Adobe Experience Manager

An integrated solution for driving revenue and building brand through your digital channels

As the digital world continues to evolve, the opportunities to engage with consumers have never been greater. People are using their mobile devices to interact with businesses wherever and whenever they want, whether to shop, open a bank account, or renew a subscription. People are increasingly shifting their time and dollars online. According to a recent survey, the majority of US adults now bank online, and more than one in four online adults is an active mobile banker (*North American Technographics Financial Services Online Survey*, Q4 2012). And Forrester estimates that by 2014, the web will influence more than half of all retail sales. Consumers are also wielding unprecedented influence as they spontaneously express their opinions and feelings about brands in social forums.

In this fragmented landscape, businesses have to cut through the noise to capture the mindshare of their target customers. They have to create a compelling presence everywhere their customers are and engage them with relevant, personalized content at key moments in their journey. But the prospect of delivering and optimizing customer experiences at every touch point presents a major challenge amid the rapid proliferation of channels and devices.

To meet these challenges, businesses must invest in new technologies and processes, and to win, they have to be agile, adaptive, and innovative. Yet most systems and workflows for managing and publishing online content do little to accelerate time to market and are ill-equipped to serve the needs of marketing to interact with the multichannel consumers. Moreover, personalization tactics are not consistently deployed, if at all. And once the campaign or website is launched, responses and interactions are not rigorously measured and analyzed, leaving missed opportunities to improve and refine the user experience for maximum conversion and retention.

The Adobe Experience Manager, which consists of web content management and digital asset management, solves these challenges by providing a solution for engaging customer experiences.

Adobe Experience Manager: The digital marketing solution to build owned digital properties

Adobe Experience Manager enables marketers to create, manage, and optimize online customer experiences to build brand, drive demand and extend reach. It integrates Adobe's broad portfolio of industry-leading tools to empower marketers to execute with ease, agility, and effectiveness. Adobe Experience Manager also facilitates collaboration with IT by providing the unified tools and platform to enable them to rapidly develop, manage and deploy new templates, designs, and components for web, mobile and social channels to business users.

Adobe Experience Manager empowers you to:

Build brand presence	Bring your brand to life. Connect with your target customers by creating engaging and relevant web and microsite experiences. Create targeted, relevant customer experiences while maintaining overall brand integrity. Manage brand assets from creation to multi-channel delivery.
Drive demand	Quickly create, launch, and optimize relevant, compelling online marketing campaigns with microsites and landing pages to drive conversion.
Extend reach	Maximize reach and engagement with consumers across web, mobile, and social channels; increase site traffic with SEO.

Adobe Experience Manager is the Adobe Marketing Cloud solution for building owned digital properties across web, mobile, social and video channels. It unifies the former capabilities of both Adobe CQ and Adobe Scene7 to offer web content management and digital asset management with optimized multi-channel media delivery. As part of Marketing Cloud, Experience Manager integrates with the other solutions to provide the digital marketing solution to manage content across owned, earned and paid initiatives.

- Measure, analyze, and optimize multichannel customer interactions with Adobe Analytics.

- Execute tests, create audience segments, and target content to continually improve the relevance of online content to yield greater conversion or monetization with Adobe Target.

- Access a holistic view of social activity and brand engagement to optimize across paid, owned, and earned media to drive business results with Adobe Social.

- Optimize paid advertising efforts with Adobe Media Optimizer.

Adobe Experience Manager for web experience management

A key enabler of any digital marketing strategy, Experience Manager consists of:

- **An easy-to-use, unified web content management application.** Adobe offers an intuitive application that enables marketers to easily author, manage, and deliver digitally immersive online experiences to reach and engage customers across web, mobile and social channels and connect these efforts to the bottom line. As the hub for managing and delivering multichannel digital experiences, Experience Manager gives companies a way to stand out in the digital world.

- **Digital asset management (DAM).** Building a brand's digital presence online, across all channels and devices, and staying relevant to different target segments, requires ever greater number of assets. These assets are also richer, spanning not only dynamic images, but also video. Experience Manager's DAM integrates with Adobe Creative Cloud authoring tools to provide a seamless path from asset creation to storage, approval, delivery, and reuse. The DAM is agile and designed to manage content and media meant for multi-channel distribution.

- **Social communities.** Brands need to not only actively reach out to customers across third-party social media channels, but also embed social engagement as a core component of all owned digital properties including their company website. Experience Manager's social communities helps marketers own the customer conversation with blogs, shared calendars, ratings and review, communities and forums to gain customer insight and build brand advocates to evangelize the brand and its products and services.

