

Experience Driven Commerce with Adobe



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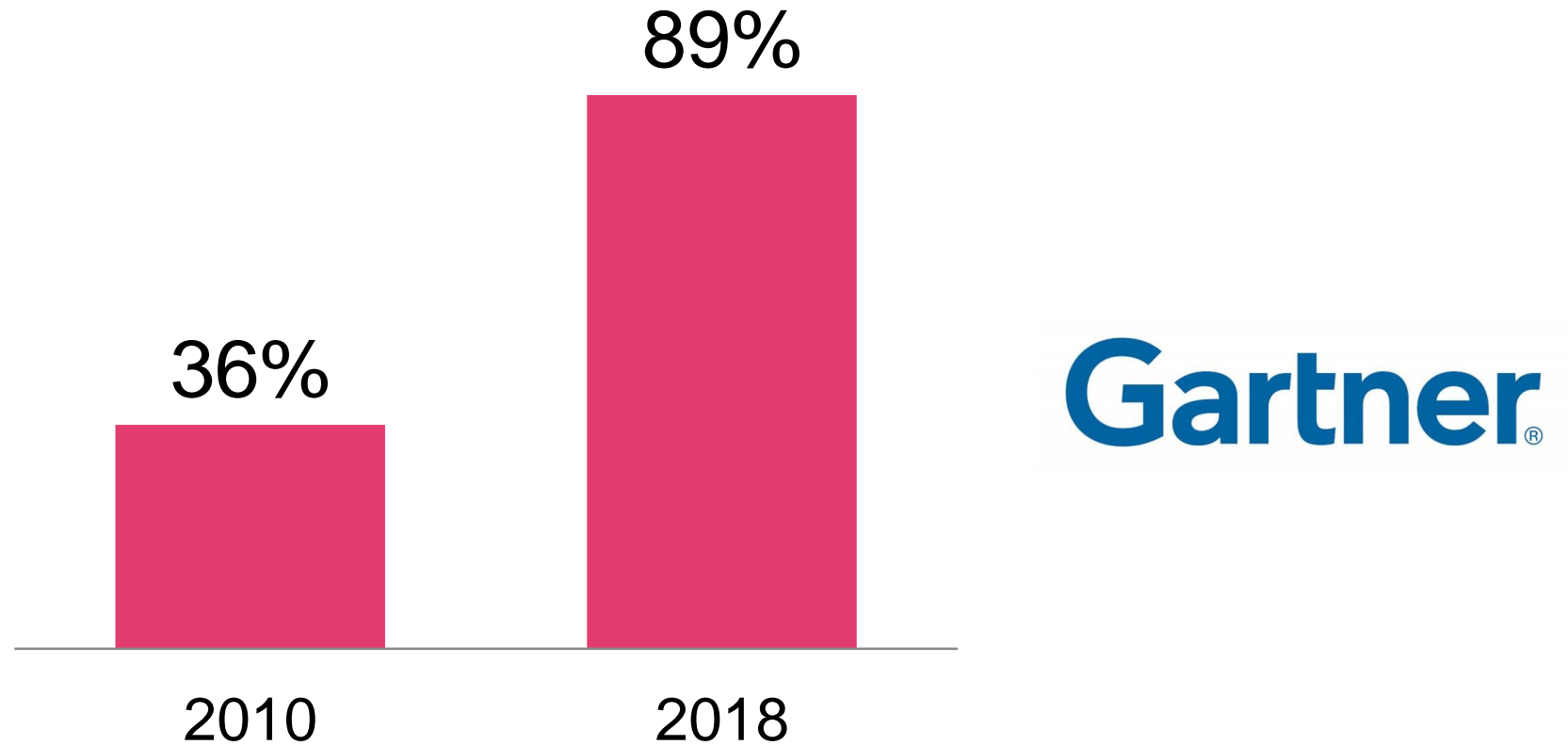
What You're Going to Learn

1. People buy experiences, not products
2. Delivering on experience-driven commerce is hard – follow the “Three C’s”
3. Adobe Experience Cloud is designed to solve this challenge
4. You can improve your commerce experience – take action today

