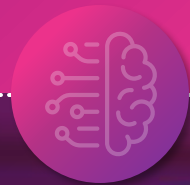




# Personalized Insights & Engagement *for B2B*



# Portfolio Play POV: Objectives

1

Anchor every conversation in the customer's objectives & pain points

Use the conversation as an opportunity to learn about, validate, and document what outcomes are most important to the customer

2

Share Adobe's vision and qualify the customer's interest

Educate customer by providing an introductory overview. This is not intended to be a product deep dive, but a high-level presentation to qualify the customer's interest and how our solution fits

3

Present a hypothesis on how Adobe can help

Have a position on what the customer should do (solutions, use cases, capabilities, tactics to explore) to realize their objectives

4

Align on clear next steps to progress the opportunity

End meeting by agreeing on tangible next steps ("how Adobe can partner") such as a full demo, maturity assessment, deeper discovery, etc.

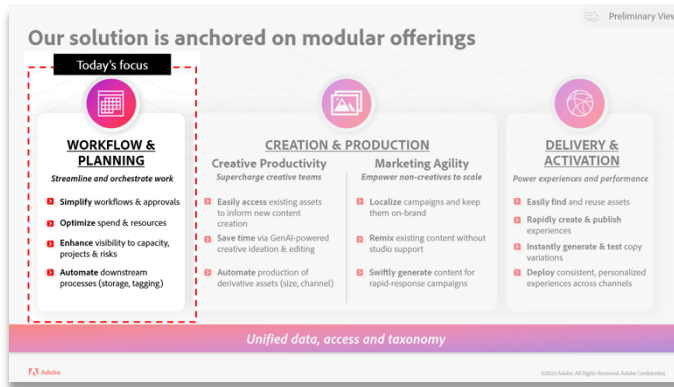


## Desired Outcomes

# How to present this deck

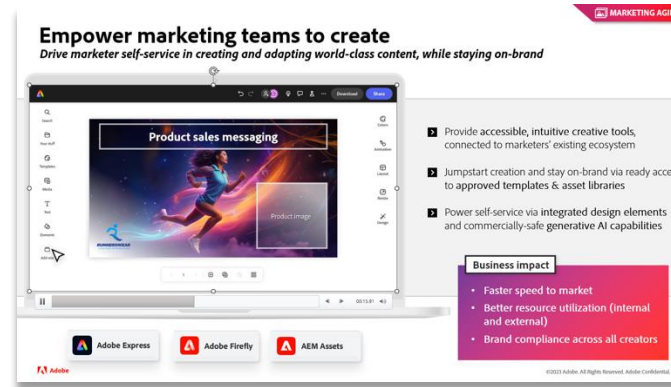
**INTERNAL ONLY! DELETE BEFORE PRESENTING**

Select a focus area to deep-dive into



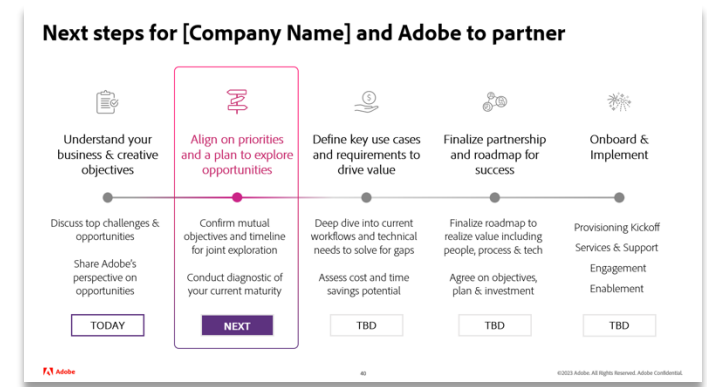
- **DO NOT** try to present this whole deck at once
- Instead, **pick a specific section(s) or use case(s) of interest to deep-dive** for the audience (e.g., Empower marketing teams to create)

Pay attention when editing the words



- Many of the words and phrases in this deck were specifically crafted to **adhere to legal guidelines** and to **deliver the nuances** embedded in each use case
- Please be mindful when verticalizing the deck or editing slides. We have attached **side notes on slides that need particular attention** – when in doubt, please reach out to Tammy Pienknagura (@pienkag)

Involve a specialist for follow-up mtgs



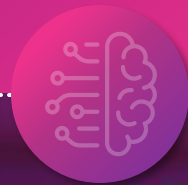
- If the customer is interested in exploring any of the capabilities in-depth as a next step, please reach out to the respective **product marketing teams**:
  - X
  - X
  - X
  - X

# Experience Cloud Messaging to Sales Play Framework

|                                |                                                             |                                    |                      |
|--------------------------------|-------------------------------------------------------------|------------------------------------|----------------------|
| Adobe Vision                   | Changing the world through personalized digital experiences |                                    |                      |
| Experience Cloud Topline Theme | Experience-led Growth (XLG)                                 |                                    |                      |
| Primary Narrative              | Personalization at Scale                                    |                                    |                      |
| Portfolio Plays                | Content Supply Chain                                        | Personalized Insights & Engagement | Customer Acquisition |
|                                |                                                             | <i>B2B Edition</i>                 |                      |
| Verticalization                | Verticalized Versions                                       |                                    |                      |
| Product                        | Application Sales Plays                                     |                                    |                      |



# Personalized Insights & Engagement *for B2B*



“By 2025, Gartner expects 80% of B2B sales interactions between suppliers and buyers to occur in digital channels.”

**Gartner**<sup>®</sup>

# C-Suite priorities are shifting in response to dynamic macro conditions



ISSUE

Top Concern for the C-suite in 2024

A pressing need for  
profitable growth

FOCUS

Cross-sell  
& Upsell

Customer  
Acquisition

PROBLEM

Top Pain Point for the C-suite

“We have a one-size-fits-all marketing approach with very  
little personalization”

*Source: IDC Worldwide C-Suite Survey, August 2023*

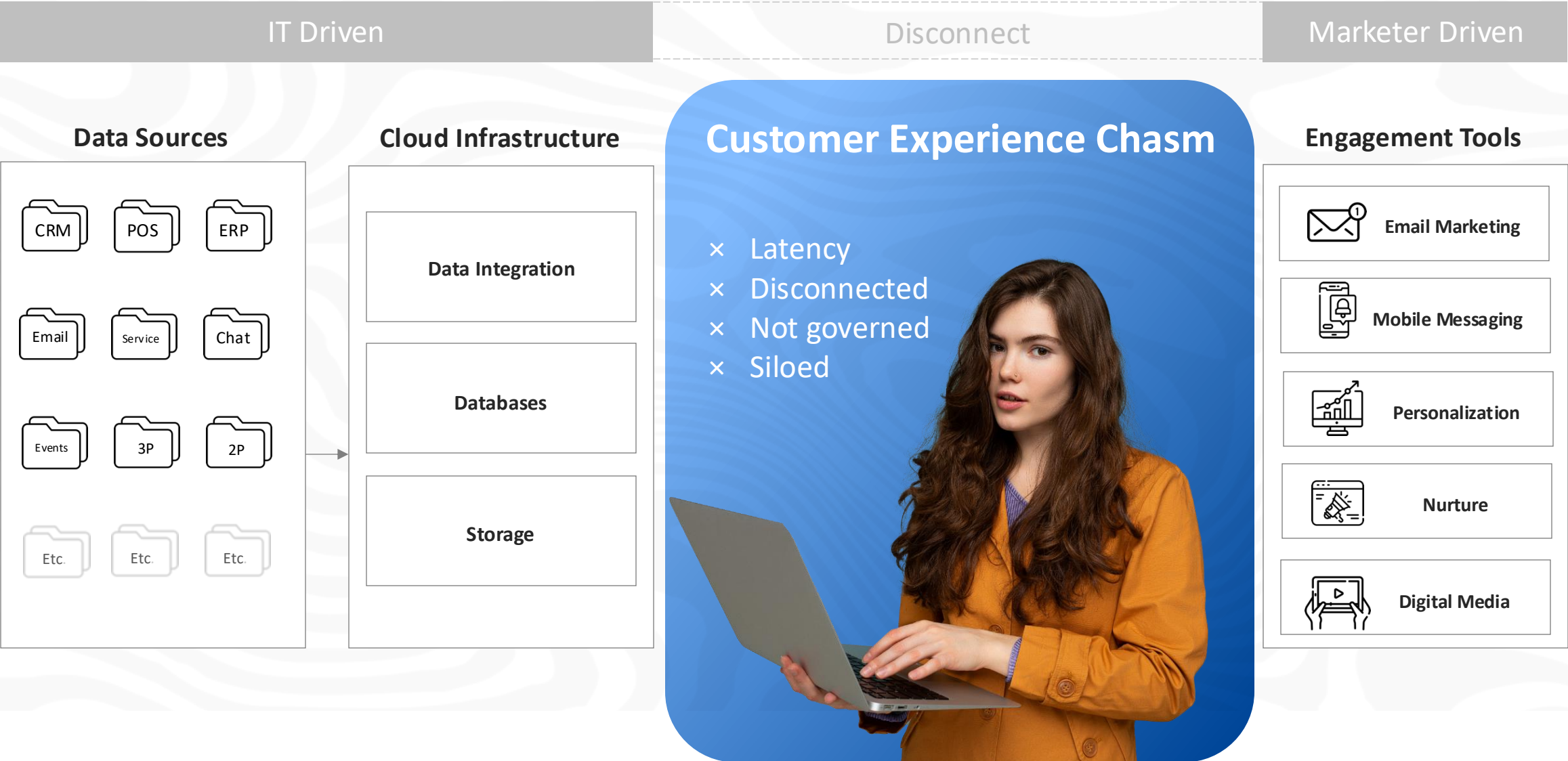


The Challenge Continues to Be Fragmented Data, Systems, and Teams



Generated in Adobe Firefly

# Enterprise data infrastructures are not built for modern engagement



# Customer journeys are increasingly complex as B2B selling evolves

## Buyer Journey Realities

Average number of...

