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with **‘LOGICSERVE MASTERCLASS’**

Adobe Ecosystem – Using Adobe Products to Build Seamless MarTech Capability

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ABOUT LOGICSERVE DIGITAL



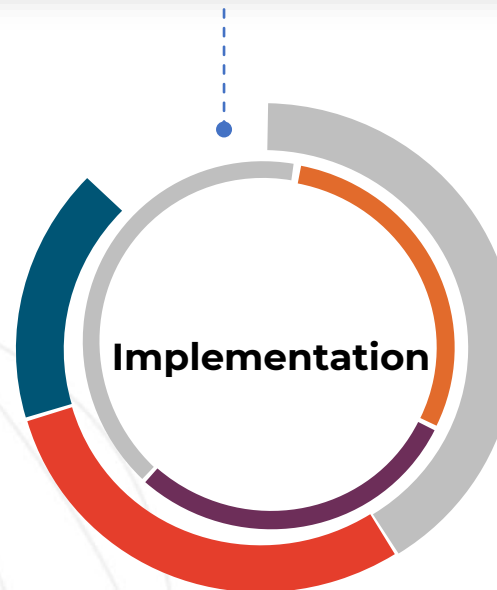
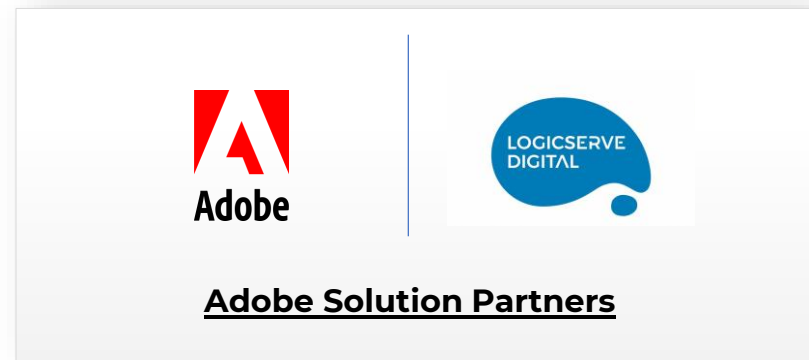
The fastest growing global conglomerate with expertise in new-age Digital Media, Creative, Data & Analytics & Technology Solutions.