**We live in a CX
first world**

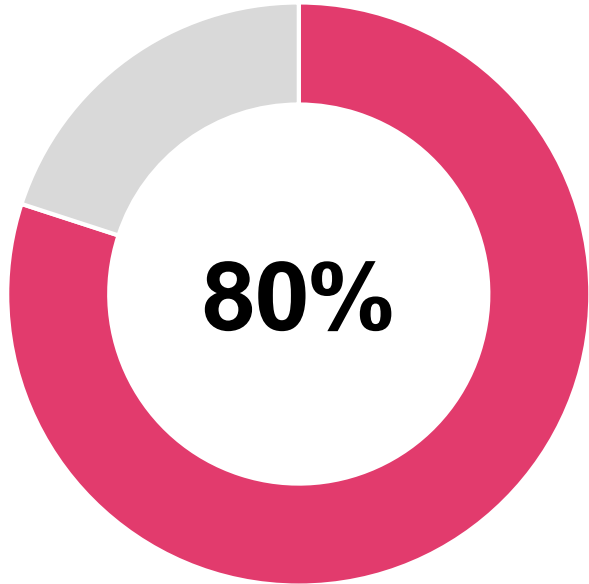


CX is the basis for business competition

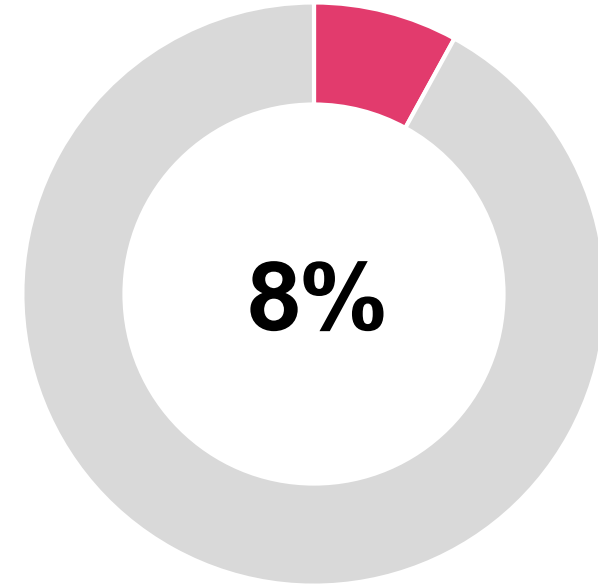


Percent of companies that compete primarily on Customer Experience

Brands are out of touch



Companies that believe they are delivering "super experiences" to customers



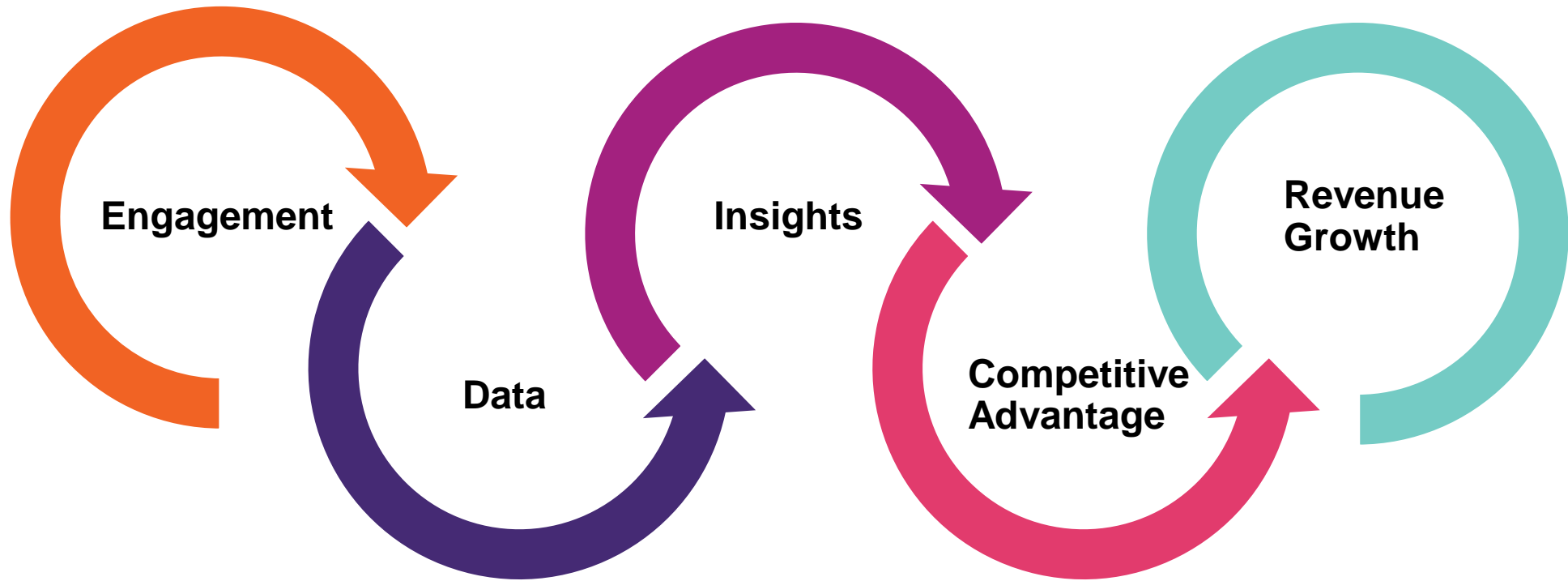
Customers that agree

Stagnating CX quality will cause short, destructive price wars

