REWIND SERIES / ADOBE SUMMIT 2025

UNLOCKING AI-ENABLED EXPERIENCES

4 THEMES EMERGING FROM THE DIGITAL MARKETING CONFERENCE

Given the breadth and depth of the offerings in the Adobe ecosystem, Adobe Summit – the yearly digital marketing conference hosted by the company and now in its 23rd edition – is an event that is relevant for all enterprise marketers everywhere, whether they are more focused on strategy and creativity, on media, or on the delivery of digital customer experiences.

This year the conference – held in Las Vegas between March 18th and March 20th – found marketing leaders reconvening at a particularly transformative time in the industry. The initial hype set in motion with the emergence of Generative AI in late 2022 has now morphed into concerted practice, with some of the world's largest brands actively working to overhaul how they go about innovating their creative production, media footprint, and customer experience orchestration, as well as several other aspects of their business

by taking advantage of the paradigm shifts brought to bear by Artificial Intelligence. This is coming to fruition in experimentation through pilot programs in the case of some organizations, and in fully-fledged, enterprise-level, multi-market implementations in the case of early adopters, with Adobe itself being at the helm of the second group.

Beyond technology innovation, the increasing adoption of AI opens up a broader set of questions for marketing leaders convening at the conference: will the role of human creativity evolve? What set of decisions should still be in the hands of human contributors? How will audiences react to the progressive optimization and personalization of the interactions they are served? And how are these advancements we are starting to experience as consumers push forward expectations of B2B buyers?

OUR THEMES

01 BECOMING AN AI-ENABLED EXPERIENCE BUSINESS

02 MODERNIZING THE CONTENT SUPPLY CHAIN

03 THRIVING IN THE DATA-FUELLED COMMERCE AND LOYALTY SPACE

04 TRANSFORMING B2B EXPERIENCES

BECOMING AN AI-ENABLED EXPERIENCE BUSINESS

For over a decade now, Adobe at Summit has emphasized the importance for organizations to "make experience their business". In a nutshell, this motto encapsulated the belief that, as endless options started to become available at our fingertips across all categories of products and services as a result of the digital revolution, consumers will reward the organizations that are able to present these options through rich, consistent, and delightful experiences.

The premise for this consideration is truer now than ever before: as evidenced by Sundeep Parsa, Vice President of Products, Customer Data Platform, Experience Platform & Customer Journeys at Adobe, today consumers receive across various channels approximately 5,000 brand messages per day, which means almost 2 million brand messages a year.

Among the challenges presented by the scale and complexity at which enterprise brands are now demanded to operate, personalization remains a critical component of Adobe's strategy and Adobe's vision for meaningful digital experiences is driven by the integration of AI and machine learning. The introduction of AI-driven tools and platforms, such as the Adobe Experience Platform Agent Orchestrator, which provides a foundation to help brands utilize their purpose-built AI Agents for managing their day-to-day work across the Adobe applications, is indicative of the new mandate for marketers in this ecosystem: so, let's see how Adobe and other leading brands discussed their transition into becoming no longer simply experience businesses, but rather AI-enabled experience business.

Experience orchestration goes 'agentic'

Adobe is itself going through this transformation as it develops new tools to enable marketers to create, orchestrate, and deliver AI-enabled experiences in this competitive landscape. In the **Opening Keynote** at Summit, Anil Chakravarty, President, Digital Experience and Worldwide Field Operations announced the release of 10 purpose-built AI 'agents' to remove bottlenecks in different areas experience marketers are engaged in.

AI agents are AI tools that surpass task-oriented and responsive AI assistants by being intelligent, autonomous, conversational, goal-driven, and proactive. In addition to the previously mentioned Adobe Experience Platfrom Agent Orchestrator, agents that Adobe is launching in Adobe Experience Platform include the Site Optimization Agent, which independently identifies optimization opportunities for an organization's digital properties and assists marketers through automated workflows in deploying optimization opportunities all the way to implementation, as well as the Audience Agent, which streamlines the complexity of audience management for marketers by detecting audience anomalies, identifying duplicate attributes and proactively proposing audience expansion in look-alike models.

The latter is a good example of how Adobe sees the interplay between 'human' marketers and AI agents in this new era of experience orchestration. While the Audience Agent proactively and independently pursues its hypotheses, visualizations of how different aspects of experience orchestration (in this case the composition of a target audience) are presented to the user who has the option to 'decline' a proposed enhancement or optimization, or to redirect the agent down a specific path. In the words of Anjul Bhambhri, SVP Experience Cloud Engineering at Adobe during the **Day Two Keynote** "humans are always in the driver seat – but you have an autopilot you can decide to switch on."
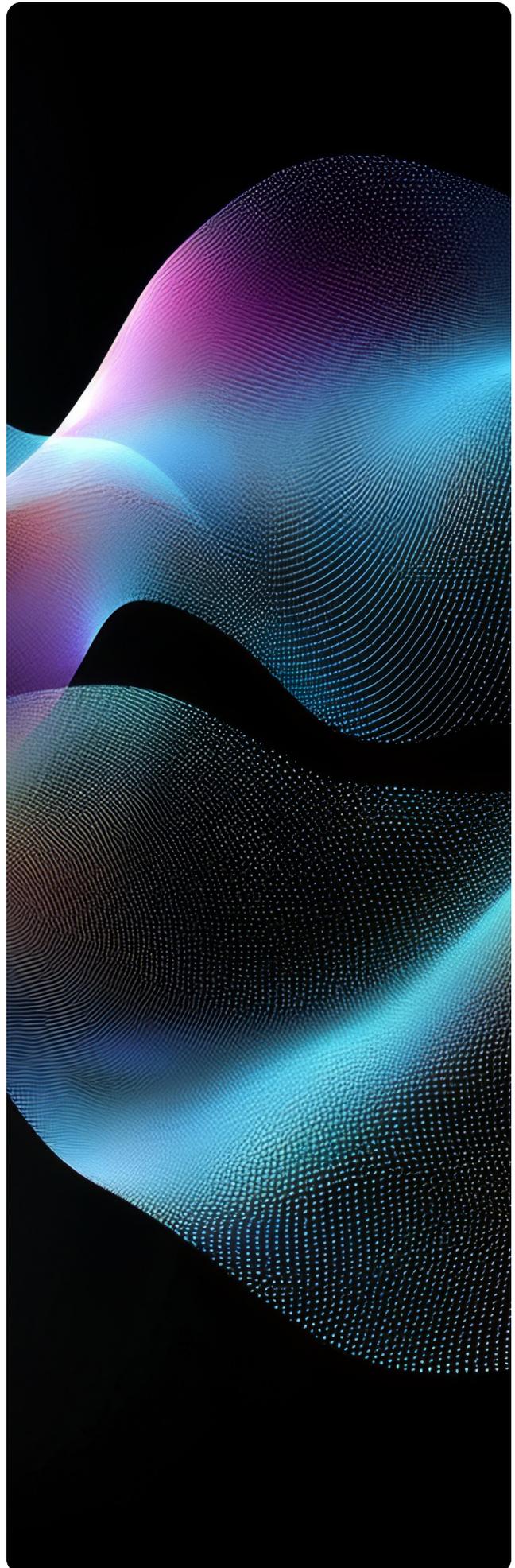
AI Empowers safe and consistent creativity in a world of complexity

The session **Elevate and Empower Teams with Agentic AI for Exceptional Experiences** highlighted how 39% of consumers are already using AI for online shopping and reported that 55% of Fortune 500 companies are expected to adopt experience agents in the next two years to deliver end-to-end, autonomous experiences.

