Adobe & Retail

Anna Bonandrini| Head of Marketing Italy&Iberica, Digital Marketing

GS&P Beta Group

Welcome to the Era of Digital

Albert

@AdobeMktgCloud

Sue Child

Chris Manchester

T-Mobile 4
Nokia Lumia 520

📍 3,343, 4,453

Age 40

Elisa Sanchez
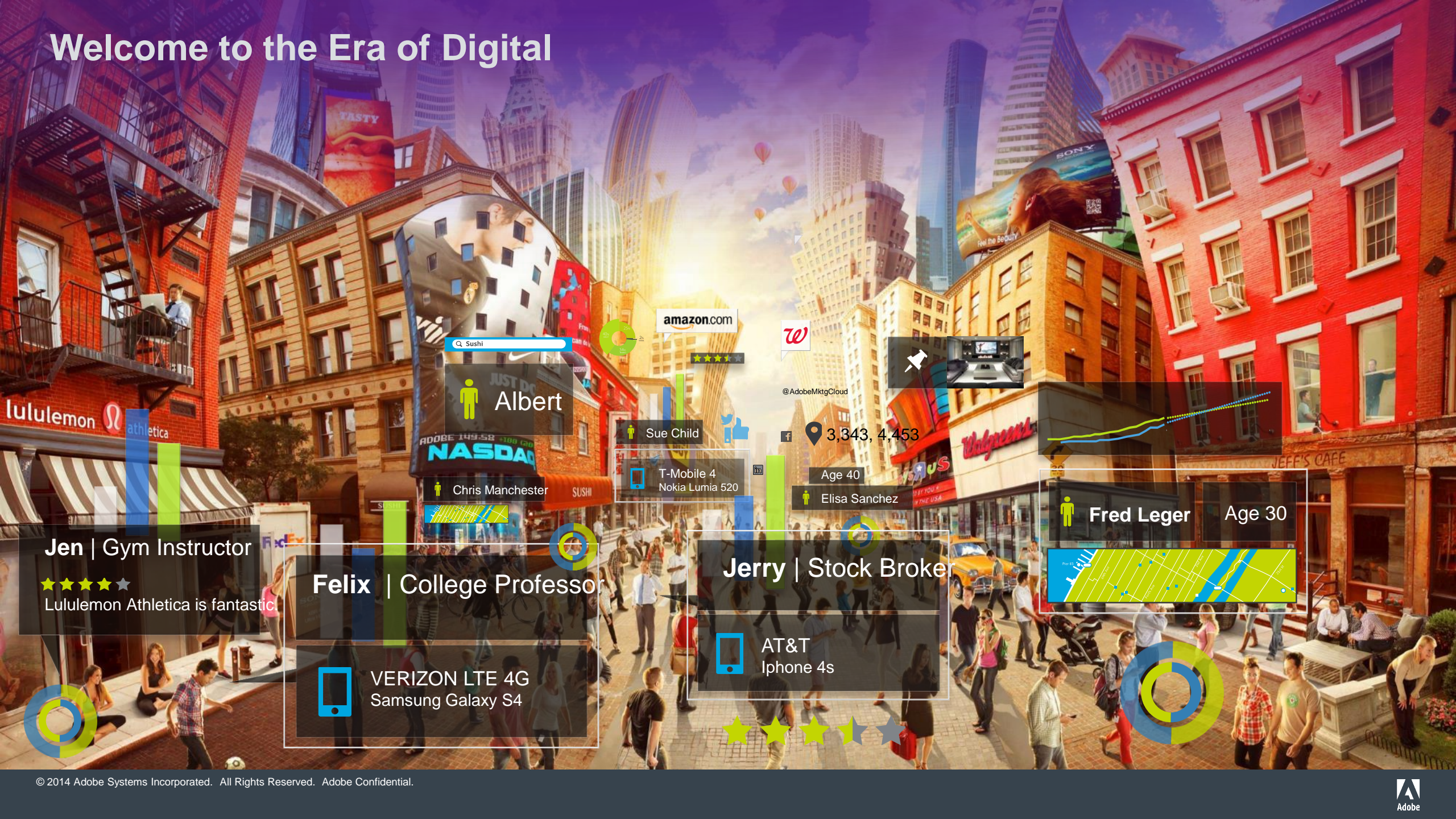
Fred Leger   Age 30

Jen | Gym Instructor

★★★★☆

Lululemon Athletica is fantastic.