“ Companies that despair of differentiating on the basis of CX will resort to price cuts to attract new customers. However, when these firms have cut prices as much as possible, they'll find that they're still locked in long-term competition for CX-fueled customer loyalty ”

FORRESTER®

CX creates a sustainable competitive advantage, and revenue growth

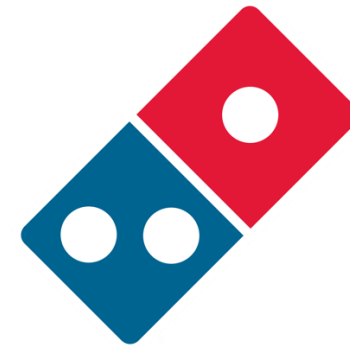


Brands can win based on CX

GilletteTM



DOLLAR SHAVE CLUB



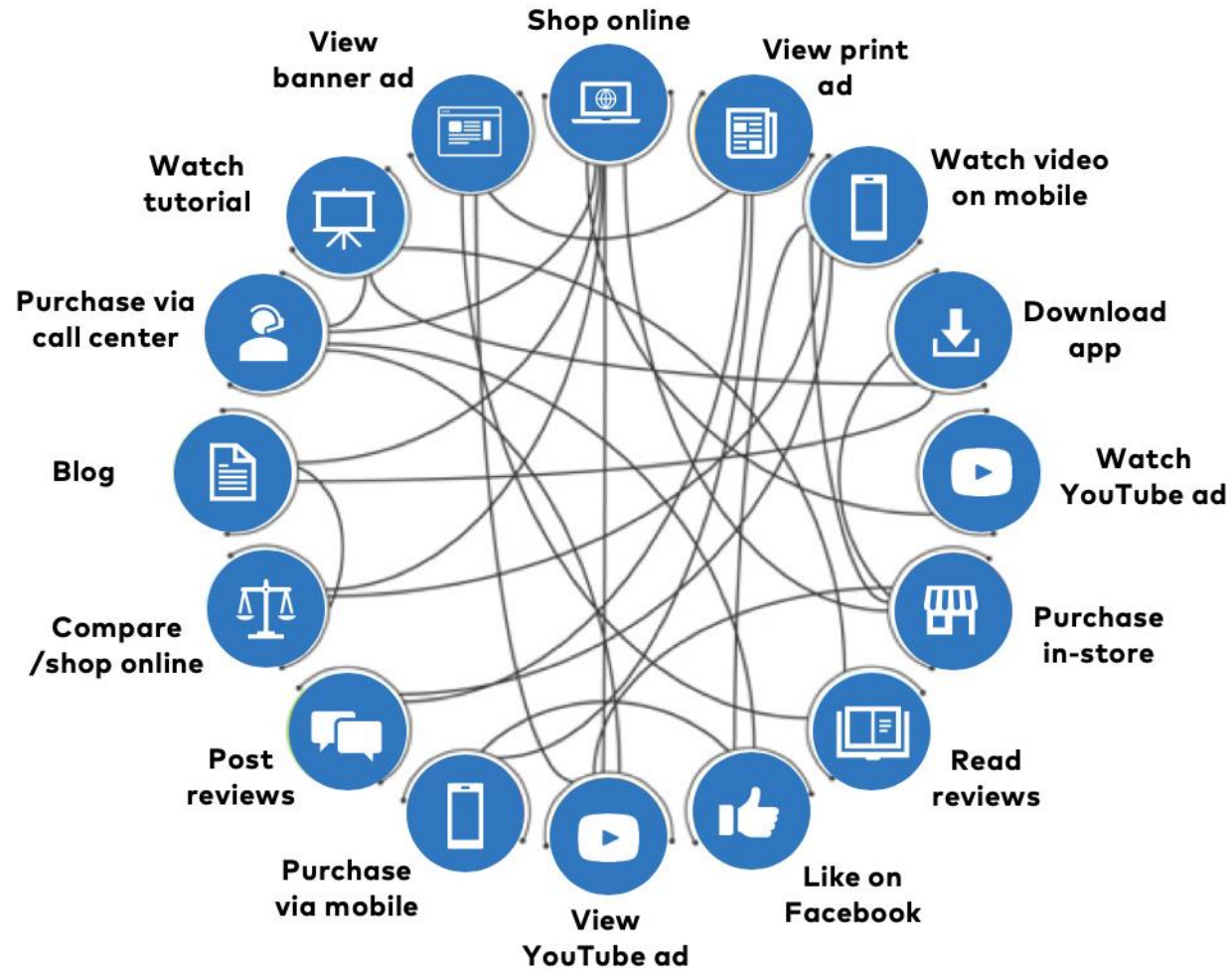
**“People buy experiences,
not products”**

