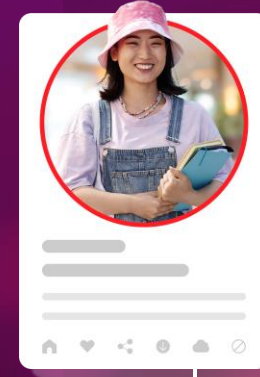




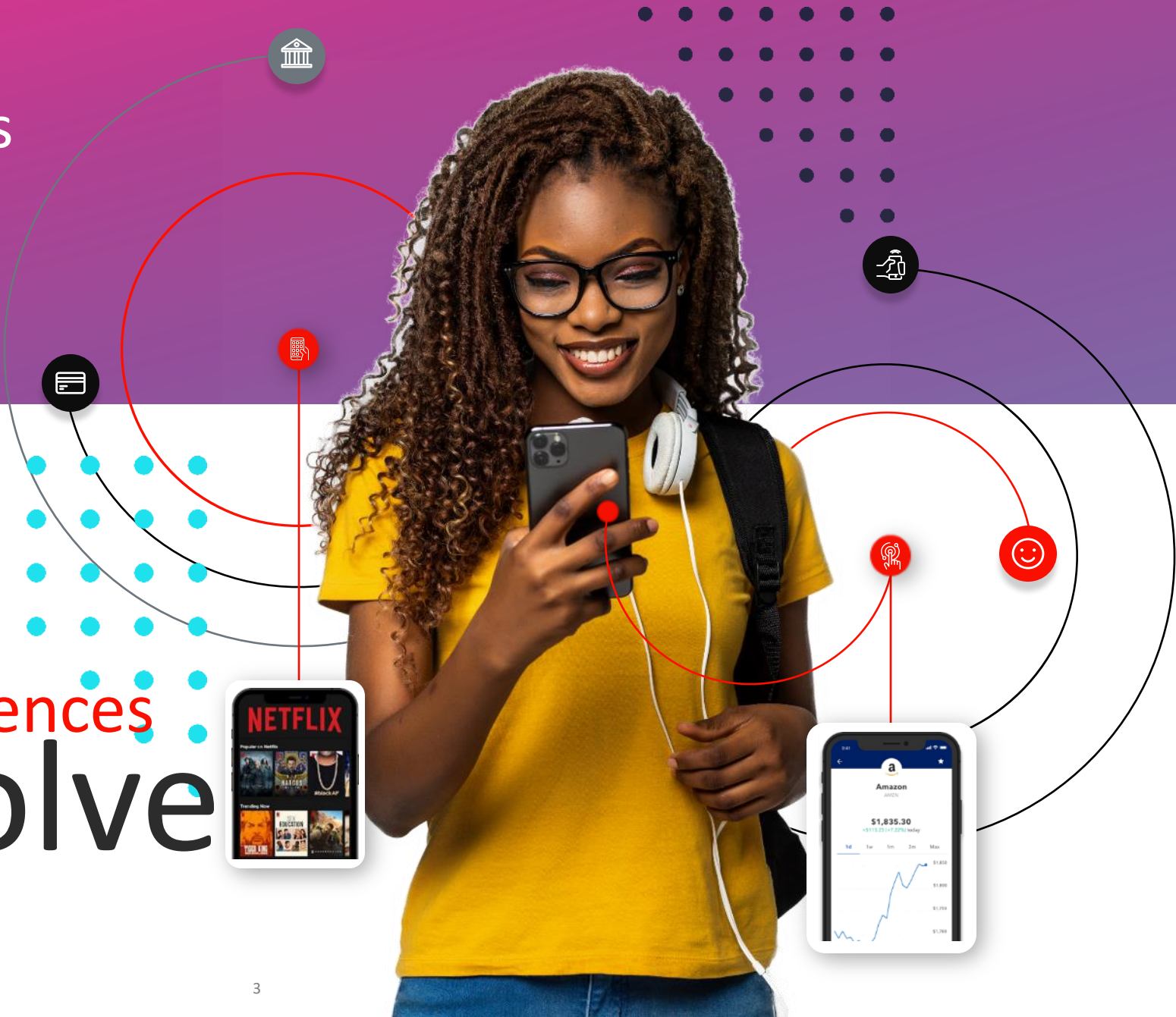
# Adobe Experience Cloud (DXP)