One of the forerunners in this adoption curve is The Coca-Cola Company, which is leveraging agentic capabilities in the Adobe stack to, in the words of Rafa Abreu, VP Global Design, "balance timelessness with timeliness to make sure the brand storytelling remains iconic." Coca-Cola operates in almost 200 countries, where 2.2 billion servings are consumed every day. While the organization was able to eliminate a lot of complexity when Chairman and CEO James Quincey discontinued approximately half the brands at the height of the Covid pandemic (Quincy referred to himself as a 'zombie killer' for this when interviewed by Adobe Chair and CEO Shantanu Narayen during the Opening Keynote), the company's reach still requires a system designed for flexibility, where different markets, business units and campaigns can re-interpret at scale for localization and specificity, but a system that at the same time does not leave consistency up to chance.

In the last year, Coca-Cola launched 'Project Vision,' an AI-enabled system that doesn't simply replicate designs, but deeply learned and understood what makes Coca-Cola feel and look like Coca-Cola. Empower designers and fulfill their vision vs. replace them. Supported by Adobe's capability, Project Vision learns logos, layouts, typography, imagery and turns them into intelligent style IDs. This ensures that designers across the organization remain in control of the visual identity of a campaign and have the creative freedom to ideate within its parameters, while brand governance is insured by the intelligent system that controls aspects like dynamic hierarchies for different markets.

A top-to-bottom organizational approach to AI

The **Day Two Keynote** featured a fireside chat with Jamie Dimon, Chair & CEO, JPMorganChase. Operating in 100+ countries with the support of 300,000 employees, this organization is continuing to expand beyond financial services (for instance, in adjacent areas like travel and connected commerce), and the fact it was so early in adopting AI is partially responsible for enabling its continued expansion.

According to Dimon, JPMorganChase first used AI as early as 2012 for 'big math' solutions, such as analyzing economic patterns. This led to the company building its own proprietary AI tools and spinning up its own AI division with 2,000 employees dedicated to developing it to address over 700 use-cases across fraud detection, risk management, and ad optimization.
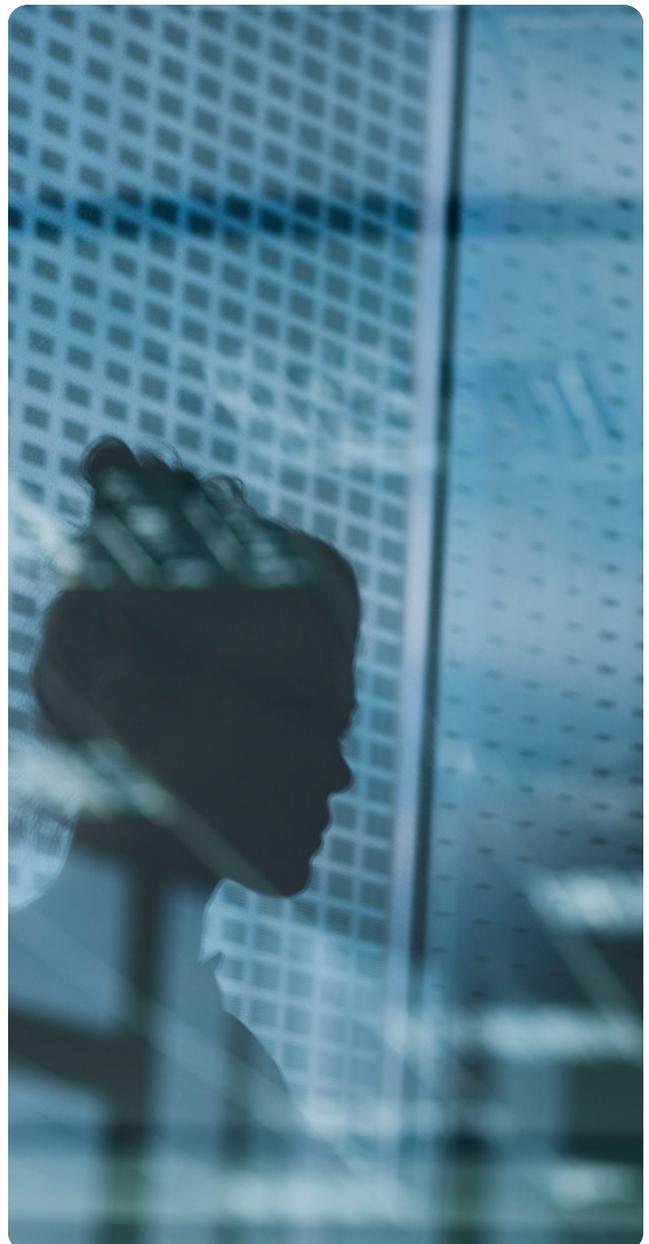
Beyond the size of its investment in AI, what is perhaps most interesting is JPMorganChase's 'top-to-bottom' approach to it and to technology in general. The overall approach to AI and data that the organization adopts at the enterprise level is mirrored across all business units and now it is also being adopted in the branches. The enterprise stakeholder for the AI division is also in charge of the company's data strategy and sits at the management table with the CEO and CFO. Dimon was particularly emphatic on this point: historically, technology has driven the biggest changes in the market and, thus, technology needs to sit at the management table rather being seen as a lower tier enabler or operational aspect of corporate business strategy.

"

TECHNOLOGY IS A BRIDGE THAT ALLOWS CREATIVITY TO SCALE.

