce cost to retain existing customers					
	Reduce Fixed Costs	Reduce cost of sales and marketing through improved productivity	<p>Reduced:</p> <ul style="list-style-type: none"> Cost of IT for support, maintenance and change IT cost and lead time for new customer acquisition 				
		Reduce IT costs through platform consolidation					
	Intangible Benefits	Increase data ownership and control by defining data elements and the right to access and use them	<p>Increased:</p> <ul style="list-style-type: none"> Proprietary data usage Data control and quality Customer satisfaction Brand perception 				
		Increase data quality by consolidating and monitoring data sets					

Contribution of solution to use case: HIGH MEDIUM LOW

When to use Audience Prospecting:

"I want to find more people like my high value customers."

Growing your target customer base as inexpensively as possible is your primary goal. Creating valuable audience profiles that can quickly be grown requires rich 1st party data that can be amplified with look-alike modeling and the purchase of 3rd party data. Adobe helps its customers tackle these problems and use their owned and purchased data in a meaningful, competitively differentiated way.

Business Problem:

- Identifying high-value audiences by combining behaviors, attributes, and time elements is challenging. Amplifying and engaging those audiences is a missed opportunity.
- Need to combine and manage data to inform the creation of relevant experiences that will convert prospects to customers to advocates.

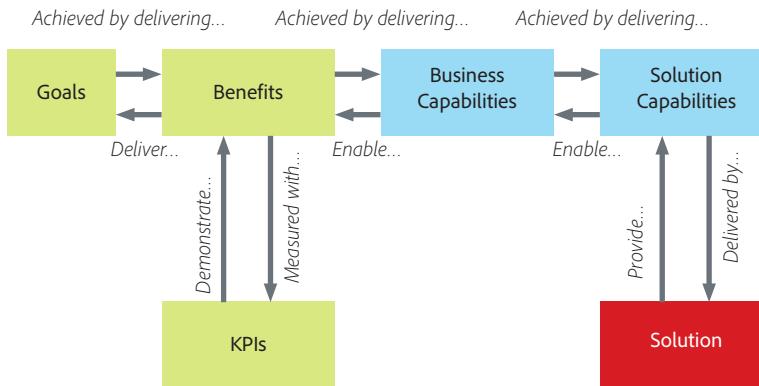
Value Driver:

Expand volume of target audience profile

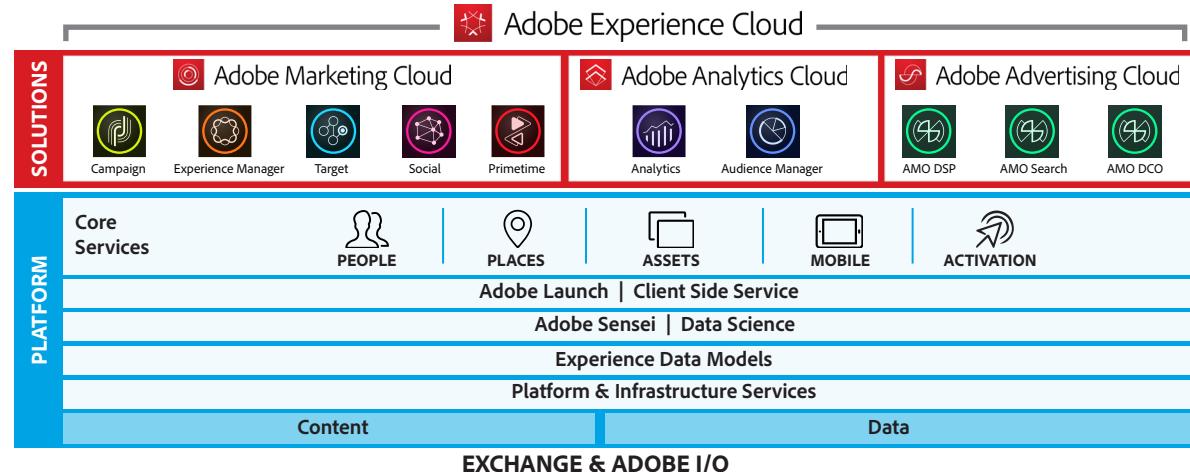
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Power:

How to use this document:



Experience Cloud Architecture:



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Value Map Summary for Campaign Orchestration



To create value, businesses can demonstrably improve performance...			...by increasing capability...		...with our solutions	
Organizational Goals		Benefits	Measurable Impacts (KPIs)	Business Capabilities	Solution Capabilities	
Create Value	Tangible Benefits	Acquire new customers	Attract more visitors, cross device and channel	Increased: • # Visitors by device • # Page views • # Returning visitors • # Email responses • # Click-throughs • # Multi-page visits • Visit duration • % Conversion rate • # Transactions initiated • # Transactions completed • # Subscriptions and accounts • % Cross-sell and up-sell rates • Average order values • Revenue per visit • Revenue per campaign	Design campaigns by defining: • Goals and metrics • Workflow and sequence • Policies for fatigue management Manage customers and segments: • Build single customer view using online and offline sources such as CRM • Manage customer preferences • Create segmented audiences • Identify look-alike customers • Gather 2nd and 3rd party data to create and enrich customer profiles	• Create and maintain a consolidated known audience profile • Cross-channel campaign, journey design and optimization • Highly targeted and personalized one-to-one communication • Cross-channel campaign orchestration and fatigue management • Multi-channel campaign automation • Marketing team collaboration and workflow management • Real-time campaign reporting and insights
			Increase visitor engagement through personalized content	Reduced: • % Bounce rates • # Abandoned transactions • # Customers unsubscribing	Target visitors: • Identify what an engaging experience looks like and deliberately match content with audiences • Trigger tailored events • Serve personalized content • Deliver personalized emails • Manage real-time offers • Resolve audience and identity across devices and channels • Orchestrate campaigns across channels	• Enhanced advertising effectiveness through advanced matching, segmentation and suppression • 360 degree view of addressable audiences • Cross-device and household level identification
		Increase customer lifetime value	Increase visitor engagement with events triggered by user actions			
			Increase number of prospects converting to sales			
		Close repeat business and maximise retention	Improve understanding of customer profiles and segments			
			Attract customers with engaging content across channels			
			Increase conversion, cross-sell and up-sell with tailored offers			
	Reduce Cost	Reduce Variable Costs	Close repeat business and maximise retention			
			Increased revenues from advertising served	Increased # visitors, # page views, # impressions served and CPM		
		Reduce Fixed Costs	Reduce cost per campaign	Reduced: • Time to market per campaign • Internal cost per campaign • Cost per asset • Cost per click-through • Cost per transaction • External cost per campaign	• Create and manage content for multiple channels, devices and geographies • Automate personalization rules • Test campaigns (A/B) • Predict and forecast demand • Attribute revenue per channel • Measure campaign ROI	• Comprehensive view of customer and marketing performance attributed across all channels, devices and touchpoints • Real-time and configurable intelligent alerts • Automated anomaly detection and predictive analytics • Deep cross-channel visitor and customer journey insights • Dynamic and interactive visualizations within a flexible analysis workspace
			Reduce spend on ineffective campaigns	Increased ROI per campaign		
		Intangible Benefits	Reduce cost of marketing and sales	Increased # campaigns within same marketing budget Reduced cost per task	Share content across campaigns Support more sophisticated campaigns with simpler processes	• Intelligently target the most valuable audiences by optimizing display ad campaigns in real time. • One unified demand side platform to plan, buy, measure and optimize ad buying for advertisers • Recommendation driven search management to simulate, optimize and automate search, shopping and re-targeting campaigns • Create, manage and optimize social ad campaigns and social search re-targeting at scale
			Reduce IT costs	Reduced IT costs for new campaigns and data integration	Easily integrate online and offline data from multiple sources Consolidate legacy platforms	• A/B and multivariate testing across channels and devices • Audience segment based targeting of content and offers • Mobile / geo-location targeting to deliver contextually relevant content and offers
			Increased competitive advantage through superior customer and user experience, and organizational effectiveness	Increased: • Advocacy / NPS • Referrals • Customer satisfaction scores	Improved targeting Better customer experience Improved risk management Brand consistency	• Activation: Manage tags/pixels across sites dynamically to collect the right data for use across the cloud platform • Assets: Store, sync, and share all digital assets in a central location for use across the cloud platform • People: Create a comprehensive view of individuals by connecting Adobe and any first party data across the cloud platform • Sensei: Framework and collection of intelligent, machine learning and AI marketing services shared across the cloud platform
			Reduced risk to brand			

When to use Campaign Orchestration:

I want to personalize, automate and deliver cross-channel campaigns (email, display, etc.)

The universe of channels, touch points, and devices has continually expanded. Consumers traverse the online and offline worlds effortlessly and expect the experience to be consistent and relevant.

In a cross-channel world, Adobe's integrated solutions help you capture, integrate, execute and measure on engagement data, channels and campaigns.

Business Problem:

We lack a centralized place to create, automate, and orchestrate campaigns:

- Inability to segment my customer base to send personalized content.
- Inability to engage the customer with relevant content across all phases of the customer life cycle.
- Ineffective and inconsistent creation, use, management of assets across campaigns.
- Inability to reach audiences in a timely manner, at scale.
- Inability to justify ROI for my marketing spend.

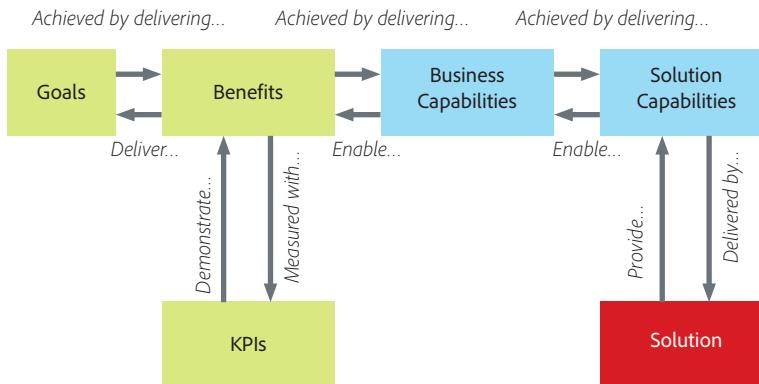
Create a consistent brand experience by automating cross-channel delivery

Value Driver:

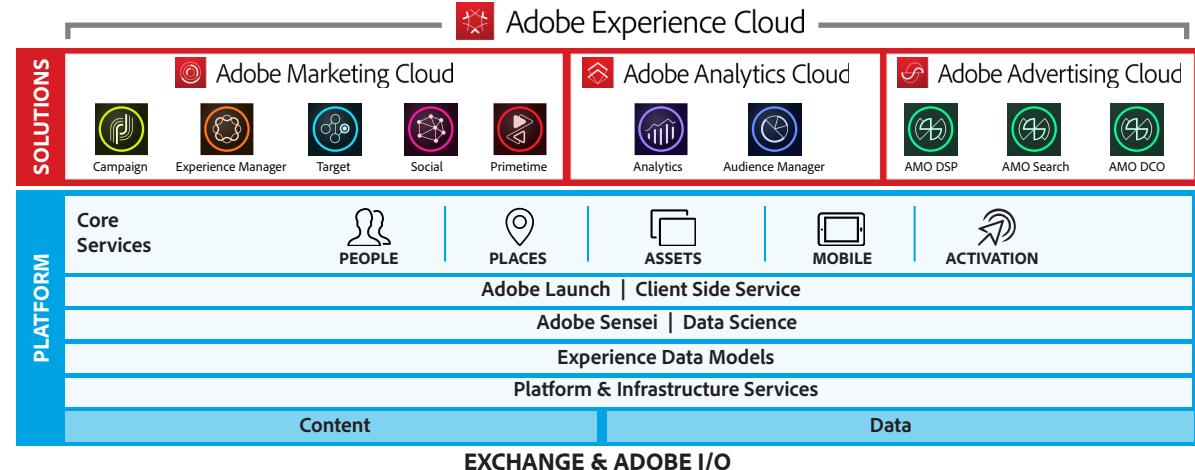
- Marketing VP
- Head of CRM
- Campaign Manager

Power:

How to use this document:



Experience Cloud Architecture:



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Value Map Summary for Connected Experience



To create value, businesses can demonstrably improve performance...			...by increasing capability...		...with our solutions
Organizational Goals		Benefits	Measurable Impacts (KPIs)	Business Capabilities	Solution Capabilities
Create Value	Tangible Benefits	Acquire new customers	Create a consistent customer experience on any channel driving conversions	Increased: • # Visits • # Pages per visit • # Returning visitors • Visit duration • Engagement score • # Transactions initiated • # Transactions completed • % Conversion rates • # Offline conversion events • Customer acquisition rates • # Subscriptions and accounts • Average order values • Revenue per visit • % Cross-sell and up-sell rates • Take up of digital promotions • % Cross-channel interactions • Customer retention	<ul style="list-style-type: none"> Increase conversions or enrolments using digital automation and streamlining the experience across devices Use context to ensure each customer experience is relevant and personal Aggregate and use customer traits from various touch points and sources to create a unified customer profile Leverage first party data with 2nd and 3rd party and deliver flexible personalization execution across channels (email, mobile app, IoT, etc.) Anticipate customer needs by both manual and automated recommendation capabilities empowering marketers to execute personalization at scale Perform flexible analysis reporting and distribution, with shared data across a unified marketing platform, providing insights into all levels of personalization effort
			Create a unified view of the customer delivering improved understanding and better targeting	Reduced: • # Abandoned transactions • Losses due to inappropriate communications • # Customer complaints • % Bounce rates	<ul style="list-style-type: none"> Cross-channel profile and optimization by incorporating other profile data for the most relevant, tailored experience at any given time Personalized recommendations, through machine learning algorithms, to suggest relevant content, items, or offers based on in-app and/or cross-channel behavior Geo-location targeting to deliver tailored, relevant content, offers or messages at a time where proximity matters
		Increase customer lifetime value	Deliver personalized customer journeys at scale building strong customer relationships		<ul style="list-style-type: none"> A/B and multivariate testing Complete view of audience by combining all data sources in one place Discover, create and organize new, valuable segments for smarter targeting and personalization Understand customers using multiple devices or in mixed environments with Cross-Device Identification Extend audiences, reach, and inventory with advanced Look-Alike Modelling
			Increase engagement with consistent content delivered across all channels and touchpoints		
	Reduce Cost	Engage customers with a connected online and in-store experience			
		Decrease time to publish content changes across digital and physical touch points improving engagement			
		Streamline enrolment and document signing increasing conversions and reducing abandonment			
		Achieve revenue uplift for cross-sell and up-sell due to increased cart size and reduced abandonments			
Intangible Benefits	Reduce Variable Costs	Reduce marketing acquisition cost	Reduced: • Time to market per asset and content change	• Create content once and deploy across all customer interactions (online and offline) for a consistent experience – from one central platform, from one single vendor	<ul style="list-style-type: none"> Adobe Experience Manager is a foundational element that supports connected experiences across all channels and devices It's a comprehensive content management solution to organize, manage, and deliver experiences that are responsive, relevant, and social Use Experience Manager Screens, a powerful, innovative technology to help brands blend the personalization and visualization powers of digital with the value of physical stores Ensure customer onboarding is part of a digitally connected experience by providing streamlined and secure digital services enrolment with Experience Manager Forms Create and manage digital experiences across responsive web and mobile sites that are global, yet relevant and engaging with Experience Manager Sites Get absolutely everything you need to build, manage, and deliver app experiences that are essential for business with Experience Manager Mobile Easily create, manage, and deliver assets across multiple channels for ideal customer experiences using Experience Manager Assets Provide transparency and governance across creative and marketing workflows by tracking asset production from initial concept through final review and approval
		Reduce cost of content development and production	• Cost per asset and asset creation • Cost per click-through • Cost per transaction • External cost for content	• Constantly measure and optimize the consumer experience	<ul style="list-style-type: none"> Adobe Target
		Reduce cost of content monitoring and reporting	• Marketing acquisition cost	• Use a unified workflow across the organization and with agencies • Automatically attribute revenue per channel	<ul style="list-style-type: none"> Adobe Audience Manager
	Reduce Fixed Costs	Reduce cost of marketing due to increased efficiency	• Reduced cost per marketing task		<ul style="list-style-type: none"> Adobe Analytics
		Reduce cost of to serve	Reduced: • IT costs for operating, support and maintenance	• Reduce IT complexity by managing a unified platform to predict and match customers with the appropriate experience	<ul style="list-style-type: none"> Adobe Core Services + Cloud Platform
		Reduce cost of IT due to using a single unified platform	• Cost of IT change for new experience delivery	• Rapidly scale and shorten time to market/value by provisioning on-demand	
		Reduce IT operating cost and improved productivity			

When to use Connected Experience:

"I want to give customers a continuous experience across devices."

Disconnected experience is the number one reason prospects do not turn into customers. Adobe can help you create, manage and deliver connected experiences across channels, devices, touch points, including online and offline interactions.

Business Problem:

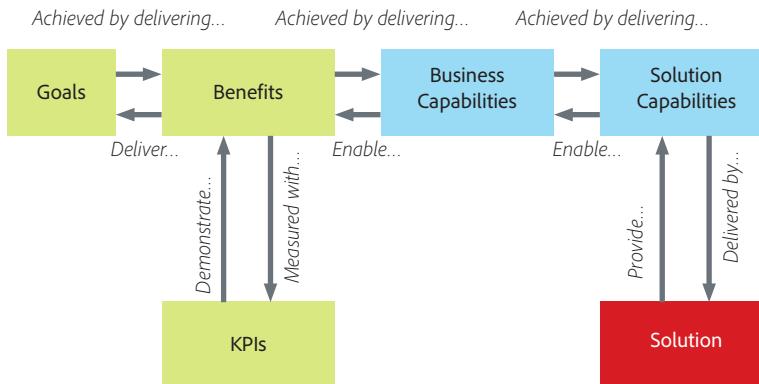
- We fly blind when it comes to true omni-channel strategy.
- We cannot deliver seamless experiences across all devices.
- If I could know more about my customer's interaction with my brand he had on various devices, I could deliver a better experience.
- We don't have a foundation to support connected experiences across all channels and devices.