11

Decision  
Makers

10

Channels  
Engaged

37

Interactions per  
Buying Group  
Member

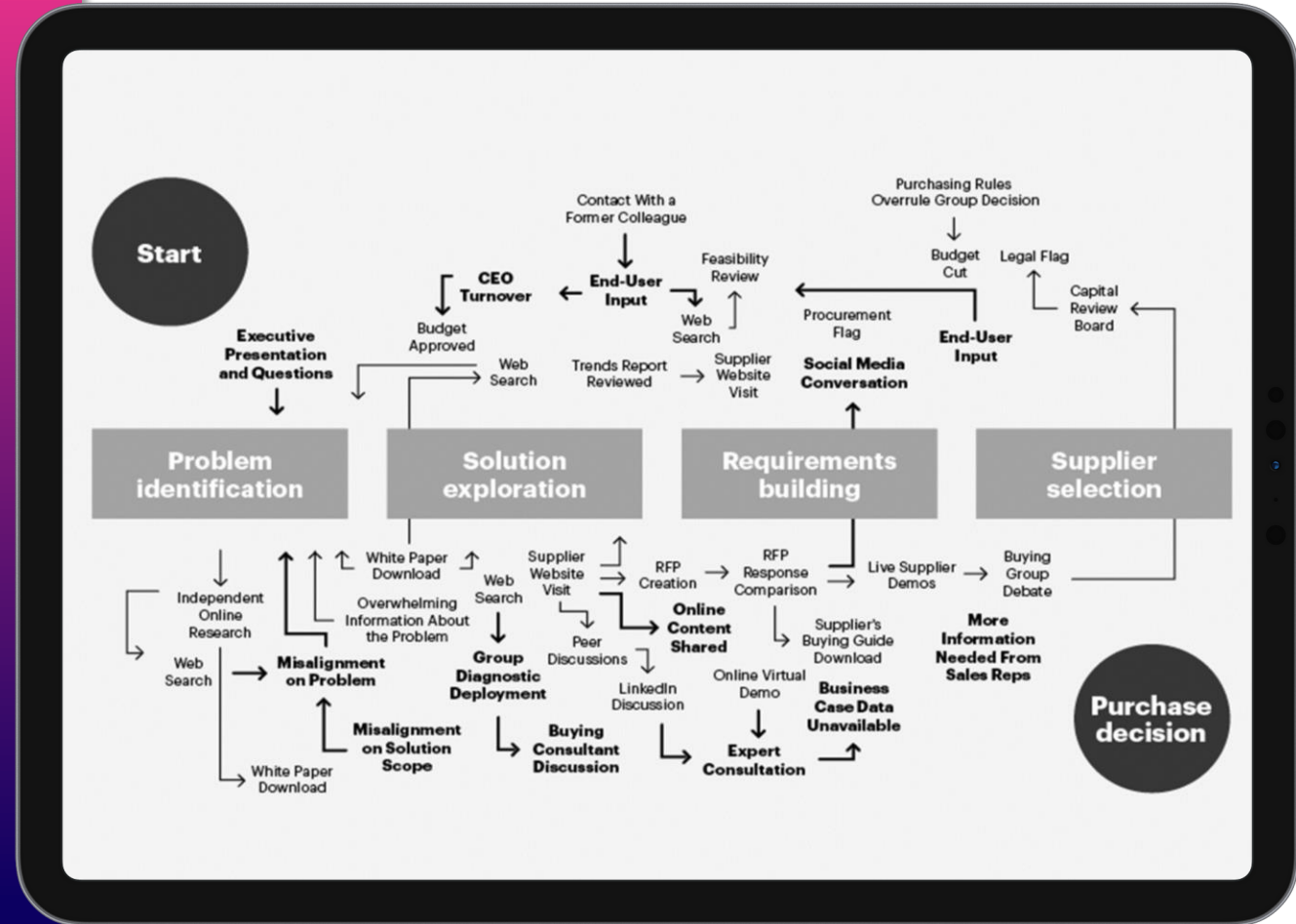
**Only 17%**

of buyer's time spent  
meeting with potential suppliers

**59% increase**  
in journey interactions

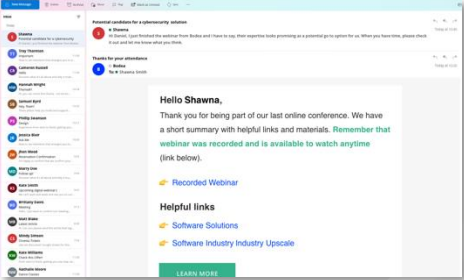
**18-month**  
average deal cycle

## B2B Customer Journey



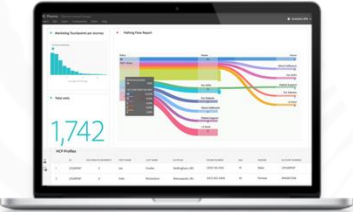
# GTM efforts are often misaligned leading to poor performance

Marketing Automation



"Upgrade your plan"

Account-based Marketing



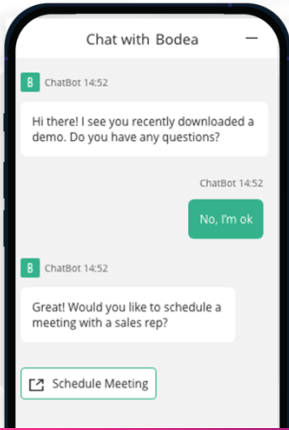
Marketing

Sales Engagement



Sales

Sales Operations



"Schedule a meeting?"

✗ Generic messaging

✗ Conflicting metrics

✗ Duplication of efforts

Brands must **identify a *team of stakeholders*** and engage according to their distinct objectives & preferences

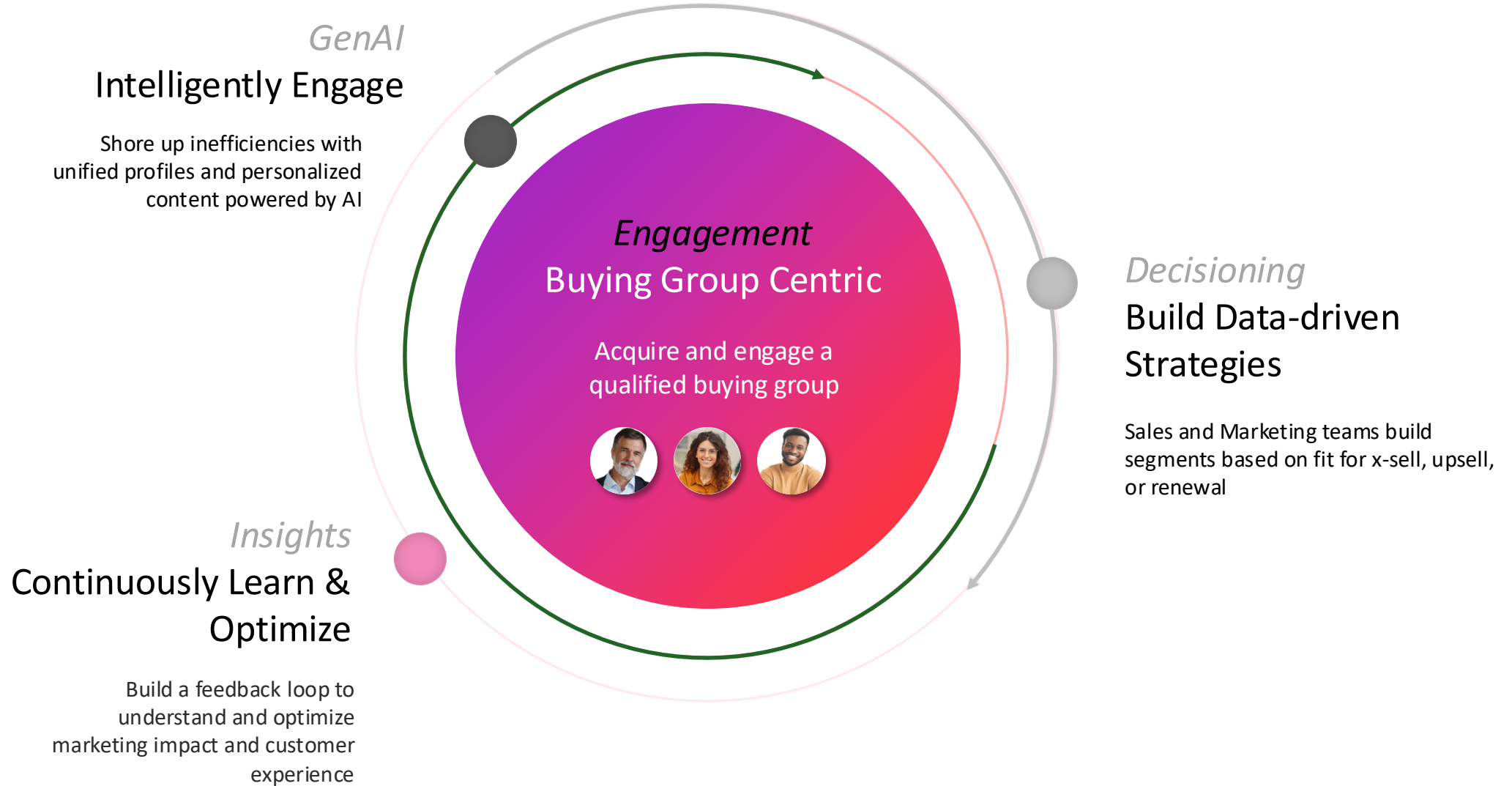


Today, the concept of a B2B “Buying Group” is difficult to operationalize without systems or playbooks