Build your brand

Today, your brand value is in large part defined by how your customers interact with and experience your brand across digital channels. To break through the clutter to cultivate brand awareness and affinity, you have to harness the power of innovative digital experiences and drive these experiences across multiple channels and global markets—all the while preserving brand integrity. Consumers expect consistent and seamless experiences throughout their journey.

Here's how Adobe Experience Manager enables you to develop and amplify consistent, branded digital experiences efficiently and easily, while raising brand affinity:

Adobe Experience Manager capabilities for brand marketing

Challenge: Streamline creation, review and approval of brand assets

- Create immersive brand assets with Adobe Creative Cloud®
- Easily store assets with metadata in a digital asset management system with integrations between Adobe Experience Manager DAM capabilities and Adobe Creative Cloud
- Easily review and approve assets with built-in workflow defined by business users within Experience Manager DAM capabilities

Challenge: Easily find and share brand assets

- Easily upload, search, and organize assets within Experience Manager DAM capabilities
- Quickly access assets based on metadata, tags, content across multiple locations for robust search and retrieval that facilitate asset re-use
- Easily share assets inside and outside of your organization using Adobe Experience Manager desktop or web client
- Streamline workflows by leveraging integrations with Adobe Creative Cloud for direct access to DAM functions in Experience Manager

Challenge: Deliver branded, personalized experiences to all channels

Adobe Experience Manager offers rich capabilities for delivering personalized, multichannel experiences:

- Intuitive website, mobile site, and mobile app publishing from a single Adobe Experience Manager authoring platform for consistent branding and messaging
- Rich layout capabilities built with WYSIWYG editing enables quick launch of brand content
- Deepen loyalty and engagement by personalizing content (including dynamic media) leveraging customer persona, data, and context for click-stream simulation. Turn on Adobe Target for advanced targeting that ties website personalization with other digital channels such as email
- Use Experience Manager's media and video capabilities to deliver immersive dynamic media, such as streaming video, zoom, pan, and 360-degree spin
- Embed social features such as wikis, blogs, calendars, and forums to drive conversations and viral potential
- Support any editorial process including repurposing content through the integration to ensure on-point messaging
- Create and manage templates to enforce brand identity and corporate standards across sites
- Manage multiple language sites easily with task automation

**Challenge: Transform the shopping experience**

- Build an eCommerce experience that differentiates your brand identity with personalized shopping experiences
- Extend your shopping experience to mobile site and apps with support for native device capabilities such as GPS and camera by using Experience Manager's support for Adobe PhoneGap™, an open-source development framework for building mobile apps
- Enhance merchandising with Experience Manager's dynamic media capabilities to deliver 360-degree rotation, pan, zoom, videos, interactive catalogs, product customization, and other dynamic media
- Embed social capabilities such as user reviews and ratings across all owned properties using Experience Manager
- Flexible taxonomy and tagging enables sorting and search based on business-defined categories within Experience Manager
- Use Adobe Target to optimize how shoppers browse, find, compare, and select products

Challenge: Test and measure brand engagement and sentiment

Integrate analytics framework by easily embedding analytics in your web content:

- Analyze brand engagement across digital and offline channels using Adobe Analytics
- Monitor and rapidly measure social media impact across owned and third-party social sites with Experience Manager and Adobe Social
- Access Adobe Target directly from Experience Manager to optimize how visitors browse, find, compare, and select relevant products and content on web and mobile sites

Brand challenges and solutions
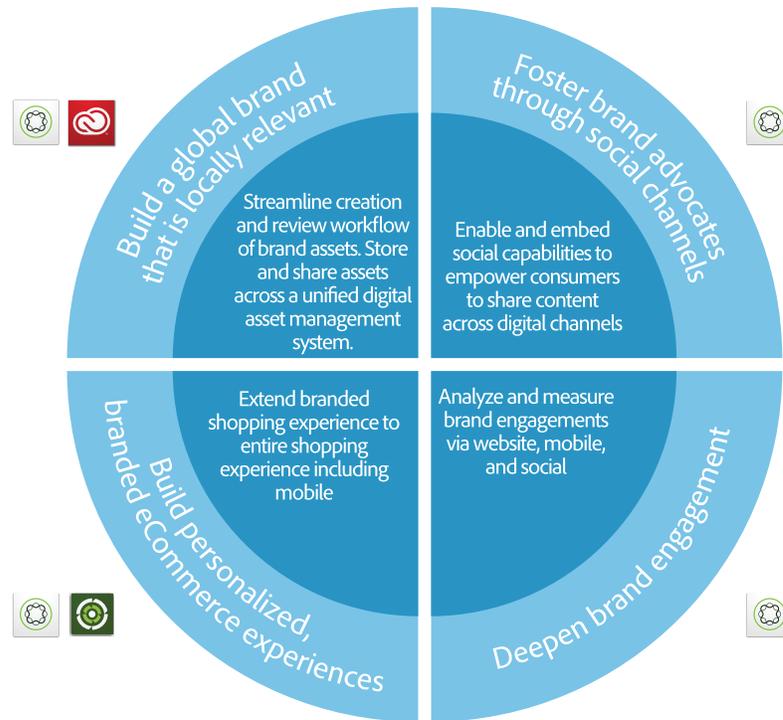
Case studies and results with Adobe Experience Manager for building brand