+350 Agency Strength **+122** Awards Bagged **+500** Happy Clients



Partnering with Adobe for leading Digital Transformation



*People buy
Experiences*
Not Products



Agenda of this Webinar

1

Martech – An Overview

- What is Martech?
- Martech Stack

2

Adobe Marketing Technologies

Adobe Experience Cloud & Martech

- Adobe Analytics Cloud
- Adobe Marketing Cloud
- Adobe Commerce Cloud

3

Adobe Products – Use cases

4

Q&A Session





An Overview of Martech

Poll 1

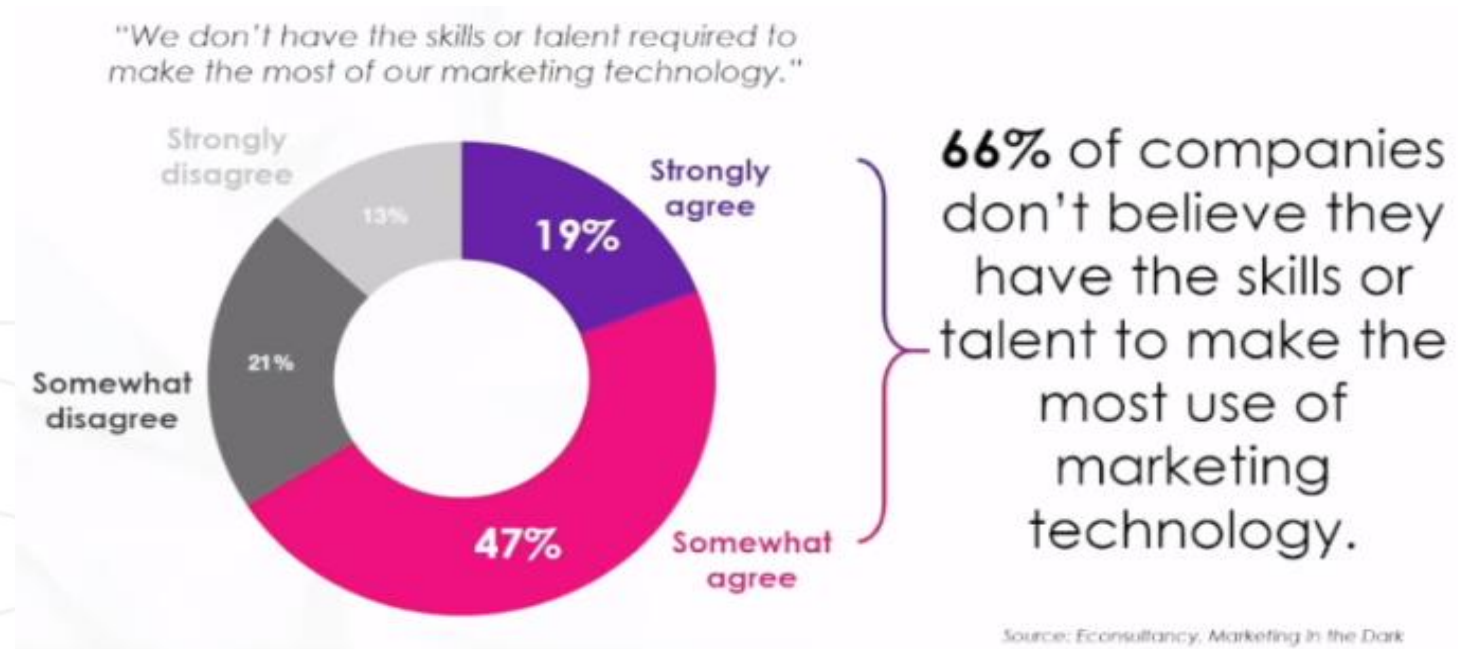


Q1. My organization has the right skills and talent required to make the most of Martech capabilities.

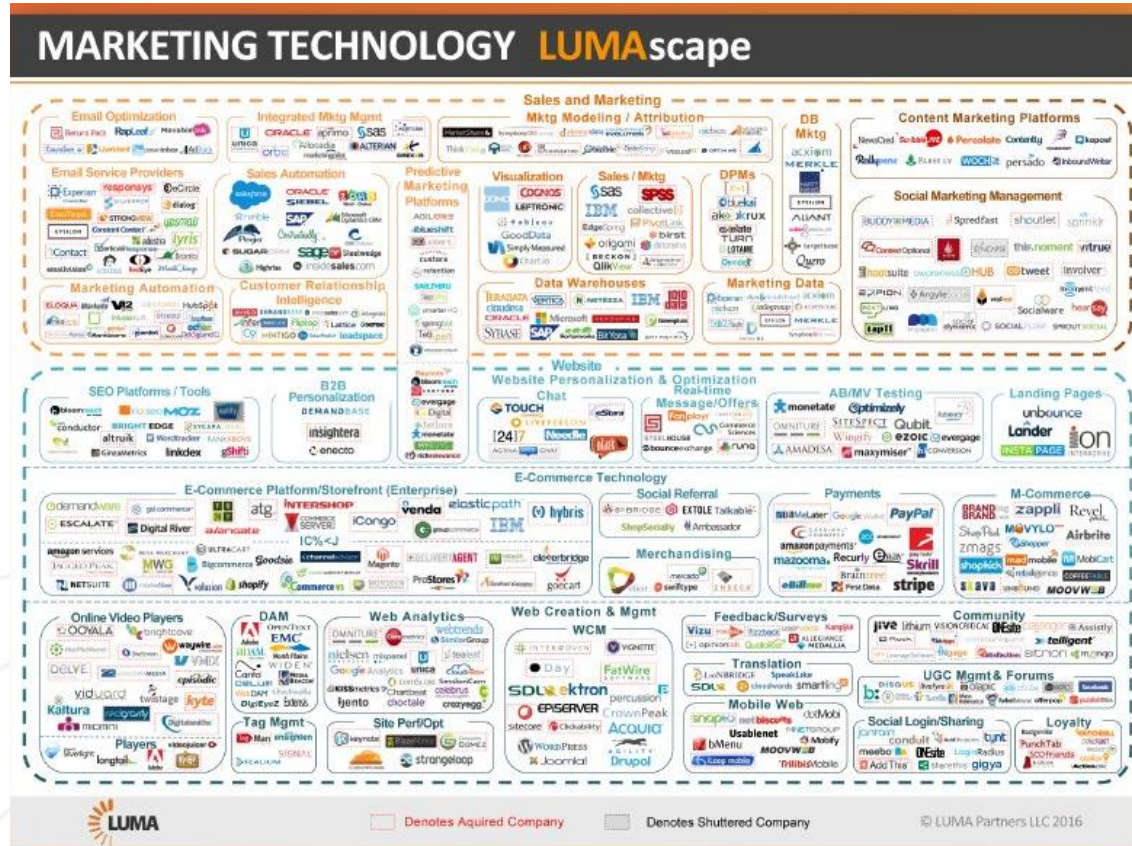
Let us know if you:

