Adobe® Marketing Cloud

Measure and optimize digital experiences to accelerate marketing performance

Today's marketer is challenged with the complexities of marketing in a digital world. It's new, it's constantly changing, and marketers need a partner to help them move at the speed of digital. Now every marketer can accelerate their shift to digital with Adobe Marketing Cloud to deliver consistent personalized experiences across channels and prove that your marketing dollars are working.

"Like marketing overall, our digital initiatives are constantly evolving to meet changing customer demands and new market opportunities. Adobe Marketing Cloud gives us a flexible environment to deliver and test new digital strategies and continually refine our work to optimize experiences for our customers."

Greg Cannon, VP of Digital Marketing, Caesars Entertainment

The business challenge

In a digital world where consumers demand personalized content across channels and on all devices, marketers must figure out the best way to engage and retain their customers. Delivering the best digital experience to the right person at the right time requires the right combination of data, insights, and digital content. While managing strategies, collaborations, and ultimately, the delivery of digital experiences, how can marketers ensure that they are making the right digital marketing decisions to deliver relevant customer experiences and ROI?

The solution

Adobe Marketing Cloud

Adobe Marketing Cloud is the most comprehensive and integrated marketing solution available, enabling marketers to measure, personalize, and optimize marketing campaigns and digital experiences for optimal marketing performance. With its complete set of solutions, including Adobe Analytics, Adobe Target, Adobe Social, Adobe Experience Manager, Adobe Media Optimizer, and Adobe Campaign, as well as real-time dashboards and a collaborative interface, marketers are able to combine data, insights and digital content to deliver the optimal brand experience to their customers.

With Adobe Marketing Cloud, marketers can:

- Combine data across solutions and third-party data sources, such as CRM, POS, email, and survey, to create a single view of the customer.
- Deliver personalized customer experiences across all channels and on any device.
- Use predictive analytics to stay a step ahead of customer's wants and needs.
- Access all Adobe Marketing Cloud solutions from one centralized platform and visualize, socialize, and collaborate across teams with the interface.
- Accurately forecast and continually optimize your paid digital marketing mix.
- Manage, deploy, track, and monetize social programs.
- Store, assemble, and distribute digital assets to deliver high-quality brand, campaign, and content experiences.
- Integrate with more than 200 partners in 20+ countries, covering the entire marketing ecosystem.
- Easily add, alter, and deploy marketing tags on your website, resulting in consistent page performance and accurate data collection.

Adobe Marketing Cloud key solutions

You can access Adobe Marketing Cloud at marketing.adobe.com, where marketers can share and collaborate as well as interact with the six key Adobe Marketing Cloud solutions and integrate with their enterprise partners.

Adobe Marketing Cloud solutions	Description	Capabilities	Benefits
Adobe Analytics	Get real-time analytics across online and offline channels to continuously improve the performance of marketing activities	• Real-time web, social and mobile analytics • Advanced, ad hoc segmentation • Data integration with offline and third-party sources	• Align marketing initiatives with business objectives • Gain real-time insights into customer behavior • Drives conversion and relevant consumer experiences
Adobe Target	Test and target digital experiences to maximize business results	Paves a path from simple testing to targeting to true segmentation and optimization through: • A/B and multivariate testing • Rules-based targeting • Automated decision-making and targeting	• Increase web and mobile site conversations • Create differentiated personalized experiences • Optimize customer engagement and loyalty
Adobe Social	Manage social marketing with a comprehensive platform that enables social listening, publishing, and analytics	• Manage social content and activities across multiple social networks and profile pages • Listen and respond to customer conversations in real time • Create social campaigns and track performance with integrated analytics	• Scale social across the enterprise and retain oversight at an executive level • Identify trends, opportunities, and threats pertinent to your brand • Connect the dots between social interactions and business results
Adobe Experience Manager	Organize, manage, and deliver creative assets and other content across digital marketing channels	• Digital asset management • Web content management • Social communities	• Improve market and brand perception • Share and collaborate on digital assets and campaigns • Improve marketing and IT agility operational excellence
Adobe Media Optimizer	Manage, forecast, and optimize your media mix to deliver peak return on your investment	• Cross-channel optimization • Search engine marketing management • Display and social advertising management	• Determine the most effective overall marketing mix • Drive higher ROI within each marketing channel • Optimize customer interactions across channels
Adobe Campaign	Plan and execute orchestrated campaigns across all channels	• Plan and execute cross-channel campaigns from a single environment • Manage plans, offers, activities, budgets and results • Market to your customers individually based on a centralized, real-time customer profile including preferences, purchase behavior, loyalty and more	• Improve customer satisfaction and retention, and reduce opt-out rates • Increase revenue and business performance by automating and optimizing personalized campaigns • Make the most of each customer touch point with timely and effective remarking, cross-sell and up-sell communications and every step of the customer lifecycle

> *"These days, data is everywhere and the key to innovative business is harnessing it, dissecting it and turning it into a powerful tool. With the Adobe Marketing Cloud, we are more equipped to mine through terabytes of data in real time and put actionable steps in place to amplify ROI."*
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> Ashish Braganza, Senior Manager
> Global Business Intelligence, Lenovo

Adobe knows marketing

Marketing is in Adobe's DNA

Adobe has an unparalleled 30-year history of innovation in creativity and marketing with its flagship products, such as Adobe Photoshop® and Acrobat®. We have made creative work beautiful and accessible online through Adobe Creative Cloud™. Adobe now makes marketing smart and accessible online through the Adobe Marketing Cloud, the most comprehensive and integrated marketing solution in the industry. Only Adobe can bridge the art of creative with the science of marketing.

For more information
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