Value Driver:

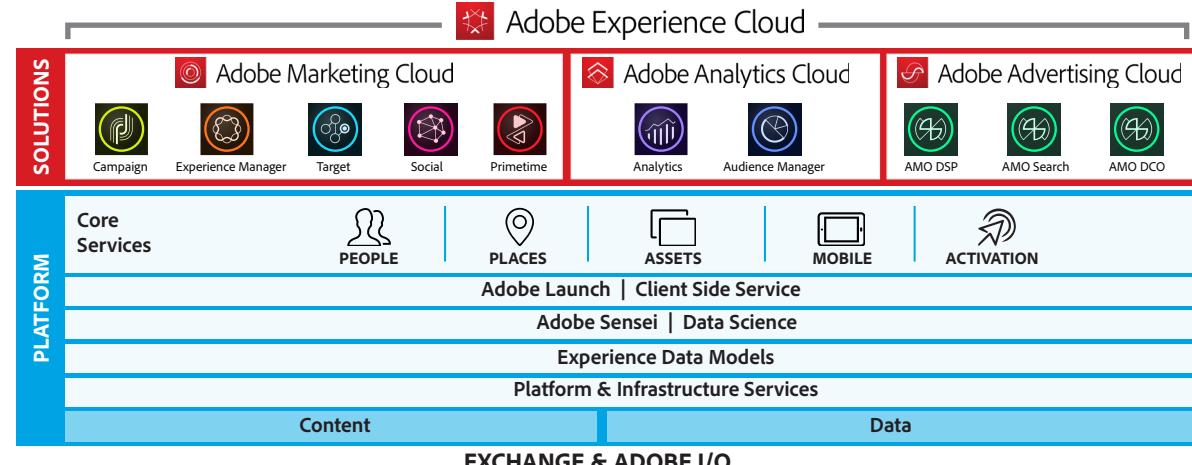
Increase conversion and retention and take control of a unified customer experience that spans the digital and physical customer journey

- CMO
- Campaign Manager

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Experience Cloud Architecture:



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Value Map Summary for Content Marketing and Velocity



To create value, businesses can demonstrably improve performance...			...by increasing capability...		...with our solutions	
Organizational Goals	Benefits	Measurable Impacts (KPIs)	Business Capabilities	Solution Capabilities		
 Grow Revenue	Acquire new customers	Increase revenue with greater agility, variation and personalized one-to-one content marketing	Increased: - % Conversion rates - Visit duration - Revenue, # subscriptions, # memberships and # registrations - Measuring ROI of specific digital assets - Average order value	Continuous and dynamic creation and delivery of mobile optimized, interactive content and experiences across customer-facing channels	<ul style="list-style-type: none"> Central repository to manage large volumes of creative and marketing assets Source and curate user generated and 3rd party content Control branding through assets management Search and content discovery with machine learning for faster search and fewer manual processes to categorize and tag assets Automatic publishing and dynamic and engaging content delivery 	
		Reduce time to market for new content and cross-channel campaigns	Reduced time to market	Rapid personalization with analytics and insight		
		Continuous engagement through more informed and better use of content and assets	Increased: - % Email open rates - # Comments and social interactions per month - # Customers re-engaged - Size of social community			
	Increase customer lifetime value	Increase engagement with a wider variety of content and user-generated content across channels	Increased: - % Email open rates - # Comments and social interactions per month - # Customers re-engaged - Size of social community	<ul style="list-style-type: none"> Accelerate your business with modern workflows Rapid content personalization with analytics and insights Deep integration with creative applications on a single platform increasing maximum content velocity 		
		Increase engagement by accelerating the posting of fresh content with greater agility, variation and personalization	Increased: - % Email open rates - # Comments and social interactions per month - # Customers re-engaged - Size of social community			
	Reduce Variable Costs	Reduce cost of creative design, prototyping and development	Increased: - Productivity / # Campaigns for the same budget - # Assets reused	Deliver content from a centralized repository	<ul style="list-style-type: none"> Deliver the right content experience to the right customer Targeted message delivery to behavior and profile segments Optimize personalized experiences to drive higher value and more engaged audiences. Support ongoing segmentation strategy 	
		Reduce cost and time to market for asset development and production	Reduced: - Time spent on workflow design - Time spent on locating assets and license management	Streamline collaboration between creatives and agencies on work-in-progress and final digital assets		
		Reduce cost of campaign monitoring and reporting of asset and content consumption	Reduced: - Time spent on publishing - Cost of image creation - Cost for image updates - Cost per geography / language	Modern creative Apps, tools and services that enable rapid production and iteration of design assets while maintaining brand consistency		
	Reduce Fixed Costs	Improve productivity and collaboration between creatives, developers, agencies and marketers	Reduced: - Time spent on publishing - Cost of image creation - Cost for image updates - Cost per geography / language	Content analytics and insight: Review asset-level usage to understand consumption and attribute ROI	<ul style="list-style-type: none"> Gives you all the data on how content drives conversion, and helps you make sense of it, creating a clear picture of what's happening. All customer and shared data integration Clustering analysis for visitor segments Understand propensity of each segment Cross-device analysis and cohort analysis 	
		Reduce cost of manual tasks and improve productivity of sales and marketing	Reduced: - Time spent on publishing - Cost of image creation - Cost for image updates - Cost per geography / language	Content analytics and insight: Review asset-level usage to understand consumption and attribute ROI		
		Reduce cost of customer care through the provision of more self-help content	Reduced: - Cost per geography / language - Costs of Digital Asset Management (DAM)	Content analytics and insight: Review asset-level usage to understand consumption and attribute ROI		
		Reduce IT storage costs	Increased # website changes within time and or budget	Deploy single platform to create, manage and deliver web and mobile experiences across all channels		
		Reduce the cost of content / asset related change for IT	Reduced: - # Images and image size - Cost of service management	Note: This Use Case assumes that the Digital Asset Management (DAM) Use Case has been implemented and those capabilities are already available		
Intangible Benefits	Improved customer experience across all touch points, brand management and consistency	Increased: - Net Promoter Score (NPS) - Customer Satisfaction Scores	<ul style="list-style-type: none"> Assets: Easily store, share, manage and publish content to all Adobe Marketing Cloud solutions from one central hub Activation: Quickly manage tags, collect the right data and act in real time with dynamic tag management 			
	Reduce risk of non-compliance with regulations	Reduced # Non-compliant images and content	<ul style="list-style-type: none"> Assets: Easily store, share, manage and publish content to all Adobe Marketing Cloud solutions from one central hub Activation: Quickly manage tags, collect the right data and act in real time with dynamic tag management 			

Contribution of solution to use case:   

When to use Content Marketing and Velocity:

"I want to quickly create, manage and deliver relevant digital content"

Ensure your content marketing efforts support the entire customer experience. Create, manage, deliver and optimize content across all touch points with a solution that connects creatives and your various marketing departments to deliver a continuous experience from acquisition to brand loyalty.

Business Problem:

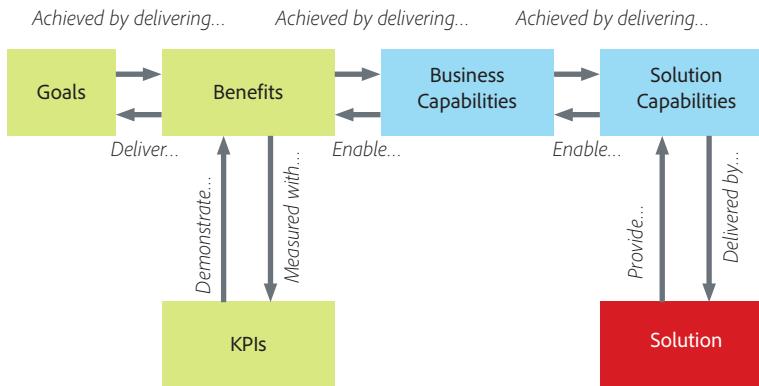
- High demand driven by personalization and mobile to create/source more content that is relevant across entire customer journey.
- Need to increase content velocity from idea to impact as digital and social has made conversations more real-time and expectations for brands to respond.
- Omni-channel or "channel agnostic" needs as people cross all channels and expect continuous and consistent interactions.
- How do I measure business impact of content across customer journey?

Value Driver:

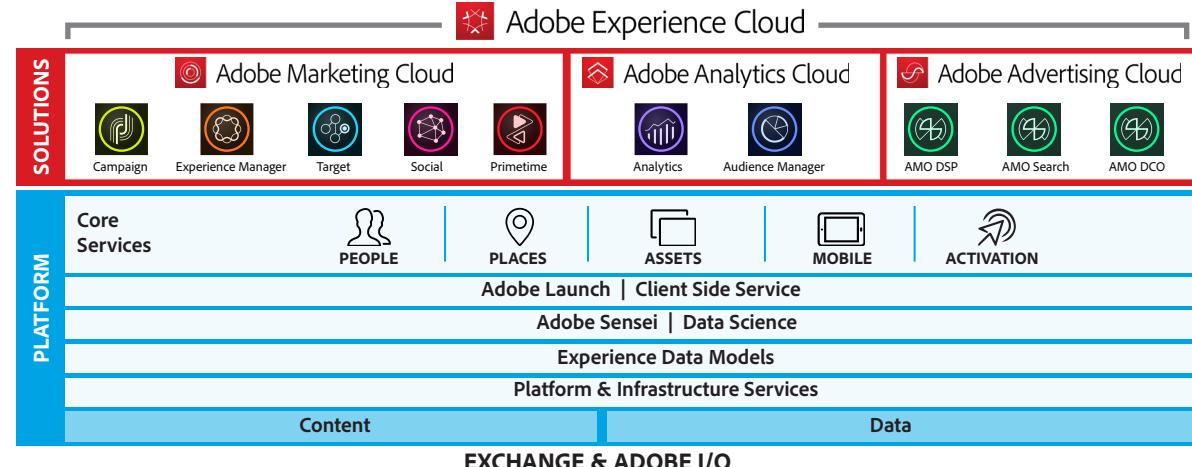
Reduce publishing friction, increase efficiency, create a continuous customer experience

- Digital Marketing Leader
- Brand Marketing Leader

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E.g. if a business case has calculated a Benefit based on revenue, the overall Value to the business can be estimated by multiplying the revenue increase by Gross Margin to factor in likely costs (Cost of Goods, Sales etc) and determine the approximate level of profit that would be achieved. Time is taken into account by time-based discounting and taking into account the Cost of Capital e.g. with Net Present Value calculations.



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Note: A 'Value Driver' is typically defined as a "Business Capability + KPI". It brings together the Business Capability (the Benefit Enabler) with the KPI (the Benefit Measure) to illustrate how performing the relevant business activities & changes drives key business outcomes.

Value Map Summary for Customer Acquisition

To create value, businesses can demonstrably improve performance...			...by increasing capability...		...with our solutions	
Organizational Goals		Benefits	Measurable Impacts (KPIs)	Business Capabilities		
Create Value	Tangible Benefits	Acquire new customers	Attract more new visitors with optimized advertising	Increased: <ul style="list-style-type: none"># Identifiable segments# Activated segments# Look-alike customers% Customers enriched from external sources	<ul style="list-style-type: none">Understand customer journeys, behaviours and preferences utilizing advanced analyticsGet a complete view of your audience by combining all data in one place	<ul style="list-style-type: none">All critical advertising functions combined into a single platformIntelligently target the most valuable audiences by optimising display ad campaigns in real time.Plan, buy and optimise Programmatic TV advertising leveraging audience segments and attributesSearch driven merchandising to provide relevant results and targeted content and offers
			Grow segments by analyzing new visitors creating the ability to deliver the right content and offers	<ul style="list-style-type: none"># Visitors# Returning visitorsTime spent on site# Views of relevant content# Page views# Click-throughs# Leads		
			Target new visitors and segments based on behaviors and preferences to cross-sell and improve engagement	<ul style="list-style-type: none">% Visitor conversions# New customer accounts / subscriptions% Cross-sell and up-sellRevenue per campaign	<ul style="list-style-type: none">Create and enrich audience segments with 1st, 2nd and 3rd party data for use across channelsExtend audiences, reach, and inventory with advanced look-alike modellingIntelligently retarget your most valuable customers by optimising display ad campaigns in real time	<ul style="list-style-type: none">360 degree view of addressable audiencesBuild unique audience profiles to identify the most valuable segments and use them across any digital channelPrivate and secure marketplace to acquire 2nd and 3rd party audiencesEnhanced advertising effectiveness through advanced matching, segmentation and suppressionExtended audience reach and inventory through look-alike modellingData co-operative to further enhance audience matching and profile sophistication
			Increase number of leads by serving relevant content	<ul style="list-style-type: none"># Click-throughs# Leads		
			Maximize the number and value of conversions by tailoring offers	<ul style="list-style-type: none">% Visitor conversions# New customer accounts / subscriptions% Cross-sell and up-sellRevenue per campaign	<ul style="list-style-type: none">Automated offers through machine learning algorithms for personalisation	<ul style="list-style-type: none">Comprehensive view of customer and marketing performance attributed across all channels, devices and touchpointsUnify and augment customer profiles with other 1st party dataDeep cross-channel visitor and customer journey insightsPowerful audience segment identification, comparison, analysis, hypothesis and optimisation capabilitiesDynamic and interactive visualisations within a flexible analysis workspace
			Increase known users and accounts to establish relationship for future sales	<ul style="list-style-type: none">Revenue per campaign		
	Reduce Cost	Reduce Variable Costs	Improve understanding of customer's and segment's needs to engage with relevant content and cross-sell offers	Increased: <ul style="list-style-type: none">Average order valueAverage value per customer / per account# Products held per customer	<ul style="list-style-type: none">Manage programmatic ad buying, paid spend optimization and retargeting	<ul style="list-style-type: none">A/B and multivariate testing across channels and devicesAutomated behavioural targeting and personalisation of content and offers through business rules and machine learningAudience segment based targeting of content and offersMobile / geo-location targeting to deliver contextually relevant content and offersReal-time personalised and targeted recommendations based on behavioural and profile attributes
			Target existing customers with optimized advertising to increase cross-sell and up-sell	Reduced # customers unsubscribing		
		Reduce Fixed Costs	Reduce cost of campaign execution	Reduced cost: <ul style="list-style-type: none">Cost per leadCost per acquisitionCost per marketing tasksCost per click.Agency costs	<ul style="list-style-type: none">Strong integration of existing toolsSharing of data across teams and tools	<ul style="list-style-type: none">Activation: Manage tags/pixels across sites dynamically to collect the right data for use across the cloud platformPeople: Create a comprehensive view of individuals by connecting Adobe and any first party data across the cloud platformPlaces: Enrich profiles with location information from mobile devices for usage across the cloud platformSensei: Framework and collection of intelligent, machine learning and AI marketing services shared across the cloud platformEcosystem: Open and extensible platform supporting a rich ecosystem of partners across the cloud platform
			Reduce spend on ineffective campaigns			
	Intangible Benefits	Reduce cost of sales and marketing through improved productivity	Increased: <ul style="list-style-type: none"># Campaigns within same marketing budgetAutomation e.g. paid search Reduced: <ul style="list-style-type: none"># Manual marketing tasksCost of service management		<ul style="list-style-type: none">Deliver the most relevant and personalized ad experience in real-time	 Adobe Core Services + Cloud Platform
		Reduce IT costs through platform consolidation				
	Improved Customer Experience		<ul style="list-style-type: none">Improved customer satisfaction scoreIncreased Net Promoter Score (NPS)Reduced Customer Effort Score (CES)			

Contribution of solution to use case:  HIGH  MEDIUM  LOW

When to use Customer Acquisition:

"I want to increase new account volume and improve new account quality."

Ad Tech and Marketing Tech must converge to deliver personalized end-to-end digital experiences for high-value prospects.
Only the Adobe Marketing Cloud can bring together these two types of technology to effectively boost acquisition.

Business Problem:

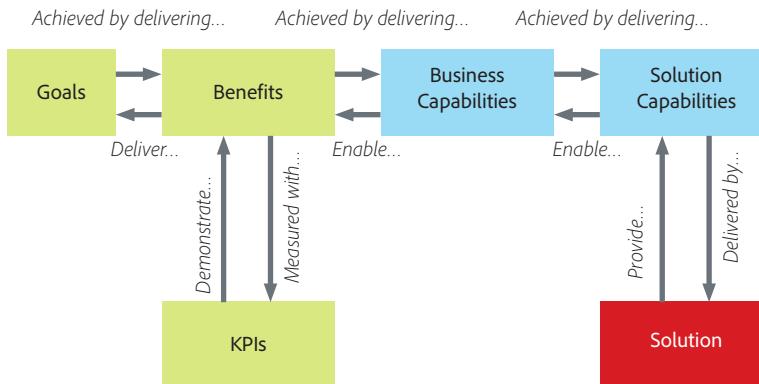
- Inability to increase acquisition effectiveness and efficiency.
- No shared traits or segments that can be shared between acquisition channels.
- Unable to effectively leverage digital behavior to inform segments in real-time.
- Cannot close the loop between offsite advertising and on-site personalization.