SHEHKAR GOWDA
VP Global Marketing Technology,
The Coca-Cola Company

WHAT BRANDS CAN DO:

**Empower marketers in your organization to vet and intervene in AI-led solutions.**

Are your programs and systems set up to foster independent, 'agentic' problem solving while at the same time safeguarding the opportunity for human intervention? Are the optimizations unearthed by your AI tools easily communicated to the constituents who need to vet them and, potentially, interact with them to evolve them? Are these tools set up in a way that ensures AI is not propagating existing biases?

Design your enterprise data strategy for both flexibility and operational effectiveness.

The impact of AI-based solutions on your organization is intrinsically tied to the data that feeds into them. Resolving data signals from disparate channels and systems into unified profiles that dynamically feed into audience models and journey orchestration platforms allows you to test messages, creative, and entire campaigns without hindering the organizations' efforts to reach consistency at scale.

Enable AI-focused teams to interface with every group in the organization.

AI will not necessarily be an appropriate solution for some aspects of the business, but there's no harm in hosting exploratory discussions between those who understand what it can do and other teams to unearth whether there are common challenges that it can help solve for. For instance, according to Adobe creatives are spending on average as many as 21 hours a week on repetitive tasks that could be automated. AI can be perceived as a 'job killer,' but the best way to subvert this perception is to demystify it by showing low-stakes practical applications that help employees add more value to the organization.
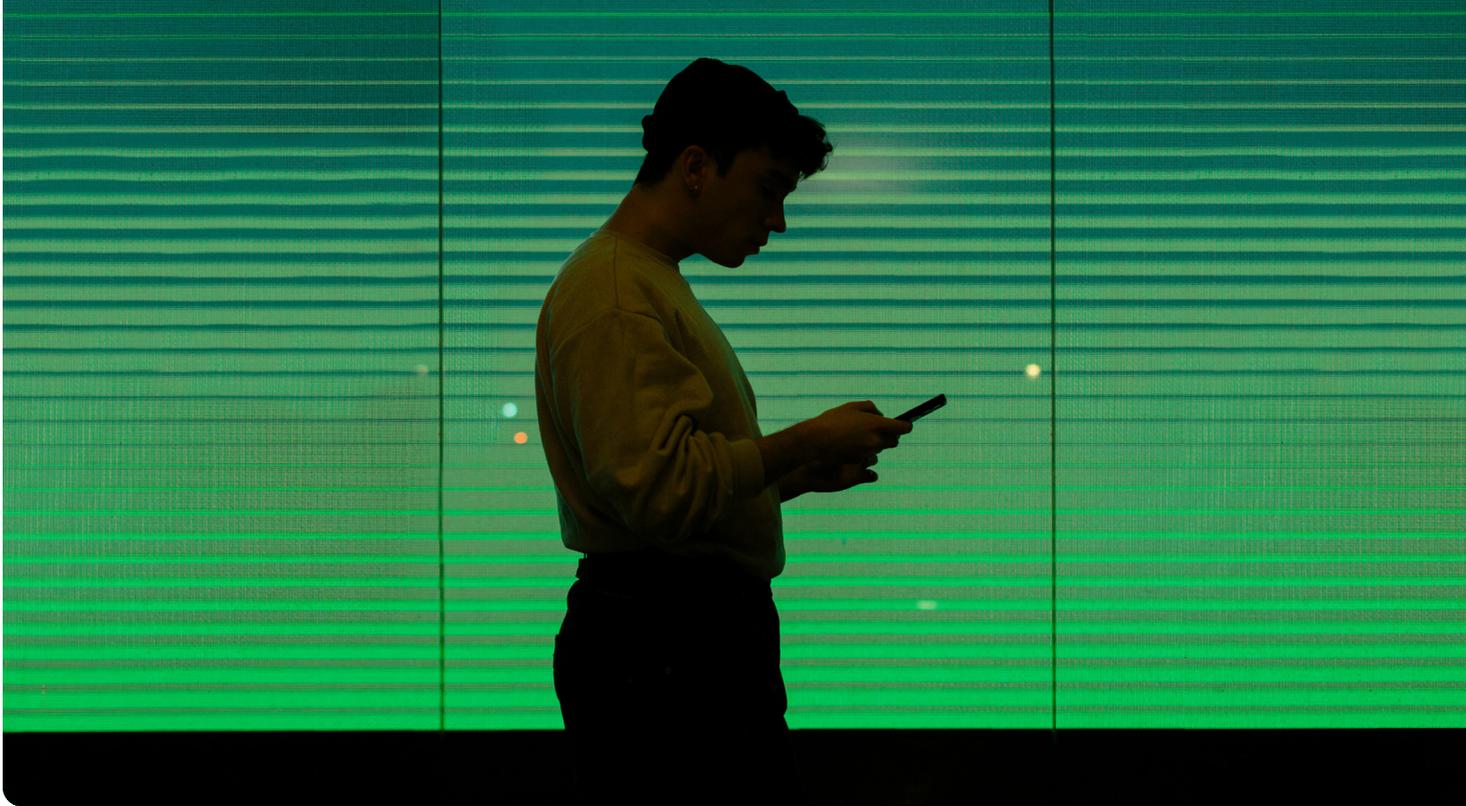
MODERNIZING THE CONTENT SUPPLY CHAIN

For years, enterprise marketers have chased the notion of personalization at scale. The harsh reality is that most organizations have been hindered in reaching this goal, not only by the technical debt caused by disconnected platforms, but also by the scarcity of digital content which too often restricted the end user experience of the concept of personalization to a rotation of 4 to 5 assets.

The increasing use of Generative AI promises to solve the latter problem, but, potentially, presents a new series of challenges marketers need to proactively address. How can speed, scale, and brand integrity coexist without one taking dominance at the expense of the others? Will the multiplication of creative assets generated by AI lead to a world where taste and originality are sacrificed?

Content crisis or content opportunity?

The session **Driving Marketing Agility at Scale: Transforming Your Content Supply Chain** highlighted how the amount of digital content consumed every day is increasing dramatically and how this can mean either a 'content crisis' or a 'content opportunity' for organizations depending how swiftly they can modernize their content supply chain to face the demands presented by this new landscape.

The session highlighted two common pitfalls of a fragmented content supply chain: single-use creation and 'rogue' creation. It's estimated that less than 10% of assets being created by marketers are being re-used and poor reusage is a common scale challenge for marketing organizations. On the other hand, 85% of marketing professionals turn to DIY tools, posing a common brand integrity challenge.

