

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, offers a unified solution for organizations to design, manage, and deliver customer-facing digital experiences across web, mobile apps and sites, social communities, video, and onsite channels to build brand loyalty and drive demand.

Business challenges

According to a recent Forrester Research report,¹ "Web content management (WCM) software has become the technology and content delivery backbone of digital experiences. Firms that want to upgrade for mobile devices, consolidate potentially thousands of websites, or expand digital experiences to every customer touchpoint must choose a solid web content management product."

To compete successfully, businesses must invest in new technologies and processes—and to win, they must be agile, adaptive, and innovative. Yet most online publishing solutions do little to accelerate time to market and do not have the ability to deliver multichannel experiences or consistently employ personalization tactics. After the campaign or website is launched, there is no rigorous measurement or analysis to optimize and refine the user experience to increase conversion and retain customers—resulting in missed opportunities.

The solution

Adobe Experience Manager allows marketers and developers to design, manage, and deliver customer-facing digital experiences across all interaction channels—including web, mobile, social, video, and onsite. More than 2,000 of the world's most recognizable brands—including Audi, Hyatt, Condé Nast, and TE Connectivity—use Experience Manager to deliver engaging digital experiences that build brand loyalty and drive demand.

Create and manage engaging experiences across all channels

Experience Manager is an industry-leading web experience management solution that allows marketers to easily author, manage, and deliver digitally immersive sites that are optimized for desktop, tablet, and mobile devices as well as in-store and on-site experiences. The solution supports responsive design and adaptive mobile sites. Managing multiple sites is easier 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 more flexibility to deliver experiences that ultimately lead to conversion.

Host, manage, and deliver rich digital assets

Most digital asset management solutions focus on the storage of assets, which is not very useful. Experience Manager assets for digital asset management is built for multichannel delivery, addressing the challenges of asset delivery to desktop and mobile devices, over different connection speeds and audience segments. Video assets are critical to the modern marketer. With Experience Manager assets, you can manage video assets with ease. Streamlined reviews with in-context annotations and automated encoding 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 Forrester Research. February 2015. The Forrester Wave: Web Content Management Systems, Q1 2015.

Build customer communities that engage and influence

As third-party social networks, such as Facebook and Twitter, have become increasingly crowded, brands are realizing the importance of social activity and communities on owned media and the value of user-generated content. With Experience Manager communities, it is easy to add social elements like ratings and reviews, shared calendars, and comments across sites— and build dedicated communities with member groups and forums. Experience Manager provides organizations with rich tools for moderation as well as content curation features for trusted community members. These tools integrate with Adobe Social to enable user-generated content to be managed across owned and third-party social networks.

Integrate forms and documents into digital experiences

For many organizations, managing, updating, and processing hundreds or thousands of forms and documents is a costly and time-consuming struggle. Adobe Experience Manager forms helps organizations transform complex form and document transactions into simple, engaging digital experiences—anytime, anywhere, on any device. With Experience Manager forms, organizations can provide easy-to-use, accessible forms on desktop, tablet, and mobile devices. Out-of-the-box integration with Adobe Analytics allows you to measure customer form and document interactions to continually improve communications and further increase conversion rates. Integration with back-end processes and data helps ensure timely responses after initial form submission.

Enable business users and developers to author and update mobile apps

The intuitive Experience Manager apps interface allows marketers to quickly change content, reuse assets from other channels, and optimize mobile app performance with analytics. User permissions for editing and app review speed time to market while maintaining brand experience guidelines. Experience Manager also gives developers a powerful set of plug-ins and enterprise developer support. Reuse articles and assets to deliver interactive digital publication apps for tablets and mobile devices through integration with Adobe Digital Publishing Suite.

Although Experience Manager capabilities for web and mobile sites, assets, communities, forms, and apps can be used separately—the combination is even more powerful. These capabilities are integrated in a dashboard view that allows marketers to manage all of their multichannel digital customer experiences in one place.

Building brand, driving demand, and extending reach

Today, brand value is primarily defined by how your customers interact with and experience your brand across digital and offline channels. Organizations need to break through the clutter by harnessing the power of innovative digital experiences—and drive these experiences across multiple channels and global markets while preserving brand integrity. Consumers expect consistent and seamless experiences throughout their journey. With Adobe Experience Manager, you can create consistent, branded digital experiences—easily and efficiently while increasing brand affinity.

Experience Manager brand marketing capabilities

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 (DAM) system using out-of-the-box integration with Adobe Experience Manager assets 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 facilitates asset reuse.
- Easily share assets inside and outside of 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 multichannel experiences

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 using rich layout capabilities built with WYSIWYG editing.
- Deepen loyalty and engagement by personalizing content (including dynamic media), and leveraging customer personas, data, and context to create clickstream simulations. Use Adobe Target integration 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 the potential to “go viral.”
- Support any editorial process, including repurposing content through out-of-box integration to help 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.
- Deliver unified experiences across the entire customer journey on all screens — online and offline, on site and in-venue—using the Experience Manager screens capabilities that allow you to manage all content from one central repository.