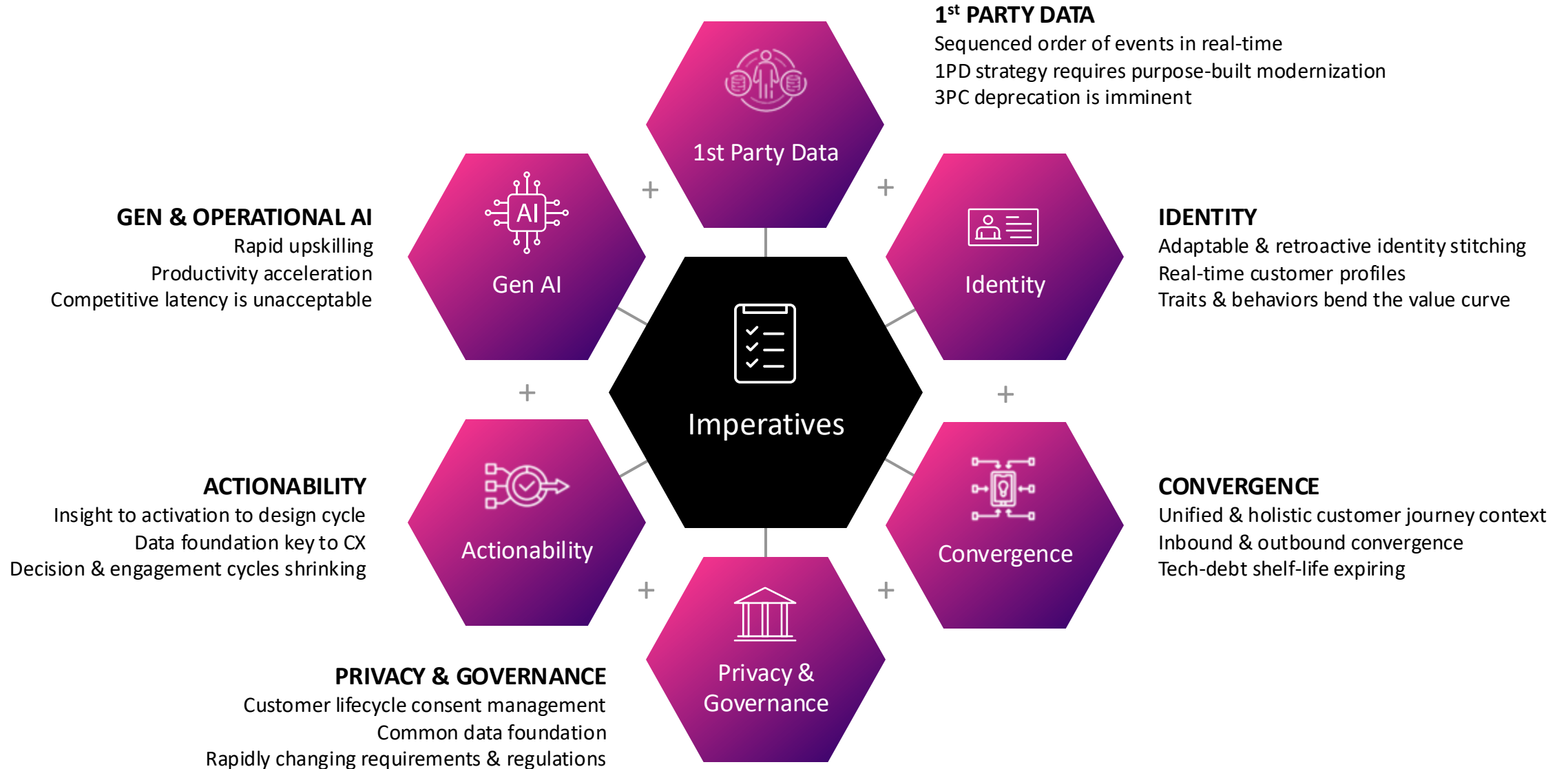
|                | Marketing                                                                                                                        | IT                                                                                                                        | Finance                                                                                                                                |
|----------------|----------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|
| Decision Maker | <br><b>Sam Myers</b><br>Marketing SVP         | <br><b>No Contact</b><br>Unknown       | <br><b>Martha Speck</b><br>Finance VP               |
| Influencer     | <br><b>Pamela Smith</b><br>Marketing Director | <br><b>Kyron Turner</b><br>IT Director | <br><b>Matt West</b><br>Financial Planning Director |
| Practitioner   | <br><b>Unknown</b><br>ABM Marketing Manager  | <br><b>Unknown</b><br>Architect       | <br><b>No Contact</b><br>Unknown                   |

Adobe’s novel approach to organize Buying Groups with structured data enables new AI insights & experiences

# A more modern B2B platform can deliver personalization at scale



# Customer Data Strategy: Why Modernize Now



# Next-gen B2B Customer Journeys in Action

## Customer Journey

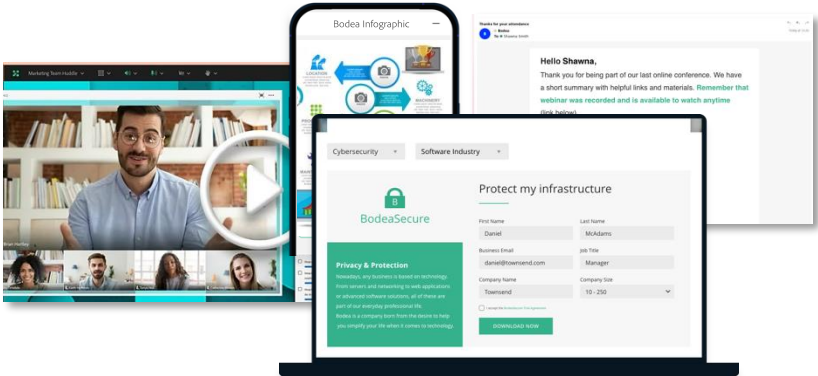
Land on website after ad click



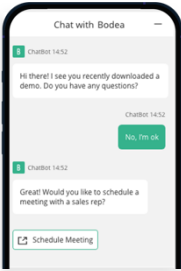
Self-service digital content



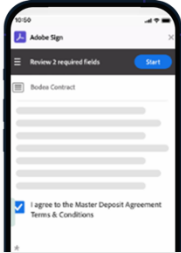
Personalized to buying group members



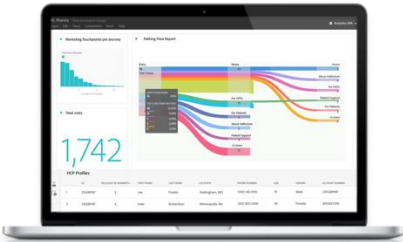
Routed to the right sales team



Configured, priced, quoted and signed with ease



Guided in-product



Shawna  
Evaluating security  
software solutions



Terry  
Solution  
Architecture lead



John  
Shawna's VP-level  
decision-maker

## Digital Capabilities

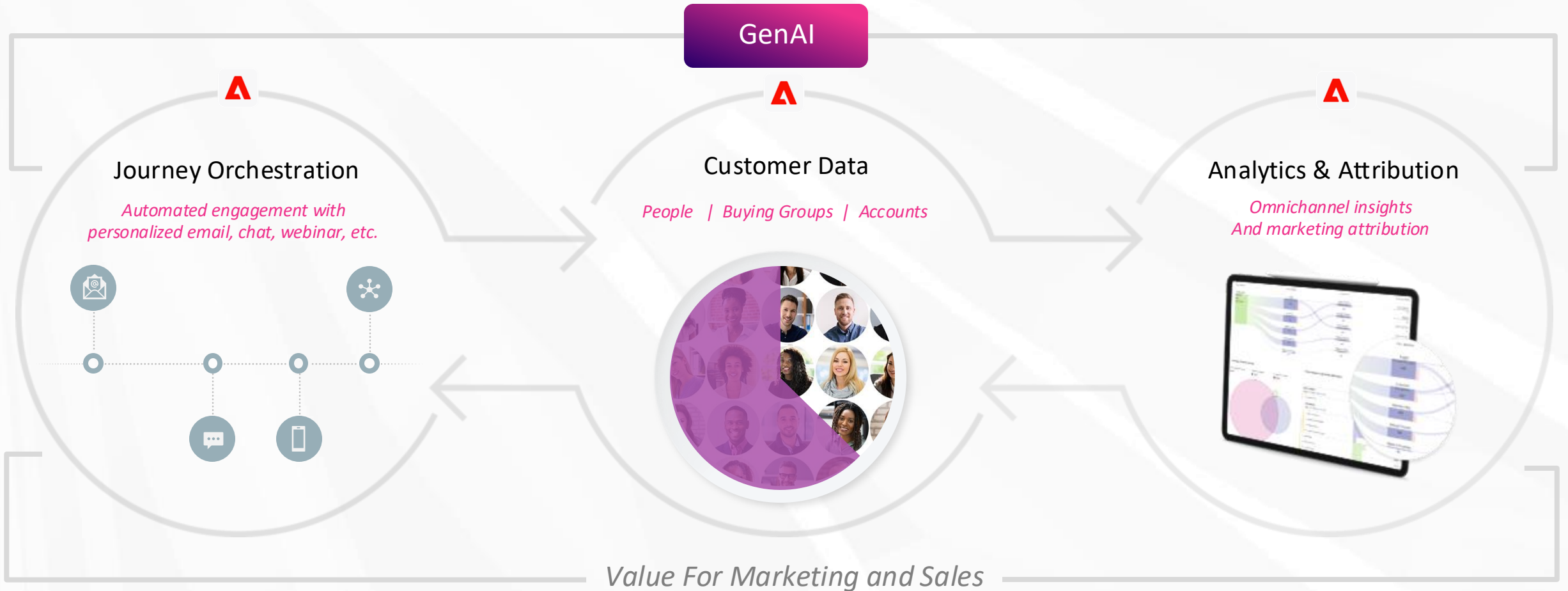
Collect real-time data and tailor experiences  
reflective of site behavior

Leverage GenAI to identify the buying  
group and offer self-service engagement

Predict buying intent with intelligent scoring

Capture product analytics on  
usage and engagement

# Adobe powers more personalized insights & engagement



Adobe Experience Platform

Real-Time Customer Profile

| Open Ecosystem

| Cloud Extensibility

# Adobe powers more personalized insights & engagement

GenAI

## Journey Orchestration

*Automated engagement with personalized email, chat, webinar, etc.*  
**Higher Quality Pipeline**

Qualified and measured pipeline at the buying group level together with Sales

## Customer Data

*People | Accounts | Buying Groups*

### Accurate Prioritization

Visibility into which accounts have the most complete, active and engaged buying groups including scoring