Gregg Klein, VP - Head of MarTech Strategy and Product, Prudential spoke about how the 150 years old leader in financial services and insurance made the decision to rationalize its content supply chain to drive efficiencies and remove these types of pitfalls with the aid of AI. According to Klein, by adopting AI-led solutions Prudential was able to achieve a 25% reduction in martech vendor solutions and at the same time experience a 135% engagement increase across its digital channels. The key? All marketers on staff across their five core business lines are enabled with Generative AI and, after an internal study, they were able to assess that on average they get to 'shave off' 70% of the time it used to take them to get to a first draft.
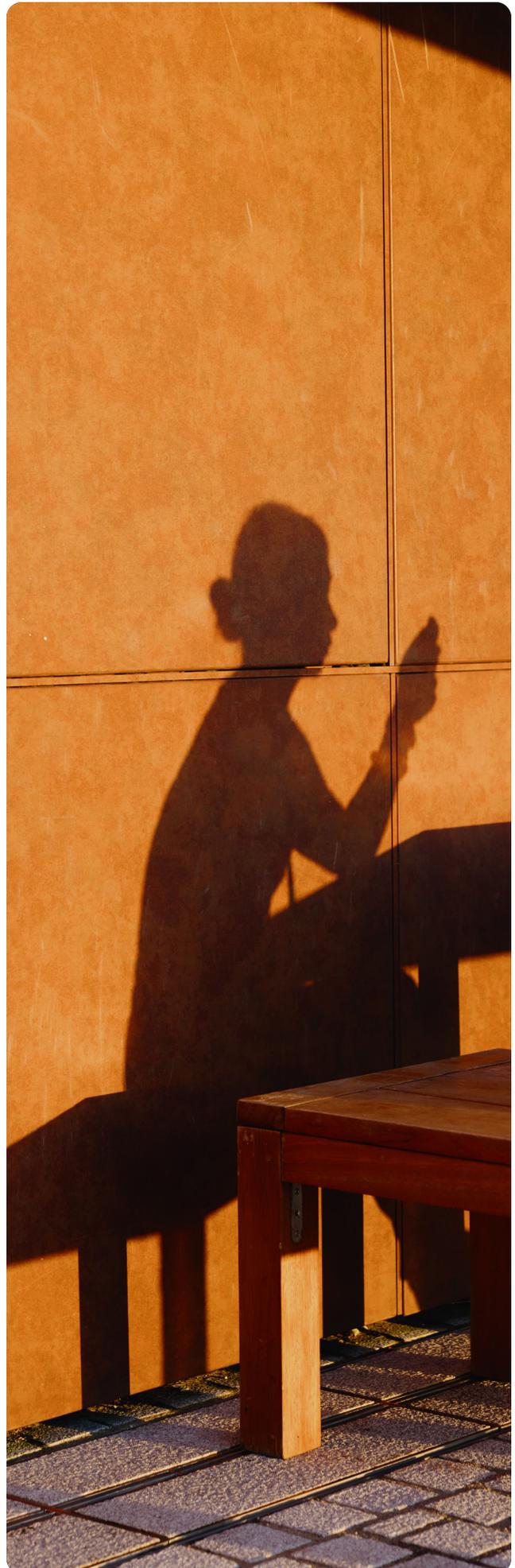
Setting your organization up for a successful content supply chain transformation

No technology is a silver bullet, not even something as sophisticated as AI. A Merkle session titled **Riding a Content Supply Chain Wave** pointed out that the average 'failure rate' for digital transformation initiatives oscillates between 50 and 70% and thus focused on the organizational actions required to progressively transform the content supply chain to fully take advantage of these new technological innovations.

Many enterprises wonder how to get started and the session provided some best practices. Get set up for success in the beginning including committing to transform together, gauging org readiness with a comprehensive maturity assessment and most importantly, establishing standardized taxonomy and enterprise system of record. Plan to infuse AI into your content supply chain with an AI-ready design system and automating content tagging. Have a robust, proactive plan for org change management with a cross-functional Centre of Excellence and common goals assigned at all levels. Leverage analytics for measurement and optimization by automating your metadata taxonomy investment and leveraging existing platforms for a unified view.

The session identified four common entry points for content supply chain transformation discussion within an organization:

- challenges in asset creation and content personalization;

- disjointed content storage and retrieval;

- demonstrate immediate value with current content analytics capabilities;

- and untapped opportunities for process improvement and automation.

The session pointed out the business impact to performance and productivity levers with a mature content supply chain including 6-10% increase in revenue from customer conversion, 10-15% time-to-revenue acceleration, 80-85% decreased time to publish across channels and 35-40% increased content reuse.

Supercharging the content supply chain

In this transformative environment, Adobe is aiming to position itself as the best-in-class example of how to build the best content supply chain and be the 'customer zero' for their own tools supporting one. Featuring Heather Freeland, Chief Brand Officer at Adobe and Jason Oke, Global Client President and Integrated Client Leader at dentsu, the **How Adobe Uses GenStudio to Supercharge Its Global Marketing Organization** session discussed the progress made by the software giant and the agency since Dentsu Creative's appointment for Adobe's Global Digital Media business. This effort had to keep up with Adobe's own dramatic increase in content needs as it has recently moved from launching new products once or twice a year to new releases on a weekly basis.

Oke outlined how the project began with a content audit – interrogating multiple business units, stakeholders, and agencies in the Adobe ecosystem on how content was stored, tracked, and tagged with metadata – to then spark a change-management exercise to transform and streamline internal and ecosystem processes. The creative process, as Freeland pointed out, is much less linear than it used to be, with the number of reviewers, approvers, and channel owners that today's enterprise digital ecosystem requires, so the orchestration of all the steps required needs to take this into account.

Evolving the content supply chain – Freeland observed – meant evolving content operations, by rolling out a new operating model, evolving the use of Adobe's own creative technologies powered by Generative AI (such as Firefly), evolving their brand expression with the introduction of a new brand architecture, evolving their content ecosystem (rationalizing brand libraries and agency ecosystem), and finally evolving their talent and organizational model to support these new ways of working.

While this might sound cumbersome, the efficiencies gained are humongous and tangible: Oke noted how being able to address all aspects of the content supply chain – workflow and planning; creation and production; asset management; delivery and activation; reporting and insights - through the single user experience and single GenStudio dashboard creates immediate efficiencies (as the time and costs generated by having to constantly switch between platforms are removed), and how opportunities to unlock further gains are immediately identified as all roadblocks can be easily tracked in a single source of truth (as opposed to, for instance, having to dig in email chains and worksheet data to find out where delays are coming from).

> ## CREATIVITY IS THE NEW PRODUCTIVITY
>
> **SHANTANU NARAYEN**
> Chair and CEO,
> Adobe

WHAT BRANDS CAN DO:

Identify loose threads in your content ecosystem.