- 1. Strongly Agree**
- 2. Somewhat Agree**
- 3. Somewhat Disagree**
- 4. Strongly Disagree**

- Let's try to understand Marketer's view in current scenario and understand how Martech can help.



What is Martech?





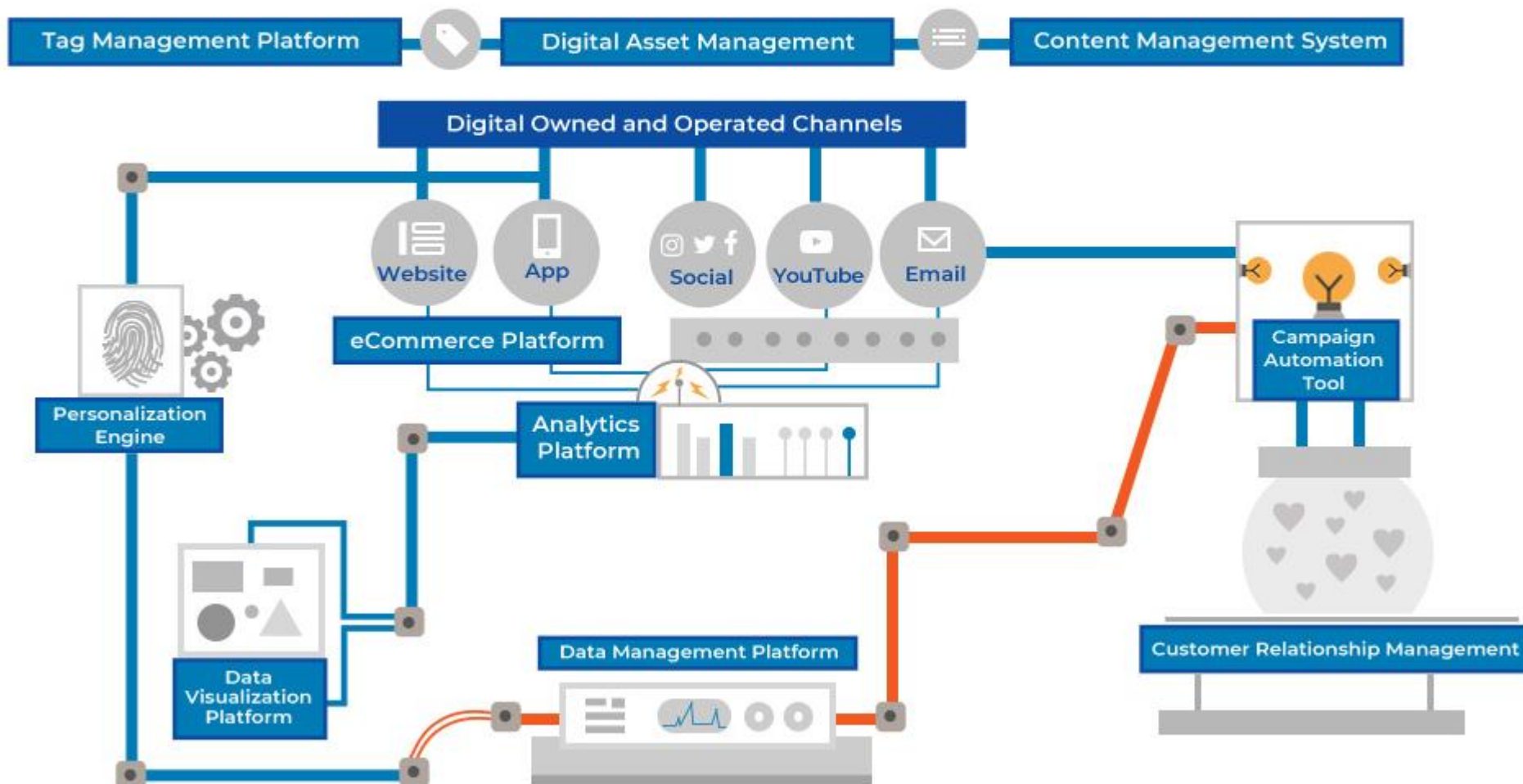
MARTECH

Marketing + Technology





THE MARTECH STACK



Poll 2



Q2. Which of the following MarTech challenges are you looking to solve, at your organisation?

- 1. Managing Digital Assets & Content**
- 2. Analytics & Data Visualization**
- 3. Personalization**
- 4. Marketing Automation (Emails, SMS, Notifications, etc.)**
- 5. Audience Management**



Adobe Marketing Technologies 'Stack'

