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Media Alert: New Adobe Experience Platform Innovations Power CXM

SAN JOSE, Calif. — Nov. 14, 2019 — Every brand today is challenged with transforming their data into standout customer experiences. Each step of the customer journey demands consistent, continuous and personable interactions with customers. Brands must connect the dots across touchpoints to deliver those personalized, memorable moments. But as customer experience becomes the basis for differentiation and competitive advantage, brands still struggle with obtaining a single, actionable view of the customer in real time with data sitting across disparate teams, sources and systems across an organization.

Adobe (Nasdaq:ADBE) today announced new innovations to deliver great customer experiences at scale, with the power of [Adobe Experience Platform](#), the industry's first open and extensible platform for Customer Experience Management (CXM). Innovations include industry-first data governance capabilities, general availability of Adobe's Real-time Customer Data Platform (CDP) service, as well as new ways to personalize and deliver impactful experiences through customer journey orchestration and Photoshop-inspired analytics.

"Customer experience is the new battleground for businesses of any size. Brands must close the gap between the customer, the channels they engage on and the brand experience they expect," said Suresh Vittal, vice president, Adobe Experience Cloud. "Adobe Experience Platform is built to give brands a single, actionable view of each customer in real time without the pain of connecting stale data across siloed systems and different digital and physical customer touch points."

Advancements in Adobe Experience Platform include:

- **Real-time personalization at scale:** Marketers face three common data challenges—fragmented data, inconsistent experiences and complicated governance. With the general availability of Adobe's [Real-time CDP](#) service, brands can bring together known and unknown customer data, to activate customer profiles across channels and leverage intelligent decision-making throughout the customer journey. By helping bridge marketing and IT silos, brands can find meaning in disparate data sets, from CRM to online analytics and offline POS systems, and achieve a more holistic customer view without complicated integrations, complete with out-of-the box governance tools.
- **Photoshop-inspired analytics:** Customer Journey Analytics, generally available today, brings a powerful set of analytics tools to omnichannel data in Adobe Experience Platform. Brands looking at data across channels now have an easy, interactive way to dig deeper and uncover new insights, while making analytics more accessible across their organization. Inspired by the same logic behind Photoshop, teams can be creative in how they layer data sets on top of each other to form new perspectives and insights. Adobe Sensei, AI and machine learning framework, can be used to automate heavy analysis and predict future behaviors.
- **Simplifying data governance:** Data governance has become critical to data-driven success to protect each brand. With [Adobe Experience Platform Data Governance](#), companies now have access to frameworks that help them enforce data usage policies and facilitate the proper use of their data to comply with regulations, obligations and restrictions associated with various data sets. Adobe offers a first of its kind end-to-end integration allowing brands to bring together data governance and customer experience. Brands can apply specific labels to data based on their governance and compliance needs, including contractual, identity, sensitive and other labels. See [separate blog post](#) for additional information.
- **Real-time omnichannel journey orchestration:** While customers expect timely and relevant interactions, brands are often paralyzed from delivering in-the-moment personalized experiences without being able to anticipate customer expectations. With Journey Orchestration, brands can respond to customers' actions and other signals in real time leveraging Adobe Experience Platform and Adobe Campaign, tailoring each individual interaction based on past behavior and current context.

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About Adobe Experience Cloud

Adobe is reimagining Customer Experience Management (CXM) with Adobe Experience Cloud, the industry's only end-to-end solution for experience creation, marketing, advertising, analytics and commerce. Adobe Experience Cloud helps brands deliver consistent, continuous and compelling B2C, B2B and B2E experiences across customer touchpoints and channels—all while accelerating business growth. Unlike legacy enterprise platforms with static, siloed customer profiles, Adobe Experience Platform empowers companies to fully understand customers and make data actionable through Adobe Sensei, the company's AI and machine learning technology. Industry analysts have named Adobe a leader in 24 major reports focused on experience—more than any other technology company.

About Adobe

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com.

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