Ángel González  
Director Nuevo Negocio y AAPP



As customer expectations  
**Accelerate**

Customer experiences  
need to **evolve**







## Top technology priority for C-suite leaders in 2024

*“Improving customer-focused digital experiences”*

Source: IDC Worldwide C-Suite Survey, August 2023



# Customer Experience Management

**Customer Profile**  
**Towhee Travel LLC**  
ECID 209429-100937-100029  
Contact: Jonathan Cage  
email: jcage@towhetravel-llc.com

**Customer Profile**  
**Chloe May**  
ECID b6d4510-873-6673-8600-2181751661  
Email chloe.may@example.com  
Account ID 8297634  
Campaign ID 2184304  
Email sent Yes

**Customer Profile**  
**Jennie Edwards**  
ECID 4781ef7e-22a5-4785-bbd7-12ab786e884  
Email jennie.edwards@example.com  
Account ID 8267047  
Campaign ID 9670334  
Email sent Yes

**Customer Profile**  
**Tara Schmidt**  
ECID 71682554-17e6-43e0-8d07-317248d0bc  
Email tara.schmidt@example.com  
Bizopp ID 9478885  
Campaign ID 9378160  
Email sent No  
ECID e149b62c-2251-42a1-921e-3686016228e  
Email caroline.wood@example.com  
Location Brownsville, CA  
Score 0.18

**Customer Profile**  
**Arlene Alexander**  
ECID 8a197b3-5d7d-4e4e-9940-4d807236279  
Email arlene.alexander@example.com  
Account ID 6039518  
Campaign ID 8046586  
Email sent Yes

**Customer Profile**  
**Renee Herrera**  
ECID a4b67064-045-4215-9243-8d3118f930  
Email renee.herrera@example.com  
Location Lakeland, GA  
Score 0.78

**Customer Profile**  
**Chloe Oliver**  
ECID 412b204f-1123-49af-86c5-175756944b  
Email chloe.oliver@example.com  
Location Flowermound, IN  
Score 0.86

**Customer Profile**  
**Rhonda Reed**  
ECID 974e0e97-5b69-4d72-8a83-585634d3ac8  
Email rhonda.reed@example.com  
Location Corpus Christi, Indiana  
Score 0.25

**Customer Profile**  
**Jennie Edwards**  
ECID 4781ef7e-22a5-4785-bbd7-12ab786e884  
Account ID 8267047  
Campaign ID 9670334  
Email sent Yes