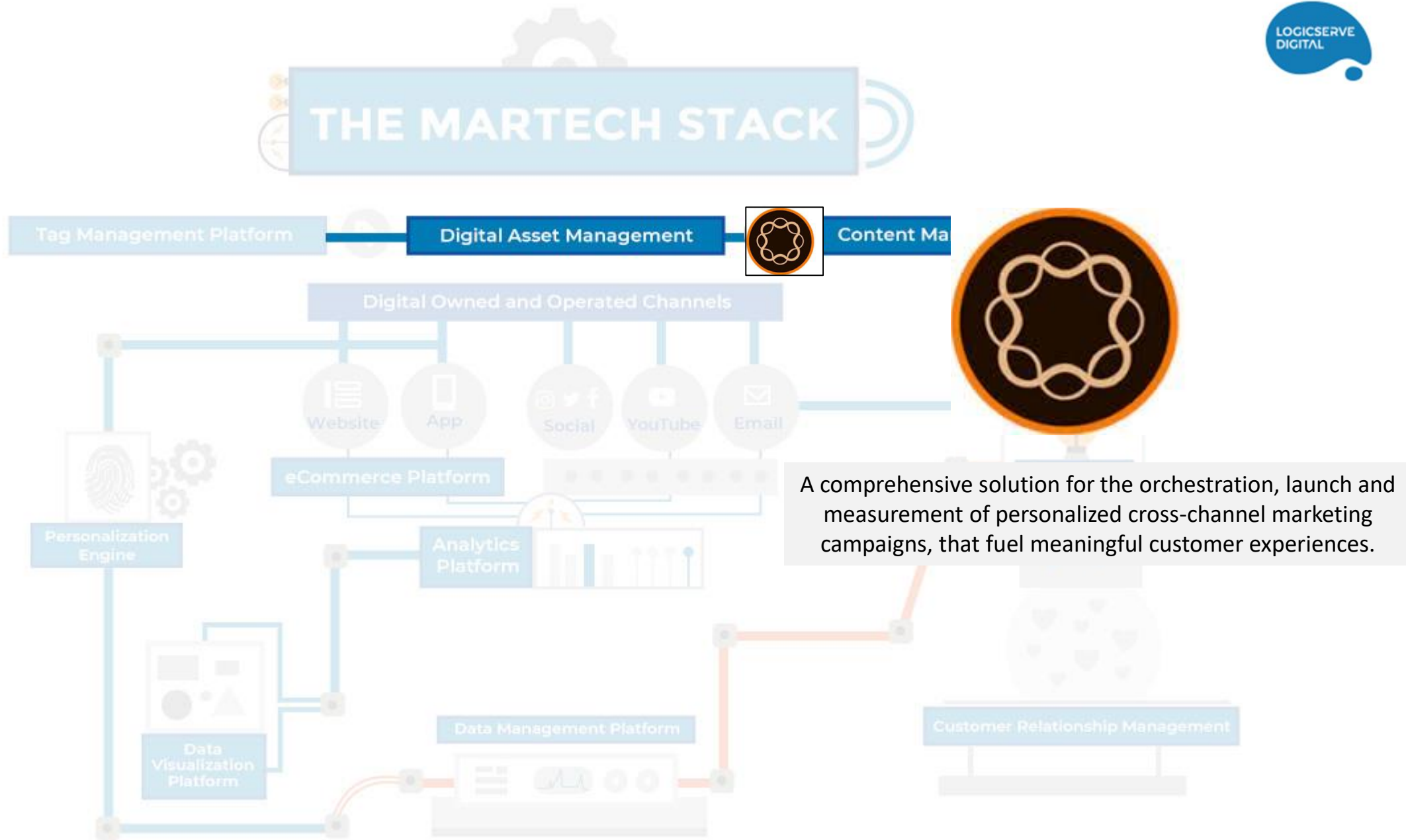
How does Adobe Experience Cloud Deliver





1. Adobe Experience Manager

‘A comprehensive content-management solution for building responsive mobile websites, mobile apps, communities, forms and more...’



Adobe Experience Manager

Design and deliver rapidly adaptable experiences across any touchpoint throughout customer journey

SOURCE | CREATE

Ingest any number of content types:
Creative Cloud, Stock, Brand Assets
and more



PERSONALIZE | DELIVER

Intelligent personalization and
channel-agnostic content
delivery

Smart Content Services

Powered by Adobe Sensei
Artificial Intelligence & Machine Learning

MANAGE | ASSEMBLE

Easily store, find and compose
varied experiences

Web &
Mobile
Site

Connec
ted
Screens

Dynami
c Forms
& Docs

Single
Page
App

Mobile
Apps

IoT
Apps

Email

Social
Media

Adobe Experience Manager – Some Use Cases

Content Management Workflows

Easy management and approval with maker checker model to ensure content governance and brand guidelines

Fast Go To Market

Quick launch of new pages for products / services / offers to counter competition without technical dependency

Content Scheduling

Schedule future go live date & time for content, web pages or any other campaign

Page Lay-Outing

Create unique experience basis the devices or environments. Also, Test the same within the ecosystem before going live

Cross Channel Content Delivery

Single platform pushes content across platforms & devices e.g. Web App, POS, ATM's , Wearables, Social Media, IOTs