Shantanu Narayen

Experience Driven Commerce



Customer Experience



What is “Experience Driven Commerce”?

An approach to increasing lifetime customer value by delivering the optimal experience to each individual customer from discovery, to purchase, and beyond.

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From optimizing for one visit, to the relationship with the customer

What is “Experience Driven Commerce”?

An approach to increasing lifetime customer value by delivering the **optimal experience** to each individual customer from discovery, to purchase, and beyond.

Serving the right experience to your customer based on your knowledge of who they are, your relationship with them, and where they are in the buying cycle consistently, on brand, and across channels.

What is “Experience Driven Commerce”?

An approach to increasing lifetime customer value by delivering the optimal experience to each **individual customer** from discovery, to purchase, and beyond.

Customer-centric approach that allows you to know who someone is, and how to speak to them.

What is “Experience Driven Commerce”?

An approach to increasing lifetime customer value by delivering the optimal experience to each individual customer from **discovery, to purchase, and beyond.**

From optimizing in silos, to across every customer touchpoint

How to Deliver Experience Driven Commerce?

Coherent – Consistent – Continuous

How to Deliver Experience Driven Commerce?

Coherent – Consistent – Continuous

Meaningful and relevant experiences that embody the brand promise and the brand message

How to Deliver Experience Driven Commerce?

Coherent – **Consistent** – Continuous

Reliably delivering the right information, to the right people, at the right time – regardless of touchpoint.

How to Deliver Experience Driven Commerce?

Coherent – Consistent – **Continuous**

Seamless and fluid experiences that traverse across touchpoints and channels that evolves with the customer

Delivering experience driven commerce sounds really hard... Follow the Three C's

(Coherent – Consistent – Continuous)