### Faster Sales Cycle

Less wasted time and resources validating opportunities during the sales cycle

## Analytics & Attribution

*Omnichannel insights And marketing attribution*  
**Increased Win Rates & ROI**

Focused resources on the most qualified accounts with highest likelihood to buy

*For Marketing and Sales*



Adobe Experience Platform

Real-Time Customer Profile

| Open Ecosystem

| Cloud Extensibility

# Adobe GenAI creates speed, scale and precision in your business



## GenAI Content

Achieve massive scale creating high-performing content aligned with your brand



## Intelligent Buying Groups

Optimize the ideation, design, & delivery of campaigns and customer experiences

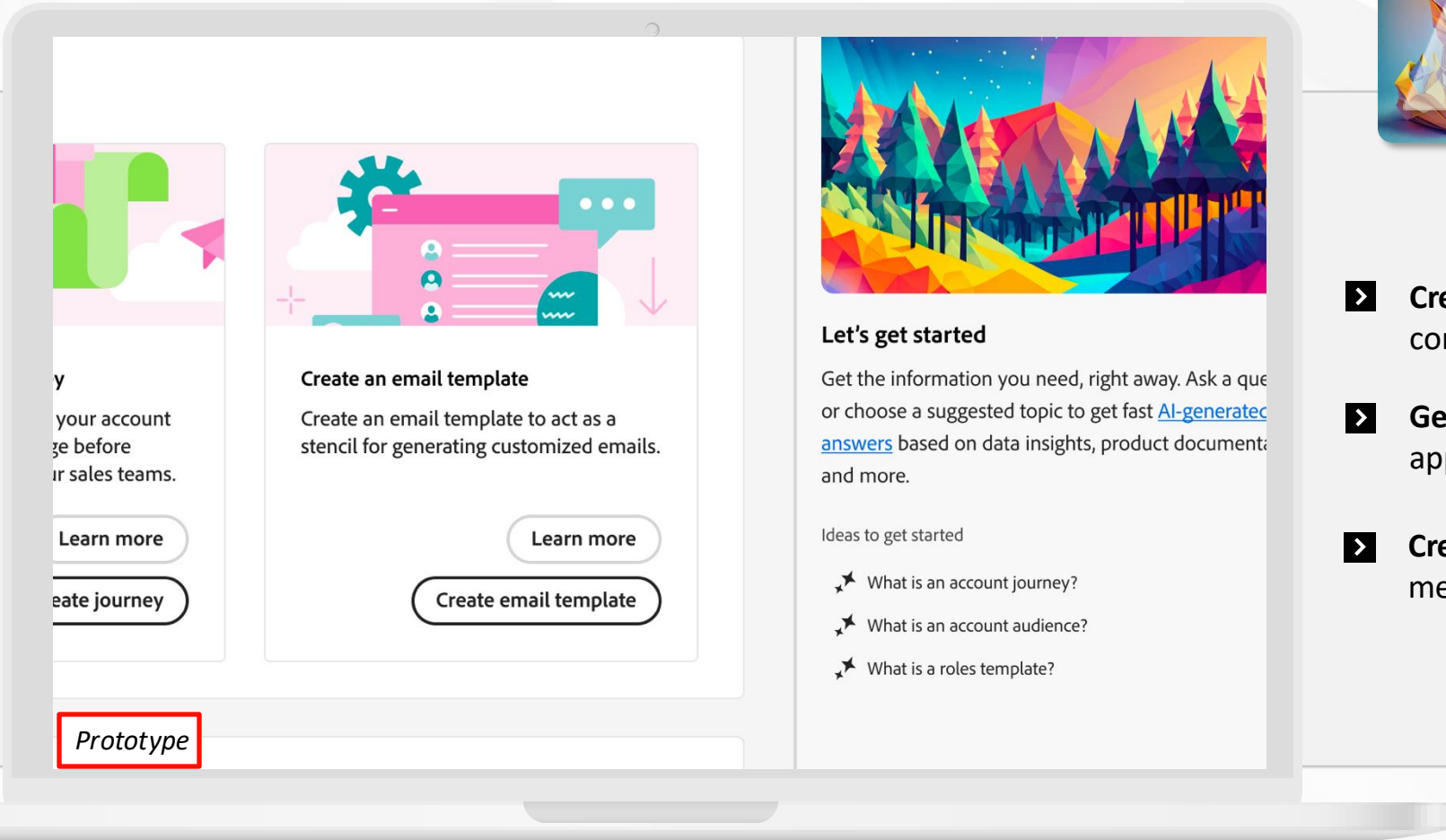


## Buying Group Insights

Enable data-driven decision making with next-level content & customer insights



# Accelerate design and messaging efforts with generative content tools



## GenAI Content

- **Create assets** with a prompt and automated selection of content for different channels, devices and form factors
- **Generate copy** for email, website or blog based on brand approved language and messaging theme
- **Create variants** to scale the need for personalized messaging for each persona, product and sales motion

# Reduce manual effort and increase time-to-value by starting your workflow with GenAI



## Intelligent Buying Groups

- Start a buying group campaign with only a few clicks and let the model do the heavy lifting.
- Create a new audience by entering your criteria instead of looking everywhere for the right data.
- Build a journey workflow that incorporates aspects of previously successful journeys, like effective content or nurturing.

Good morning, Violet!

### Next steps in Adobe Journey Optimizer B2B Edition



#### Create an account audience

Create your account audience consisting of accounts that you would like to take through a particular journey.

[Learn more](#)

[Create audience](#)



#### Create a buying group roles template

Construct a template for your buying groups to create multiple buying groups with similar format.

[Learn more](#)

[Create roles template](#)



#### Create an account journey

Create a journey to move your account audiences to the next stage before handing them over to your sales teams.

[Learn more](#)

[Create journey](#)