Felix | College Professor

Jerry | Stock Broker

📱 AT&T
Iphone 4s

📱 VERIZON LTE 4G
Samsung Galaxy S4

NEW RETAIL EXPERIENCE

Augmented reality mirrors

BLE Light fixtures

Click N Collect

Projection-mapped mannequins

Social shopping eg. Getting a second opinion realtime

Digital displays

Contactless payment

Targeted offers directly to smartphone

BLE Beacons

Real time price comparison

Real time product reviews eg. Twitter comments

Interactive shop windows
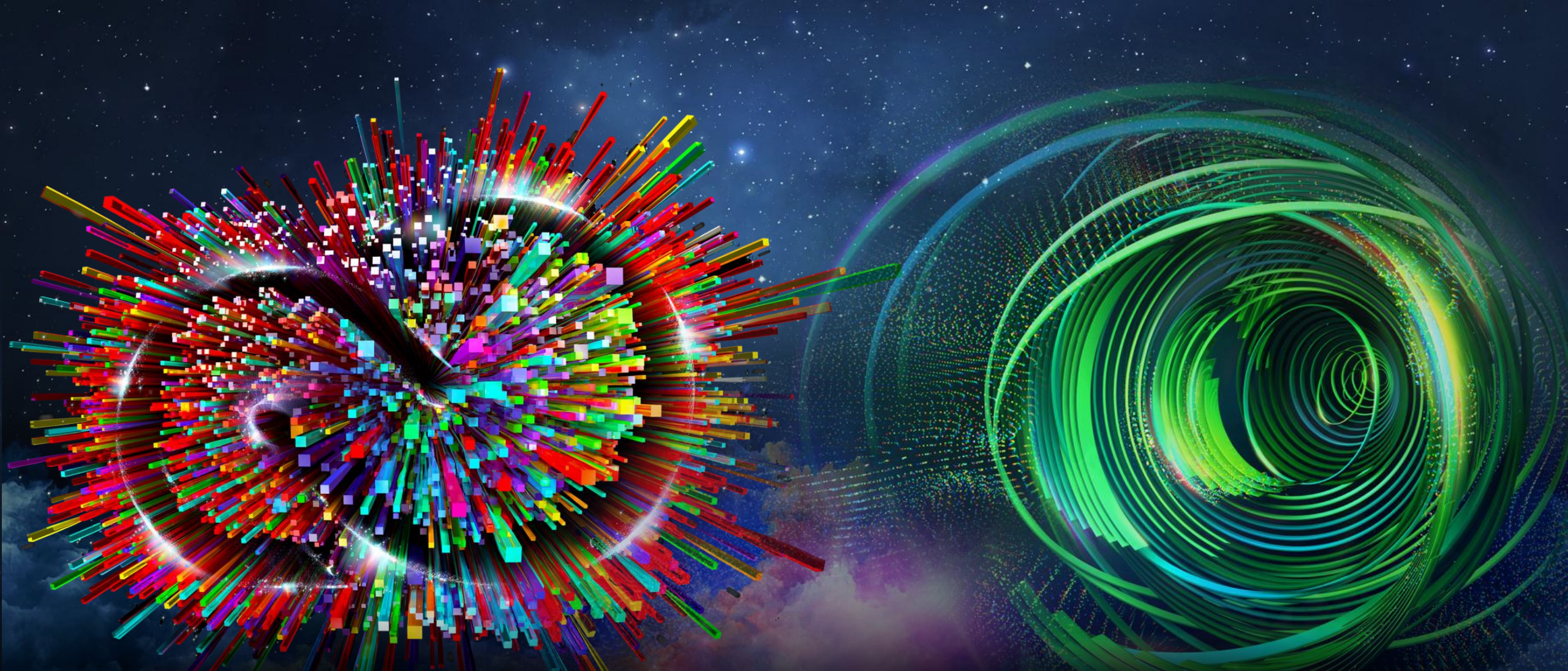
Adobe® Creative Cloud™