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 sites 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.
- Delight your customer with seamless shopping experiences that beautifully flow from online screens to onsite, in-venue screens using the Experience Manager screens capabilities that allow you to manage all content from one central repository.

Challenge: Test and measure brand engagement and sentiment

- 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.

Brand marketing case studies**Hyatt accelerates branded web content updates**

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.](#)

University of Phoenix enhances brand consistency

University of Phoenix, the flagship university of the Apollo Group, takes advantage of Adobe Experience Manager out-of-the-box integration with other Adobe Marketing Cloud solutions to continuously measure and improve website visitor experiences. [Learn more.](#)

Driving 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.² 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. With Experience Manager, you can also launch targeted microsites and landing pages that support multichannel demand-generation campaigns. Adobe Experience Manager gives marketers the tools they need to quickly launch effective, targeted marketing campaigns that drive demand, conversion, and retention.

Experience Manager demand-generation capabilities

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 on landing pages and microsites through segmentation, targeting, and automated personalization.
- Use Experience Manager multichannel image and video delivery capabilities to deliver 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 and out-of-the-box integration with Adobe Campaign for campaign management.
- Publish from a single Experience Manager authoring platform to deliver content optimized for websites, mobile sites, and mobile apps.
- Access and manage leads, lists, and active campaigns using Experience Manager integration with Adobe Campaign.
- Build, manage, monitor, and measure brand engagement across social networks with Experience Manager social communities capabilities.

² Aberdeen Group

- Use Experience Manager mobile capabilities to automatically optimize content for any device.
- Track, test, and analyze click-throughs and site traffic through integrated Adobe Analytics and Adobe Target capabilities.

Challenge: Build and optimize microsites and landing pages to increase conversion rates

- Use a business tool to author web forms that streamline deployment and testing of multiple lead capture strategies.
- Simultaneously launch multilingual microsites that drive global demand generation by leveraging reusable templates.
- Increase conversion by personalizing content based on target personas, context, and customer data.
- Use Experience Manager dynamic media and video capabilities to deliver rich media to increase engagement and reduce bounce rates.
- Embed social elements in microsites and landing pages—and use social profile logins to increase sharing and traffic driven by Facebook Likes and recommendations.
- Gain insight on visitor attrition with Adobe Analytics.
- Easily integrate your email and search engine marketing (SEM) and/or outbound marketing campaigns.

Demand-generation case studies

Caesars optimizes web experiences and increases conversion rates

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. Using Experience Manager, Caesars increased conversion rates by 70% with a 10% increase in loyalty program signups. [Learn more.](#)

TE delivers engaging experiences and reduces cost per conversion

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 and Experience Manager to increase the effectiveness of its campaigns. TE optimized its content based on conversion data to deliver online visitor experiences that are content rich and relevant. Using Adobe Experience Manager, TE reduced cost per conversion on major brand campaigns by 48%. [Learn more.](#)

Extending reach to grow new audiences

Technology has profoundly changed consumer behavior. People are increasingly connecting through social media and mobile devices—and they demand content that is sharable and accessible anytime, anywhere, on any device.

Not only do businesses need to deliver branded content across websites, mobile sites, and mobile apps, they also need to make it easy to locate and available even during high demand. This is especially true for content and media publishers looking to bring in bigger audiences and effectively monetize their content.

With Adobe Experience Manager, you can dynamically deliver rich content through websites, mobile sites, and apps—and optimize your content to drive visitor engagement and monetization while growing new audiences. Adobe Experience Manager helps businesses reach the broadest audience possible while maximizing engagement.

Experience Manager market reach capabilities

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 using rich media and video delivery capabilities.

- Lay out content using the WYSIWYG rich authoring environment within Adobe Experience Manager to see how your content will look when published.
- 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 possible—optimized for each viewer's device—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

- Improve site performance to reduce bounce rates while still delivering rich videos and images.
- 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.

Market reach case studies

Royal Philips Electronics is a global manufacturer of healthcare and lifestyle products. Using Adobe Experience Manager 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. And the company accelerated the delivery of new localized content from days to minutes. [Learn more.](#)

Slate reduces the time to publish content by as much as 50%

Slate is a general-interest Internet publication offering analysis and commentary about politics, business, and culture. Using Adobe Experience Manager, the company was able to reduce the time to publish content by 50% and streamline content syndication and mobile publishing to better serve their readers. [Learn more.](#)

About Adobe Marketing Cloud

Adobe Marketing Cloud provides a complete set of analytics, social, advertising, targeting, and web experience management solutions and a real-time dashboard that gives you a complete view of all of your marketing campaigns. Adobe Experience Manager, part of Adobe Marketing Cloud, helps organize and manage the delivery of creative assets and other content across all of your digital marketing channels—providing marketers with the tools they need to compete and win in the Digital Age.