Value Driver:

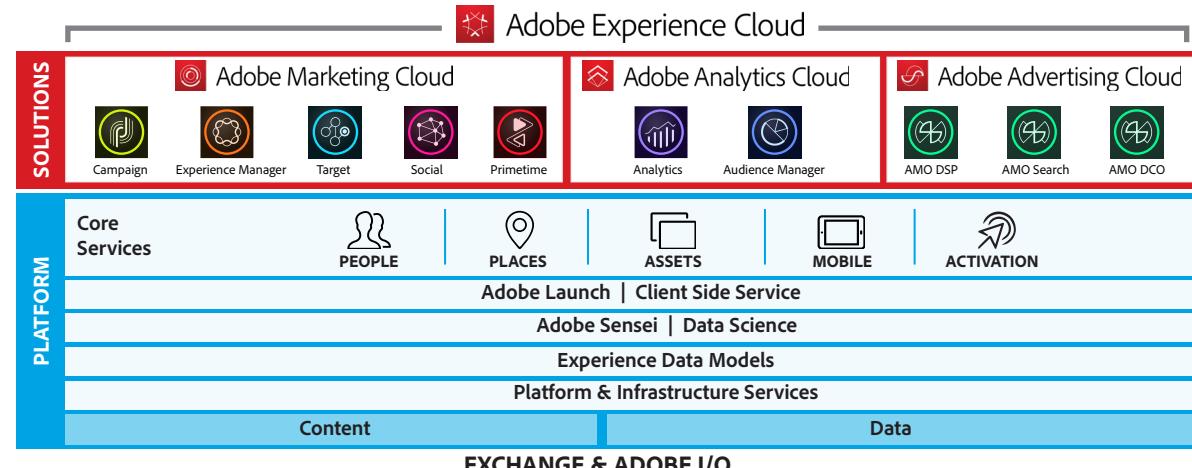
Increased new account quality and improved media ROI

- Digital Advertising
- Digital Sales

How to use this document:



Experience Cloud Architecture:



BENEFIT

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Benefits are normally calculated from a combination of KPIs over and above a baseline case e.g.:

$$[\text{Increased revenue}] = [\text{increase in orders}] \times [\text{average value per order}]$$

KEY PERFORMANCE INDICATOR (KPI)

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Value Map Summary for Customer Intelligence

To create value, businesses can demonstrably improve performance...			...by increasing capability...		...with our solutions	
Organizational Goals		Benefits	Measurable Impacts (KPIs)	Business Capabilities		
Create Value	Tangible Benefits	Acquire new customers	Attract more, new, prospects with proven content	Increased: - # Unique customer profiles - # Identifiable segments - % Customers enriched from external sources - # Look-alike customers - # Views of relevant content - % Click-through rates - % Conversion rates - % Average order value - # Customer registrations and new accounts opened	• Understand cross channel customer journeys and life cycle utilizing advanced analytics • Enrich the customer profile with additional data sources • Design comprehensive campaigns from audience segmentation, offer and channel selection, to message rendering and testing on a single platform • Extend audiences, reach, and inventory with advanced look-alike modelling	
			Find look-alike customers to grow the size of the audience			
			Increase number of prospects with advanced customer segmentation			
			Increase new customers registering for accounts and newsletters			
	Increase customer lifetime value	Improve understanding of customer profiles and segments	Increased: - # Returning customers - Visit duration - % Click-through rate - % Conversion rates - Average order value - Average value per customer / account Reduced: - % Abandonment rates - # Customers unsubscribing	• Develop audience segments using on site and off line data to make them actionable	• Comprehensive view of customer and marketing performance attributed across all channels, devices and touchpoints • Real-time and configurable intelligent alerts • Unify and augment customer profiles with other 1st party data • Automated anomaly detection and predictive analytics • Deep cross-channel visitor and customer journey insights • Dynamic and interactive visualisations within a flexible analysis workspace • Powerful audience segment identification, comparison, analysis, hypothesis and optimisation capabilities	
		Improve engagement of existing customers with relevant content				
		Close more business with existing customers with targeted offers				
		Maximize retention rates and minimize churn				
	Increase advertising revenue from access to segments	Increase advertising revenue from access to segments		Increased: - # High value audience segments - Revenue per segment - # Minutes spent on site per visit - # Ad impressions served	• 360 degree view of addressable audiences • Private and secure marketplace to acquire 2nd and 3rd party audiences • Enhanced advertising effectiveness through advanced matching, segmentation and suppression • Cross-device and household level identification • Data co-operative to further enhance audience matching and profile sophistication • Extended audience reach and inventory through look-alike modelling	
Reduce Cost	Reduce Variable Costs	Reduce cost per campaign	Reduced variable cost: - Cost per lead - Cost per acquisition - Cost per marketing task - Cost per click. - Cost per customer acquired - Cost per segment acquired - Cost per campaign executed	• Collaborate and share data across teams and tools • Make ad campaigns more productive by targeting specific segments on any platform • Enable customer insights without expensive training or new talent acquisition • Enable analysis of new market and customer segments without the need to involve IT.	• Create and maintain a consolidated known audience profile • Cross-channel campaign and journey design and optimisation • Highly targeted and personalised one-to-one communication • Real-time campaign reporting and insights • Automate delivery of one-to-one messages across online and offline marketing channels	
		Reduce spend on ineffective campaigns				
	Reduce Fixed Costs	Increase productivity of sales and marketing staff				
		Reduce cost of specialist marketing staff e.g. for analysis tasks				
		Reduce cost of IT support, development and cost of change e.g. for report production				
Intangible Benefits	Better insight into customer behavior and preferences, leading to improved customer relationships and a more consistent customer experience		- Improved sales pipeline quality - Increased customer satisfaction - Increased Net Promoter Score (NPS)		• Activation: Manage tags/pixels across sites dynamically to collect the right data for use across the cloud platform • People: Create a comprehensive view of individuals by connecting Adobe and any first party data across the cloud platform • Places: Enrich profiles with location information from mobile devices for usage across the cloud platform • Sensei: Framework and collection of intelligent, machine learning and AI marketing services shared across the cloud platform	



When to use Customer Intelligence:

"I want to get a holistic view of my customers across their interactions."

Today you can't afford to use spray and pray methods. Customers can go to your competitors with the click of a button. Your customers expect you to know who they are and what they're interested in, regardless of the channel or engagement point they use. Adobe can help you really know your customers—know what content they respond to, what channels they use, and how you can most effectively target them.

Business Problem:

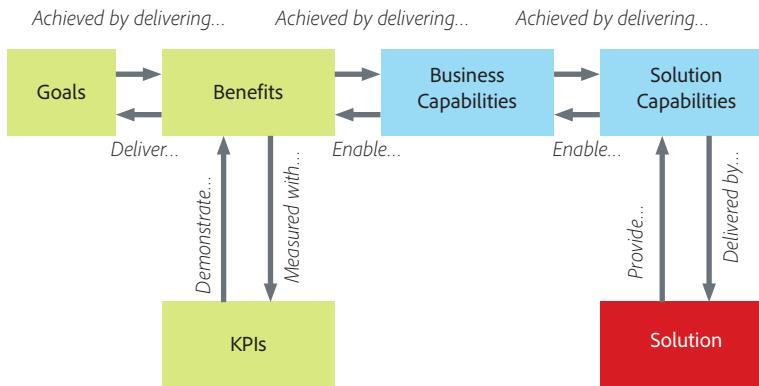
- We struggle to gain a holistic customer view for two reasons; first, integrating data from silos is difficult; second, the skills to identify actionable insights from multichannel data are in short supply.
- I don't know how my customers engage with my brand across channels.
- If I could gain a holistic view of my customers attributes and behaviours, I could make sure they get the right content at the right time.

Value Driver:

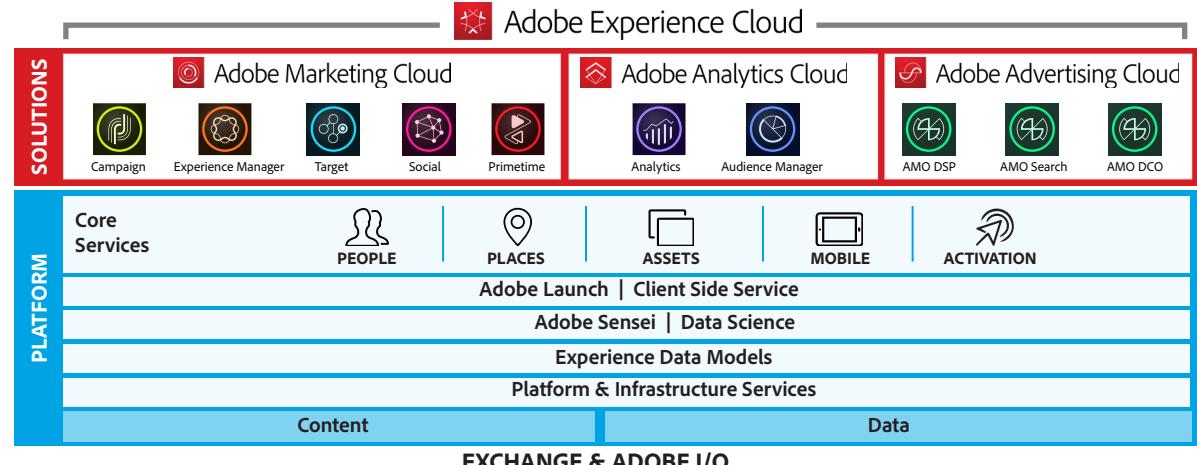
Optimize marketing effectiveness across brand engagement points & Increase loyal customer base

- Sr. Director of Marketing
- Campaign Manager

How to use this document:



Experience Cloud Architecture:



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Value Map Summary for Digital Asset Management



To create value, businesses can demonstrably improve performance...				...by increasing capability...		...with our solutions
Organizational Goals		Benefits	Measurable Impacts (KPIs)	Business Capabilities	Solution Capabilities	
Create Value	Tangible Benefits	Acquire new customers	Increase revenue with more brand-consistent, engaging and relevant content	Increased: <ul style="list-style-type: none">% Conversion ratesRevenue, # subscriptions, # memberships and # registrationsRevenue attributed to an assetAverage order value	<ul style="list-style-type: none">Create, manage and deliver relevant digital content across channels from a centralized repositoryRapid content personalization with analytics and insights	<ul style="list-style-type: none">Manage large volumes of creative and marketing assets with a central repositoryManage and monitor content production workflows and usage with a central dashboardSearch and content discovery with machine learning for faster search, fewer manual processes to categorize and tag assetsReal time Dynamic Media delivery of engaging content and assets in unlimited variationsPublish rich, interactive media and video across all screen sizes and devices
			Increase revenue by more informed and better use of content and assets	Reduced time to market per asset / campaign		
		Increase customer lifetime value	Increase engagement by accelerating the posting of fresh content	Increased: <ul style="list-style-type: none">% Email open and interaction rates% Retention rates		
	Reduce Variable Costs	Reduce Variable Costs	Reduce cost of creative design, prototyping and development	Increased: <ul style="list-style-type: none">Productivity and collaborationSharing of assets# Assets re-used% Digital asset usage# Campaigns for given budget	<ul style="list-style-type: none">Plan and collaborate - work with creatives and agencies managing a central repository for all digital assetsManage - search and content discovery- pixel recognition and machine-learning technology automatically tag ingested assets with relevant metadataDeliver - dynamic media - the marketer uses the DAM to create and delivery asset versions on-demand, optimized for all screen sizes/devices	<ul style="list-style-type: none">Control branding through assets management and a brand portalDeliver enterprise-class versioning, search, metadata and taxonomy managementDeep integration with the creative application on a single platform increases maximum content velocityAccelerate your business with modern workflowsReceive actionable feedback without leaving the creative tools
			Reduce costs in finding the right, appropriate assets with required/necessary usage rights	Reduced: <ul style="list-style-type: none">Time spent on workflow designTime spent on locating assets and licenses managementTime spent on publishingTime spent on image creationTime spent on review processTime spent on asset and creative Governance		
			Reduce cost and time of asset creation, development and production	Reduced: <ul style="list-style-type: none">Cost of image creationCost for image updatesCost per geography / languageCosts of DAMRedundant asset creationDuplication of effort		
			Reduce cost and time for image and content updates	Reduced: <ul style="list-style-type: none">Manual tasks e.g. tagging of images		
			Reduce cost of asset usage monitoring and reporting	Increased # website and content changes within time / budget		
	Reduce Fixed Costs	Reduce Fixed Costs	Reduce overhead costs of asset management	Reduced: <ul style="list-style-type: none">Time spent on review processTime spent on asset and creative GovernanceCost of image creationCost for image updatesCost per geography / languageCosts of DAMRedundant asset creationDuplication of effortManual tasks e.g. tagging of images	<ul style="list-style-type: none">Distribution and sharing - efficient asset distribution and sharing - easily distribute assets in the DAM by creating a self-service brand portalOptimize - content analytics and insights - examine individual asset-level analytics and attribute ROI to individual assets	<ul style="list-style-type: none">Get usage, performance and ROI analytics of digital assets across web, e-mail, print and mobile experiencesGives you all the data on how content drives conversion, and helps you make sense of it, creating a clear picture of what's happeningAll customer and shared data integrationClustering analysis for visitor segmentsUnderstand propensity of each segmentCross-device analysis and cohort analysis
			Reduce overages from licensing or digital rights violations	Reduced: <ul style="list-style-type: none"># Images and image sizeCost of image storageCost of service management		
			Improve productivity and collaboration between creatives, developers, agencies, etc	Increased # website and content changes within time / budget		
			Improve productivity and reduce cost and time of manual tasks	Reduced: <ul style="list-style-type: none"># Images and image sizeCost of image storageCost of service management		
Intangible Benefits		Reduce IT storage costs	Reduced: <ul style="list-style-type: none"># Images and image sizeCost of image storageCost of service management	Increased # website and content changes within time / budget	<ul style="list-style-type: none">Assets: Easily store, share, manage, and publish content to all Adobe Marketing Cloud solutions from one central hubActivation: Quickly manage tags, collect the right data, and act in real time with dynamic tag management	 Adobe Core Services + Cloud Platform
		Reduce cost of IT due to using a single unified platform	Reduced: <ul style="list-style-type: none"># Images and image sizeCost of image storageCost of service management	Increased # website and content changes within time / budget		
		Reduce IT cost for compliance and risk	Increased # website and content changes within time / budget	Increased: <ul style="list-style-type: none">Net Promoter Score (NPS)Brand consistencyUse of approved contentProtection of IPREmployee satisfaction	Manage a single, global asset repository	

OOO

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When to use Digital Asset Management:

"I want to democratize content and streamline access across teams."

Take control over your content. Adobe can help your team manage large volumes of creative and marketing assets that deliver customer experiences that build brand loyalty, drive demand, and deliver amazing content across any channel.

Business Problem:

- It's getting harder to find content – marketers need a single place to access, share, and manage digital assets.
- Collaborating across creative professionals, marketers, and agencies can be tough – We need connected workflows that optimize content production from the initial concept to final review and approval.
- Repurposing and gaining insights/ROI of digital assets is hard – especially when assets are repurposed across sites, email, print, and mobile experiences.

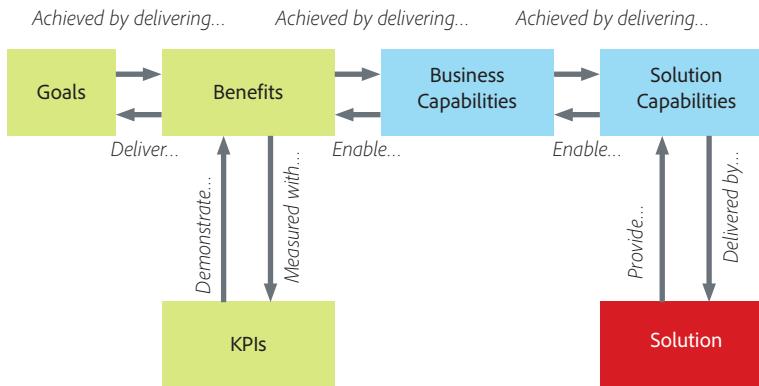
Deliver better and more targeted digital assets faster

- Digital Marketing Leader
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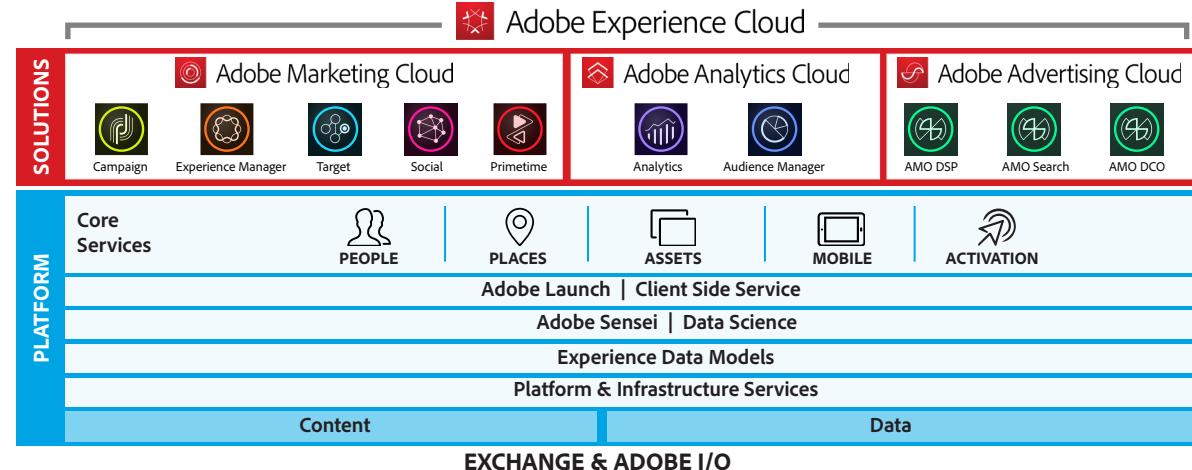
Value Driver:

Power:

How to use this document:



Experience Cloud Architecture:



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Value Map Summary for Digital Foundation



To create value, businesses can demonstrably improve performance...			...by increasing capability...		...with our solutions	
Organizational Goals		Benefits	Measurable Impacts (KPIs)	Business Capabilities	Solution Capabilities	
Create Value	 Grow Revenue	Acquire new customers	Attract more visitors, cross devices, channels and markets	Increased: • # Visits • # Visitors • Response rate • # Click-throughs • Visit duration • % Conversion rates • # Subscriptions • % Cross-sell and up-sell • Average order values • Revenue per campaign	Manage customers and segments: • Build and enrich holistic customer profiles • Create segmented audiences • Gather and store 2nd and 3rd party, online, offline and cross-channel data to create and amplify customer profiles	• One place to create, manage and deliver multi-site digital experiences across web, mobile and other touchpoints • Single cross-organization content repository for managing digital assets • Creation and management of brand consistent and personalized experiences across all devices and screens • Bridge online content to offline experiences • Managed services: hosting, support and tools
			Increase visitor engagement through personalized content	Reduced: • % Bounce rates • # Abandoned transactions • Unsubscribe rates • # Product returns	Target visitors: • Resolve audience and identity across devices and channels • Serve personalized content and email • Manage and optimize offers in real-time • Orchestrate journeys across online and offline touchpoints.	• Comprehensive view of customer and marketing performance attributed across all channels, devices and touchpoints • Real-time and configurable intelligent alerts • Automated anomaly detection and predictive analytics • Deep cross-channel visitor and customer journey insights • Dynamic and interactive visualizations within a flexible analysis workspace • Digital asset and content engagement insights (including video)
		Increase customer lifetime value	Increase visitor engagement with events triggered by user actions			
			Increase number of prospects converting to sales			
			Improved understanding of customer profiles and segments			
	 Reduce Cost	Reduce Variable Costs	Increase conversion, cross-sell and up-sell with tailored offers	Reduced: • % Bounce rates • # Abandoned transactions • Unsubscribe rates • # Product returns		
			Close repeat business and maximize retention			
		Reduce Fixed Costs	Reduce cost and time to market per asset	Reduced: • Average time to market per asset • Average cost per asset	• Create and manage content once, but deploy for multiple channels, devices, languages and geographies • Design campaign goals, metrics, workflow and sequence • Automate personalization rules • Automatically trigger tailored events • Quickly deploy campaign A/B tests • Predict and forecast demand • Attribute revenue per channel	• A/B and multivariate testing across channels and devices • Automated behavioral targeting and personalization of content and offers through business rules and machine learning • Audience segment based targeting of content and offers • Mobile / geo-location targeting to deliver contextually relevant content and offers • Real-time personalized and targeted recommendations based on behavioral and profile attributes
			Reduce cost per campaign and time to market	Reduced: • Time to market per campaign • Internal and external costs per campaign • Cost per click-through • Cost per transaction • Cost per acquisition		• 360 degree view of addressable audiences • Private and secure marketplace to acquire 2nd and 3rd party audiences
			Reduce spend on ineffective campaigns	• Increased ROI per campaign	• Enhanced advertising effectiveness through advanced matching, segmentation and suppression • Cross-device and household level identification • Data co-operative to further enhance audience matching and profile sophistication	• Cross-channel campaign and journey design and optimization • Multi-channel campaign automation • Highly targeted and personalized one-to-one communication • Marketing team collaboration and workflow management • Real-time campaign reporting and insights • Native email services provision (ESP)
	 Intangible Benefits	Reduce cost of marketing and sales e.g. by improving productivity	Reduce cost of marketing and sales e.g. by improving productivity	Reduced: • Cost per marketing task • Cost of site management • Cost of developing and changing journeys and experiences	• Support more sophisticated experiences with streamlined processes and better tools • Re-use content across journeys, devices and channels	• Activation: Manage tags/pixels across sites dynamically to collect the right data for use across the cloud platform • Assets: Store, sync, and share all digital assets in a central location for use across the cloud platform
			Reduce IT costs and lead-times through a single platform	• Reduced costs for support and maintenance • Reduced IT costs and lead-time for new journey production • Reduced provisions for compliance and risk • Reduced cost of training	• Easily integrate online and offline data from multiple sources • Consolidate legacy systems onto integrated, scalable, secure and resilient platform • Capacity to support further digital innovation	• People: Create a comprehensive view of individuals by connecting Adobe and any first party data across the cloud platform • Places: Enrich profiles with location information from mobile devices for usage across the cloud platform • Seensi: Framework and collection of intelligent, machine learning and AI marketing services shared across the cloud platform
		Increased competitive advantage through: • Customer and user experience • Organizational effectiveness • Capacity for future innovation	Increased: • Customer and employee satisfaction scores • SLA performance	• Better and more targeted customer experience • Improved brand consistency by having a centralized asset repository • Assign SLA, security and compliance assurance to one trusted partner		
		Reduced financial, legal, compliance and IT risk (e.g. security and privacy)	Reduced incidents and outages			

Contribution of solution to use case:   

When to use Digital Foundation:

I want to build a better foundation for digital marketing

You can't afford to be bogged down in tying multiple marketing solutions together. Customers demand personalized experiences that are real time and relevant. You require a complete digital foundation that enables you to assemble experiences on-the-fly, without compromising on security and privacy. Adobe provides the industry's most holistic marketing cloud, with precision analytics built into content development and deployment.