Prototype

Recently accessed

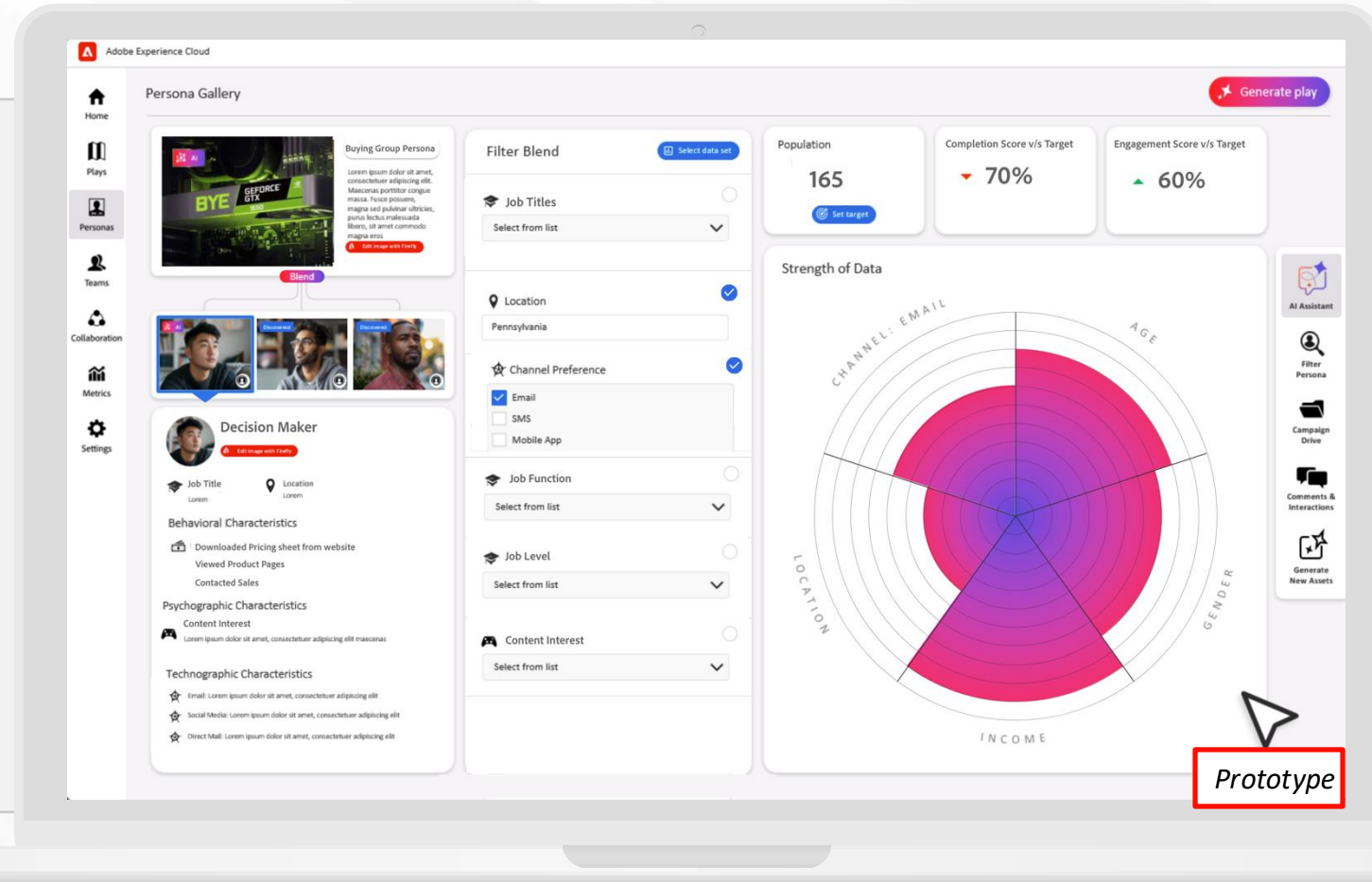
☒ All ☐ Account journeys ☐ Account

# Discover insights and streamline data challenges for non-technical users

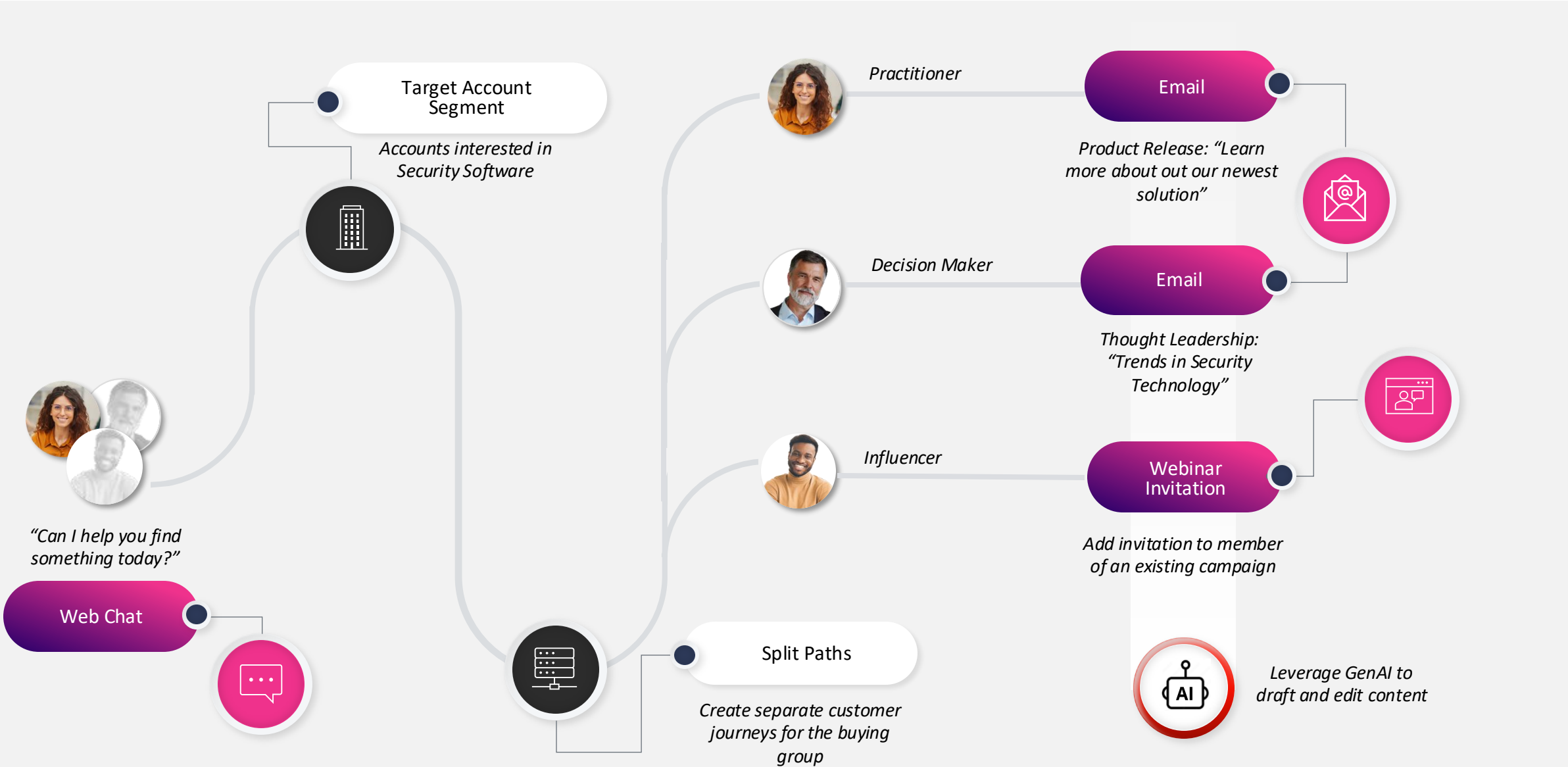


## Buying Group Insights

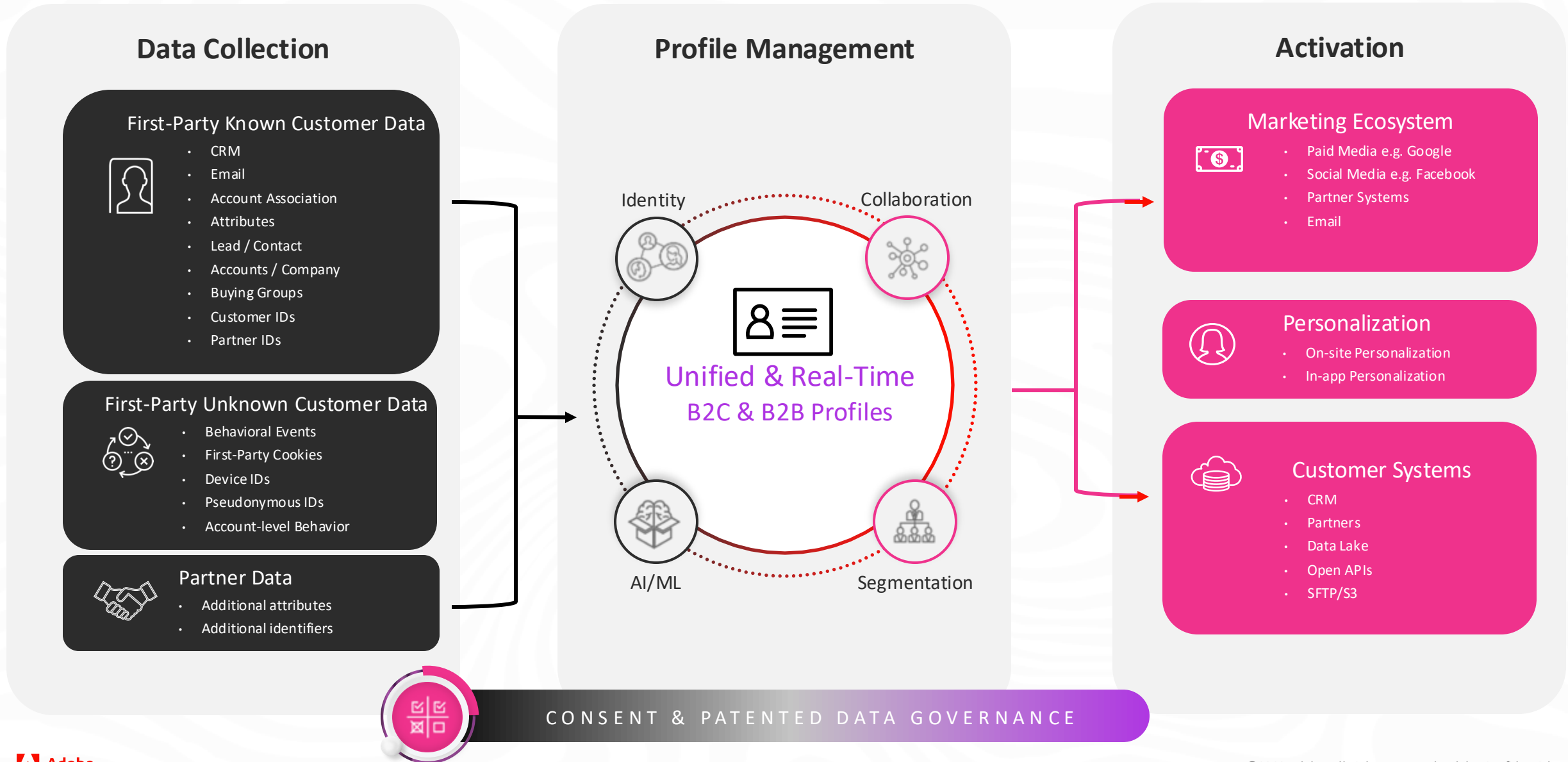
- Identify buying group members using predictive intelligence based on role, engagement and previous interactions.
- Generate customer personas that can predict their behavior and preferences certain types of content
- Request insights on campaign performance and how to optimize marketing channels.



# Journey Orchestration for buying groups spans lead and account-based programs



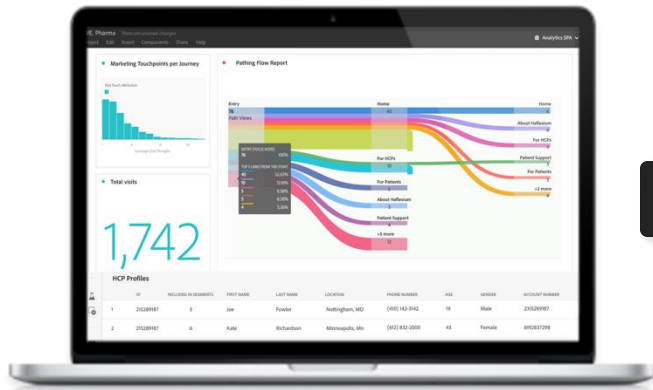
# Actionable Customer Data profiles drive personalization across the customer lifecycle



# Omnichannel insights optimize CX and marketing investments

*Enable real-time customer decision making and understand the impact of each customer touchpoint throughout journey.*

## Customer Experience Optimization

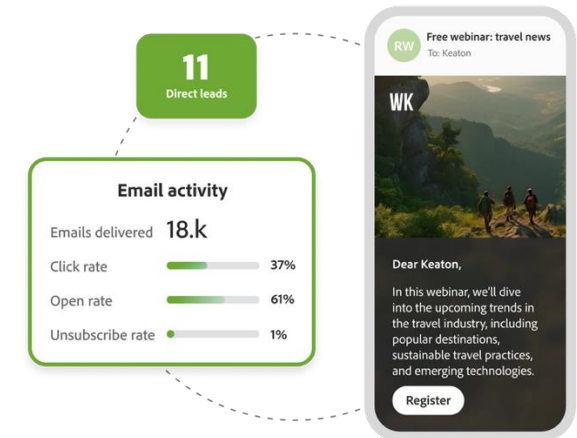


Discover & deliver omnichannel insights within seconds



Identify opportunities to drive higher conversions and ROI

## Marketing Investment Optimization



Attribute pipeline and revenue to campaigns and content

# How can Adobe help your B2B business?



Image generated in Adobe Firefly

# Overview of Key Use Cases for B2B Personalized Insights & Engagement

|                                                                                    |                                    |                                                                                                                                                                 | Adobe Solutions                                                                                  |
|------------------------------------------------------------------------------------|------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|
|    | Buying Group Journey Orchestration | Build tailored journeys for buying groups within target accounts that automate personalized sales and marketing engagement.                                     | <i>Journey Optimizer B2B Edition + Real-time CDP B2B Edition + Marketo Engage</i>                |
|    | High-value Contact Acquisition     | Optimize process and media spend on acquiring contacts for new prospect accounts, as well as contacts that complete the buying group within existing accounts.  | <i>Journey Optimizer B2B Edition + Real-time CDP B2B Edition + Dynamic Chat + Marketo Engage</i> |
|    | GenAI-powered Conversations        | Build pipeline faster with GenAI powered content for email and chat that is personalized to a specific individual, persona, or role in the buying group.        | <i>Journey Optimizer B2B Edition + Dynamic Chat + Marketo Engage</i>                             |
|    | Contextual Personalization         | Personalize content to leads, accounts, and buying group members across channels by using behavioral and firmographic data from Adobe's unified profile.        | <i>Journey Optimizer B2B Edition + Marketo Engage + Real-time CDP B2B Edition</i>                |
|   | Every-touch Attribution            | Leverage intelligent attribution models to gain a granular understanding of which channels, campaigns, and content deliver the most pipeline, revenue, and ROI. | <i>Marketo Measure + Real-time CDP B2B Edition</i>                                               |
|  | Experience Insights                | Empower Analysts, Marketers, and Product teams with cross-channel insights based on connected data to understand, explore, and optimize customer journeys.      | <i>Customer Journey Analytics + Real-time CDP B2B Edition</i>                                    |

# Buying Group Journey Orchestration

## OBJECTIVE

Build tailored journeys for buying groups within target accounts that automate personalized sales and marketing engagement.



## OUT WITH THE OLD

Creating well-orchestrated experiences for high-value accounts doesn't scale, many accounts have multiple buying centers (account-level focus is too broad and lead-level focus is too narrow) and Revenue Teams aren't coordinated as they engage.



## IN WITH THE NEW

Intelligently automate buying group journeys at scale, leverage AI-powered decisioning across GTM motions, while coordinating Revenue Team engagement and optimizing performance with journey and ROI insights.



## The Adobe Solution

- ✓ Journey Optimizer B2B Edition + Real-time CDP B2B Edition + Marketo Engage
- ✓ An integrated approach, powered by Experience Platform



Designed with Adobe Firefly

| How it Works                                                                                           | Why Adobe?                                                                                                                                                                | Business Impact                                                                                                                                                                               |
|--------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Create buying groups for your company's products and auto-assign roles</b>                          | Adobe uniquely offers native buying group management and supports multiple buying groups per account, as well as associations between buying groups and product offerings | <ul style="list-style-type: none"><li>• Higher quality pipeline</li><li>• Reduced time spent on account planning</li><li>• Increase win rates and ROI</li><li>• Faster sales cycles</li></ul> |
| <b>Design buying group journeys for specific account lists using a drag &amp; drop journey builder</b> | Adobe lets you personalize content and messaging using generative AI powered by an integrated set of data, delivery, content and GenAI tools                              | <ul style="list-style-type: none"><li>• More accurate opportunity progression</li><li>• Optimized customer journey details</li><li>• Reduction in time spent on content creation</li></ul>    |
| <b>Activate engagement with each buying group role and coordinate with sales</b>                       | Adobe infrastructure supports real-time engagement triggers and behavioral tracking, in addition to advanced buying group engagement scoring                              | <ul style="list-style-type: none"><li>• Improved sales and marketing teamwork</li><li>• Deliver differentiated customer experiences</li><li>• Maximize ROAS for ABM Paid Media</li></ul>      |

# High-value Contact Acquisition

## OBJECTIVE

I need to optimize our process and media spend on acquiring contacts for new prospect accounts, as well as contacts that complete the buying group within existing accounts.