Conduct a thorough audit to understand just how much single-use work is being done across relevant departments in the organization, as well as the broader ecosystem of in-house and external agencies. Get a picture of how much 'rogue creation' is occurring on DIY tools because the organizational set up is not addressing critical use-cases. Map how and where assets are being stored and tracked across the brand portfolio.

Leverage common entry points to elevate the content supply chain discussion to executive stakeholders.

Rationalizing the organization and the ecosystem to ensure your creatives are more focused on strategic value creation vs. mundane tasks requires executive buy in. It's important to communicate early what modernizing the content supply chain will take from a change management standpoint with a view towards the flywheel effect it will be able to generate in terms of productivity and efficiency.

Strive for a single, unified view, of the entire content supply chain.

When you consider the technology platforms that can take you to the next stage of your content supply chain evolution, keep in mind that the more 'switching' you will require your creatives, approvers, and business constituents to do, the more you will end up counteracting the gains you unlocked in ideation and production via new standards like Generative AI.

THRIVING IN THE DATA-FUELLED COMMERCE AND LOYALTY SPACE

In an-AI enabled world where technology is increasingly breaking the barriers that hindered content production and journey orchestration in the past, the notion of personalization at scale is finally at organizations' reach.

Ultimately, though, these efforts are only as good to the business as they are eventually monetized and, in light of this new paradigm, data is more important than ever before to ensure brand-customer interactions materialize in present or future transactions.

For instance, in a Marriott-branded demo Adobe was able to show onstage how its Experience Platform can seamlessly push to Bonvoy loyalty members discounts for adjacent experiences (for instance, a promotion for helicopter tours of the Grand Canyon after Adobe Summit wraps up in Las Vegas) to entice them to extend their stay with a simple push, thanks to the unified customer data profile that resolves historical behaviors and real-time events in the platform.

So, let's look at how data is becoming ever more critical in delivering the right commerce or loyalty experience to the right person at the right time through the lens of some of the key sessions that addressed this topic at Summit.

Bringing advertising and commerce closer together

One of the key ways in which data can help organizations thrive by better monetizing the expression of the brand that consumers are engaged with is by enabling better alignment between advertising and commerce.

The way in which consumers go about shopping has evolved in recent years, with platforms like TikTok collapsing the funnel and enticing audiences to purchase at the moment of inspiration products that have gone viral. According to TikTok, 56% users were led to discovering new products or new brands by engaging with content on their platform which, today, reaches half of the US population. This collapse of the funnel has to some extent left brands, and specifically merchandisers, behind as in many organizations advertising and the management of everything that is transactional are siloed.

In the **Building a Seamless Shopping Journey with TikTok and Adobe** session, the two companies announced an integration that will allow merchandisers using Adobe Commerce to more immediately deliver the right transactional content to the TikTok platform where consumers are already engaged. The role of data in this equation is to seamlessly sync attributes in the commerce catalogue (such as inventory) through the integration to avoid offering disjointed TikTok experiences such as seeing an ad for a product that has gone viral that is no longer in stock or being taken out of the social media engagement mode by being redirected to separate websites. This, in turn, generates more usable data for the organization as the TikTok metrics and measurements are already 'plugged into' the commerce platform and the correlation between advertising and checkouts is immediately evident.
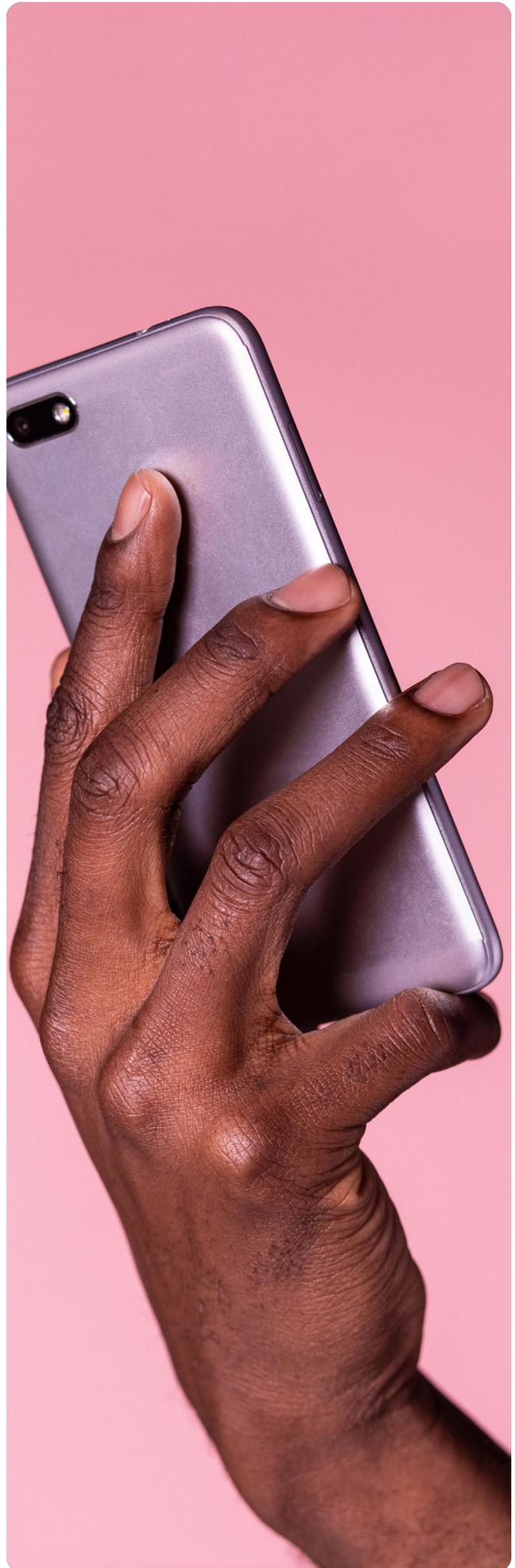
Pivoting to a customer-centric audience strategy

Putting organizational data in the condition of maximizing Customer Lifetime Value (CLV) often requires a shift of mindset that involves the entire marketing organization, not only data scientists or digital experience practitioners focused on targeting and merchandising.

This is the journey that Chris Norton, SVP Marketing, Data and Activation, Marriott reported the hospitality giant underwent during the **Put the Customer at the Centre of the Experience and Build Relationships that Last a Lifetime** session. Norton jokingly remarked that up until recent years Marriott was pursuing a 'product centric' audience strategy that "resembled their org chart." In this set up, static/intuitive marketing pushed to customers the offerings Marriott wanted to sell given how its portfolio was set up. In their now customer-centric set, they are able to execute data-driven marketing that is predicated around KPIs that are designed from the perspective of their customers. Fundamentally, they had to abandon a "what does Marriott want to sell mindset" and adopt a "how do we deepen our relationships with customers over time" one.