Accelerate launch of branded content updates to five minutes from three weeks

Using Adobe Experience Manager, Hyatt delivers rich, customized online and mobile experiences for travelers worldwide with the goal of being the preferred brand in each segment served by more than 450 hotels, resorts, residential and vacation properties worldwide. Learn more.

Personalize web experiences

HealthNow, a leading healthcare company in western New York, saw the bounce rate on its homepage drop to 35%, a decrease of approximately 40%. Equally impressive, the exit rate on the site overall is down to 33%. Learn more.

Enhance brand consistency

As the flagship university of the Apollo Group, Inc., University of Phoenix takes advantage of Adobe Experience Manager out-ofthe-box integration with other products in the Adobe Marketing Cloud—so that the team could continuously measure and improve website visitor experiences. Learn more.

Drive customer demand

Businesses are vying for the wallet share and attention of consumers who are saturated with more choices than ever amid daily barrages of advertising and promotions. As a result, customers are ignoring one-size-fits-all messages and increasingly engage only with personalized, tailored experiences and content.

In this environment, marketers who personalize and optimize their campaign efforts will produce the most leads, lift conversion, and capture the most wallet share. Personalization can double response and retention rates, yielding a response rate of 15% versus 7% (no personalization) and a 16% retention rate versus 8% (with no personalization), according to the Aberdeen Group. This spread will only widen as the digital world gets even more noisy and crowded.

Adobe Experience Manager integrates best-of-breed Adobe tools to empower you to not only bring campaigns to market quickly, but also optimize conversion by personalizing the online customer journey, from emails to landing pages and microsites. Using Adobe Experience Manager, you can also launch targeted microsites and landing pages that support multi-channel demand generation campaigns with speed and ease.

Here's how Adobe Experience Manager enables you to easily and quickly launch effective, targeted marketing campaigns to generate more demand, conversion, and retention:

Adobe Experience Manager capabilities for driving customer demand

Challenge: Streamline creation, review and approval of campaign assets

- Create assets for targeted segments and personas
- Store assets in Adobe Experience Manager—DAM that integrates with Adobe Creative Cloud for streamlined workflow
- Review and approve campaign assets across department and agency stakeholders with built-in workflow defined by business users within Experience Manager—DAM

Challenge: Easily find and share campaign assets

- Easily upload, search and organize assets
- Facilitate asset re-use across campaigns with Experience Manager—DAM intuitive search and retrieval
- Seamlessly share assets within and outside your organization using Experience Manager desktop or web client
- Tag and re-use campaign assets across geographical markets to reduce production costs

Challenge: Launch and manage email and social campaigns; optimize traffic back to owned digital properties

- Access Adobe Target within the Adobe Experience Manager authoring environment to increase campaign effectiveness by raising content relevance on landing pages and micro-sites through segmentation, targeting, and automated personalization
- Use the Experience Manager—DAM multi-channel image and video delivery capabilities to serve visually targeted, personalized outbound campaigns tied to customer profile and product databases
- Produce template-based HTML emails using WYSIWYG email content editor within Adobe Experience Manager
- Leverage intuitive website, mobile site, and mobile app publishing from a single Experience Manager authoring platform to support landing page visitors from any device
- Access and manage leads, lists, and active campaigns using Experience Manager web content management (WCM) campaign management capabilities
- With the Adobe Experience Manager social capabilities, build, manage, monitor and measure brand across the social web
- Experience Manager mobile capabilities configure content automatically to optimize display on any device
- Track, test, and analyze user click-through and traffic metrics through integrated Adobe Analytics and Adobe Target capabilities

Challenge: Build and optimize microsites and landing pages to increase conversion rates