Business Problem:

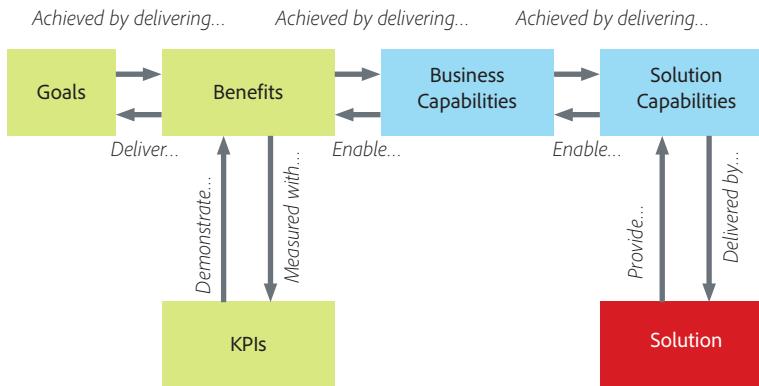
- It takes days, if not weeks/months, to get a suitable environment up to start creating digital experiences.
- We spend most of our time stitching together different digital marketing tools and rationalizing differing data sets and methodologies.
- Security is a major concern when it comes to building out customer facing experiences.
- Streamlined workflows for various marketing roles to self-serve and discover insights for marketing execution do not exist.

Value Driver:

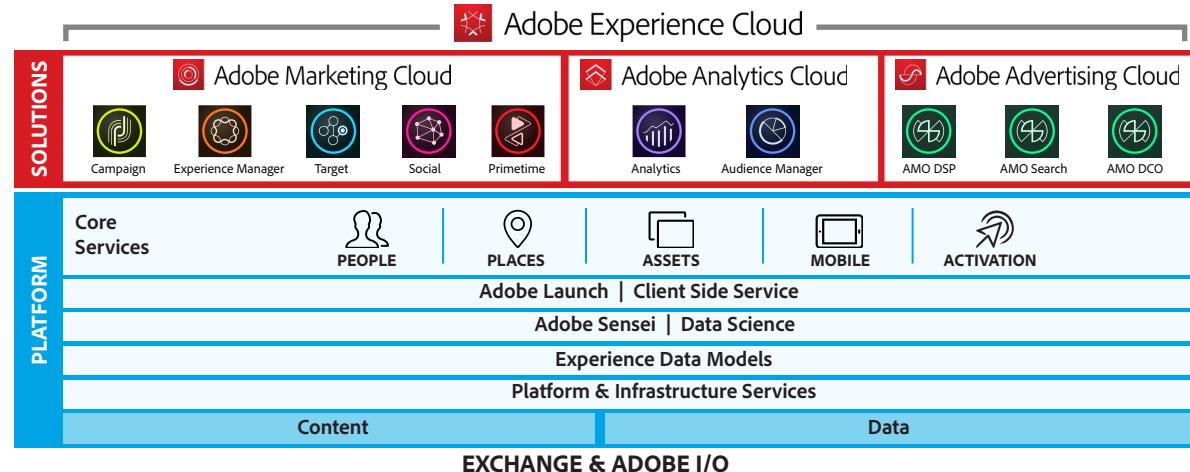
Leverage customer data and campaign orchestration tools to create a systematic way to do marketing with a technological foundation that will grow with you.

- CMO
- Senior Director of Marketing
- IT Manager

How to use this document:



Experience Cloud Architecture:



BENEFIT

A Benefit is the result of some change or action that leads to a favourable outcome for the business. These outcomes can be financial (Tangible Benefits) or non-financial (Intangible Benefits).

Benefits are normally calculated from a combination of KPIs over and above a baseline case e.g.:

$$[\text{Increased revenue}] = [\text{increase in orders}] \times [\text{average value per order}]$$



KEY PERFORMANCE INDICATOR (KPI)

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VALUE

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Value Map Summary for Digital Service Enrollment



To create value, businesses can demonstrably improve performance...			...by increasing capability...		...with our solutions
Organizational Goals		Benefits	Measurable Impacts (KPIs)	Business Capabilities	Solution Capabilities
Create Value	Tangible Benefits	 Grow Revenue	Acquire new customers	Deliver seamless, cross-channel experiences driving conversions	<ul style="list-style-type: none"> Increased: <ul style="list-style-type: none"> # Returning visitors Engagement score # Transactions initiated # Transactions completed % Approval rates % Conversion rates # New accounts % Customer acquisition rates % Market share # Subscriptions and accounts Average order values Revenue per visit % Cross-sell and up-sell rates % Return on marketing spend % Retention rate % Take up of digital promotions Reduced: <ul style="list-style-type: none"> # Abandoned transactions Losses due to inappropriate communications Perceived waiting time % Bounce rates
				Improve turnaround times on product or service applications	
			Increase customer lifetime value	Increase engagement with relevant content at the right time during the application	
				Optimize and accurately measure application effectiveness leading to increase in revenue	
				Streamline enrollment and document signing to increase conversions and reduce abandonment	
	Reduce Cost	 Reduce Cost	Reduce Variable Costs	Improve mobile and cross-channel customer experiences to reduce abandonment	<ul style="list-style-type: none"> Improved: <ul style="list-style-type: none"> Application processing time Speed of approval # Compliant forms Reduced: <ul style="list-style-type: none"> Time to market per form and document created and changed Cost per form and document created and changed Cost of external agencies providing form design & hosting Cost of document management Cost per transaction # Errors with prefilled data
				Increase cross-sell and upsell with personalized offers based on customer preferences and behavioral data	
			Reduce Fixed Costs	Reduce manual processing costs by automating workflows and approvals	
				Reduce cost of compliance with pre-approved form and document fragments and centrally managed collections	
				Reduce costs by eliminating printing, distribution and storage, and data rekeying	
	Intangible Benefits	 Intangible Benefits	Reduce IT cost to build data integrations to connect forms and documents to backend systems	Reduce operational costs with streamlined form and document creation and management	<ul style="list-style-type: none"> Improved: <ul style="list-style-type: none"> Application processing time Speed of approval # Compliant forms Reduced: <ul style="list-style-type: none"> Time to market per form and document created and changed Cost per form and document created and changed Cost of external agencies providing form design & hosting Cost of document management Cost per transaction # Errors with prefilled data
				Increase speed-to-market of new forms and applications reducing product development time	
				Reduce support needed for physical call center infrastructure	
				Lower organizational risk and exposure with consistency of new forms and applications	
				Increased customer/citizen satisfaction with a better enrollment experience and interactive communications	<ul style="list-style-type: none"> Increased: <ul style="list-style-type: none"> Net Promoter Scores (NPS) Brand consistency Reduced: <ul style="list-style-type: none"> Non-compliant applications Un-approved forms
				Lower organizational risk and exposure with consistency of new forms and applications	

Contribution of solution to use case:   



Adobe Experience Manager



Adobe Analytics



Adobe Campaign



Adobe Target



Adobe Core Services + Cloud Platform

When to use Digital Service Enrollment:

"I want to modernize and continually improve the service enrollment experience across all channels, including mobile."

Consumers increasingly expect engaging, personalized and connected experiences across web and mobile. For banks, insurance companies, healthcare providers, governments, and other industries, client interactions often involve complex and heavy exchanges of information to onboard, enroll or apply for service. For these industries, service enrollment is often still in person, or involves printing long forms, filling them out, ink signing, and sending paper through snail mail to be manually processed.

Business Problem:

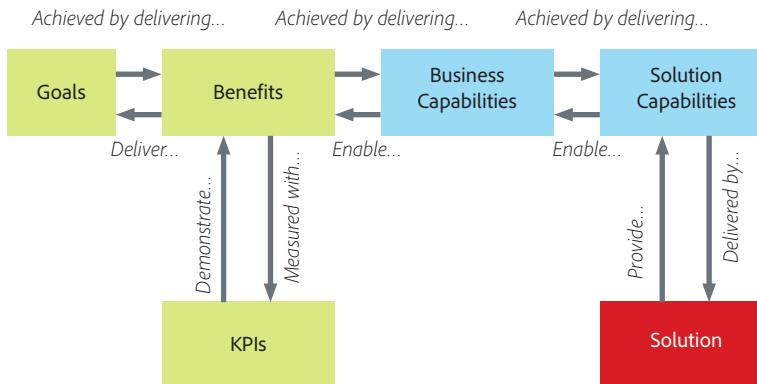
- Broken user experience on mobile.
- Reliance on paper due to compliance issues.
- Reduced flexibility and slow time-to-market for updates.
- Lack visibility into customer experience.

Value Driver:

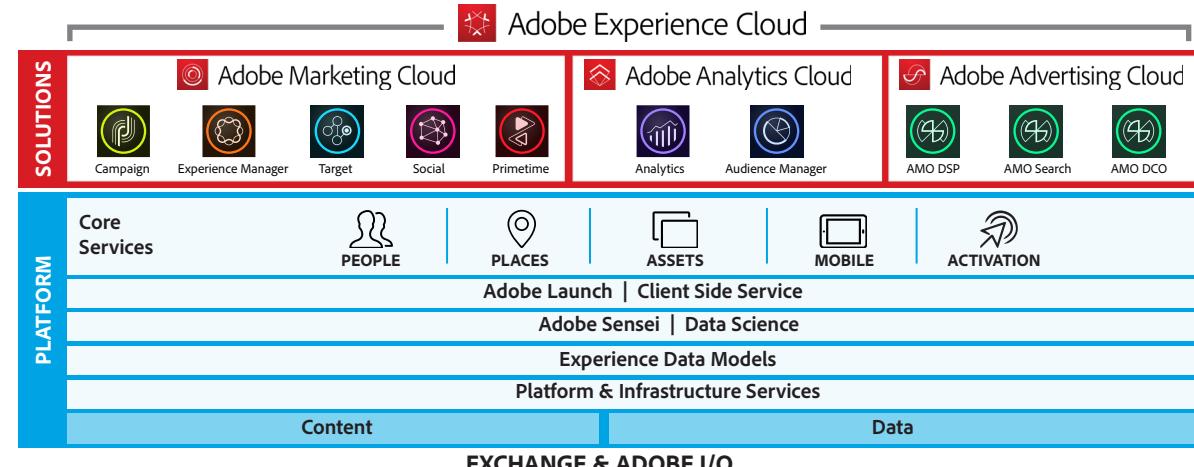
- Optimize enrollment experiences and increase conversion.
- Transform complex form and document interactions.
- Streamline form filling, signing and processing.
- Personalize customer communications and upsell experiences.

- Line of Business Government
- Financial Services Industry (FSI)
- IT

How to use this document:



Experience Cloud Architecture:



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Value Map Summary for Email Marketing

To create value, businesses can demonstrably improve performance...			...by increasing capability...		...with our solutions	
Organizational Goals	Benefits	Measurable Impacts (KPIs)	Business Capabilities	Solution Capabilities		
Create Value	Grow Revenue	Acquire new customers	Increase # emails delivered to their intended recipient	Increased: <ul style="list-style-type: none"># Emails delivered# Emails opened# Email responses# Visitors# Click throughs% Conversion# Transactions initiated	• Deliver deeply personalized email content that takes into account up-to-date customer data <ul style="list-style-type: none">Optimize email execution with targeted segmentationDevelop a single view of the customer for more selective targetingExploit data science to optimize subject lines and reduce email fatigueCoordinate email campaigns in context and engagement with other channelsAutomate emails based on trigger events and propensity scoresUse global and comprehensive deliverability services to ensure emails get to the inboxAutomate remarketing activitiesLeverage contextual information such as date, time and locationDesign and execute personalized one-to-one offers in real-timeReengage lapsed or disengaged customersOptimize in-flight campaigns for effectiveness based on real-time insights	• Best in-class and native high volume email execution with email deliverability optimization services <ul style="list-style-type: none">Design comprehensive campaigns from audience segmentation, offer and channel selection, to message rendering and testingDeliver personalized experiences determined by the customer's habits and preferencesAutomate delivery of one-to-one messages across online and offline marketing channels
			Increase response rates with personalized and relevant email content	Increased: <ul style="list-style-type: none"># # Emails delivered# Emails opened# Email responses# Visitors# Click throughs% Conversion# Transactions initiated	• Coordinate email campaigns in context and engagement with other channels <ul style="list-style-type: none">Automate emails based on trigger events and propensity scoresUse global and comprehensive deliverability services to ensure emails get to the inboxAutomate remarketing activitiesLeverage contextual information such as date, time and locationDesign and execute personalized one-to-one offers in real-timeReengage lapsed or disengaged customersOptimize in-flight campaigns for effectiveness based on real-time insights	• AEM Manager serves as a hybrid Content management System (CMS) <ul style="list-style-type: none">Provide an authoring environment with support for in-place editing, drag-and drop page composition from a library of content componentsEnable personalized correspondence across any device or channel with Experience ManagerKeep track of assets, communication, and activities associated with your marketing projects in real timeCreate, manage, and optimize digital customer experiences across every channel
		Increase customer lifetime value	Increase response rates by coordinating email with other channels (SMS, Social, Call Centre etc.)	Increased: <ul style="list-style-type: none"># Click throughs% Conversion# Transactions initiated	• Automate emails based on trigger events and propensity scores <ul style="list-style-type: none">Use global and comprehensive deliverability services to ensure emails get to the inboxAutomate remarketing activitiesLeverage contextual information such as date, time and locationDesign and execute personalized one-to-one offers in real-timeReengage lapsed or disengaged customersOptimize in-flight campaigns for effectiveness based on real-time insights	• AEM Manager serves as a hybrid Content management System (CMS) <ul style="list-style-type: none">Provide an authoring environment with support for in-place editing, drag-and drop page composition from a library of content componentsEnable personalized correspondence across any device or channel with Experience ManagerKeep track of assets, communication, and activities associated with your marketing projects in real timeCreate, manage, and optimize digital customer experiences across every channel
			Increase conversion with automated follow-up emails for abandoned experiences	Increased: <ul style="list-style-type: none"># Transactions completed% Cross-sell and up-sell rates# Subscriptions and accountsAverage order valuesRevenue per visitRevenue per email campaign	• Leverage contextual information such as date, time and location <ul style="list-style-type: none">Design and execute personalized one-to-one offers in real-timeReengage lapsed or disengaged customersOptimize in-flight campaigns for effectiveness based on real-time insights	• Understand engagement with your digital assets <ul style="list-style-type: none">Take immediate action by acting on real-time and intelligent alertsShare analytical insights with dynamic and interactive visualizationsUnify customer profiles with additional other customer data sourcesUndercover hidden insights using machine learningUnderstand customer journeys utilizing advanced analytics and cross marketing capabilities
			Increase cross-sell and up-sell revenue and retention with right-time offers	Reduced: <ul style="list-style-type: none"># Undelivered email# Abandoned transactions# Unsubscribes and opt-outs# Complaints% Bounce rates post-click-through	• Design and execute personalized one-to-one offers in real-time <ul style="list-style-type: none">Reengage lapsed or disengaged customersOptimize in-flight campaigns for effectiveness based on real-time insights	• Understand engagement with your digital assets <ul style="list-style-type: none">Take immediate action by acting on real-time and intelligent alertsShare analytical insights with dynamic and interactive visualizationsUnify customer profiles with additional other customer data sourcesUndercover hidden insights using machine learningUnderstand customer journeys utilizing advanced analytics and cross marketing capabilities
	Reduce Cost	Reduce Variable Costs	Increase brand engagement and subscriptions for further promotions	Reduced: <ul style="list-style-type: none"># Undelivered email# Abandoned transactions# Unsubscribes and opt-outs# Complaints% Bounce rates post-click-through	• Utilize visual campaign design and orchestration <ul style="list-style-type: none">Use straightforward email authoringCollaborative content creation between technical and non-technical designersCollaborate seamlessly with 3rd partiesGain insight by measuring customer interactions and feedbackUnderstand how assets are consumed and which ones work best for future campaign planningMeasure and optimize campaign performance	• Deep integration with the creative application on a single platform increases content velocity <ul style="list-style-type: none">Accelerate your business with modern workflowsReceive actionable feedback without leaving the creative toolsRapid content personalization with analytics and insights
			Increase return visits with event-triggered emails	Reduced: <ul style="list-style-type: none"># Undelivered email# Abandoned transactions# Unsubscribes and opt-outs# Complaints% Bounce rates post-click-through	• Utilize visual campaign design and orchestration <ul style="list-style-type: none">Use straightforward email authoringCollaborative content creation between technical and non-technical designersCollaborate seamlessly with 3rd partiesGain insight by measuring customer interactions and feedbackUnderstand how assets are consumed and which ones work best for future campaign planningMeasure and optimize campaign performance	• Deep integration with the creative application on a single platform increases content velocity <ul style="list-style-type: none">Accelerate your business with modern workflowsReceive actionable feedback without leaving the creative toolsRapid content personalization with analytics and insights
			Reduce churn by optimizing content and frequency to reduce fatigue	Reduced: <ul style="list-style-type: none"># Undelivered email# Abandoned transactions# Unsubscribes and opt-outs# Complaints% Bounce rates post-click-through	• Utilize visual campaign design and orchestration <ul style="list-style-type: none">Use straightforward email authoringCollaborative content creation between technical and non-technical designersCollaborate seamlessly with 3rd partiesGain insight by measuring customer interactions and feedbackUnderstand how assets are consumed and which ones work best for future campaign planningMeasure and optimize campaign performance	• Deep integration with the creative application on a single platform increases content velocity <ul style="list-style-type: none">Accelerate your business with modern workflowsReceive actionable feedback without leaving the creative toolsRapid content personalization with analytics and insights
			Reduce effort, cost and time-to-market for launching new email campaigns	Reduced: <ul style="list-style-type: none">Time to market per campaignInternal cost per campaign	• Utilize visual campaign design and orchestration <ul style="list-style-type: none">Use straightforward email authoringCollaborative content creation between technical and non-technical designersCollaborate seamlessly with 3rd partiesGain insight by measuring customer interactions and feedbackUnderstand how assets are consumed and which ones work best for future campaign planningMeasure and optimize campaign performance	• Deep integration with the creative application on a single platform increases content velocity <ul style="list-style-type: none">Accelerate your business with modern workflowsReceive actionable feedback without leaving the creative toolsRapid content personalization with analytics and insights
		Reduce Fixed Costs	Reduce effort and cost with increased email automation	Reduced: <ul style="list-style-type: none">Cost per click-throughCost per transactionCost per emailExternal cost per campaignCost per customer acquired	• Utilize visual campaign design and orchestration <ul style="list-style-type: none">Use straightforward email authoringCollaborative content creation between technical and non-technical designersCollaborate seamlessly with 3rd partiesGain insight by measuring customer interactions and feedbackUnderstand how assets are consumed and which ones work best for future campaign planningMeasure and optimize campaign performance	• Deep integration with the creative application on a single platform increases content velocity <ul style="list-style-type: none">Accelerate your business with modern workflowsReceive actionable feedback without leaving the creative toolsRapid content personalization with analytics and insights
		Reduce Fixed Costs	Reduce cost of email campaign analysis and reporting	Increase ROI per email campaign	• Utilize visual campaign design and orchestration <ul style="list-style-type: none">Use straightforward email authoringCollaborative content creation between technical and non-technical designersCollaborate seamlessly with 3rd partiesGain insight by measuring customer interactions and feedbackUnderstand how assets are consumed and which ones work best for future campaign planningMeasure and optimize campaign performance	• Deep integration with the creative application on a single platform increases content velocity <ul style="list-style-type: none">Accelerate your business with modern workflowsReceive actionable feedback without leaving the creative toolsRapid content personalization with analytics and insights
		Reduce Fixed Costs	Reduce spend on ineffective email campaigns	Increased: <ul style="list-style-type: none">Increased productivity of marketing team / # Marketing campaigns within same budgetReduced cost per task	• Share content across campaigns <ul style="list-style-type: none">Support more sophisticated campaigns with intuitive processesAttribute revenue to email channel	• Automated offers through machine learning algorithms <ul style="list-style-type: none">Experience based targeting to particular audience segmentsGeo-location targeting to deliver tailored, relevant content, offers or messages
		Intangible Benefits	Reduce cost of marketing and sales by simplification and improving productivity	Increased: <ul style="list-style-type: none">Increased productivity of marketing team / # Marketing campaigns within same budgetReduced cost per task	• Personalized recommendations to suggest relevant content <ul style="list-style-type: none">Cross-channel profile and optimization by incorporating other profile data for the most relevant, tailored experience at any given time	• Personalized recommendations to suggest relevant content <ul style="list-style-type: none">Cross-channel profile and optimization by incorporating other profile data for the most relevant, tailored experience at any given time
		Intangible Benefits	Reduce IT costs through a single, integrated platform	Reduced costs for support, maintenance and IT change to support email campaigns	• Single technology technology for campaign management, email and omnichannel campaigns	• Assets: Easily store, share, manage, and publish content to all Adobe Marketing Cloud solutions from one central hub <ul style="list-style-type: none">Activation: Quickly manage tags, collect the right data, and act in real time with dynamic tag management
		Intangible Benefits	Improved user experience, customer satisfaction and brand consistency	Increased: <ul style="list-style-type: none">Customer satisfaction scoresNet Promoter Score (NPS)	• Improve targeting <ul style="list-style-type: none">Deliver a better customer experienceImprove risk management	• People: Easily bring first-party data like point of sale or CRM information into Adobe Target. <ul style="list-style-type: none">Use a more complete dataset to build and deliver the most engaging customer experiences
		Intangible Benefits	Reduced legal, audit and compliance risk	Reduced IT incidents and outages		