Norton identified five key lessons from the journey the organization had to embark on to realize this pivot:

- selling leadership on the vision has to go hand in hand with setting expectations within reason;

- audacious long-term goals need to be balanced with near-term wins;

- think beyond martech innovation and stand up cross-functional pods and a new operating model to break down organizational silos that are often predicated in legacy vs. customer need;

- focus on what but empower teams to figure out the how by tying the outcomes in this transformational journey to overall company KPIs;

- and, finally, align the organization to stay the course, ensuring that everyone is set up to work against customer-centric KPIs

Back to the future, through data

H&R Block and Merkle's session **A Tax Transformation: How H&R Block and Adobe Martech Improved Engagement** added a new dimension to the notion of Customer Lifetime Value (CLV). Embarking on this digital transformation project, H&R Block's north star was to motivate clients to act with confidence along their personalized H&R Block journey with expert care in any channel, at any time, before, during, and after the tax experience.

In practice, this meant evolving from engagement based on transactional messages or campaigns hindered by static content, limited personalization, reliance on email as the quasi-de facto channels for most interactions, and limited measurement to a new set up in which they would be able to orchestrate moments and behavior-based journeys, taking advantage of insights derived from browser behaviors, to deliver truly omnichannel, fully measurable, interactions enriched by dynamic content personalization.

This was accomplished by implementing Adobe Customer Data Platform (CDP) to unify historical and real-time data. This allowed them to start providing seamless communications to their customers via real-time omnichannel journeys that featured automated reminders for pending documents, payments, and signatures to drive completion rates. The CDP foundation also allowed them to establish 20+ segments and as many as 4 million profiles for targeted personalization.

According to Merkle research, today 46% of brands are actively utilizing a CDP, while pretty much all other brands are in the market for one. This is not surprising as they deliver the foundational capabilities required to make the rest of the tech stack work at full steam, maximize its ability to support growth, and unlock automation and adaptive experiences.

"

BY THE END OF THIS YEAR, THE GLOBAL DATA-SPHERE WILL EXPERIENCE A 60% GROWTH COMPARED TO WHAT IT WAS IN 2020.

SUNDEEP PARSA
VP Experience Platform, Real-time Customer Data Platform & Customer Journey Products
Adobe

WHAT BRANDS CAN DO:

Minimize the disconnect between (omni-channel) front end and back end.

Enticing customers with a delightful digital experience that is not matched by the right outcomes can lead to humongous frustration. Yet, this is not so rare as back-end system are often siloed from the tools organizations use to unleash creativity and wow audiences. Ensure your enterprise architecture is set up to allow the back-end systems' data to inform and re-orient personalized experiences.

Set up customer centric KPIs.

Interrogate how your teams define success and whether organizational legacy has taken precedence over the value your end customers are hoping to get in exchange for engaging with your brand. Map out (realistic) opportunities to reframe what success looks like, not just within but also beyond the marketing organization.

Put identity at the centre of your audience strategy.

Unifying multiple data sources, from different channels, but also from different 'temporal apertures' in the customer-brand relationship (e.g., historical and real-time data, in a hierarchy that makes sense for the outcomes you are hoping to realize), will allow your martech to work at full steam as journeys get orchestrated against robust and dynamic audience profiles.

TRANS-FORMING B2B EXPERIENCES

During the *Day Two Keynote* Amit Ahuja, SVP, Experience Cloud, Platform and Products, Digital Experience, Adobe spoke about how the foundations for doing business online in a B2B context are changing due to rising complexities.

Ahuja identified 3 phases in the evolution of B2B digital customer experiences. B2B 1.0 – he argued – was all about the digitization of customer records, while B2B 2.0 was characterized by Account Based Experiences (ABX), but limited to the top of the funnel. Ahuja then argued that we are entering the B2B 3.0 phase where leads and accounts will be orchestrated throughout the full funnel. In this new context, organizations will need to be able to proactively learn where accounts are on their journey and proactively optimize said journeys based on their leanings to differentiate and excel.

An intelligent concierge for B2B interactions

Sunil Menon, Sr. Director, Strategy and Product Marketing, Adobe further discussed how B2B 3.0 will come to life through new approaches to data, content, and journeys in the **B2B Reimagined: Transforming Go-to-Market Strategies for Profitable Growth** session.

In the data realm, signals in a B2B context are very often obfuscated as buyer research within the same organization is so often taking place independently, at times offline, or through disparate in-person interactions. In the future, Menon expects that AI will provide 'Active Listening' capabilities that look out for both explicit and implicit behavioral signals from all stakeholders within the perspective buying account. Agents will flag and interpret these behaviors and offer to the front office of the selling organization a calculated prioritization that can be translated into curated, high value actions.

The next generation of B2B content – Menon explained - will be informed by 'Intelligently Assembled Experiences.' In this new context, assets will be broken into modular fragments so agents can provide conversational, custom research to buyers with variations that have a unique tone and unique messaging to create a sense of intimacy with each stakeholder within the perspective buyer account. LaSandra Brill, VP, Global Digital Marketing, NVIDIA provided a tangible example of this evolution of B2B content as she spoke about the company's journey from segment-based newsletter (and the labor intensive production of 19 different newsletters, with audiences often being over-subscribed to multiple editions), to personalized newsletter (a single communication cycle that leverages CDP segments to surface the appropriate content modules to each persona),

to their ambition of leveraging agentic AI to get to a hyper-personalized, custom newsletter where each content fragment is uniquely created by an agent for a single recipient).