Experience Driven Commerce with Magento + Adobe



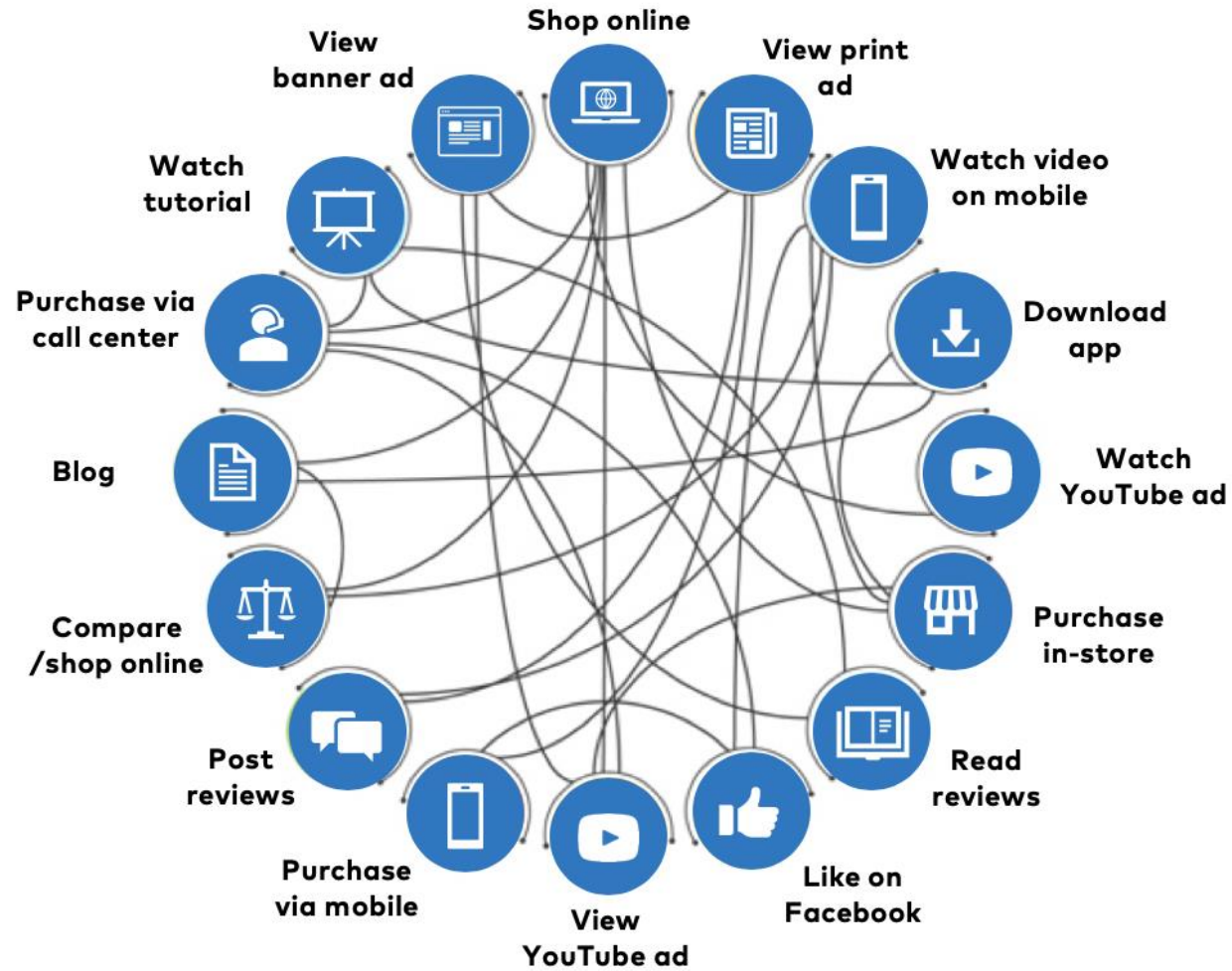
Delivering Experience Driven Commerce Sounds Really Hard

You're not alone, very few are able to deliver on this today.

The biggest impediments are technology, and know-how.

The right technology unlocks the abilities for marketers to deliver on customer expectations.

Customer Experience



Customer Journey



AWARENESS
"I have a need."



DISCOVERY
"How can I address my need?"



SHOP
"What is the right product?"



PURCHASE
"I want a frictionless
buying process."



POST PURCHASE
"How do I obtain simple
and seamless support?"

Customer Journey



AWARENESS

"I have a need."

 Search

 Display

 Video



DISCOVERY

"How can I address my need?"

 Omni-Experience

 Content

 Personalization



SHOP

"What is the right product?"

 Marketing

 Search & Merchandising

 Visual configuration



PURCHASE

"I want a frictionless buying process."

 Commerce Optimization

 Shopping & Transacting

 Order Management

 Payment & Fulfillment



POST PURCHASE

"How do I obtain simple and seamless support?"

 Customer Dialogs

 Remarketing

 Service & Support

Customer Journey



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Advertising Cloud
Audience Manager
Creative Cloud