When to use Email Marketing:

"I want to optimize email marketing in a cross-channel strategy."

We know that email is critical to your marketing efforts, but it's not always easy to execute. Adobe can support you by allowing you to create and deliver consistent, contextually relevant, and measurable email campaigns at scale.

Business Problem:

Creating and delivering email marketing programs that are deeply personalized and contextually relevant, while ensuring offers and messages are consistent with a cross-channel strategy.

- Email marketers have access to only email data
- Managing marketing fatigue and ensuring consistent customer engagement
- Attributing revenue to the email channel in a cross-channel customer journey
- Managing deliverability and getting my emails to the Inbox

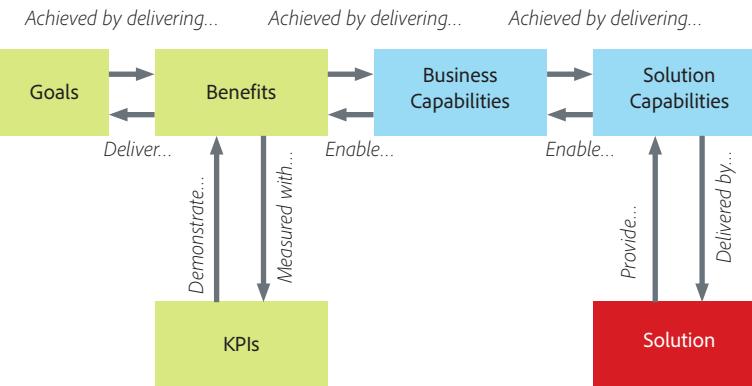
Value Driver:

As the workhorse of a marketing strategy, I need to create, deliver and measure engaging email marketing campaigns to drive revenue for my business.

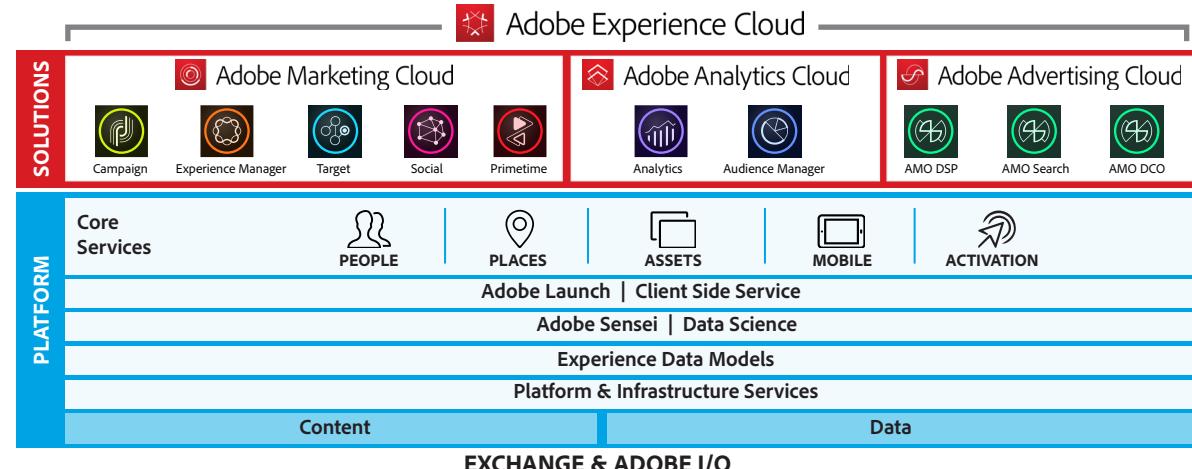
Power:

- CMO
- Campaign Manager

How to use this document:



Experience Cloud Architecture:



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Value Map Summary for Experience Driven Commerce



To create value, businesses can demonstrably improve performance...				...by increasing capability...	...with our solutions			
Organizational Goals		Benefits	Measurable Impacts (KPIs)	Business Capabilities	Solution Capabilities			
Create Value	Tangible Benefits	 Grow Revenue	Acquire new customers	<p>Increase conversion through providing a cohesive commerce experience on any channel</p> <p>Increase engagement with relevant content delivered with low latency across all channels and touchpoints</p> <p>Reduce time to market of web content across channels</p>	<p>Increased:</p> <ul style="list-style-type: none"> # Visits # Visitors % Email open rate # Click-throughs Average visit duration Average pages per visit % Conversion rates List size / # Subscribers % Cross-sell and up-sell Average order values % Add to cart rate % Checkout initiation 	<ul style="list-style-type: none"> Maximize sales by delivering customer experiences from awareness to post-purchase that are optimized with insights from real-time shopping behaviors and multichannel data Drive traffic, conversions and lifetime value with effective merchandising and timely marketing campaigns Adapt and personalize shopper experiences based on real-time behaviors Identify your most profitable shoppers, then target and acquire them with relevant content and campaigns or expand that audience to additional valuable customers Integrate easily into eCommerce systems to enable a holistic experience including transaction processing 	<ul style="list-style-type: none"> Content planning and efficient workflows: centralize workflows across teams, functions, departments will drastically help increase productivity and create richer customer content Deliver fluid experiences: send content to new and expanding touchpoints that all have different shapes and forms like Facebook or Pinterest within single platform Interactive store experiences: enhance the store experiences with interactive screens, non-interactive screens, interactive dressing rooms, magic mirrors and more Single cross-organization content repository for managing digital assets Creation and management of brand consistent content across all devices and screens Bridge online content to offline experiences Use managed services hosting, support and tools 	 Adobe Experience Manager
			Increase customer lifetime value	<p>Grow revenue and increase sales through up-selling and cross-selling with tailored offers</p> <p>Deliver personalized customer journeys at scale building strong customer relationships</p> <p>Increase loyalty of your customer base with an engaging retail experience</p>	<p>Reduced:</p> <ul style="list-style-type: none"> % Bounce rates # Abandoned carts # Un-subscribers Site load time 			 Adobe Target
	Reduce Cost	 Reduce Variable Costs	Reduce time to market with improved operational efficiency	<p>Reduced:</p> <ul style="list-style-type: none"> Time to market per asset Internal and external costs per campaign 	<ul style="list-style-type: none"> Create and manage content once, but deploy for multiple channels, devices, languages and geographies Empower business users to create, manage, and publish differentiated shopping experiences without IT Automate personalization rules Automatically trigger tailored events Quickly deploy A/B tests Predict and forecast demand Attribute revenue per marketing channel or per step in the buying experience 	<ul style="list-style-type: none"> Real-time personalized and targeted recommendations based on behavioral and profile attributes 	 Adobe Analytics	
			Reduce cost of marketing due to optimized effectiveness across engagement points	<ul style="list-style-type: none"> Cost per asset Cost per click Cost per transaction Cost per acquisition Non-approved assets Cost per impression Product returns 				
			Reduce cost of web content creation and curation	<p>Reduced:</p> <ul style="list-style-type: none"> Cost per task Cost of site management # Outbound sales calls # Inbound post-sale support calls 	<ul style="list-style-type: none"> Support more sophisticated campaigns with streamlined processes and better tools Re-use assets and content across campaigns, devices and channels Easily integrate on-line and offline data from multiple sources Consolidate legacy systems onto integrated, scalable, secure and resilient platform Capacity to support further digital innovation A/B, Multi-variant (MVT) and algorithmic testing 	<ul style="list-style-type: none"> Cross-channel campaign, journey design and optimization Multi-channel campaign automation Create and maintain a consolidated known audience profile Reduce cross-channel campaign fatigue management Highly targeted and personalized one-to-one communication Marketing team collaboration and workflow management Real-time campaign reporting and insights Native email services provision (ESP) 	 Adobe Campaign	
		 Reduce Fixed Costs	Reduce cost of web site development and production	<p>Reduced:</p> <ul style="list-style-type: none"> Cost per task Cost of site management # Outbound sales calls # Inbound post-sale support calls 				
			Reduce dependency of marketing on IT for shopping experience changes	<p>Reduced:</p> <ul style="list-style-type: none"> Cost for support and maintenance IT costs and lead-time for new digital experience production Provisions for compliance and risk 				
	Intangible Benefits	Reduce cost of IT due to using pre-integrated services / components						
		Reduce IT operating cost and improved productivity						
Intangible Benefits	<p>Increased competitive advantage through:</p> <ul style="list-style-type: none"> Customer experience and advocacy Organizational effectiveness 		<p>Increased:</p> <ul style="list-style-type: none"> Customer and employee satisfaction scores SLA performance Net Promoter Score (NPS) 	<ul style="list-style-type: none"> Better and more targeted customer experiences Improved brand consistency by having a centralized asset repository Assign SLA, security and compliance assurance to one trusted partner 	<ul style="list-style-type: none"> Assets: store, sync, and share all digital assets in a central location for use across the cloud platform People: create a comprehensive view of individuals by connecting Adobe and any first party data across the cloud platform Places: enrich profiles with location information from mobile devices for usage across the cloud platform Sensei: framework and collection of intelligent, machine learning and AI marketing services shared across the cloud platform 	<ul style="list-style-type: none"> Activation: manage tags/pixels across sites dynamically to collect the right data for use across the cloud platform 	 Adobe Core Services + Cloud Platform	
	<p>Reduced financial, legal, compliance and IT risk (e.g. security and privacy)</p>		Reduced # incidents and outages					

Contribution of solution to use case:   

When to use Experience Driven Commerce:

"I want to integrate our commerce engine with a best-in-breed CMS to drive more personalized experiences across channel"

Successful shopping experiences are achieved when the right content is presented at the right time through the customer's journey. Adobe provides a commerce integration framework that ties together content creation, management and delivery across all devices and channels to create a seamless experience from discovery to purchase.

Business Problem:

- Commerce platforms lack sufficient content and personalization capabilities required to deliver rich shopping experiences.
- Commerce platforms lack content and CX capabilities to deliver rich shopping experiences across all customer touch points.
- Customer fall-out across critical phases of the buying journey when customers move from brand sites to shopping sites.
- Heavy reliance on IT to enable content and commerce changes, which can be slow to respond due to legacy systems and inadequate tools.

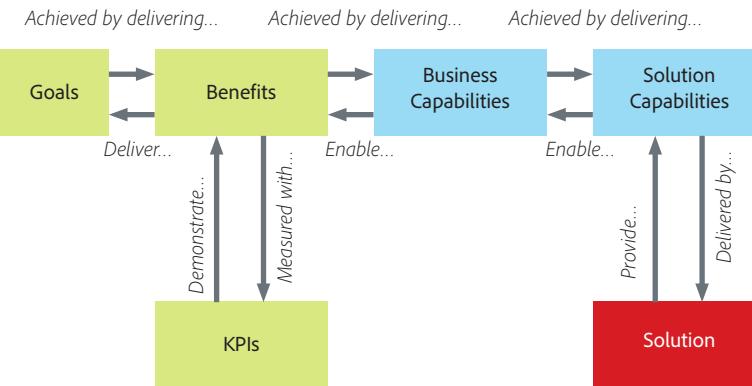
Higher conversion and personalization

Value Driver:

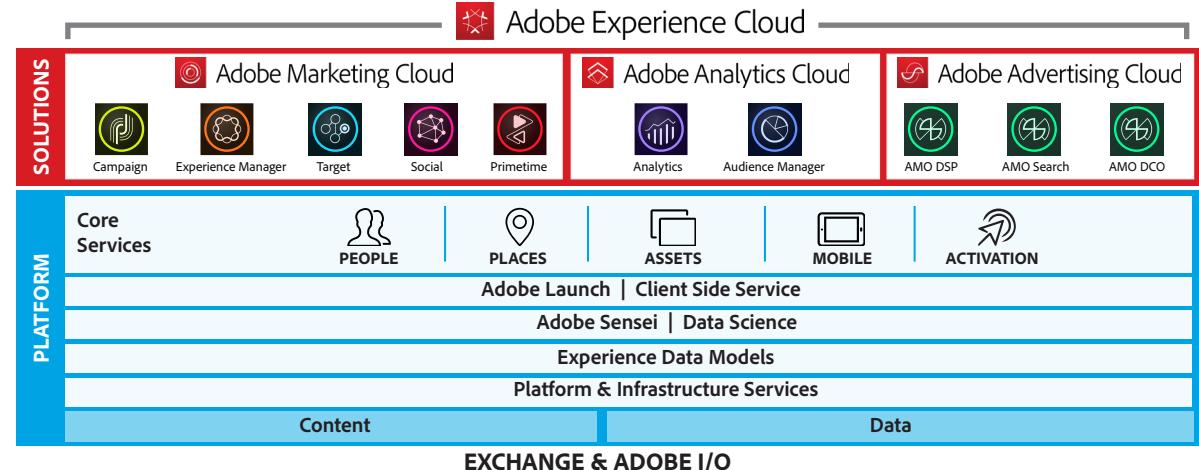
- CMO
- VP of Commerce

Power:

How to use this document:



Experience Cloud Architecture:



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$$[\text{Increased revenue}] = [\text{increase in orders}] \times [\text{average value per order}]$$



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VALUE

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E.g. if a business case has calculated a Benefit based on revenue, the overall Value to the business can be estimated by multiplying the revenue increase by Gross Margin to factor in likely costs (Cost of Goods, Sales etc) and determine the approximate level of profit that would be achieved. Time is taken into account by time-based discounting and taking into account the Cost of Capital e.g. with Net Present Value calculations.



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Examples may be a "Single view of the customer", "Integrated Marketing Campaign Management", "Event Management", "Cross-Channel Analytics", "Integrated Collaboration Toolset", etc. These are typically the things that are discussed in Adobe product literature and marketing.

Note: A 'Value Driver' is typically defined as a "Business Capability + KPI". It brings together the Business Capability (the Benefit Enabler) with the KPI (the Benefit Measure) to illustrate how performing the relevant business activities & changes drives key business outcomes.