Lastly, in the next generation of B2B experiences journeys will be predicated against Customer-First Orchestration. Today, a B2B buying cycle can last a year or longer and encompass interactions with as many as fifty or a hundred people engaging across different channels. In the future – Menon predicts – marketing, sales, and customer success will all be wrapped into a single digital concierge experience buyers interact with. This concierge will qualify personas to offer stakeholders within the selling organization next best action recommendations, leaving them with the flexibility to re-orient the account journey (similarly to how autonomous vehicles re-plot an itinerary if passengers decide to take a detour).
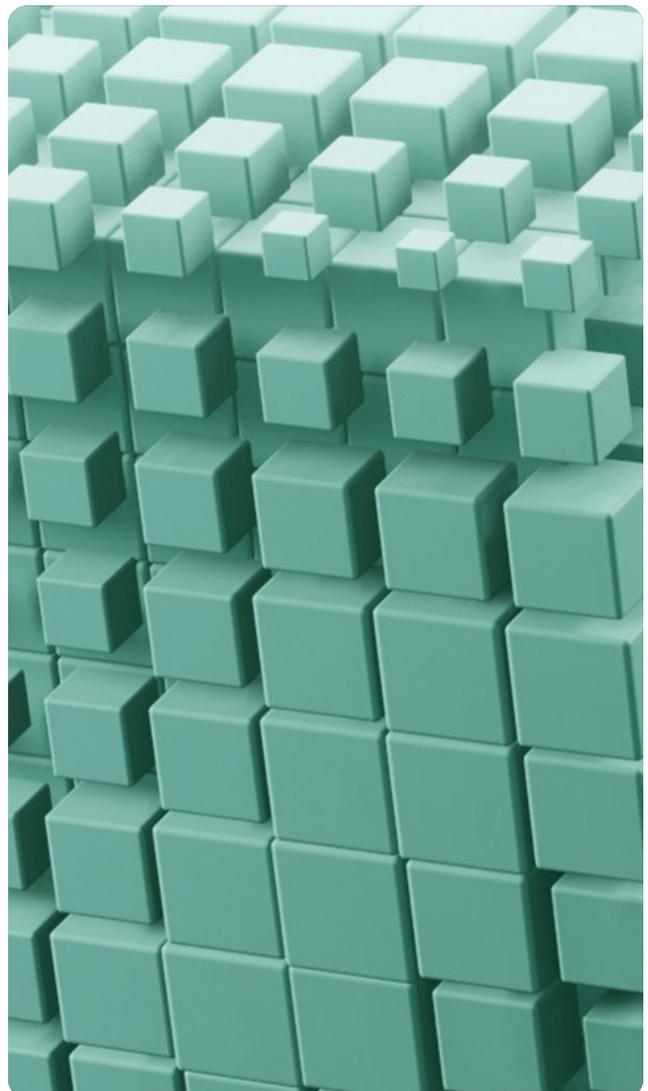
Navigating B2B's transformation in a hybrid context

The cruise industry is an interesting example where B2C and B2B come together. Additionally, the bulk of the revenue (78%) from all sales channels in the industry is generated offline. These two conditions make it even harder for digital transformation programs to be successful and deliver experiences that are on par with those that customers get used to when interacting with organizations in other sectors.

In the session **Chartering the Fast Track to Hyper-Personalization** Tim Locke, Global eCommerce Director at Celestyal Cruises spoke about how they worked with Merkle and leveraged Adobe technology to address all stages of their customer lifecycle (before-, during-, and after-cruise). The website was identified as an ideal starting point for digital transformation because it's a channel that addresses both the B2C and B2B target groups, an environment where they can push both direct and indirect sales. This environment was also ideal to build brand awareness and have a well-crafted digital property as a destination to resolve Search Engine Optimization into (the SEO game. Is extremely competitive in the cruise industry). Lastly, the website was designed to build high-quality customer data.

This transition is crucial to building a 360 degrees view of the customer – whether this is a consumer or a business buyer – in order to reap the benefits of AI-led performance optimizations and eventually be in a position to remove friction from the B2B experience across other channels and other stages in the customer lifecycle.
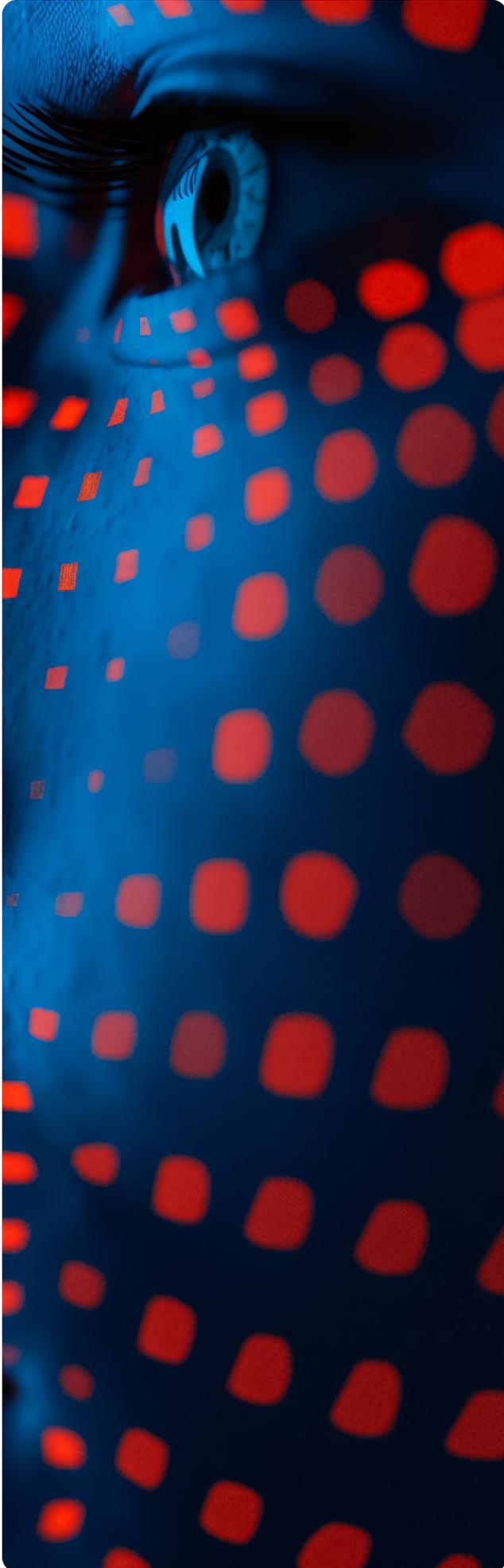
People and processes can make or break B2B digital experiences

In January 2023 GE Healthcare was spun off as a stand-alone Fortune 500 medical tech company. This presented a huge opportunity for change for an organization that had already shifted focus to digital channels (as a primary way to connect with, engage and convert customers) and to develop digital products (to this day, GE Healthcare has developed as many as 72 AI-enabled FDA authorized medical devices).

Nonetheless, as discussed in the **"No Limits" Digital Marketing at GE HealthCare** session, the organization was hindered by some of the complexities that only the largest global B2B organizations face on its journey to take advantage of this change opportunity: it operates in 160 countries with systems having to support dozens of different languages; different regional units were chartered with different goals and had different interpretations of marketing data and KPIs; the 500+ marketers on staff were following different processes and carrying out disjointed operations depending on where they were sitting in this siloed environment; additionally, the company operates in a highly regulated environment where the treatment of privacy data can differ from country to country.