- Use business user tool for authoring web forms to facilitate execution and testing of multiple lead capture strategies
- Simultaneously launch multi-language microsites for global demand generation by taking advantage of reusable templates
- Increase conversion by personalizing content based on target persona, context, and customer data
- Use Experience Manager dynamic media capabilities to deliver dynamic media to increase engagement of a landing page and reduce bounce rates.
- Embed social elements in microsites and landing pages and use social profile logins to increase sharing and traffic driven by "Likes" and recommendations
- Gain insight on visitor attrition with Adobe Analytics
- Simple integration into your email and search engine marketing (SEM) and/or outbound marketing campaigns

Demand challenges and solutions
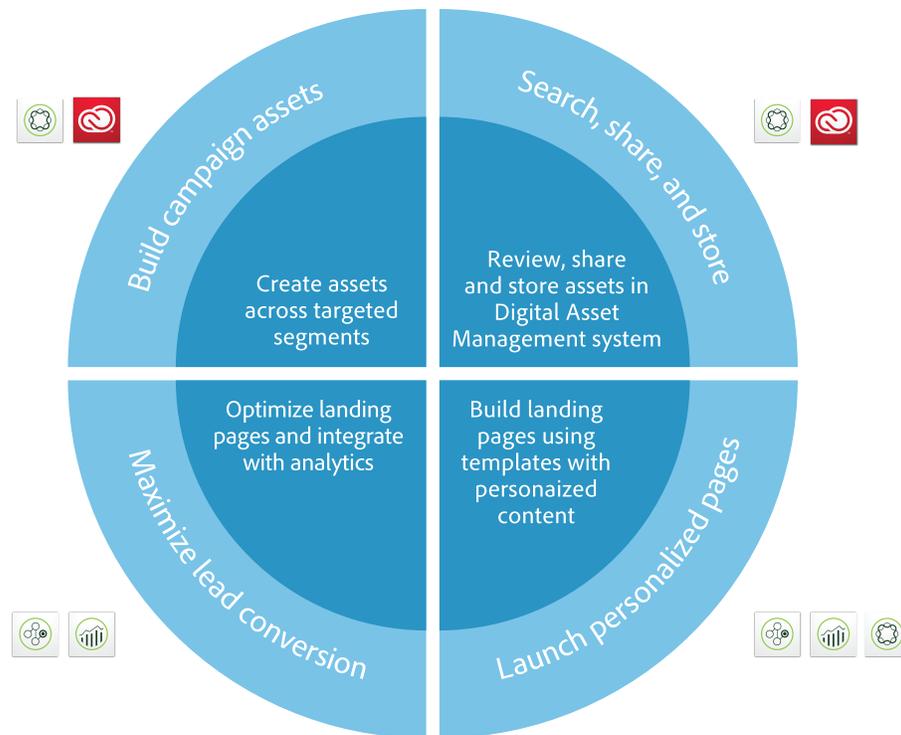
Case studies and results: Adobe Experience Manager for driving customer demand

Optimized website for 70% higher conversion rate and 10% increase in loyalty program sign-ups

Caesars Entertainment Corporation owns, operates, or manages 53 casino resorts in seven countries, as well as several golf courses. With the efficiency gained through Adobe Marketing Cloud, the company is successfully optimizing the web experience and increasing conversion rates for dozens of online properties. Learn more.

Reduced cost per conversion on major brand campaigns by 48%

TE Connectivity, a global $14 billion company that designs and manufactures products that connect and protect the flow of power and data, leverages Adobe Marketing Cloud to measure and refine effectiveness of campaigns, allowing TE to optimize based on conversions and Adobe Experience Manager to deliver online visitor experiences that are content rich and relevant. Learn more.

Extend your reach

Technology has profoundly changed consumer behavior. People are increasingly social and mobile and expect businesses to provide content that is sharable and accessible from anywhere, with any device.

Yet businesses not only have to be present in all the channels that matter to their customers, they also have to position themselves in ways that consumers can find them and ensure high availability even when their site is in high demand. This is especially true for content and media publishers who look to monetize their content and audiences.

The Adobe Experience Manager enables you to dynamically deliver rich content through websites, mobile sites, and applications and optimize the content for greater visitor engagement and monetization while growing new audiences.