Value Map Summary for Journey Management



To create value, businesses can demonstrably improve performance...			...by increasing capability...		...with our solutions		
Organizational Goals		Benefits	Measurable Impacts (KPIs)	Business Capabilities	Solution Capabilities		
Create Value	 Grow Revenue	Acquire new customers	Create an engaging customer journey and digital experience driving conversions	Increased: • # Visitors • # Returning visitors • # Visits • # Page views • Visit duration • # On-site actions • Engagement score • % Click-through rates • % Conversion rates • # Offline conversion events • % response rates • # Transactions completed • # Subscriptions and accounts • Average order values • Revenue per visitor • % Cross-sell and up-sell rates	• Orchestrate a customer experience that is engaging, contextual and consistent across online/offline • Coordinated campaigns personalizing every interaction based on real time analytics and retargeting • Leverage a progressive unified customer profile that can be easily augmented with customer attribute data • Revise customer segments with look-alike modeling to allow for better targeting based on broad array of variables boosting returns • Rapidly manage and deliver personalized, channel-appropriate communications and offers • Anticipate customer needs by both manual and automated recommendations capabilities empowering marketers to execute personalization at scale • Conduct flexible analysis reporting and distribution, with sharing data across a unified marketing platform, providing insights into all levels of personalization effort	• Design and manage interactions across all online and offline channels that result in increased engagement, loyalty and retention • Design comprehensive campaigns from audience segmentation, offer and channel selection, to message rendering and testing • Personalize best in class and native high volume email execution with email deliverability optimization • Automate delivery of one-to-one messages across online and offline marketing channels	
			Improve customer engagement with relevant content and offers consistent across all channels	Reduced: • % Bounce rates • # Abandoned transactions and carts • # Unsubscribers • # Support calls		• Acquire new customers and drive conversions by identifying the best content to deliver and delivering the optimal digital experience • Optimize the on-site experience with A/B and multivariate testing to increase conversion • Cross-channel profile and optimization by incorporating other profile data for the most relevant, tailored experience at any given time • Automated content and offers through machine learning algorithms delivering personalized recommendations to suggest relevant content, items, or offers	
			Engage prospective customers with look-alike modelling based on existing customer traits and behaviours			• Build unique audience profiles so you can identify your most valuable segments and use them across any digital channel throughout the customer journey • Complete view of audience by combining all data sources in one place • Buy and sell second and third-party data with the Audience Marketplace • Discover, create and organize new, valuable segments for smarter targeting and personalization • Extend audiences, reach and inventory with advanced look-alike Modelling	
			Increase volume of leads generated from multichannel campaigns with paid, earned and owned working together				
	Increase customer lifetime value	Reduce Variable Costs	Orchestrate interactions to reduce interaction, transaction and cart abandonment	Reduced: • Time to market per interaction / campaign • Internal and external costs per campaign • Cost per asset / interaction • Cost per click-through • Cost per transaction • Cost per contact	• Support more sophisticated cross-channel campaigns with simpler processes and better tools • Constantly measure and optimize the consumer experience • Share content across campaigns, devices and channels • Easily perform test campaigns (A/B) • Automatically attribute revenue per channel	• Analyze the end-to-end customer journey across channels and attribute impact to specific activities that lead to the purchase • Deliver ROI insights with asset analytics, tracking assets based on usage and performance over time including click-through rates and impressions across digital channels • Attribute the impact of various channels to the conversion activity so that the marketing team can optimize their campaigns	
			Reduce campaign cycle time improving time to market				
			Reduce cost of web content development and production				
			Reduce cost of marketing due to increased efficiency	Increased: Productivity of marketing team / # Campaigns for budget Reduced: Cost per marketing task		• Forecast the best mix of search, display and social, as well as automate the execution of media plans • Retarget real time and at scale across the Web to drive conversions • Performance optimization where algorithms drive campaign performance	
	Reduce Fixed Costs	Reduce IT operating cost and improved productivity	Reduce cost of IT due to using a single unified platform	Reduced: • Cost of site management • IT costs for support and maintenance • Cost of IT change for new campaigns	• Reduce IT complexity and cost of managing different siloed platforms • Improve operational efficiency • Use centralized data environment for analytics, campaigns and reports	• Deliver and manage experiences that are responsive, relevant, and social, placing the customer at the center of every interaction throughout the customer journey • Deliver retarget with the most relevant and personalized display ad in real-time using Dynamic Creative Optimization • Enable content reuse across all host applications and then deliver these throughout the customer journey with Web and Mobile Experience Management	
			Reduce IT operating cost and improved productivity				
Intangible Benefits	Increased competitive advantage through improved customer experience, advocacy and customer satisfaction		Increased: • Net Promoter Scores (NPS) • Customer satisfaction scores • Brand consistency	• Create an improved personalized customer experience • Deliver cohesive interaction that delight the customer across all channels and touchpoints	• Activation: Manage tags/pixels across sites dynamically to collect the right data for use across the cloud platform • People: Create a comprehensive view of individuals by connecting Adobe and any first party data across the cloud platform		
	Improved brand management		Reduced: • Non compliant content	• Use a united workflow for approvals and Governance			
	Reduced audit and compliance risk						

Contribution of solution to use case:  HIGH  MEDIUM  LOW

When to use Journey Management:

"I want to manage the customer journey from anonymous prospect to loyal advocate."

Customers expect to be understood, to be catered to in their moments of want and need – and now there are tools to automate this process on a personal, individual level. Every touch point, every experience can be engaging, relevant and timely – providing significant uplift and revenue opportunities for your brand.

Business Problem:

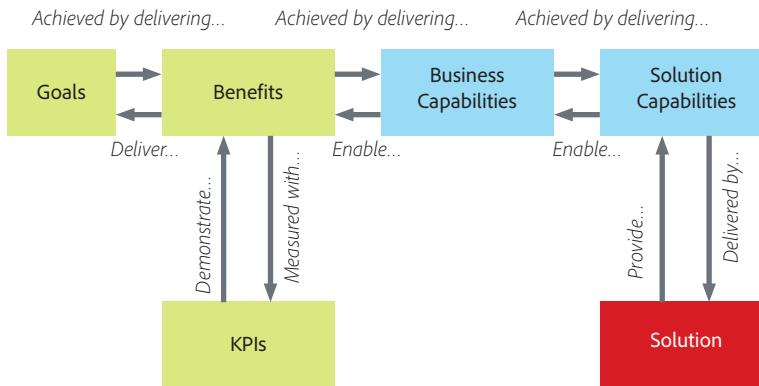
- Coordinating disconnected marketing tactics that drive engagement throughout each phase of the customer journey is difficult, costly, and complicated.
- Low customer conversions and decreased customer loyalty, because of poor customer experience.
- Inefficient, disparate and complicated marketing technologies to manage customer experience.
- Incorporating mobile into the customer journey.
- Digital assets aren't delivered in a measurable way that allows us to pivot the way we deliver and spend advertising dollars.
- Want to optimize online and offline marketing touch points, but most of our data sources are in silos.

Value Driver:

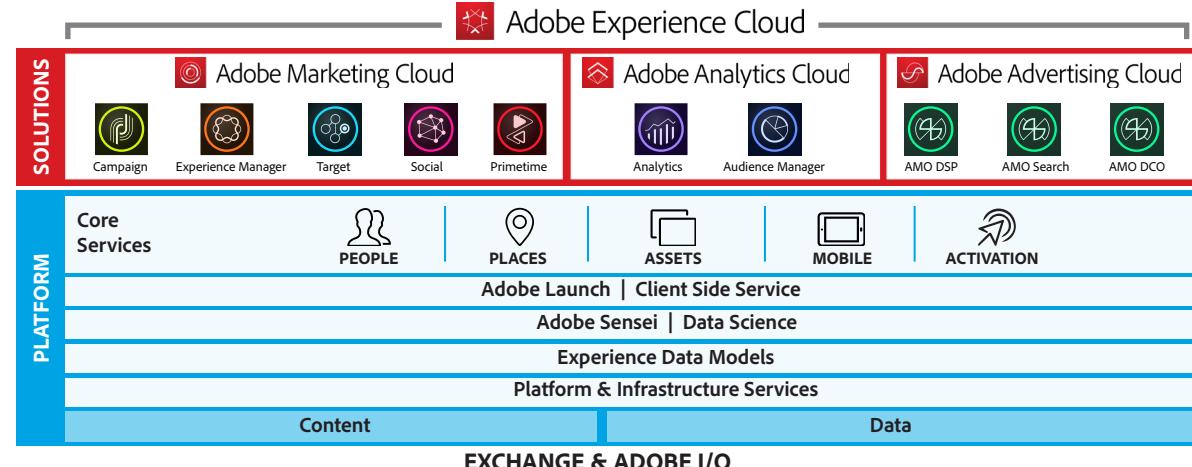
Create engaging customer experiences throughout the customer journey that increase revenue and loyalty, while improving operational marketing efficiency

- CMO
- Cross-channel Campaign Leader

How to use this document:



Experience Cloud Architecture:



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Value Map Summary for Marketing Performance Measurement



To create value, businesses can demonstrably improve performance...			...by increasing capability...		...with our solutions			
Organizational Goals		Benefits	Measurable Impacts (KPIs)	Business Capabilities	Solution Capabilities			
Create Value	Grow Revenue	Acquire new customers	Attract more visitors by understanding segments and identifying high-value look-alike prospects	Increased: <ul style="list-style-type: none"> # Visitors by device # Page views # Returning visitors # Click-throughs Visit duration % Conversion rate # Transactions completed # Subscriptions and accounts % Cross-sell and up-sell rates Revenue per visit Revenue per campaign Retention rates 	<ul style="list-style-type: none"> Take customer behavior insights and amplify with 2nd and 3rd party data and look-alike modelling to expand market targets Create enriched audience segments and then activate them: Match offers to audiences, build and deliver tailored ads in real-time across social, search and display Use AI to discover new audience segments and understand the differences between those that are high value and those that are not converting Understand the different paths leading to conversion and drive a better customer experience across the entire journey Exploit "suggested recommendation" algorithms based on industry and page-type Segment and analyze audiences by value, overlaying marketing channel attribution data 			
			Acquire more customers by optimizing advertising spend and cross-channel digital experiences					
		Increase customer lifetime value	Increase sales by optimizing the path to conversion at each stage across the entire customer journey	Reduced: <ul style="list-style-type: none"> % bounce rates # Abandoned transactions # Customers unsubscribing 	<ul style="list-style-type: none"> Intelligently target the most valuable audiences by optimizing display ad campaigns in real time One unified demand side platform to plan, buy, measure and optimize ad buying for advertisers Recommendation driven search management to simulate, optimize and automate search, shopping and re-targeting campaigns Create, manage and optimize social ad campaigns and social search re-targeting at scale 			
			Attract higher-value customers with personalized content and targeted advertising					
	Reduce Cost		Increase conversion, cross-sell, up-sell and retention with tailored offers and recommendations	Improved CPM <ul style="list-style-type: none"> Evidence-based negotiations with advertising partners 	<ul style="list-style-type: none"> Bring DMP segments into Adobe Analytics in real time See how particular placements, creatives or campaigns contribute to funnel activity Bring purchased third-party segments from Audience Manager into Analytics Test which 1st party segments contribute most to user engagement Track audience segment performance capabilities, such as conversions and engagement 			
		Reduce Variable Costs	Reduced cost per campaign through smarter media spending					
		Reduce Fixed Costs	Reduce spend on ineffective campaigns through accurate attribution analysis and predictive modelling					
Intangible Benefits	Ability to innovate and get ahead of the competition		<ul style="list-style-type: none"> Increased client satisfaction scores Marketing budget growth 	<ul style="list-style-type: none"> Visibility of spend and performance of all online and offline channels Measure and optimize the experience across channels Predictive modelling of investments to ensure positive and repeatable returns Data-driven algorithmic (best-fit) attribution models 	<ul style="list-style-type: none"> A/B and multivariate testing across channels and devices Audience segment based targeting of content and offers Mobile / geo-location targeting to deliver contextually relevant content and offers 			
	Increased customer satisfaction							
	Ability to defend the marketing budget							

When to use Marketing Performance Measurement:

"I want to attribute marketing activities to KPIs and determine ROI!"

Budgets and ROI are top of mind for most businesses. Spending money on marketing in a meaningful way is a daily consideration for many marketers. Adobe knows that its customers must have a transparent and sophisticated tool to show them how to create, execute, and adjust their media plan. Adobe's tools allow users to see the big picture, act with confidence, and maximize their budget.

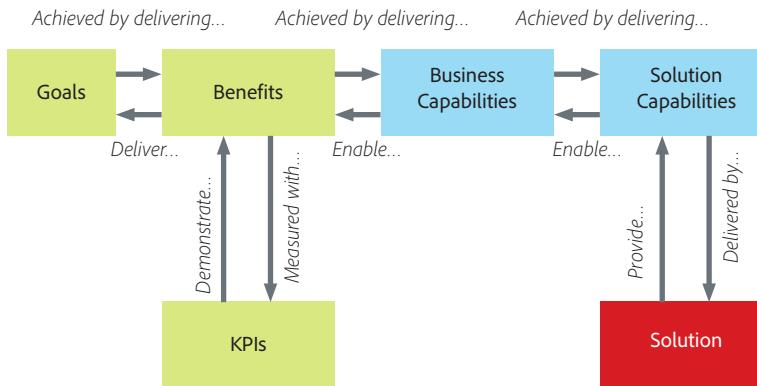
Business Problem:

- Advertising is becoming more and more a part of the customer experience and we worry that we're not getting the results we think we are.
- We are doing really basic last click attribution and are afraid that we are basing our marketing investments on misleading information.
- We are investing in many different channels, but don't know how they impact each other in driving conversions.

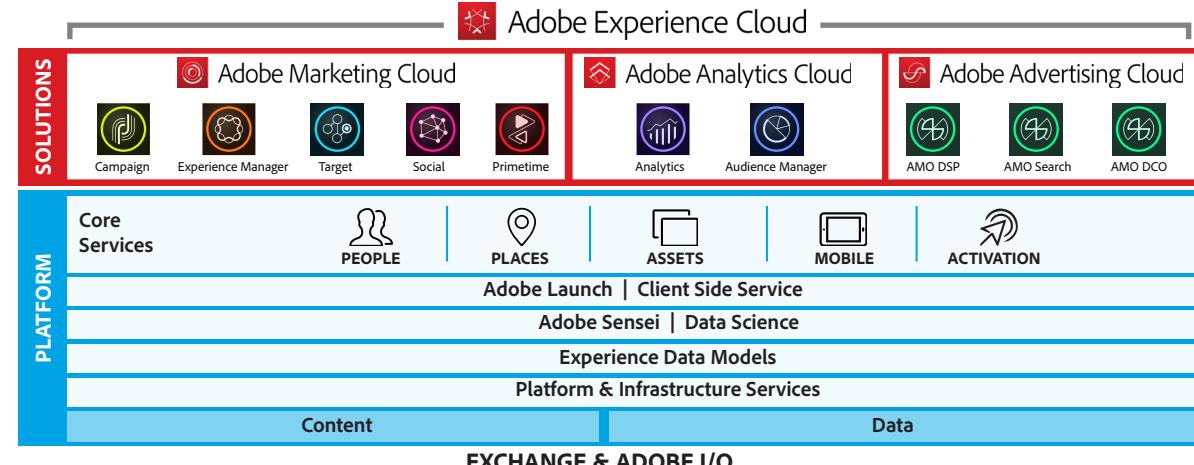
Value Driver:
Maximize campaign reach by using budgets effectively

Power:
CMO
Analytics lead
Media / Digital lead
Ad-buyer

How to use this document:



Experience Cloud Architecture:



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Value Map Summary for Mobile App Engagement



To create value, businesses can demonstrably improve performance...			...by increasing capability...		...with our solutions	
Organizational Goals		Benefits	Measurable Impacts (KPIs)	Business Capabilities	Solution Capabilities	
Create Value	Tangible Benefits	Acquire new customers	Increase App downloads to deepen the relation with the customer base	Increased: <ul style="list-style-type: none"># Installed App base# App downloads# Active daily and monthly users# App logins# In-App conversions# Returning users# App page views# Click throughsAverage session lengthApp store ratings% customer retention rates# Transactions initiated# Transactions completed% Redemption of rewards / offers% Conversion ratesCross-sell and up-sell ratesAverage order valuesRevenue per visit / App use	Gain insight into App metrics including funnel analysis (downloads, installs, opens), actions including session length, crashes, beacons, and messaging interactions <ul style="list-style-type: none">Use cross channel analytics insights to identify audience segments for targeted, in-App campaigns and data driven decisionsTrack media campaigns to App-store downloadsDrive conversions with in-App messaging through targeted push notifications and in-App messagesTrack and analyze the in-App messaging and push notification campaigns including, video views, click-throughs, offer views, and accounts openedGeo-targeting through Apps in real-time, enabling connected online and offline experiencesPersonalize the mobile App experience to drive conversion through A/B, multivariate, rules-based, location and AI-powered testingGain visibility into which of your acquisition channels are most effective in driving profitable and engaged users	Digital asset and content engagement insights (including video) <ul style="list-style-type: none">Comprehensive view of customer and marketing performance attributed across all channels, devices and touchpointsDeep cross-channel visitor and customer journey insightsPowerful audience segment identification, comparison, analysis, hypothesis and optimization capabilitiesUnify and augment customer profiles with other 1st party dataAutomated anomaly detection and predictive analyticsDynamic and interactive visualizations within a flexible analysis workspace
			Drive repeat App visits and App usage to increase brand loyalty	Reduced: <ul style="list-style-type: none"># Uninstalled Apps# Abandoned transactions% Customer churn		Real-time personalized and targeted recommendations based on behavioral and profile attributes <ul style="list-style-type: none">Automated behavioral targeting and personalization of content and offers through business rules and machine learningAudience segment based targeting of content and offersMobile / geo-location targeting to deliver contextually relevant content and offersA/B and multivariate testing across channels and devices
			Use cross channel insights to improve App downloads, engagement and targeting			Highly targeted and personalized one-to-one communication <ul style="list-style-type: none">Cross-channel campaign, journey design and optimizationReal-time campaign reporting and insightsCreate and maintain a consolidated known audience profileCross-channel campaign orchestration and fatigue managementMarketing team collaboration and workflow management
		Increase customer lifetime value	Use in-App messaging and push notifications to engage and re-engage mobile App users			
			Improve return on investment of the mobile App development and campaigns			
	Reduce Cost	Reduce Variable Costs	Increase revenue, acquisitions, conversions, cross sell and up-sell with increased App usage			
			Improve the overall customer experience by through interactions with the App			
			Reduce cost of App and App content development and production	Reduced: <ul style="list-style-type: none">Time to market per App campaignTime to market per App content changeCost per App campaignCost per App install /downloadCost per click-throughCost per transactionExternal cost for App development		360 degree view of addressable audiences <ul style="list-style-type: none">Enhanced advertising effectiveness through advanced matching, segmentation and suppressionCross-device and household level identificationExtended audience reach and inventory through look-alike modellingPrivate and secure marketplace to acquire 2nd and 3rd party audiencesData co-operative to further enhance audience matching and profile sophistication
			Reduce cost of App content changes			
		Reduce Fixed Costs	Reduce cost of App and App content monitoring and reporting			
			Automate App engagement and re-engagement campaigns	Increased: ROI per campaign		
	Intangible Benefits	Reduce cost of marketing and sales due to increased efficiency		Reduced: <ul style="list-style-type: none">Time to market per App campaignTime to market per App content changeCost per App campaignCost per App install /downloadCost per click-throughCost per transactionExternal cost for App development		
			Reduce cost due to streamlined, end-to-end solution	Increased: <ul style="list-style-type: none">Productivity of Marketing team / # Campaigns for same budget		
		Reduce operating cost due to single SDK		Reduced: <ul style="list-style-type: none">Cost per marketing taskCost of App system integrationTotal Cost of App OwnershipCost of IT changeSecurity risk		
		Increased competitive advantage through improved customer experience and unique customer interactions				
				Increased: <ul style="list-style-type: none">Net Promoter Scores (NPS)Customer Satisfaction Scores		

When to use Mobile App Engagement:

"I want to acquire, analyze, and engage my loyal customers with personalized experiences and messages in my mobile Apps – and prove the ROI of our mobile App investment."