In the session, Tom Gores, Director, Digital Experience Optimization and Ronnie Sarwar, Sr. Director of Digital Marketing Transformation at GE HealthCare outlined how their digital transformation journey – upgrading from an under-performing Content Management System (CMS) to Adobe Experience Manager and Adobe Analytics, and consolidating domains, unifying workflows and standardizing analytics in the process – had to go hand in hand with mindset shift across the people in all the divisions in the organization and the global adoption of new processes grounded in data.

The key role that people and processes shifts play in making a B2B digital transformation successful were encapsulated in the 'Musts' presented by GE Healthcare:

- clearly and consistently communicate the benefits of change;

- understand the connection points between people and tools;

- find strong internal partners with influential voices;

- leaders need to be transparent and lead by example;

- and, finally, beware that it's a journey that takes time, patience and persistence.

"

B2B CAN BE JUST AS PROVOCATIVE, JUST AS CREATIVE, AND JUST AS THOUGHT-PROVOKING AS B2C IS.

COLIN FLEMING
CMO
ServiceNow

WHAT BRANDS CAN DO:

'Modularize' and 'interrogate' B2B content.

Craft your research and thought leadership using frameworks that allow for thematic, persona-based, or use-case based segmentation of topics and content, so you can serve both an overarching narrative in long form as well as more bite-sized messages across multiple formats (e.g., social, video, etc.) Put your content through the AI test and see how popular Generative AI platforms are interrogating it, analyzing it, and interpreting it. If the results are satisfactory, consider how you may encourage audiences to use AI in such a way on environments where you can track and analyze engagement.

Identify the path of least resistance to get a 360 degrees view of the buyer.

Today B2B is still extremely fragmented but depending on the sector some channels and environments are better suited to serve both online and in-person interactions with buyers and act as a starting point to get your customer records in order. Prioritize investments into the digital properties and campaigns that will get you to that comprehensive view of the hierarchies that exist within the account (and the systems and platforms that are required to support them)

Ensure people and processes are enabled to evolve hand in hand with the tech stack.

Beyond a platform migration, a digital transformation project is an opportunity to reorient how KPIs are designed, to remove organizational silos, to adopt a common language, and to revisit hierarchies that exist across departmental objectives.

KEY TAKEAWAYS

In a highly transformative time for the marketing industry, Adobe Summit was a great forum for discussions on how the increasing adoption of AI-enabled technologies by some of the worlds' leading brands is transforming how they innovate across creativity, media, digital experiences, commerce, and service delivery.

01 BECOMING AN AI-ENABLED EXPERIENCE BUSINESS

- Consider how you can empower marketers in your organization to vet and intervene in AI-led solutions.

- Design your enterprise data strategy for both flexibility and operational effectiveness.

- Enable AI-focused teams to interface with every group in the organization.

02 MODERNIZING THE CONTENT SUPPLY CHAIN

- Identify loose threads in your content ecosystem.

- Leverage common entry points to elevate the content supply chain discussion to executive stakeholders.

- Strive for a single, unified view, of the entire content supply chain.

03 THRIVING IN THE DATA-FUELLED COMMERCE AND LOYALTY SPACE

- Minimize the disconnect between (omni-channel) front end and back end.

- Set up customer centric KPIs.

- Put identity at the centre of your audience strategy.

04 TRANSFORMING B2B EXPERIENCES

- 'Modularize' and 'interrogate' B2B content.

- Identify the path of least resistance to get a 360 degrees view of the buyer.

- Ensure people and processes are enabled to evolve hand in hand with the tech stack.

ABOUT ADOBE GENSTUDIO DENTSU+

The culmination of a decade-long relationship, Adobe GenStudio dentsu+ combines Adobe's new, leading Content Supply Chain solution suite, GenStudio, with the power of dentsu's proprietary integrated services, technology and audience intelligence. Underpinned by dentsu's Merkury, the industry's leading data and identity platform, the offering gives marketers the power to efficiently reach and engage audiences in a highly scaled and personalized manner, driving more in-the-moment experiences and bringing consumers even closer to the brand.

Adobe's GenStudio solution brings together applications across Adobe Experience Cloud and Adobe Creative Cloud—including Adobe Experience Manager, Adobe Express, Adobe GenStudio for Performance Marketing and Adobe Workfront, as well as on-brand generative AI capabilities with Firefly Services and Custom Models—all into one combined ecosystem for helping brands plan, create, manage, activate and measure content at scale. It enables marketing teams to create the experiences required to drive impactful, personalized marketing campaigns. And by integrating with dentsu's own audience intelligence, creative insights and translation capabilities, Adobe GenStudio dentsu+ enhances Adobe's suite of services to deliver impactful experiences for clients.

Adobe GenStudio dentsu+ delivers on the combined power of creative, production, media, and digital experience, leveraging dentsu's unique Merkury data sources. The solution sets a new benchmark for how marketers can fully utilize Adobe, while effectively targeting millions of customers and prospects in a way that speaks to them individually—not only delivering on customer expectations but also bringing them closer to the brand through each interaction. In addition, marketers can now gain a single view across campaign management, content supply chain, and identity mapping, underpinned by dentsu proprietary AI solutions, creating opportunity to lower waste, increase efficiency, and drive engagement.

THANK YOU

OUR CONTRIBUTORS

Barry Latimer
SVP, Audience Platforms,
Merkle

Eric Buss
Head of CX & Commerce,
Merkle

Jack Boitani
VP, Content,
dentsu

Jas Singh
VP of AI Integrations & Emerging
Technologies, Merkle

Kenny Guest
SVP, Marketing Solutions & Growth,
Merkle

Michelle Cascone
VP, Growth Architect,
Merkle

ABOUT DENTSU

Dentsu is an integrated growth and transformation partner to the world's leading organizations. Founded in 1901 in Tokyo, Japan, and now present in over 145 countries and regions, it has a proven track record of nurturing and developing innovations, combining the talents of its global network of leadership brands to develop impactful and integrated growth solutions for clients. Dentsu delivers end-to-end experience transformation (EX) by integrating its services across Media, CXM and Creative, while its business transformation (BX) mindset pushes the boundaries of transformation and sustainable growth for brands, people and society.

group.dentsu.com/en; dentsu.com

ABOUT MERKLE

For more than 35 years, the company has put people at the heart of its approach to digital business transformation. As the only integrated experience consultancy in the world with a heritage in data science and business performance, Merkle delivers holistic, end-to-end experiences that drive growth, engagement, and loyalty. Merkle's expertise has earned recognition as a "Leader" by top industry analyst firms, in categories such as digital transformation and commerce, experience design, engineering and technology integration, digital marketing, data science, CRM and loyalty, and customer data management. With more than 16,000 employees, Merkle operates in 30+ countries throughout the Americas, EMEA, and APAC.

https://www.merkle.com/