Here's how Adobe Experience Manager enables businesses to reach the broadest audience possible while maximizing engagement:

Adobe Experience Manager capabilities for extending reach

Challenge: Streamline content creation, review, and approval

- Integration between Experience Manager—DAM and Adobe Creative Cloud shortens time from creation to publishing
- Easily store, manage, search, and re-use digital assets such as images and videos in Experience Manager—DAM with its rich media and video delivery capabilities
- WYSIWYG, rich authoring environment within Adobe Experience Manager lets content contributor lay out content in the structure it will be published
- Automates editorial review workflows and allows comments to be added in context of the web page
- Quickly translate and publish content to multiple languages

Challenge: Increase site visitor engagement

- Automatically optimize navigation based on device screen size
- Dynamically deliver rich media to broadest audience to all screens and devices with Experience Manager media and video capabilities
- Leverage Adobe Media Optimizer to optimize cross-promoted content based on visitor segment intent and interests from first, second, and third-party data sources
- Incorporate social sharing by enabling commenting, Facebook "Like" buttons, and retweeting.
- Access Adobe Target to optimize how visitors browse, find, compare, and select relevant content on web and mobile sites

Challenge: Measure engagement across channels

Get a complete view of interactions and engagement across web, mobile, social, and offline channels through the integrations of Experience Manager with Adobe Analytics and Adobe Social, including which content is driving the most traffic

Challenge: Handle peaks in visitor traffic

- Increase site performance while still delivering rich videos and images to reduce bounce rates
- Scale and deploy in the cloud to handle peaks in visitor traffic
- IT developers can leverage built-in instrumentation to identify and correct any performance bottlenecks in content delivery
- Robust horizontal scalability ensures site performance goals are met as new marketing initiatives lead to greater site traffic
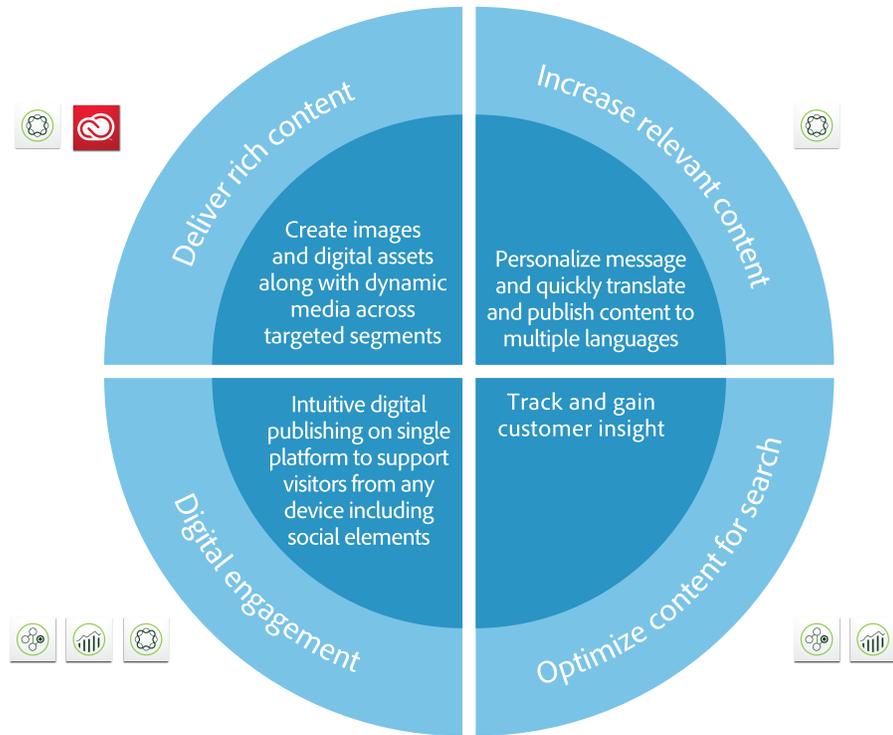
Case studies and results: Adobe Experience Manager for extending reach

Accelerated delivery of new, localized content from days to minutes and increased reach via social channels

Royal Philips Electronics is a global manufacturer of healthcare and lifestyle products. Using Adobe Experience Manager solution made it fast and efficient for Philips to integrate social media campaigns into its digital marketing strategies, analyze the results, and then quickly refine approaches for maximum impact. Learn more.

Reduced the time to publish content by as much as 50%

Slate, a general-interest internet publication offering analysis and commentary about politics, business, and culture, was able to reduce time to publish content by 50%, streamline content syndication and mobile publishing to better serve their readers with Adobe Experience Manager. Learn more.

Learn more

Find out more about how Adobe Experience Manager can help you achieve agility, speed, and effectiveness to reach, engage, and convert your online customers by combining the best of web content management and analytics.

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