**Customer Profile**  
**Lorena**  
ECID  
Account ID  
Campaign ID  
Email sent



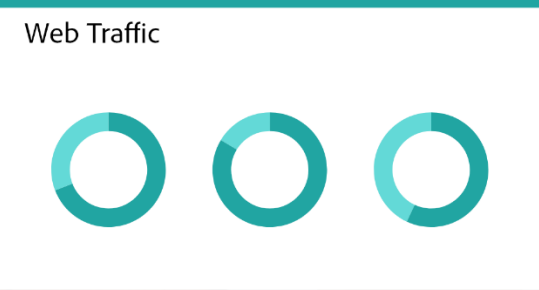


# How does Adobe Help?

Adobe Experience Manager

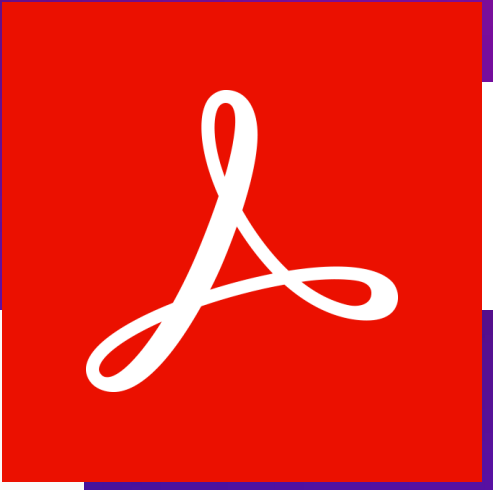


Vector  
Loyalty illustration  
AdobeStock\_7855  
6.4 MB





**Adobe  
Creative Cloud**



**Adobe  
Document Cloud**



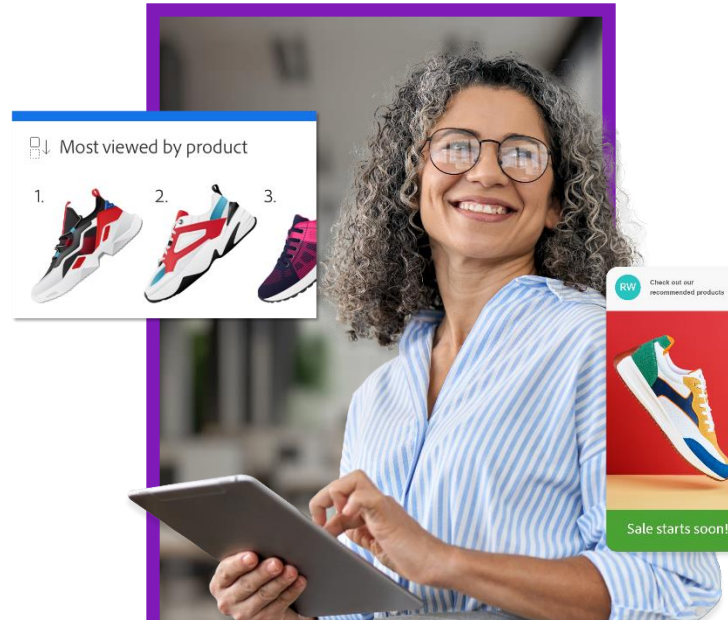
**Adobe  
Experience Cloud**

# Pillars of Adobe Experience Cloud



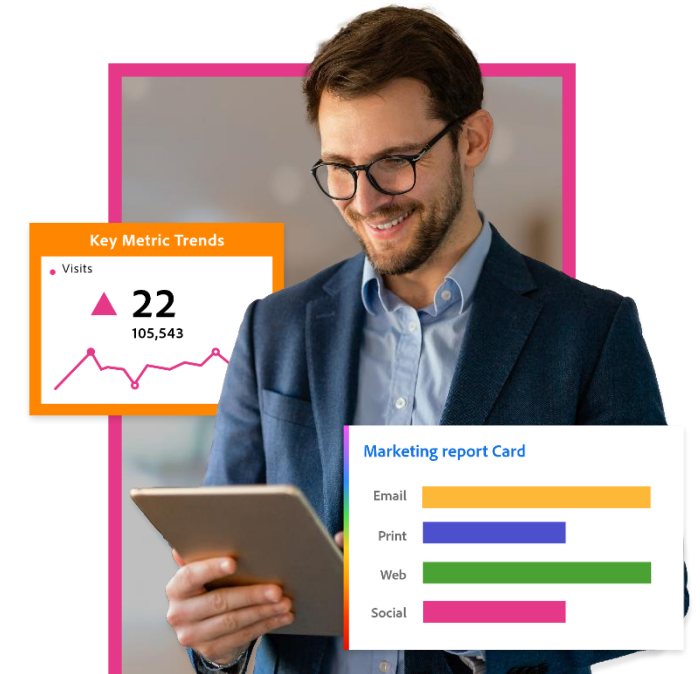
## Data

Make data central to your personalization strategy



## Content

Create an unbreakable content supply chain



## Journeys

Orchestrate personalized journeys across all channels





Know your Customers



Channel preferences	
	Direct mail
	Phone <input checked="" type="checkbox"/>
	Email <input checked="" type="checkbox"/>
	Facebook



