Adobe Journey Optimizer solves marketing challenges.

Five ways our omnichannel marketing solution can help you deliver smarter, better, and more agile campaigns.

Many marketers today feel stuck. According to Adobe and Econsultancy's 2022 *Digital Trends Experience Index*, just 33% of marketing organizations rate themselves highly in agility and innovation. In many cases, technology and data issues are holding them back. Customer data may be fragmented and siloed in 10 or more channel-specific systems. Connecting complex omnichannel customer journeys and delivering relevant personalized campaigns can feel impossible.

That's where Adobe Journey Optimizer comes in. It gathers and synthesizes experience data from every channel, making it faster and easier to build omnichannel campaigns. Plus, it uses machine learning to simplify choosing the next best action for millions—or even hundreds of millions—of customers, so their journeys can progress seamlessly and naturally.

New means value.

Adobe Journey Optimizer offers innovative omnichannel marketing capabilities that deliver ROI. You can:

- Build more omnichannel campaigns without hiring more people
- Design cross-channel experiences that increase conversions and sales
- Build personalized offers that can increase customer lifetime value and loyalty
- Spend fewer hours designing offers and measuring performance
- Deliver better omnichannel campaigns faster
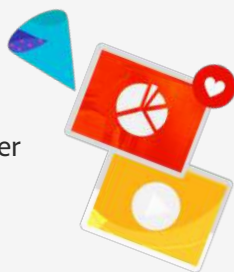
Rather than settling for tools that optimize just one or two channels, marketers are taking advantage of Journey Optimizer. With capabilities that connect and trigger all touchpoints, Journey Optimizer makes it easy to:

1. Harmonize and optimize the customer journey
2. Design and deliver personalized experiences
3. Surface and use predictive insights
4. Test and deliver the best content
5. Listen for customer data signals in real time

Capability #1: Harmonize and optimize the customer journey.

For marketers who can make all the stops along the customer journey as frictionless and enjoyable as possible, the payoff is huge. According to Aberdeen Group, brands with effective omnichannel engagement programs keep 89% of their customers.

The omnichannel orchestration in Adobe Journey Optimizer helps you orchestrate and deliver personalized customer journeys across any app, device, screen, or channel. You can:

- Create and personalize messages for email and mobile channels
- Speed up journey time to market with ease
- Pair real-time customer profiles with message orchestration and delivery
- Create one-to-one customer engagement and marketing outreach on a single canvas
- Deliver more value across the customer lifecycle

Modern omnichannel orchestration helps companies succeed even during peak shopping seasons. For instance, a national retailer could combine door-buster campaigns with one-to-one interactions for the perfect personalized journey—driving in-store and online commerce for back-to-school, Black Friday, and other major shopping events.

Capability #2: Design and deliver personalized experiences.

Customers expect to shift seamlessly among channels while experiencing their customer journeys and your marketing campaigns. According to Gartner, customer experience drives over two-thirds of customer loyalty—more than brand and price combined.

Elevating email and mobile marketing in one simplified place can help. With Journey Optimizer, you can deliver experiences tailored for:

- Email
- Push notifications
- In-app messages
- Text messages
- The web (coming later in 2022)

Providing better experiences across channels can help you meet your business goals. With Journey Optimizer, marketers can simplify campaign management, personalize content, improve engagement, get an instant view into journey progression, use better journey templates, and scale as needed.

Capability #3: Surface and use predictive insights.

Making customer journeys nimble is easier said than done. Emails need to hit customers' inboxes when they are most likely to be read. Customers must be able to easily find content on your mobile app. This environment calls for instant—and intelligent—ways to understand the next best step.

With Journey Optimizer, you can apply decisioning and incorporate AI and machine learning to:

- Surface predictive insights throughout the customer experience
- Make it easier to automate decisions
- Optimize the experience at scale
- Send customers the right offer at the right time
- Apply rules and constraints to profiles

Intelligence brings real value to the customer experience with personalized real-time journeys. For example, a global franchise can send diners a reminder an hour before their meal reservation time—complete with location-based directions to the restaurant where their table is booked.
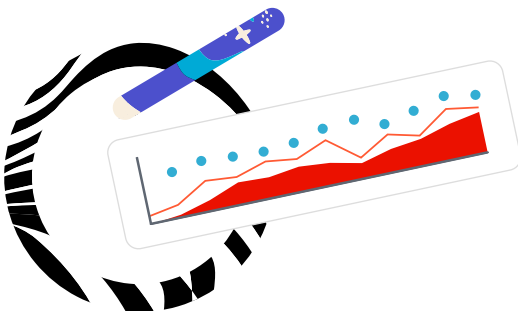
Capability #4: Test and deliver the best content.

Customer expectations are higher than ever, and most companies are competing on customer experience. According to PwC, consumers feel so strongly about great customer experiences that at least 32% will stop doing business after only one bad experience, even with a brand they love.