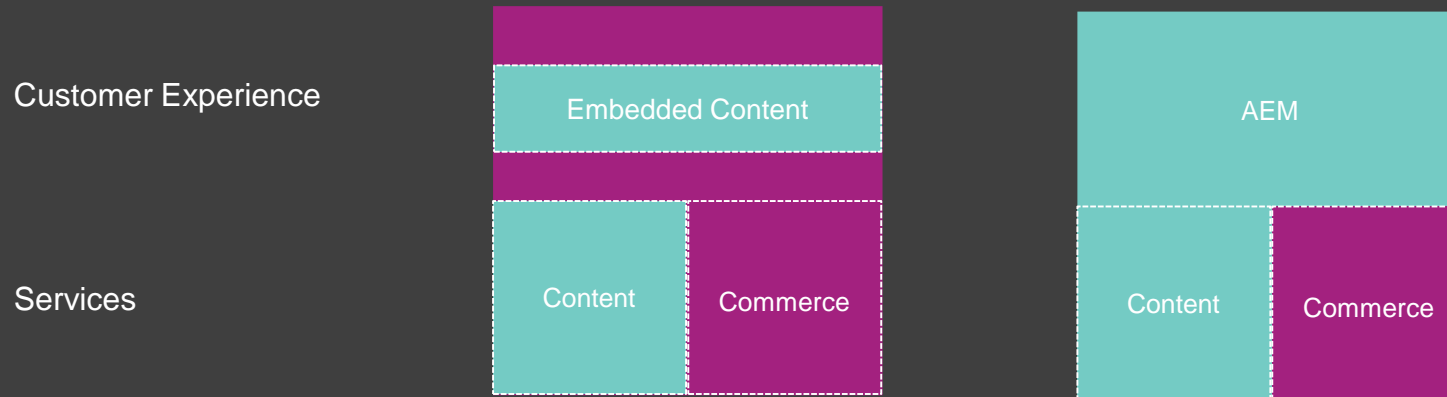
Experience Manager
Campaign
Analytics

Marketing
Analytics

Commerce Cloud
Analytics

Commerce Cloud
Marketing
Analytics

Magento + AEM Deployment Options



Limited Experience Driven Commerce

Experience Driven Commerce

INTEGRATION	AEM owns glass, embeds external content on client- or server-side	AEM owns glass, integrates commerce services via Adobe Commerce GraphQL
BENEFIT	Business owner drives most of customer experience but easy re-use of existing experiences	Business owner drives customer experience. Ultimate flexibility to tailor rich media site designs across devices
CHALLENGE	No control over external rendered elements. Disjointed customer experience possible	Initial integration effort greater. A single site owner needed or great collaboration on goals

B2B & B2C

Experience Driven Commerce isn't just for consumers – it is equally applicable to B2B experiences.

**Adobe Experience Cloud
provides solutions to
deliver on Experience
Driven Commerce**

How to Become More Experience Driven



Experience Driven Commerce Maturity

Transactional

Experiential



Crawl

Walk

Run

Fly

Experience Driven Commerce Maturity

How can you measure this?

1. Ask your customers
2. Focus groups
3. Secret shoppers
4. Social reputation monitoring
5. Content contribution to revenue

Experience Driven Commerce Maturity

Focus on how someone **feels** about you – through their experience interacting with you.

How Do I Become More Experience Driven?

From:	→	To:	How does it feel to customers?
Selling items	→	Telling stories	Close, meaningful and honest
Quality of products	→	Passion for the field	Purposeful, focused and intense
Generalities	→	Specificities	Closely matched to expectations
Quantity of content	→	Quality of content	Insightful and shareable
We stand above	→	We are in this together	Part of the greater good
Transactional	→	Inspirational	Feel the need to evangelize

CX Bridges Channels

B&M Retailers: Do you allow your customers to buy online and pickup in store? Returns?

Opportunity: to drive **Continuous** shopping experiences across mediums that increase convenience for the customer

Technology: Magento Order Management

CX Connects Customers with Brands

Does the content a customer consumes through their journey tell a story?

Opportunity: To drive **Coherency** and move from selling items to telling stories.

Technology: Adobe Experience Manager, Magento Commerce

CX is Personal

Does each customer get an experience that is tailored to them?
From click to home?

Opportunity: To drive **Consistency** in getting the right message,
to the right people, at the right time.

Technology: Adobe Experience Manager, Adobe Target, Magento
Commerce

CX Goes Beyond Digital

Do you take the unboxing experience as an opportunity to connect with your customer?

Opportunity: to drive **Coherency** and move from selling items to telling stories.

Technology: none

CX Evolves

Do you measure how your customers connect with you? Do you act on that data to improve your customer experience.

Opportunity: To **Continuously** leverage data to drive CX improvement

Technology: Adobe Analytics, Magento BI

**You can improve your
customer experience -
take action today**

What You've Learned (hopefully)

1. People buy experiences, not products
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Talk to an Experience Driven Commerce Expert

Blue Acorn iCi | Booth #122

Open Office Hours with Adobe & Magento Tue 5/14 10:30am – 11:30am

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2019