## OUT WITH THE OLD

Struggling to find new strategies with the deprecation of third-party cookies and low visibility into which contacts are members of the buying group.



## IN WITH THE NEW

Segment custom people- and account-based audiences for personalized ad campaigns inside Marketo Engage using static and smart lists and AI insights to support the mix of your lead- and account-based programs.



## The Adobe Solution

- ✓ Journey Optimizer B2B Edition + Real-Time CDP B2B Edition + Marketo Engage + Dynamic Chat
- ✓ An integrated approach, powered by Experience Platform



Designed with **Adobe Firefly**

| How it Works                                                                                         | Why Adobe?                                                                                                                                                                                                     | Business Impact                                                                                                                                                                                                                              |
|------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Find &amp; target new prospects with paid media and more personalized real-time conversations</b> | Adobe brings a combination of people and account-based identifiers with more controls to honor consent and privacy preferences, and a more unified, cross-channel activation strategy                          | <ul style="list-style-type: none"><li>• Centralized segmentation and activation</li><li>• Faster time to market</li><li>• Increase in clicks and leads</li><li>• Improved marketing ROI</li></ul>                                            |
| <b>Drive personalization to upper-funnel visitors</b>                                                | With Adobe, you can use persistent identifiers that recognize visitors and can personalize in real-time, plus the ability to authenticate through re-engagement                                                | <ul style="list-style-type: none"><li>• Real-time partner-aided recognition</li><li>• Personalization in milliseconds</li><li>• Scaled personalization</li><li>• Improved engagement</li><li>• More effective pipeline progression</li></ul> |
| <b>Advance your first-party data foundation</b>                                                      | Adobe leverages a leading first-party data onboarding program and ID sync, and append second-party data from partnerships with brands and publishers to enrich known audiences as well as create new audiences | <ul style="list-style-type: none"><li>• Privacy-safe data collaboration</li><li>• Broader data enrichment</li><li>• Audience activation across more channels</li></ul>                                                                       |

# GenAI-powered Conversations

## OBJECTIVE

Build pipeline faster with GenAI powered content for email and chat that is personalized to a specific individual, persona, or role in the buying group.



## OUT WITH THE OLD

Lack of self-service website experiences, static landing pages and forms without the ability to book meetings, and a high-volume of unqualified leads that lack intent to buy.



## IN WITH THE NEW

Add real-time conversations to move customers up funnel, while modernizing, streamlining and scaling digital channels with GenAI for automated chat dialogues and faster email authoring.



## The Adobe Solution

- ✓ Journey Optimizer B2B Edition + Dynamic Chat + Marketo Engage
- ✓ An integrated approach, powered by Experience Platform



Designed with Adobe Firefly

| How it Works                                                                                       | Why Adobe?                                                                                                                                                                                             | Business Impact                                                                                                                                                                                                            |
|----------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Improve upsell/cross-sell/acquisition experiences using personalized, chatbot interactions</b>  | Adobe tools allow you to personalize for both lead and account-based audiences, with the ability to automate conversations with real-time data                                                         | <ul style="list-style-type: none"><li>• Broader set of 1st party data</li><li>• Acceleration of new leads capture</li><li>• Deeper contact list within accounts</li><li>• Higher, faster qualification of leads</li></ul>  |
| <b>Extend conversations across web pages and forms to deliver true cross channel conversations</b> | Adobe's chat interface will go beyond the website to bring conversational AI to other destinations like landing pages and whitepapers, and includes meeting booking and instant routing to live agents | <ul style="list-style-type: none"><li>• More conversions and qualified leads</li><li>• Shorter sales cycles via immediate bookings</li><li>• Faster deal velocity</li><li>• Lower cost per lead</li></ul>                  |
| <b>Rapidly iterate on email copy to scale personalization and boost conversion</b>                 | Adobe uses GenAI to accelerate email authoring and improve response rates by tailoring content based on role and infused with imagery from Adobe Firefly and AEM Assets                                | <ul style="list-style-type: none"><li>• Simplified campaign production</li><li>• Reduced time to market for campaign launch</li><li>• More relevant content for buyers</li><li>• Controls for on-brand messaging</li></ul> |

# Contextual Personalization

## OBJECTIVE

Personalize content to leads, accounts, and buying group members across channels by using behavioral and firmographic data from Adobe's unified profile.



## OUT WITH THE OLD

Struggling to maintain 1:1 personalized experiences across the entire customer journey because data is in too many places and not immediately actionable



## IN WITH THE NEW

Use unified profiles, real-time behavioral and firmographic data, and AI, to engage customers at scale – fueled by the known and anonymous customer and activity data of Adobe Real-time CDP



## The Adobe Solution

✓ Journey Optimizer B2B Edition + Real-Time CDP B2B Edition + Marketo Engage

✓ An integrated approach, powered by Experience Platform



Designed with Adobe Firefly

| How it Works                                                                                     | Why Adobe?                                                                                                                                                                               | Business Impact                                                                                                                                                                                                             |
|--------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Collect a broad range of data to obtain a more complete and real-time view of your buyers</b> | Adobe combines behavioral data, firmographic data, and pseudonymous activity data at scale and in real-time                                                                              | <ul style="list-style-type: none"><li>• Centralized set of customer data profiles</li><li>• Common view of segments and accounts</li><li>• Broader data enrichment</li><li>• Privacy-safe data collection</li></ul>         |
| <b>Create audience/account segments to match buyers with your offerings</b>                      | Adobe AI/ML models power segmentation in real-time, enhancing lead and account planning across GTM teams                                                                                 | <ul style="list-style-type: none"><li>• New audiences uncovered</li><li>• More systematic campaign orchestration</li><li>• Natively connected data and delivery systems</li><li>• Personalized campaigns at scale</li></ul> |
| <b>Activate account lists and buying groups to run more targeted campaigns</b>                   | Adobe marketing automation and workflow capabilities are bolstered by the account-based segmentation and activation from the CDP to reach prospects who have not engaged with your brand | <ul style="list-style-type: none"><li>• Increased number of qualified opportunities</li><li>• Maximized year-over-year pipeline</li><li>• Higher conversion rates</li></ul>                                                 |

# Every-touch Attribution

## OBJECTIVE

Understand the impact of each campaign, channel and content element on progression, pipeline, revenue and ROMI so you can do more of what performs best and less of what doesn't



## OUT WITH THE OLD

Most B2B marketing teams are unhappy with their current attribution process because it is incomplete, overly manual or not trusted, or they haven't invested because of these challenges



## IN WITH THE NEW

Complete and automated B2B marketing attribution with the industry-leading B2B marketing attribution app – Adobe Marketo Measure – fueled by the customer and activity data of Adobe Real-time CDP and Adobe Marketo Engage



## The Adobe Solution

- ✓ Marketo Measure + Real-time CDP B2B Edition
- ✓ An integrated and automated approach, powered by Experience Platform



Designed with **Adobe Firefly**

| How it Works                                                              | Why Adobe?                                                                                                                                                                                                  | Business Impact                                                                                                                                                                               |
|---------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Automatically capture B2B buyer touchpoints in context of your funnel     | Adobe's every-touch attribution approach accounts for all trackable online and offline channels which provides 7x or higher visibility to engagement                                                        | <ul style="list-style-type: none"><li>• Large set of buyer touchpoints are tracked</li><li>• More accurate attribution (better insight)</li><li>• Full picture of each B2B purchase</li></ul> |
| Leverage trusted AI and rules-based attribution models to quantify impact | Adobe runs and continuously updates multiple attribution models simultaneously to ensure alignment with funnels, campaigns and channel taxonomies, all with AI-driven accuracy through pattern recognition. | <ul style="list-style-type: none"><li>• Powerful, bespoke modeling</li><li>• ROI on channel, campaign and content</li><li>• More precise measurement</li></ul>                                |
| Extract and share performance insights to every team member               | Adobe provides a wide range of reporting and data sharing, with simple pre-built dashboards, more sophisticated analysis, or data augmentation                                                              | <ul style="list-style-type: none"><li>• Insights into action</li><li>• Data-driven decision making</li><li>• More pipeline, revenue, and marketing ROI</li></ul>                              |

# Experience Insights

## OBJECTIVE

Empower Analysts, Marketers, and Product teams with cross-channel insights based on connected data to understand, explore, and optimize customer journeys



## OUT WITH THE OLD

Incomplete journey analysis, extended sales cycles, lost opportunities, data processing lags, and siloed data that create disjointed buying journeys and experiences.



## IN WITH THE NEW

With Adobe, you can deeply understand—through powerful ad-hoc analysis and intuitive data visualization—the step by step, cross-channel, pre- and post-sale B2B journey to optimize the entire stakeholder customer experience at scale



## The Adobe Solution

- ✓ Customer Journey Analytics + Real-time CDP B2B Edition
- ✓ An integrated approach, powered by Experience Platform



Designed with Adobe Firefly

| How it Works                                                                                    | Why Adobe?                                                                                                                                                      | Business Impact                                                                                                                                                                                                    |
|-------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Identify cross-channel experiences and interactions that lead to customer upsell and cross-sell | Adobe can help remarket to unauthenticated visitors and understand cause and effect between customer interactions by combining data from disparate channels     | <ul style="list-style-type: none"><li>• Impactful and engaging experiences</li><li>• Minimized latency and reduced cost</li><li>• Persistent profiles</li><li>• Personalization to unauthenticated users</li></ul> |
| Measure impact of behavioral data and content consumption                                       | Adobe tools allow a persistent view of stakeholder behaviors and attributes within target accounts and can analyze and understand audiences' behaviors.         | <ul style="list-style-type: none"><li>• Lifecycle measurement in context</li><li>• Comprehensive, real-time profiles</li><li>• Deep, cross-channel insights</li></ul>                                              |
| Understand churn risk and uncover which digital experiences will lead to conversion             | Adobe real-time data allows for proactive churn reduction through constant updates to churn models and deep insights into pathing and fallout along the journey | <ul style="list-style-type: none"><li>• Lower churn with proactive mitigation</li><li>• Improved customer loyalty</li><li>• Low-latency insights-to-action</li></ul>                                               |

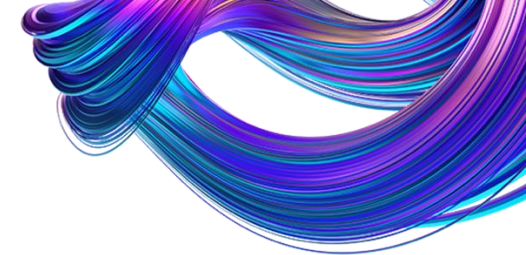


# Additional Resources

FIELD READINESS & ENABLEMENT



# Top 10 reasons B2Bs choose Adobe Experience Cloud



01

## Data Harmonization & Sharing

Accelerate data value, usage, and interoperability by using predefined data models

02

## Real-Time Customer Profiles

Get a comprehensive and actionable view of customers and accounts in milliseconds

03

## Automate B2B Attribution Across Channels

Understand contribution of marketing efforts using pre-configured and customer algorithms

04

## Global Commerce & Web Experiences

Easily create & update localized content across channels

05

## Centralized Privacy, Governance & Security

Strengthen customer trust by governing data, respecting privacy and adopting security standards

06

## Open & Composable Components

Simplify building of complex campaigns with standardized and reusable elements

07

## Continuous Intelligence

AI/ML services embedded throughout the platform to extend marketer skills, automate tasks, learn from and adapt to customer behaviors over time

08

## Global & Serverless Cloud Infrastructure

Safely scale your business in a cost-effective way from anywhere

09

## Content AND Commerce in Any Channel

Deploy via headless API to expand channel options (mobile app, kiosk)

10

## Complex Omni-Channel Journeys

Execute account-based multichannel campaigns inclusive of online and offline engagement

# Adobe powers industry-leading B2B companies



Leading brands partner with Adobe to evolve customer experience and drive growth.