Apps are best at engaging your most loyal customers – and it's harder than it used to be to engage users with compelling App experiences. Customers are awash in compelling experiences on their devices, and if an App doesn't measure up, deletion is only a tap away. By centralizing your mobile App engagement strategy, you can acquire and engage users efficiently while optimizing and analyzing the App experience – and prove ROI for your mobile App investment.

Business Problem:

- Drive a compelling App experience for high-value, loyal users.
- Automate the ability to attract and engage with new and returning users.
- Reduce data silos and gain a singular, cross-channel view of the customer.
- Streamline multiple App SDKs that deliver different capabilities and incur overhead.

Value Driver:

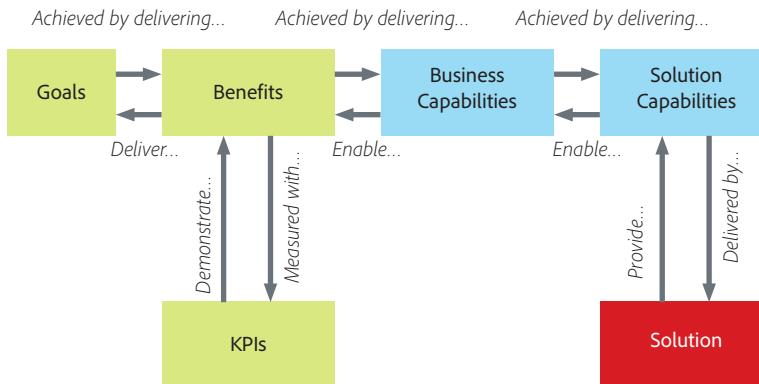
- Improved ROI
- An all-in-one, enterprise grade mobile App engagement solution
- Reduced overhead and improved efficiencies

Power:

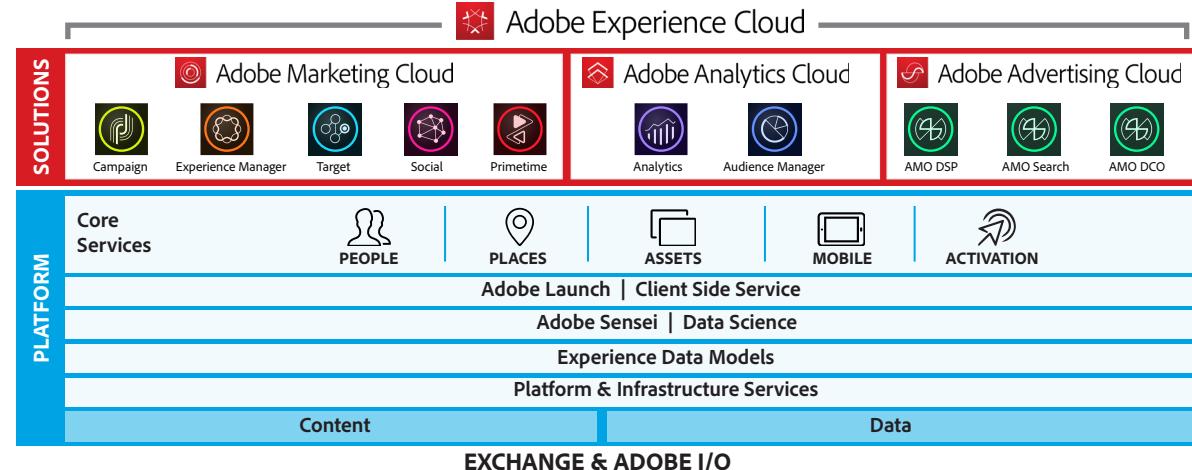
Head of functions:

- Marketing
- CRM
- Customer insights
- Web dev

How to use this document:



Experience Cloud Architecture:



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$$[\text{Increased revenue}] = [\text{increase in orders}] \times [\text{average value per order}]$$

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Value Map Summary for Personalized Experience



To create value, businesses can demonstrably improve performance...			...by increasing capability...		...with our solutions	
Organizational Goals		Benefits	Measurable Impacts (KPIs)	Business Capabilities		
Create Value	Tangible Benefits	Acquire new customers	Attract prospects with personalized email	Increased: • # Visitors • # Visits • # Page views • # Returning visitors • # Multi-page visits • Visit duration • % Click through rates • % Conversion rates • # On-site actions • Engagement score	<ul style="list-style-type: none"> Orchestrate each consumer experience across all touch points Build a progressive unified customer profile that can be easily augmented with customer attribute data Identify what an engaging experience looks like and deliberately match content with audiences Rapidly manage and deliver content and personalized experiences to all audiences and all channels Anticipate customer needs by both manual and automated recommendation capabilities empowering marketers to execute personalization at scale Flexible analysis reporting and distribution, with shared data across a unified marketing platform, provides insights into all levels of personalization effort Integrate first party data with 2nd and 3rd party and deliver flexible personalization execution across channels (email, mobile app, IoT, etc.) Predict and match customer segments with personalized experiences in real-time 	<ul style="list-style-type: none"> Rules-driven personalization for targeted audience segments Cross-channel profile and optimization by incorporating additional profile data for the most relevant, tailored experience at any given time Geo-location targeting to deliver tailored, relevant products, content, offers or messages at a time where proximity matters Personalized recommendations to suggest relevant content, items, or offers based on in-app and/or cross-channel behavior A/B multivariate testing including Auto-Allocated A/B for dynamic tests Automated content and offers through AI and machine learning algorithms for personalizing content and design
			Improve engagement with relevant content	• # Transactions initiated • # Transactions completed • # Subscription and accounts • Average order values • Revenue per visitor • Revenue per visit • % Cross-sell and up-sell rates • Offline conversion events		
			Improve ratings and reviews to generate more traffic	Reduced: • Bounce rates • Abandoned transactions • Losses due to inappropriate communications		
		Increase customer lifetime value	Increase volume of leads and drive more conversions			
			Create a unified view of the customer's behavior and preferences			
	Reduce Cost	Reduce Variable Costs	Create an engaging digital experience driving more conversions		<ul style="list-style-type: none"> Allow multiple authors to create and update content for all devices and screens, enable content reuse across all host applications and then deliver that content throughout the customer journey Provide great transparency and governance across creative and marketing workflows Enable content reuse across all host applications and then deliver these throughout the customer journey with Web and Mobile Experience Management Manage User Generated Content (UGC) by making it readily available to all marketers across the organization 	<ul style="list-style-type: none"> Share analytical insights with dynamic and interactive visualizations Make better decisions with data driven insights Take immediate action by acting on real-time, intelligent alerts Unify customer profiles with additional other customer data sources Uncover hidden insights using machine learning Understand customer journeys utilizing advanced analytics and cross marketing capabilities
			Improve cross-sell and up-sell with tailored offers			
			Retain high-value users over time			
		Reduce Fixed Costs	Improve loyalty and retention with a more personalized experience			
			Reduce cost of personalized content creation	Reduced: • Time to market per message • Time to market per content change		
Intangible Benefits	Improved competitive advantage through improved customer experience and customer satisfaction	Improved brand management	Reduce cost of website development and production	• Cost per click-through • Cost per transaction • Cost per campaign • External cost for content	<ul style="list-style-type: none"> Support more sophisticated journeys with better tools working across the organization and with agencies Constantly measure and optimize the consumer experience Share content across campaigns, devices and channels Easily perform test campaigns (A/B) Automatically attribute revenue per channel 	<ul style="list-style-type: none"> Share analytical insights with dynamic and interactive visualizations Make better decisions with data driven insights Take immediate action by acting on real-time, intelligent alerts Unify customer profiles with additional other customer data sources Uncover hidden insights using machine learning Understand customer journeys utilizing advanced analytics and cross marketing capabilities
			Reduced cost of web content monitoring and reporting	Increased productivity of marketing team / # Campaigns Reduced cost per marketing task		
			Reduced cost of marketing due to increased efficiency			
	Improved IT efficiency and reduced operating costs	Improved IT efficiency and reduced operating costs	Reduced cost of IT due to using a single unified platform	Reduced: • Cost of site management • IT costs for support and maintenance • Cost of IT change	<ul style="list-style-type: none"> Reduce IT complexity and cost of managing different siloed platforms Rapidly deliver content across a wide range of screens 	<ul style="list-style-type: none"> Complete view of audience by combining all data sources in one place Buy and sell second and third-party data with the Audience Marketplace Discover, create and organize new, valuable segments for smarter targeting and personalization Understand customers using multiple devices or in mixed environments with cross-device identification Extend audiences, reach, and inventory with advanced look-alike modeling
			Reduced IT operating cost and improved productivity			



When to use Personalized Experience:

"I want to update, test and personalize the customer experience across my website, mobile site, app, email and beyond."

Only Adobe provides a complete end-to-end solution that enables organizations to take control of the customer journey at every stage, providing relevant, personalized communications that move the customer from one stage to the next and increase the life-time value of the customer to the organization

Business Problem:

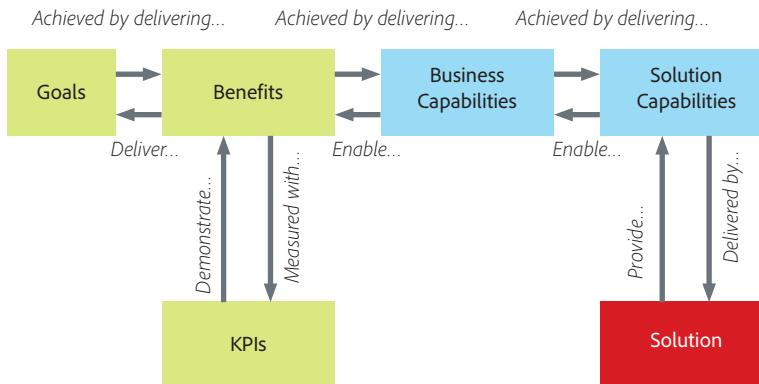
- I need to provide relevant content and experiences or my prospects and customers will go elsewhere.
- It's hard to make sense of all of the data that's available and determine which has value.
- We need to use customer data safely and securely to provide expected relevance.
- We need to show the value of our personalization efforts to the business.

Value Driver:

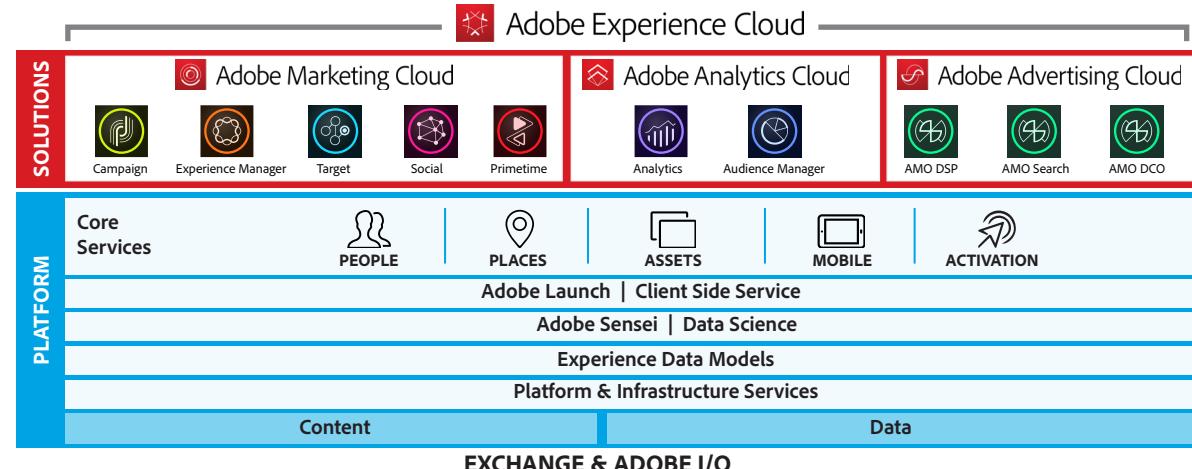
Continuously iterate and optimize the customer experience using data – making more money and keeping customers satisfied

- Digital marketing Leader
- IT Leader

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Experience Cloud Architecture:



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Value Map Summary for Predictive Analytics



To create value, businesses can demonstrably improve performance...			...by increasing capability...		...with our solutions
Organizational Goals	Benefits	Measurable Impacts (KPIs)	Business Capabilities	Solution Capabilities	
 Grow Revenue	Acquire new customers	Identify hidden patterns in your data and act quickly	<ul style="list-style-type: none"> Increased: • # Unique customer profiles • # Identifiable segments • % Customers enriched from external sources • # Views of relevant content • # Returning customers • Visit duration • % Click-through rates • % Conversion rates • # Customer registrations and new accounts opened • Average order value • Average value per customer / account • Average revenue per customer • Life-time value of customer • Return on advertising spend – ROAS • ROI - Incremental revenue attributed to targeted content and advertising • Share of wallet • Market share 	<ul style="list-style-type: none"> Learn from every customer journey and see the impact of marketing activities within seconds of data collection Bring all marketing data together to deliver more personalized experiences and drive smarter ad spend and monetize content Use intelligent personalization to automatically deliver the most targeted content to individuals based on their profiles and past behavior Exploit opportunities and mitigate risks by incorporating prediction and machine learning to tell the business what they should focus on Extend audiences and segments by uncovering the key characteristics of the audience segments that are driving your KPIs Enriched unified segments, leveraging audience clustering and propensity modelling Analyze data to proactively help customers resolve issues and reduce calls to customer service channel Make forward looking decisions and enable data-driven responses to real-time customer activities 	 Adobe Analytics Premium ○○○
		Increase number of leads converting to sales by enriching segments with propensity modeling			
		Improve understanding of customer profiles and segments			
		Quickly analyze and react to data anomalies to minimize potential negative effects			
	Increase customer lifetime value	Improve engagement of existing customers with relevant content automatically delivered			
		Deliver data-driven responses to actionable events to increase conversion or revenue			
		Improve customer engagement with relevant messages and offers			
		Close more business with existing customers with targeted offers			
		Maximize retention rates and minimize churn			
 Reduce Cost	Reduce Variable Costs	Reduce cost per campaign	<ul style="list-style-type: none"> Reduced: • % Abandonment rates • # Un-subscriptions • # Calls to call center • Attrition 	<ul style="list-style-type: none"> A/B and multivariate testing across channels and devices to get a clear understanding of the best opportunities for delivering targeted content Automated behavioral targeting and personalization of content and offers through business rules and machine learning Real-time personalized and targeted recommendations based on behavioral and profile attributes Audience segment based targeting of content and offers Mobile / geo-location targeting to deliver contextually relevant content and offers 	 Adobe Target ○○
		Reduce spend on ineffective campaigns			
	Reduce Fixed Costs	Increase productivity and efficiency of sales and marketing staff			
		Reduce cost of specialist marketing staff e.g. for analysis tasks			
		Reduce cost of IT support, development and cost of change e.g. for report production			
	Intangible Benefits	Better insight into customer behavior and preferences, leading to improved customer relationships and a more consistent customer experience			
		Improved Net Promoter Score (NPS)			
		Improved pipeline coverage			
		Increased customer satisfaction			

When to use Predictive Analytics:

"I want to predict what my prospects and customers need!"

Your customers expect you to anticipate their needs and wants. Adobe knows that creating an environment where customers get what they want when they want it is difficult to create, which is why it builds tools that will enable the creation and orchestration of experiences that matter during customer engagement points with your brand.

Business Problem:

- I need to spot patterns found in historical and transactional data to proactively mitigate risks, and exploit opportunities.
- I don't know how to decide what offers and products should be displayed and will work best.
- Identify upcoming risks and anomalies, as well as their contributing factors.
- Most of my team does not have advanced statistical training/education.