# Why Adobe?



# Adobe Experience Cloud Differentiators



Application Breadth  
& Integration



Next-Gen Real Time  
Technology Platform



Content & Creativity



Sensei GenAI



Project health check

DRIVE RESULTS

Marketing report Card



# Adobe Experience Cloud key verticals

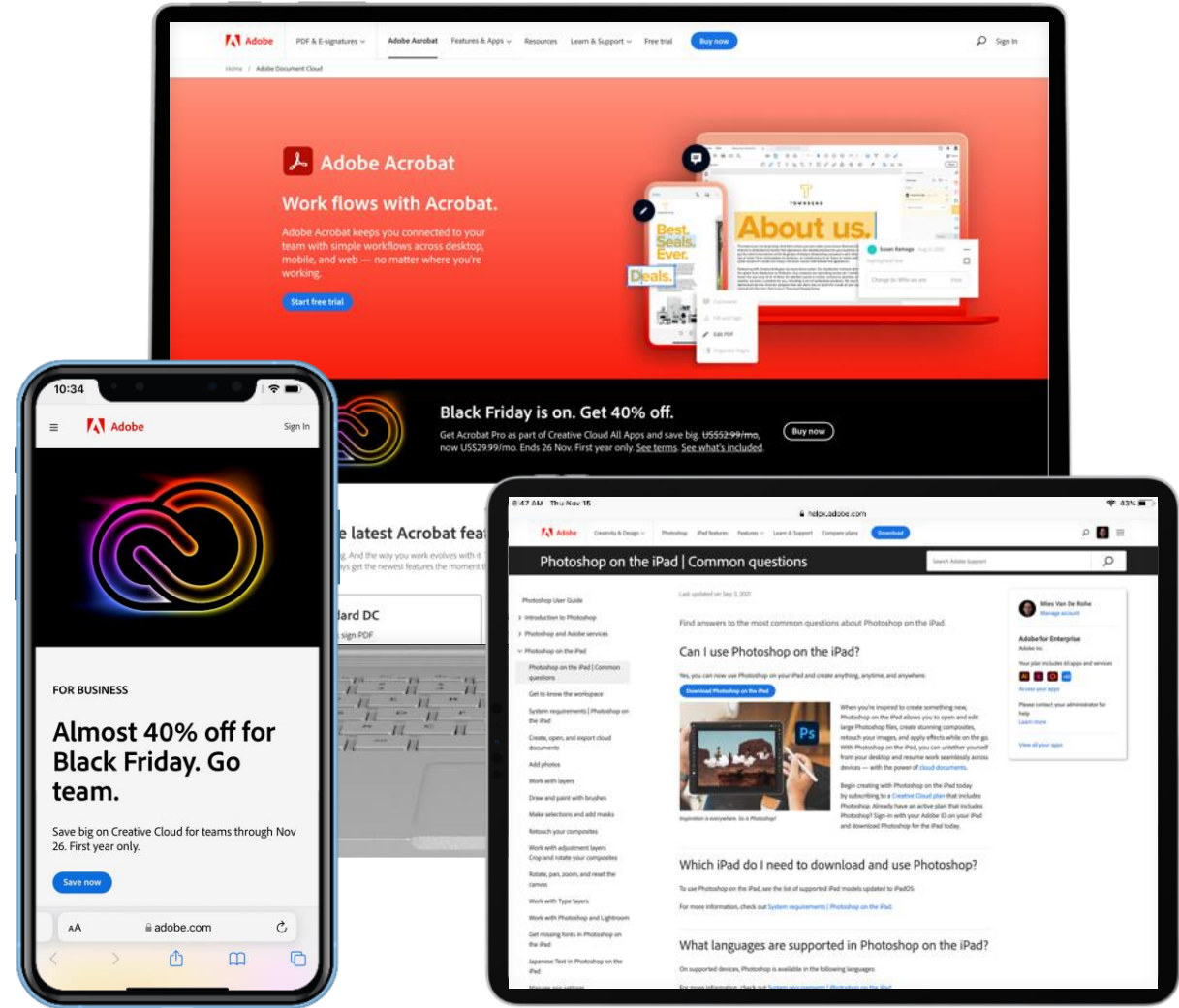
Financial services	Healthcare & life sciences	High-tech & manufacturing	Media & entertainment	Retail & consumer goods	Travel & hospitality
<p>Digital- and mobile-first business models</p>	<p>End-to-end digital patient experiences</p>	<p>Next-gen B2B Experiences</p>	<p>Digital streaming and fan engagement</p>	<p>Personalized commerce at scale</p>	<p>Customer loyalty</p>



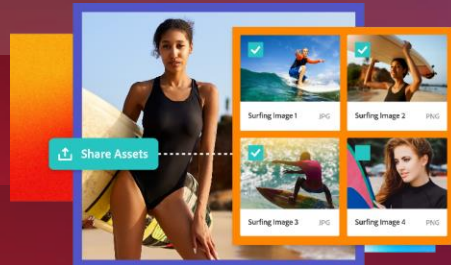
# Adobe.com es nuestro hub para el engagement del cliente

Top 100 websites más visitados del mundo.

	# Sites	74
	# Idiomas	38
	# Páginas	1.500.000
	# Páginas vistas/Año	12.000.000.000
	# Páginas editadas/Año	49.600
	# Páginas traducidas/Año	304.000
	A/B Tests/Año	320
	A/B Test Winner Rate	30%



# Conclusion



**Digital Channels**

**Digital  
Experience  
Platform  
(DXP)**



**Adobe Experience Cloud**