# The Adobe difference



# What analysts are saying...

Adobe is a good fit for global companies that need strong enterprise platform integrations to power a content supply chain.

Source: Forrester Wave: Digital Asset Management for Customer Experience, 2022

FORRESTER®

Adobe Experience Cloud applications are designed to meet the evolving needs of modern B2C and B2B digital marketers by providing a **comprehensive set of applications to address various customer experience requirements.**

The platform's flexibility noted as **helping organizations scale...**

Source: IDC, [IDC MarketScape: Worldwide Omni-Channel Marketing Platforms for B2B Enterprises 2023 Vendor Assessment](#), September 2023

IDC

Recent improvements include **better usability through an enhanced user experience** and native webinar management and delivery capabilities. Its roadmap includes elevated support for account-based marketing and **additional investments in Dynamic Chat and generative AI.**

Source: Gartner, [Magic Quadrant for B2B Marketing Automation Platforms](#), September 2023

Gartner

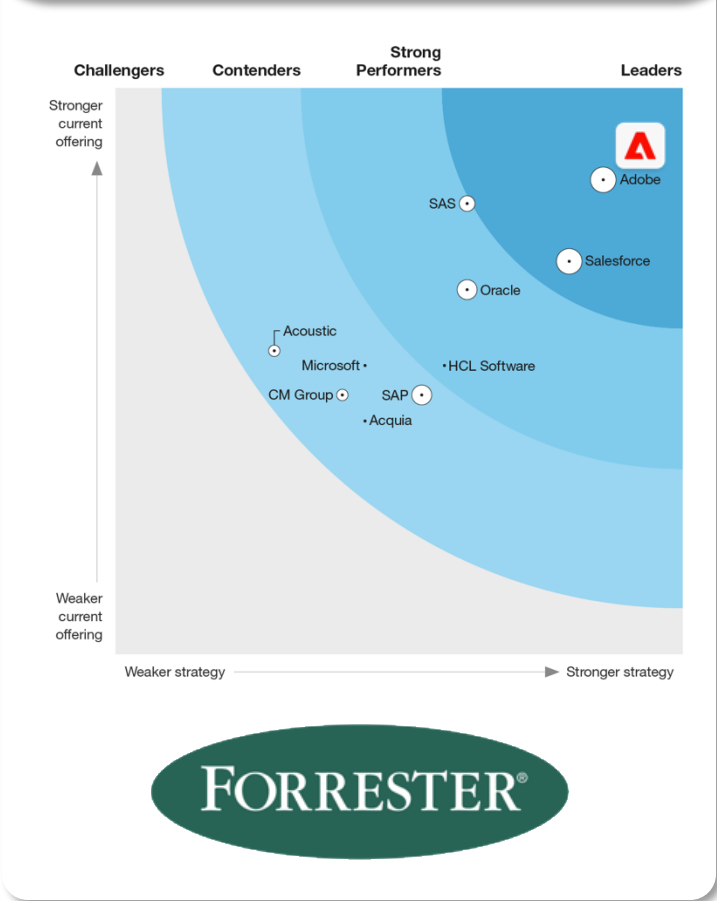
Adding generative AI tools creates a friction-free experience for creating content, and the collaboration-focused architecture allows the product to scale to meet the needs of even the largest organizations and brands.

Source: Futurum Research, [Generative AI, Core Creative Functionality Integrated into Adobe Express](#), June 2023

FUTURUM.

# The Adobe difference | Forrester

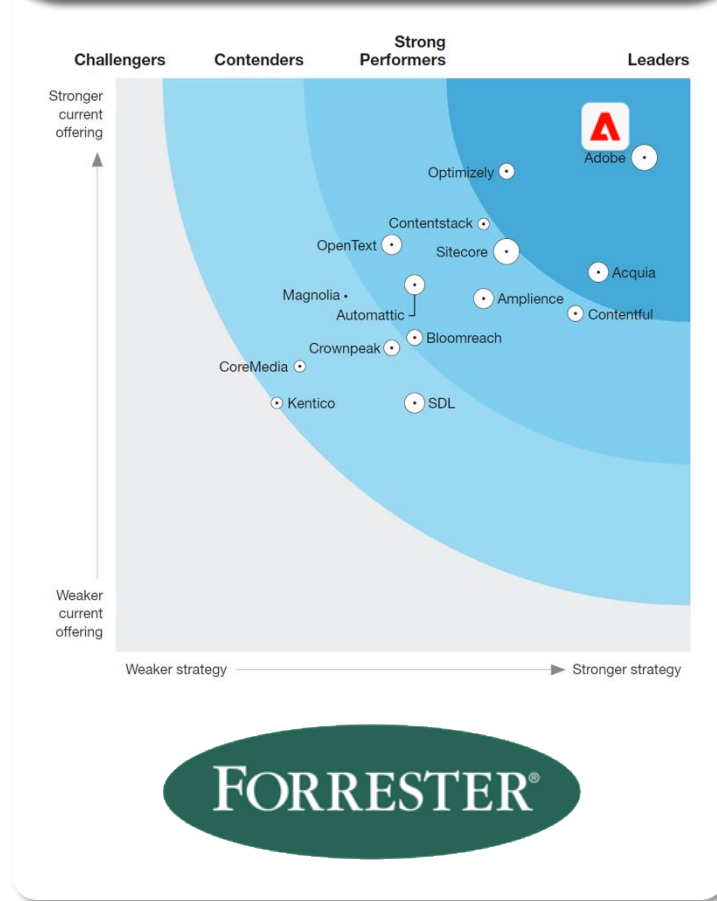
## Leader in Enterprise Marketing Suites



## Leader in Digital Experience Platforms



## Leader in Agile Content Management Systems



# The Adobe difference | Gartner

## Leader in B2B Marketing Automation Platforms



Gartner®

## Leader in Digital Experience Platforms



Gartner®

## Leader in Digital Commerce



Gartner®

# Organizations see immediate benefits from participation

**Inside-out perspective**  
Analysis surfaces insights based on your own scoring, helps you identify and articulate strengths and gaps in digital experiences



**Competitive benchmarking**  
Customers can see how their scores compare within their teams, and with others in their industry, or leaders in the space



**Expert guidance**  
The framework creates a consistent, and broadly validated, way to provide guidance around digital transformation



**Leadership insight**  
Participation across functions and levels provides leaders visibility into team empowerment and helps identify appropriate interventions



**Prioritizing digital goals**  
Customers can develop clear prioritization of short term and long-term goals related to digital experiences



**Strategic value realization**  
Cross-checking DxA scores and Adobe product adoption can identify areas to work together to overcome barriers and accelerate value

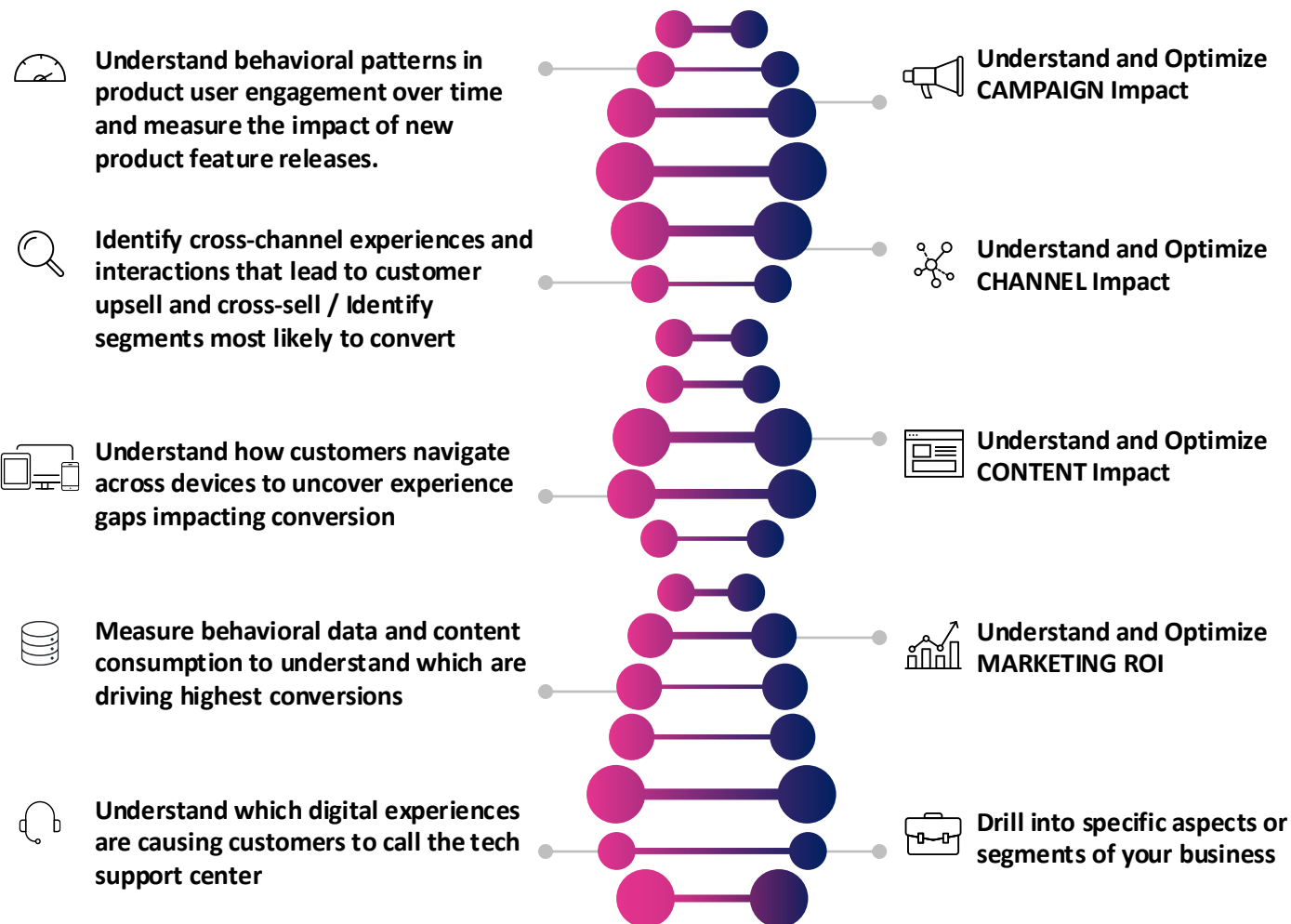


**400+**  
customers participated  
in the DxAs since 2019

# Customer Journey Analytics & Marketo Measure

Purpose-built to optimize customer experience at scale and return on marketing investment

**Customer Journey Analytics** enables B2B companies to deeply understand – through powerful ad-hoc analysis and data visualization – the step by step, cross-channel, pre- and post-sale customer journey, which is essential for **stakeholder customer experience optimization**.