Adobe® Marketing Cloud

THE ADOBE MARKETING CLOUD

ANALYTICS EXPERIENCE MANAGER TARGET MEDIA OPTIMIZER SOCIAL CAMPAIGN AUDIENCE MANAGER PRIMETIME
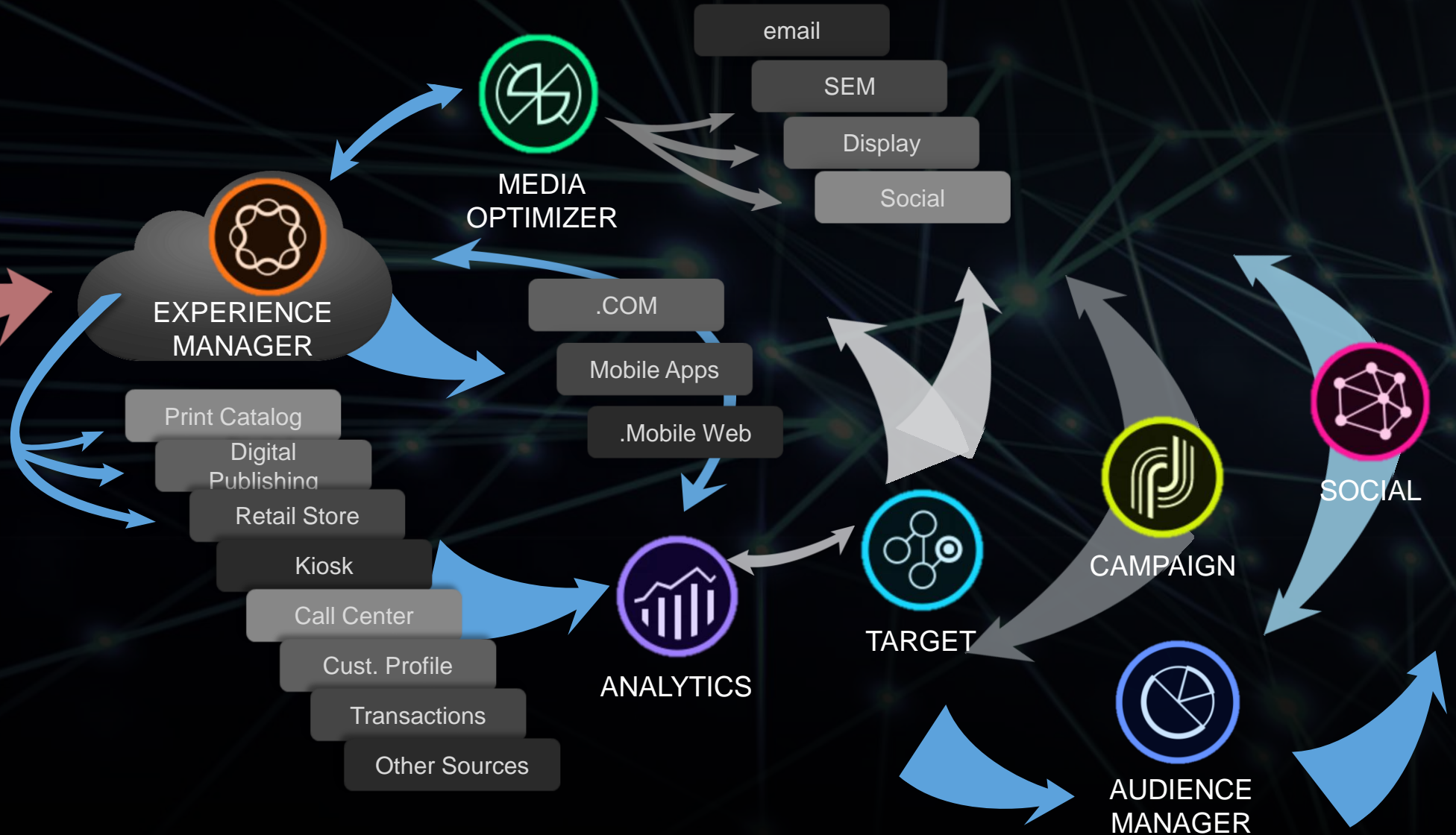
Leading retailers use the Adobe Marketing Cloud

The Adobe Advantage for Retail

Make | Manage | Monetize | Measure

Adobe® Creative Cloud™

EXPERIENCE MANAGER

MEDIA OPTIMIZER

email

SEM

Display

Social

.COM

Mobile Apps

.Mobile Web

Print Catalog

Digital Publishing

Retail Store

Kiosk

Call Center

Cust. Profile

Transactions

Other Sources

ANALYTICS

TARGET

CAMPAIGN

SOCIAL

AUDIENCE MANAGER

Experience is the King

Data + **Content** = **Response**

What you know about the customer

What you have to deliver/ show to the customer

Connect the two and figure out quickly what resonates and what doesn't