Journey Optimizer is adding multiple new capabilities that will be essential to optimizing customer experiences and improving business outcomes, including:

- Intelligent ranking services
- Personalized offer decisioning
- Goal definition
- Native content experimentation
- Reporting tools and dashboards

Journey Marketers will be able to test the best content, messages, and offers for customers at any point in their journey. Optimizer does this to help brands deliver the right experiences at the right time to drive the best outcomes for the consumer.
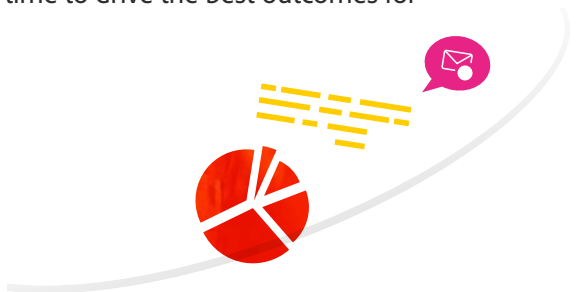
# Capability #5: Listen for customer data signals in real time.

The best customer journeys lead customers to exactly what they need and want at just the right time. A unified customer profile pulls together all the right information to deliver better experiences at the right moment, helping marketers design better segments for their campaigns.

The unified customer profiles and audience segmentation capabilities of Journey Optimizer fuse live data from all sources across customer touchpoints to help you:

- Optimize customers' personal and contextual experiences in their own time

- Listen actively and in real time for data signals that will trigger journeys

- Learn your customers' behaviors and attributes by seeing their data as complete profiles

- Capture massive amounts of behavioral data on granular levels

- Pull in real-time data, keeping your profiles up to date and your insights relevant
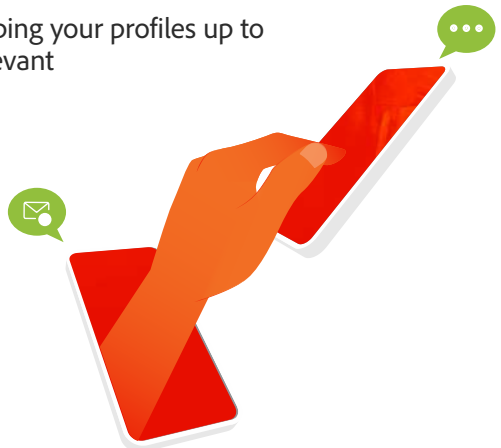
Real-time customer experiences lead to real-time customer actions. In a push notification scenario, for example, a major sports franchise could use unified customer profiles and segmentation to personalize an announcement to millions, quickly driving consumers to the franchise's media properties.
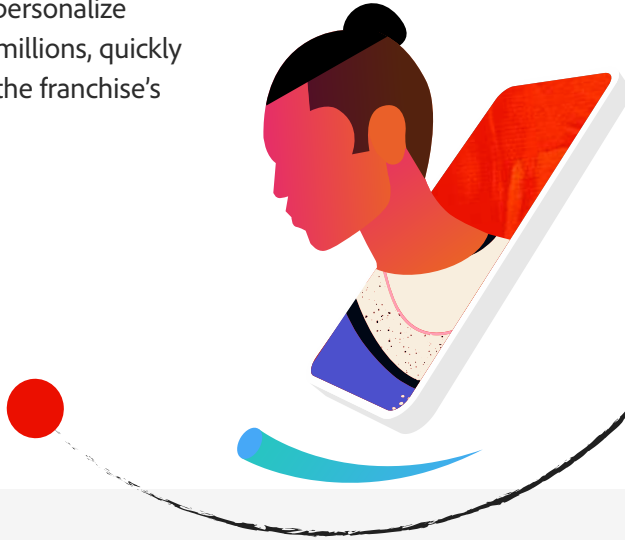
Proven credibility.

Adobe Journey Optimizer is a new product offering backed by:

- Adobe's collective experience with thousands of marketing customers
- A wide range of capabilities drawn from industry-leading Adobe products
- Our customers, who are quickly realizing a return on their investments

Take the next step.

Optimize the customer journey with Adobe Journey Optimizer.

Learn More

Adobe Journey Optimizer

Adobe Journey Optimizer manages scheduled omnichannel campaigns and one-to-one moments for millions of customers. It helps brands intelligently determine the next best interaction with scale, speed, and flexibility across the entire customer journey—allowing companies to create and deliver both scheduled marketing campaigns and tailored individual communications all within the same application.

Adobe Experience Cloud

Adobe Experience Cloud is the most comprehensive suite of customer experience management tools on the market. With solutions for data, content delivery, commerce, personalization, and more, this marketing stack is created with the world's first platform designed specifically to create engaging customer experiences. Each product has built-in artificial intelligence and works seamlessly with other Adobe products. And they integrate with your existing technology and future innovations, so you can consistently deliver the right experience every time.

Sources

"2022 Digital Trends Experience Index," Econsultancy and Adobe, 2022.

"Creating a High-Impact Customer Experience Strategy," Gartner, 2019.

"Experience Is Everything: Here's How to Get It Right," PwC, 2018.

Paul Demery, "Why an Omnichannel Strategy Matters," Digital Commerce 360, December 31, 2013.