



Adobe's Web Experience Management solution

Craft compelling experiences that engage customers across all digital channels



“Building a brand experience that captures and engages your customers and prospects requires online agility.”

Brad Simms
Vice president and managing director,
SapientNitro

The proliferation of social media has brought about a fundamental shift in the way consumers interact with digital content. What started as isolated channels of leisurely distractions has become one of the primary ways that enterprise brands are shaped and buying decisions are made by consumers. How do enterprises survive in a market where digital experiences dominate brand mindshare and influence real revenue? How can enterprises gain the competitive advantage in a world where personalized social experience is king?

According to Forrester's US Online Retail Forecast, by 2014, "more than half of total retail sales will be influenced by the web." Furthermore, while traditional brick-and-mortar retail sales have been decreasing during the economic downturn, online purchases grew 11% in 2009, with a projected 10% compound annual growth rate (CAGR) through 2014. These figures are arguably conservative considering that digital interactions between businesses and customers seep into every moment of our lives with the increasing adoption of mobile devices.

This trend is accelerating. As digital experiences become more engaging, consumers spend more time online as well as more dollars. Digital interactions become even more valuable to enterprises as they seek to make these interactions more engaging and pervasive.

Web content management (WCM) systems, which are built on the promise of helping enterprises create, manage, and deliver content, fall short as an enabler of marketing and e-business strategies in this new era. Instead, an enterprise's digital properties must be more than one-way broadcasts of information. Customers desire connection, conversation, and interaction.

Adobe's Web Experience Management (WEM) solution helps to enable enterprises to optimize their digital channels to acquire new customers, capture customer insight, and deliver personalized content that leads to increased conversion rates and brand engagement.



Adobe's Web Experience Management solution helps to enable enterprises to manage mass personalization of interactive experiences, listen to feedback across all digital channels, and optimize engagement by adjusting content to customer context.

“Web Experience Management from Adobe has proved to be the ideal partner, enabling Prénatal to implement its multi-channel, multi-country strategy.”

Chris Wilson
eCommerce director,
International Group, Prénatal

Adobe's Web Experience Management solution extends an enterprise-class WCM foundation to:

- Capture real-time customer insight through integration with the Adobe® Online Marketing Suite, powered by Omniture®, and measure content relevance and audience engagement
- Store, review, and manage rich content across many channels within the WEM media library or for more advanced requirements extend the solution to the digital asset management system as part of Adobe's Integrated Content Review solution*
- Enable content personalization and dynamic delivery with rules-based targeting that provides closed-loop feedback of digital-asset effectiveness
- Quickly launch targeted campaigns to capture leads across multiple channels, including web, mobile, and email
- Help foster community and empower customers through social collaboration, including comments, ratings, blogs, forums, and wikis



Mobile is critical to every enterprise's web presence. According to Mary Meeker, a partner at Kleiner Perkins Caufield & Byers, the number of mobile users will be greater than desktop Internet users by 2013†



Deep integration with market-leading online analytics helps ensure deep insight into the digital interactions that impact revenue and brand.

Adobe understands customer experience. As a market leader in rich content creation, Adobe has a heritage of helping enterprises create incredible digital experiences. Marketing and e-business professionals rely on Adobe Creative Suite® components, such as Adobe® Premiere® Pro, Photoshop®, and Illustrator®, to produce compelling digital content that vividly represents an enterprise's brand. And with Adobe® Online Marketing Suite, a leader in web analytics, enterprises gain a competitive advantage with powerful insight into how customers are responding to digital content across multiple channels and multiple screens.

Now, with Adobe's Web Experience Management solution, enterprises can help manage mass personalization of interactive experiences, listen to feedback across all digital channels, and optimize engagement by adjusting content to customer context.

For more information
www.adobe.com/solutions/customer-experience/web-experience-management



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*www.adobe.com/solutions/customer-experience-solutions/integrated-content-review.html

†www.slideshare.net/kleinerperkins/kpcb-top-10-mobile-trends-feb-2011

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