

Adobe Experience Manager

Deliver next-generation digital customer experiences across online and in-person interactions



Adobe Experience Manager, an industry leader in web experience management, enables organizations to create, manage, and optimize digital customer experiences across an increasingly fragmented number of channels including web, mobile apps and sites, and social communities that build brand loyalty and drive demand.

Business challenges

According to a recent Forrester Research report, "digital experience priorities must quickly evolve to keep up with fast-paced or fickle customer expectations....Given the frantic pace of digital, organizations invest or are left behind."¹ This observation is coupled with evidence that organizations are struggling to keep pace—in fact, just one in three marketers think their companies are highly proficient in digital marketing.²

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 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, resulting in missed opportunities to improve and refine the user experience for maximum conversion and retention.

The solution

Adobe Experience Manager enables marketers and developers to design, manage, and deliver customer-facing digital experiences across all interaction channels including web, mobile, social, video, and in-store. More than 2,000 of the world's most recognizable brands, including Audi, Hyatt, Condé Nast, and TE Connectivity, use Experience Manager to accelerate their ability to create a digital presence that increases customer loyalty, engagement, and demand.

Experience Manager, part of Adobe Marketing Cloud, does so by helping organizations to:

Easily manage and build rich websites and mobile sites as well as in-store and on-site experiences.

Experience Manager industry-leading web experience management enables marketers to easily author, manage, and deliver digitally immersive sites that are optimized for desktop, tablet, and mobile devices. Approaches supported include responsive design and adaptive mobile sites. Management of multiple sites is made even simpler and more effective with support for machine translation and new content insight dashboards. An open approach to commerce integration means marketers and commerce managers have the most flexibility in supporting experiences that ultimately lead to purchase.

Host, manage, and deliver rich digital assets across all marketing channels. Most digital asset management solutions focus on the storage of assets. This in itself is not very useful. Experience Manager assets for digital asset management is built with the multichannel world in mind, so it also addresses the challenges of asset delivery to different devices, over different connection speeds and audience segments. Video assets are critical to the modern marketer. Experience Manager assets support video assets with ease, enabling streamlined reviews with in-context annotations and automated encoding to support different bandwidth needs across devices. Synchronization and sharing of rich assets across Experience Manager assets and Adobe Creative Cloud reduce the time from idea to delivery to customer impact like never before.

¹ Predictions 2014: Digital Experience Delivery Matures With Smart Investment", Forrester Research, Inc., February 3, 2014

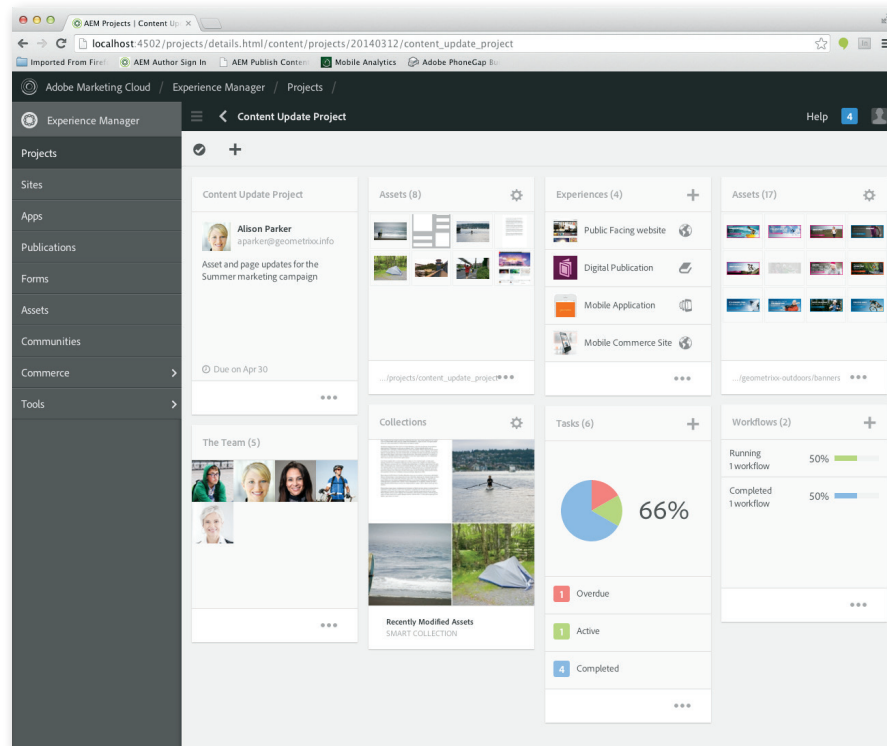
² Predictions 2014: Digital Experience Delivery Matures With Smart Investment", Forrester Research, Inc., February 3, 2014

Build customer communities that engage and influence. As third-party social networks such as Facebook and Twitter become increasingly crowded, brands realize the importance of social activity and communities on owned media and the value of deeper level, quality user-generated content. The Experience Manager social communities offering makes it easy to add social elements like ratings and reviews, shared calendars, and comments across sites as well as build dedicated communities with member groups and forums. Rich tools for moderation are available to the organization as well as trusted community members for content curation. These tools integrate with Adobe Social to enable user-generated content to be managed across owned and third-party social networks.