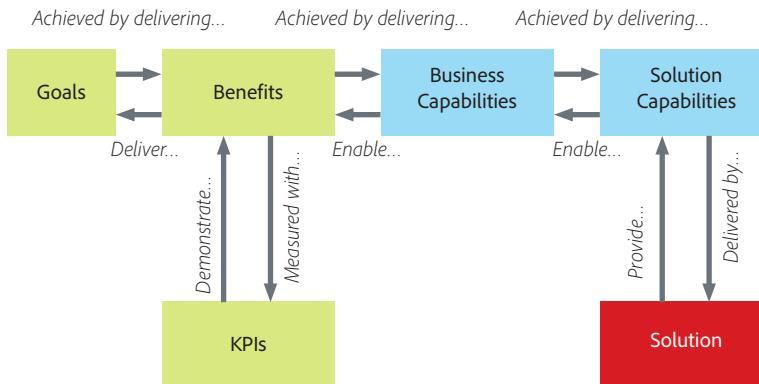
Remove guesswork from creating the most relevant experience possible

Value Driver:

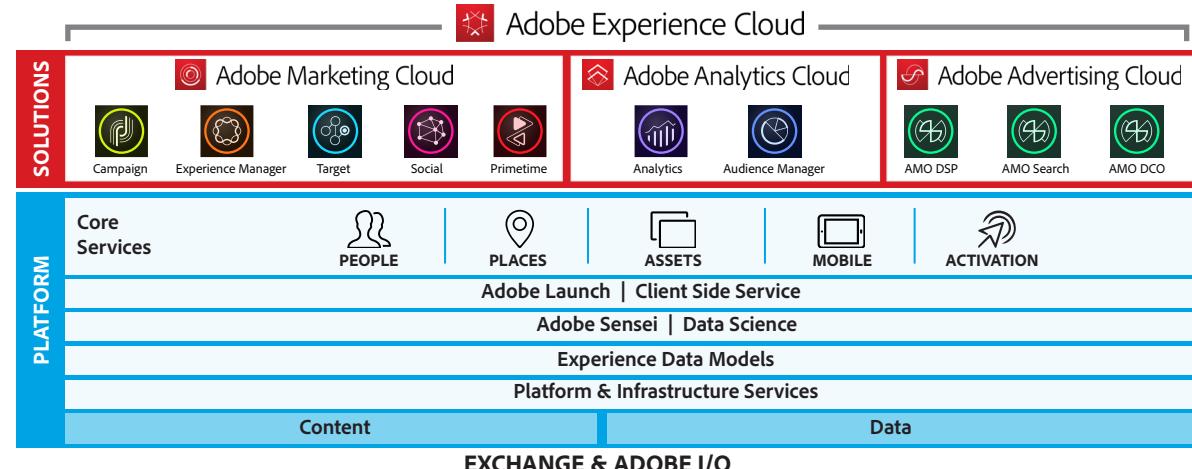
- Sr. Director of Marketing
- Digital Analytics / Customer Intelligence Leader

Power:

How to use this document:



Experience Cloud Architecture:



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Value Map Summary for Real-time Interaction Management



To create value, businesses can demonstrably improve performance...			...by increasing capability...		...with our solutions			
Organizational Goals		Benefits	Measurable Impacts (KPIs)	Business Capabilities	Solution Capabilities			
Create Value	Tangible Benefits	Grow Revenue	Acquire new customers	Maximize conversion with real-time personalized offers based on customer and segment preferences	<p>Increased:</p> <ul style="list-style-type: none"> # Visitors by device # Page views # Minutes per visit % Conversion rate # Transactions completed # New subscriptions / accounts % Cross-sell and up-sell rates Revenue per visit Revenue per campaign 	<ul style="list-style-type: none"> Integrate online and offline data, 1st, 2nd and 3rd party data, CRM, EDW, environmental and temporal data with a targetable ID in real-time Identify customers across devices and channels in real-time Understand customer preferences by analyzing behaviors and journeys across web and social Leverage a centralized offer catalog to support real-time interaction Decide the best offer or action given the context: E.g. automated parameter and behavioral / algorithmic decision support for anonymous visitors Execute offer delivery based on triggers and timing sequences 	<ul style="list-style-type: none"> Create and maintain a consolidated known audience profile Cross-channel campaign, journey design and optimization Highly targeted and personalized one-on-one communication Cross-channel campaign orchestration and fatigue management Multi-channel campaign automation Marketing team collaboration and workflow management Real-time campaign reporting and insights 	 Adobe Campaign ○○○
				Maximize cross-sell and up-sell revenue by automated follow-up emails with tailored recommendations	<p>Reduced:</p> <ul style="list-style-type: none"> % bounce rates # Abandoned transactions 		<ul style="list-style-type: none"> A/B and multivariate testing across channels and devices Audience segment based targeting of content and offers Mobile / geo-location targeting to deliver contextually relevant content and offers 	 Adobe Target ○○
				Attract more visitors by understanding segments and identifying desirable look-alike prospects				
				Engage more visitors by tracking their journey across channels and delivering targeted content				
	Increase customer lifetime value	Increase customer lifetime value	Maintain customer engagement with personalized messages in each interaction regardless of channel	Maintain customer engagement with personalized messages in each interaction regardless of channel	<p>Increased:</p> <ul style="list-style-type: none"> # Returning visitors # Email opening # Email click-throughs # Minutes per visit % Conversion rate # Transactions completed 	<ul style="list-style-type: none"> Optimize the customer journey: Use A/B testing to test layouts and offer / action sequences Optimize customer segments: Use predictive analytics to identify valuable segments and traits Optimize campaigns: Determine which touch points maximize conversion Make further offers at the right time: Use real-time cross-channel segmentation to match customer behaviour with available inventory Business-rules driven recommendation capability for personalized offers to authenticated customers 	<ul style="list-style-type: none"> Comprehensive view of customer and marketing performance attributed across all channels, devices and touchpoints Real-time and configurable intelligent alerts Automated anomaly detection and predictive analytics Deep cross-channel visitor and customer journey insights Dynamic and interactive visualizations within a flexible analysis workspace 	 Adobe Analytics ○○
				Maximize conversions with real-time personalized offers	<p>% Conversion rate</p> <ul style="list-style-type: none"> # Transactions completed 			
				Maximize cross-sell and up-sell of ancillary products with real-time recommendations	<p>% Cross-sell and up-sell rates</p> <ul style="list-style-type: none"> Revenue per visit Revenue per campaign 			
				Maximize revenue from repeat sales by driving loyalty and sign-up rates	Reduced # unsubscribers			
	Reduce Cost	Reduce Variable Costs	Reduce costs per campaign e.g. of deployment through automation of personalization	Reduce costs per campaign e.g. of deployment through automation of personalization	<ul style="list-style-type: none"> Increased # campaigns for the same budget Reduced campaign execution costs 	<ul style="list-style-type: none"> Use automated rules-based journey decisioning and personalization 	<ul style="list-style-type: none"> Intelligently target the most valuable audiences by optimizing display ad campaigns in real time One unified demand side platform to plan, buy, measure and optimize ad buying for advertisers Recommendation driven search management to simulate, optimize and automate search, shopping and re-targeting campaigns Create, manage and optimize social ad campaigns and social search re-targeting at scale 	 Adobe Media Optimizer ○
				Reduce spend on ineffective campaigns through accurate attribution analysis and predictive modelling	Increased ROI per campaign	<ul style="list-style-type: none"> Get campaign performance reports with predictive analytics Create visibility of asset performance (Apps and Video) 	<ul style="list-style-type: none"> Enhanced advertising effectiveness through advanced matching, segmentation and suppression 360 degree view of addressable audiences Cross-device and household level identification 	 Adobe Audience Manager ○
		Reduce Fixed Costs	Reduce cost of marketing and sales through improved productivity e.g. of reporting	Reduce cost of marketing and sales through improved productivity e.g. of reporting	<ul style="list-style-type: none"> Increased report consumption Reduced effort and cost for report production 	<ul style="list-style-type: none"> Gain visibility of spend and performance of all online and offline channels 	<ul style="list-style-type: none"> Activation: Manage tags/pixels across sites dynamically to collect the right data for use across the cloud platform Assets: Store, sync, and share all digital assets in a central location for use across the cloud platform People: Create a comprehensive view of individuals by connecting Adobe and any first party data across the cloud platform Sensei: Framework and collection of intelligent, machine learning and AI marketing services shared across the cloud platform 	 Adobe Core Services + Cloud Platform ○
				Reduce cost IT through single integrated platform	<p>Reduced:</p> <ul style="list-style-type: none"> Costs for support and maintenance Costs and lead-time for new journey production 	<ul style="list-style-type: none"> Integrate online and offline data from multiple sources Consolidate legacy systems and channels onto integrated, scalable, secure and resilient platform 		
	Intangible Benefits	Increased customer satisfaction	Increased customer and employee satisfaction scores		<ul style="list-style-type: none"> Enable continuous monitoring and improvement of content through a reporting framework 			
Contribution of solution to use case: ○○○ HIGH ○○ MEDIUM ○ LOW								

When to use Real-time Interaction Management:

"I want to deliver consistent and relevant offers across all touchpoints at the right time."

Real-time interaction management allows organizations to gain the speed and agility to automatically deliver one-to-one dynamic content across all channels to known individuals. Adobe can help you optimize offer management, delivery, and performance for every customer, driving top line revenue and enhanced customer experiences.

Business Problem:

- Struggle to personalize relevant real-time content for individuals we know. (DMA)
- Difficult to map our multichannel strategy to our audience behavior. (Gartner)
- We need to automatically determine which channels best serve our audience and business. (Gartner)
- We struggle with the effectiveness and relevance of our targeted campaigns. (DMA)
- We want to drive more incremental revenue, retention, and engagement with our best customers through offer targeting. (DMA)

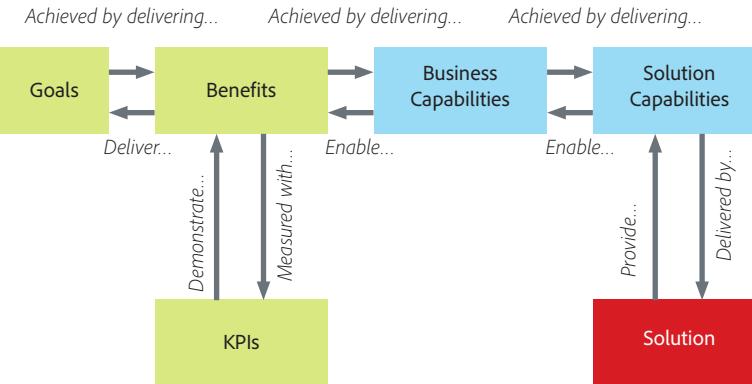
Value Driver:

Up-sell, cross-sell, retention, loyalty, and customer experience improvements

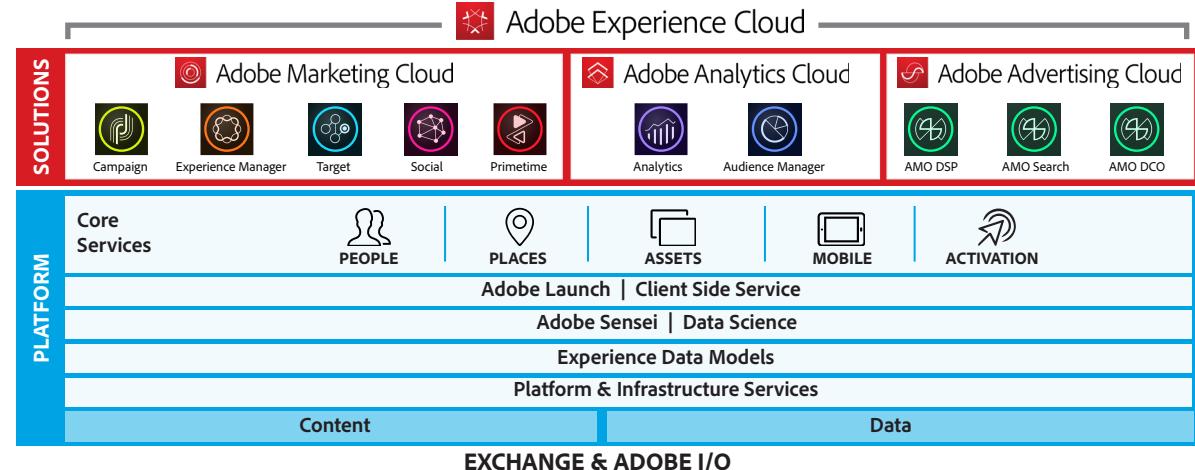
Power:

- VP Marketing
- Sr. Leadership CRM
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VALUE

Value is defined as the overall outcome for the business once Cost and Time have been taken into account.

E.g. if a business case has calculated a Benefit based on revenue, the overall Value to the business can be estimated by multiplying the revenue increase by Gross Margin to factor in likely costs (Cost of Goods, Sales etc) and determine the approximate level of profit that would be achieved. Time is taken into account by time-based discounting and taking into account the Cost of Capital e.g. with Net Present Value calculations.

BUSINESS CAPABILITY

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Examples may be a "Single view of the customer", "Integrated Marketing Campaign Management", "Event Management", "Cross-Channel Analytics", "Integrated Collaboration Toolset", etc. These are typically the things that are discussed in Adobe product literature and marketing.

Note: A 'Value Driver' is typically defined as a "Business Capability + KPI". It brings together the Business Capability (the Benefit Enabler) with the KPI (the Benefit Measure) to illustrate how performing the relevant business activities & changes drives key business outcomes.

Value Map Summary for Web Experience Foundation



To create value, businesses can demonstrably improve performance...				...by increasing capability...	...with our solutions
Organizational Goals		Benefits	Measurable Impacts (KPIs)	Business Capabilities	Solution Capabilities
Create Value	Grow Revenue 	Acquire new customers	Reduce time to market of web content across channels	Increased: <ul style="list-style-type: none"># Visitors# Visits# Returning visitors# Page views# Click throughs# Multi-page visitsVisit duration# Transactions initiated# Transactions completed# Subscription and accounts% Conversion ratesCross-sell and up-sell ratesAverage order valuesRevenue per visit	<ul style="list-style-type: none"> Rapidly create, manage and deliver content and experiences to all audiences and all channels Efficiently deliver personalized web content Identify what an engaging experience looks like and deliberately match content with audiences Automate tailored events trigger by user actions Manage real-time offers Resolve audience and identity across devices and channels Build clean customer views and enriched customer profiles Manage customer preferences Generate actionable customer intelligence
			Increase visitor engagement through personalized content	Reduced: <ul style="list-style-type: none">% Bounce rates# Abandoned transactions# Unsubscribers	
		Increase customer lifetime value	Attract customers with engaging content across channels		
			Improved understanding of customer profiles and segments		
		Reduce Variable Costs	Drive conversions through better experiences		
			Increase conversion, cross-sell and up-sell with tailored offers		
	Reduce Cost 	Reduce Variable Costs	Reduced cost of web content creation	Reduced: <ul style="list-style-type: none">Time to market per assetTime to market per content changeInternal cost per campaignCost per assetCost per click-throughCost per transactionCost per campaignExternal cost for content Increased ROI per campaign	<ul style="list-style-type: none"> Automate personalization rules Test campaigns (A/B) Attribute revenue per channel Measure campaign ROI Remove irrelevant content Share content across campaigns, devices and channels Use a unified workflow across the organization and with agencies
			Reduced cost of web site development and production		
			Reduced cost of web content changes across multiple sites		
			Reduced cost of web content monitoring and reporting		
		Reduce Fixed Costs	Reduced cost of Marketing and Sales due to increased efficiency	Increased # Campaigns within the same marketing budget	<ul style="list-style-type: none"> Support more sophisticated campaigns with simpler processes and better tools
			Reduced dependency of Marketing on IT for web changes	Reduced cost per marketing task	
	Intangible Benefits	Reduced IT costs	Reduced cost of IT due to using a single unified platform	Reduced: <ul style="list-style-type: none">Cost of site managementIT costs for support and maintenanceCost of IT changeSLA/security risk	<ul style="list-style-type: none"> Create a solid IT foundation for a digital strategy Reduce IT complexity and cost of managing different siloed platforms Rapidly deliver content across a wide range of screens
			Reduced cost of IT due to using pre-integrated services		
			Reduced IT operating cost and improved productivity		
		Improved customer experience	Increased competitive advantage through improved customer experience and Customer Satisfaction	Increased: <ul style="list-style-type: none">Net Promoter Scores (NPS)Customer Satisfaction ScoresReuse of Web assetsBrand consistency Improved: <ul style="list-style-type: none">Delivery on SLA/security compliance levels	<ul style="list-style-type: none"> Create an improved personalized customer experience Assign SLA and compliance assurance to a trusted 3rd party
			Improved brand management		
			Reduced compliance and IT risk		

Note: This use case assumes that the Digital Foundation use case has been implemented and those capabilities are already available.

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Contribution of solution to use case: HIGH MEDIUM LOW



Adobe Experience Manager



Adobe Analytics



Adobe Target



Adobe Core Services + Cloud Platform

When to use Web Experience Foundation:

"I want to create timely, compelling experiences on my web site.."

Web Content Management (WCM) is the backbone of effective web experience management strategy. Customers have too many options and short attention spans. They expect to get what they need from your website in a matter of seconds. Adobe provides a central platform for WCM with all the necessary features to start small and go far in delivering effective web experiences.

Business Problem:

- It is cumbersome to manage web properties, slow time to market.
- We rely too heavily on IT to make simple changes.
- We don't have a good foundation for content marketing.
- We don't have a good foundation for web experience management.

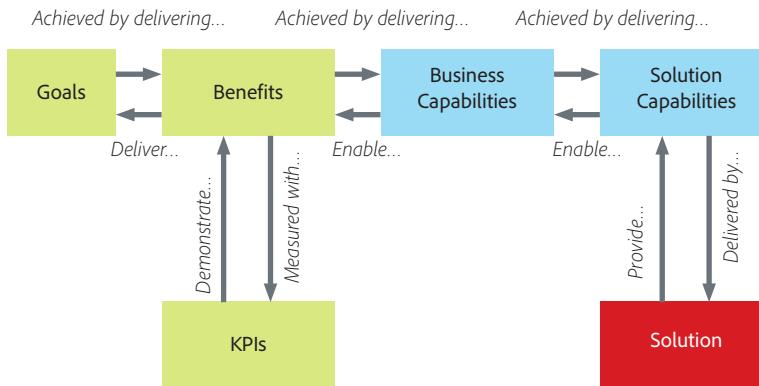
Value Driver:

Efficiently and easily deliver personalized web content, saving time and money

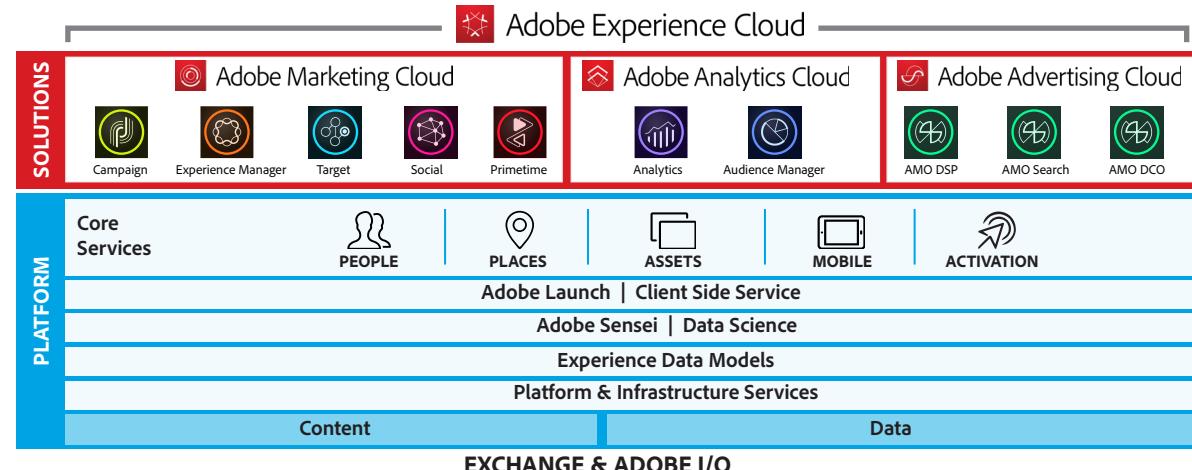
Power:

- CMO
- Head of Digital

How to use this document:



Experience Cloud Architecture:



BENEFIT

A Benefit is the result of some change or action that leads to a favourable outcome for the business. These outcomes can be financial (Tangible Benefits) or non-financial (Intangible Benefits).

Benefits are normally calculated from a combination of KPIs over and above a baseline case e.g.:

$$[\text{Increased revenue}] = [\text{increase in orders}] \times [\text{average value per order}]$$

KEY PERFORMANCE INDICATOR (KPI)

A KPI is a metric that the customer business can use to measure their performance, or the impact of changing the way they work. KPIs can be low-level or high-level and can be measured as part of business operations. Higher-level KPIs can be derived from lower-level KPIs. Typical KPIs include:

- Number of web-site hits
- Number of web-site purchases
- Average Order Value – A higher-level KPI derived from [total value of all orders] / [number of orders]

KPIs of different levels will be of interest to different stakeholder groups in customer organizations.

CAPABILITY

A Capability is something that could deliver a Benefit for a business, if the business chose to act on it or exploit it. A Capability is something that will deliver benefit to the business.

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