**Marketo Measure** enables B2B companies to attribute progression, pipeline, revenue, and ROI to campaigns, channels and content, which is essential to **marketing investment optimization**.

# Many barriers to modern sales & marketing integration

## Popular B2B Challenges from Adobe Customers

**Pipeline Creation (MQLs / AQLs):** Can't qualify leads/accounts fast enough, Not driving enough pipeline

**Sales & Marketing Partnership:** Grow further apart in process and in tech (Sales engagement tech stacks)

**Account-based Marketing:** Account selection takes too long, still led by sales team, can't personalize enough by account

**Artificial Intelligence:** Untrustworthy due to siloed AI models w/ limited data, too many different models

**Audience Segmentation:** Too slow to create with not enough data, manual list building and merging in excel

**Data & Actionable Insights:** Not enough of it, too slow to update and too slow to access and action on with no centralized view

**Marketing & IT:** Reliance on IT for segmentation, takes too long using static data that's quickly out of date

**Campaign Execution & Optimization:** Takes days and weeks to create and run campaigns, manual processes for insights and performance reports

**Cross-functional Teamwork:** Demand Gen, Campaign Marketing, Sales, Paid Media all working independently, using different tech and data

**Integrated Campaigns:** Inbound and outbound are not connected

**Account-based Paid Media:** Advertising campaigns not in sync with marketing and sales campaigns and not account-based

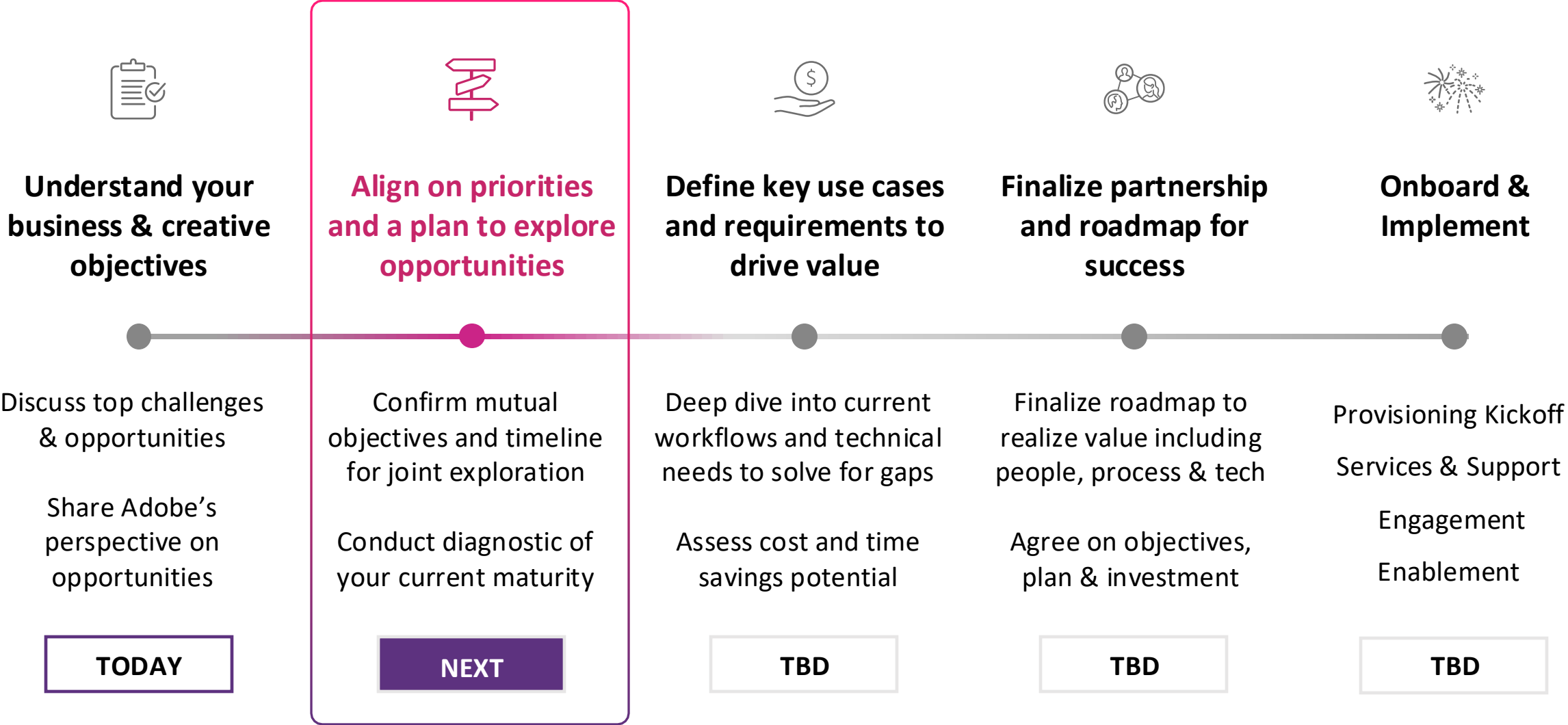
**Content Creation & Utilization:** Too slow to create and too hard to manage

**Personalization:** Too generic and too slow

**Reporting:** Not accurate, too static

**Attribution:** Too hard to do accurately

# Next steps for [Company Name] and Adobe to partner





# GenAI Resources

FIELD READINESS & ENABLEMENT



# Generative AI carries important business risks

Will our business be  
**protected from legal  
and copyright risks?**

How do we ensure  
**data privacy, IP  
and security?**

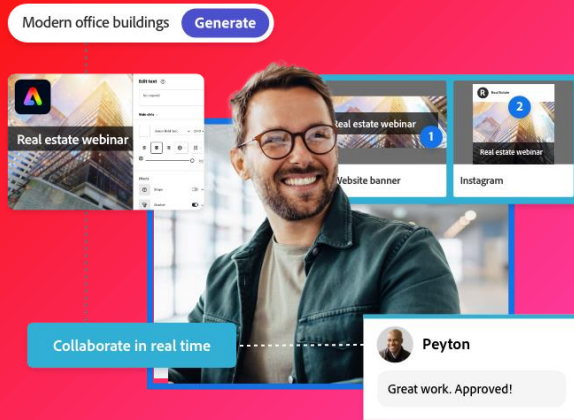
How quickly can I  
find the right **data  
science specialists?**

How do we navigate  
issues around **model  
bias and AI ethics?**

How will my teams  
maintain **brand and  
creative control?**



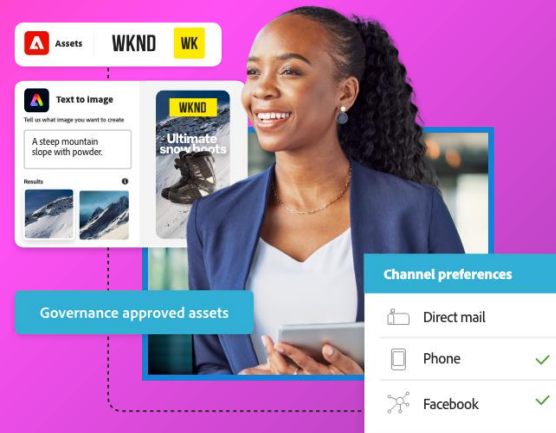
# Adobe GenStudio differentiators



Integrated workflows  
empowering all roles to  
create & collaborate



Content creation  
that is on brand,  
at scale



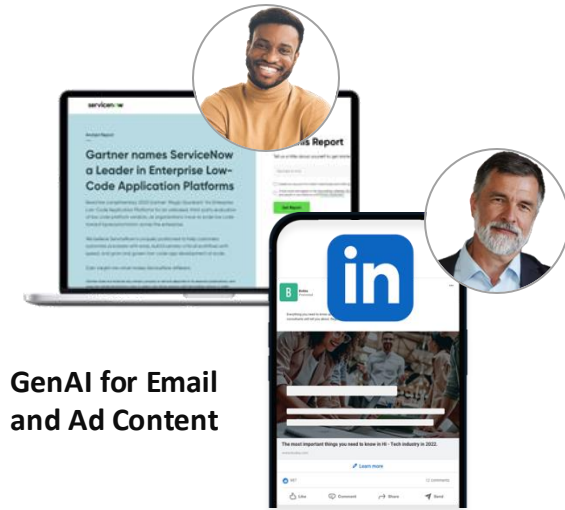
AI image generation  
designed to be  
commercially safe



Unmatched breadth  
of vision and solutions

# Imagine an account experience powered by GenAI & automation

## Discovery



GenAI for Email and Ad Content



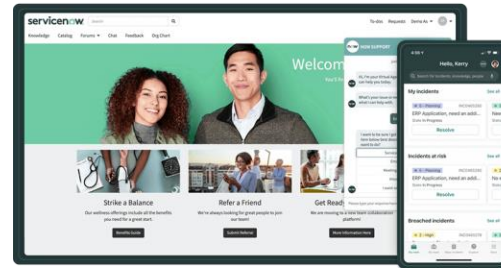
Conversational Bot

## Evaluation



Role-based Nurturing Emails

On-demand, Interactive, and Progressive "Microsites"



Inside Sales scoring and alerts

## Purchasing

Buying Group-specific Insights for Field Sales



Streamlined Digital Catalog, Contract, and Purchasing

## Usage and Growth

Usage and Success Metrics



User-level "How-to" content and feature recommendations



Automated cross-sell, upsell or retain segmentation



IT Leader



Practitioner



Manager



Decision Maker