Encompass forms and documents in the digital experience. Many digital experiences, especially in industries such as financial services and public sector, are affected by the experience that individuals have with filling out a form or handling important documents. Adobe Experience Manager forms capabilities ensure that at those moments, the experience remains digital and desirable. With Experience Manager forms, organizations can provide user-friendly and accessible forms on desktop, tablet, and mobile devices. Integration with Adobe Analytics gives businesses insights so they can continuously improve the design of forms to optimize for the highest conversion. Integration with back-end processes and data helps ensure timely responses after initial form submission.

Author and update mobile apps easily by both business users and developers. The Adobe Experience Manager apps capabilities for mobile is unique in that it gives marketers easy-to-use editing interfaces to quickly change content, reuse assets from other channels, and optimize mobile app performance with analytics. Supported user permissions for editing and app review workflows promote fast time to market while maintaining brand experience guidelines. Experience Manager also gives developers a powerful set of plug-ins and enterprise developer support with PhoneGap. It enables the reuse of articles and assets for producing interactive digital publications as mobile apps that can be consumed on tablets and mobile devices through integration with Adobe Digital Publishing Suite.

While organizations can adopt each of these parts of Experience Manager on their own for web sites, assets, communities, forms, and apps, the combination is even more powerful. These capabilities are brought together in a dashboard view so that marketers can manage truly multichannel digital customer experiences across the organization.



Combine Experience Manager with the rest of the Adobe Marketing Cloud solutions, and you have the critical platform for the modern marketing organization to compete and win in the Digital Age.

How Adobe Experience Manager can help build 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 through integration of Adobe Experience Manager assets capabilities and Creative Cloud.
- Easily review and approve assets, including video and dynamic imaging, with a built-in workflow defined by business users within Experience Manager.

Challenge: Easily find and share brand assets

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

Challenge: Deliver branded, personalized experiences to all channels

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

- Benefit from intuitive website, mobile site, and mobile app publishing from a single Adobe Experience Manager authoring platform for consistent branding and messaging.
- Quickly launch brand content thanks to the rich layout capabilities built with WYSIWYG editing.
- 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 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 e-commerce 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 mobile apps authoring.
- Enhance merchandising with Experience Manager 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.
- Take advantage of flexible taxonomy and tagging to sort and search based on business-defined categories within Experience Manager.
- Use Adobe Target integration 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 websites and mobile sites.

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, and residential and vacation properties worldwide. [Learn more.](#)

Enhance brand consistency

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

How Adobe Experience Manager can help 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 Experience Manager, you can also launch targeted microsites and landing pages that support multichannel 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 that are synchronized with Adobe Creative Cloud for a streamlined workflow.
- Review and approve campaign assets across department and agency stakeholders with a built-in workflow defined by business users within Experience Manager.

Challenge: Easily find and share campaign assets

- Easily upload, search, and organize assets.
- Facilitate asset reuse across campaigns with Experience Manager intuitive search and retrieval.
- Seamlessly share assets within and outside your organization using the Experience Manager desktop or web client.
- Tag and reuse 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 microsites through segmentation, targeting, and automated personalization.
- Use Experience Manager multichannel 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 the WYSIWYG email content editor within Adobe Experience Manager for campaign management with Adobe Campaign.
- 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 integration with Adobe Campaign.
- Build, manage, monitor, and measure brand across the social web with Experience Manager social communities capabilities,
- Use Experience Manager mobile capabilities that 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 the business user tool for authoring web forms to facilitate the execution and testing of multiple lead capture strategies.
- Simultaneously launch multilanguage 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 and video capabilities to deliver rich media to increase the 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.

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 US\$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 the 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.](#)

How Adobe Experience Manager can help extend customer 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.

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

- Shorten the time from creation to publishing through integration of Experience Manager with Creative Cloud.
- Easily store, manage, search, and reuse digital assets such as images and videos in Experience Manager with its rich media and video delivery capabilities.
- Lay out content in the structure it will be published using the WYSIWYG rich authoring environment within Adobe Experience Manager.
- Automate editorial review workflows and allow comments to be added in the 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 the 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 websites and mobile sites.

Challenge: Measure engagement across channels

Get a complete view of interactions and engagement across web, mobile, social, and offline channels through integration 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.
- Leverage built-in instrumentation to identify and correct any performance bottlenecks in content delivery.
- Meet site performance goals as new marketing initiatives lead to greater site traffic, thanks to robust horizontal scalability.

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 the 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% and streamline content syndication and mobile publishing to better serve their readers with Adobe Experience Manager. [Learn more.](#)