Rendition & Multilingual

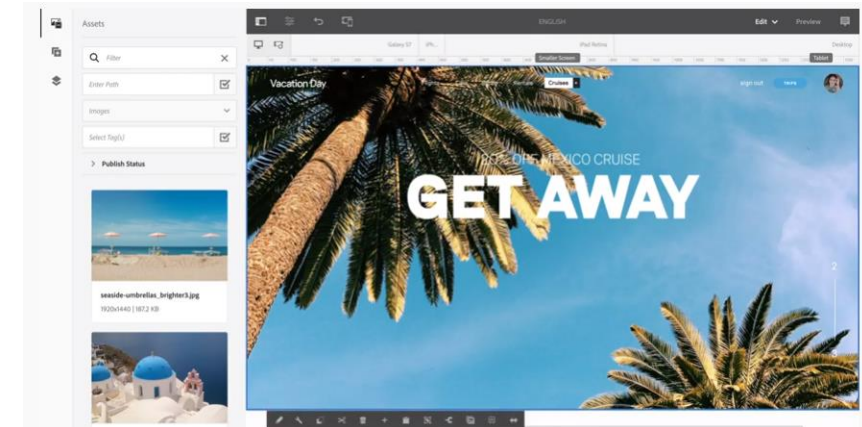
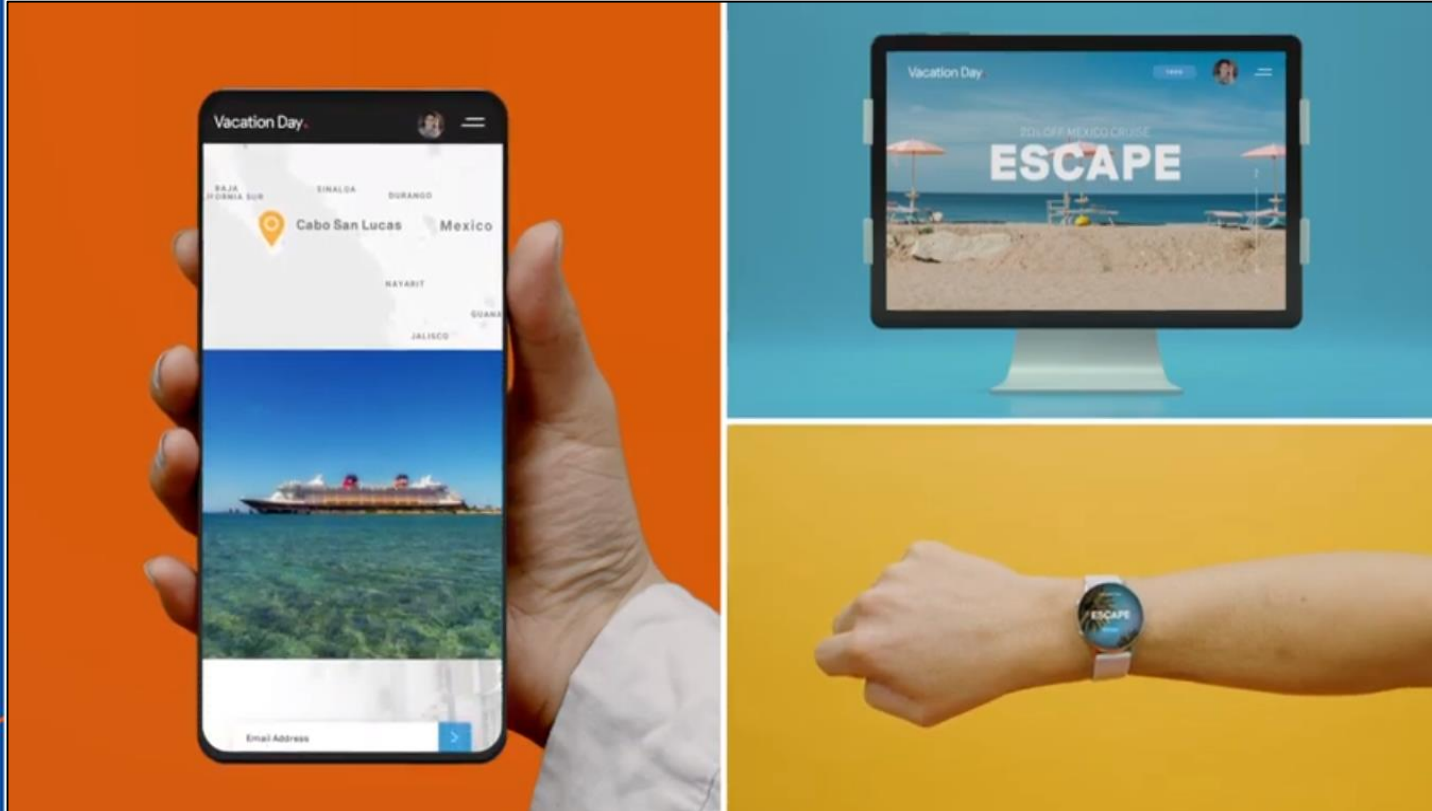
Automate rendition of any asset uploaded in AEM which can be utilized across the channel and automate the language basis the geography. Fast content updating and creation in multilingual



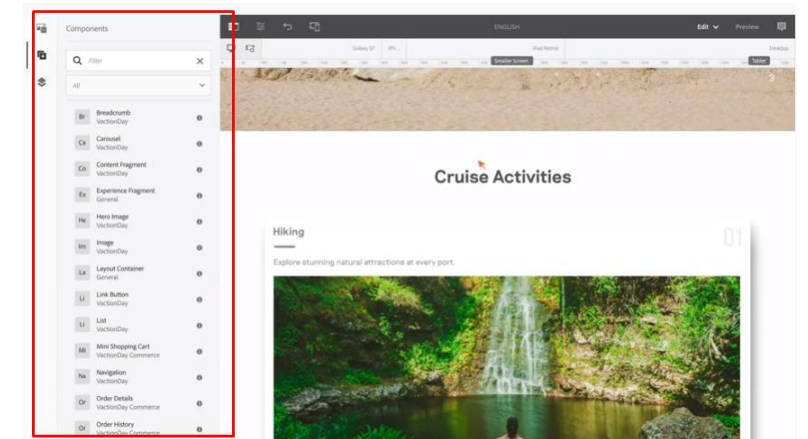


As a Digital Marketer, how do I have a greater control in terms of making real-time changes and providing a seamless experience across devices?

How do I provide real-time omni-channel experience?



Seamless integration with different
CMS systems

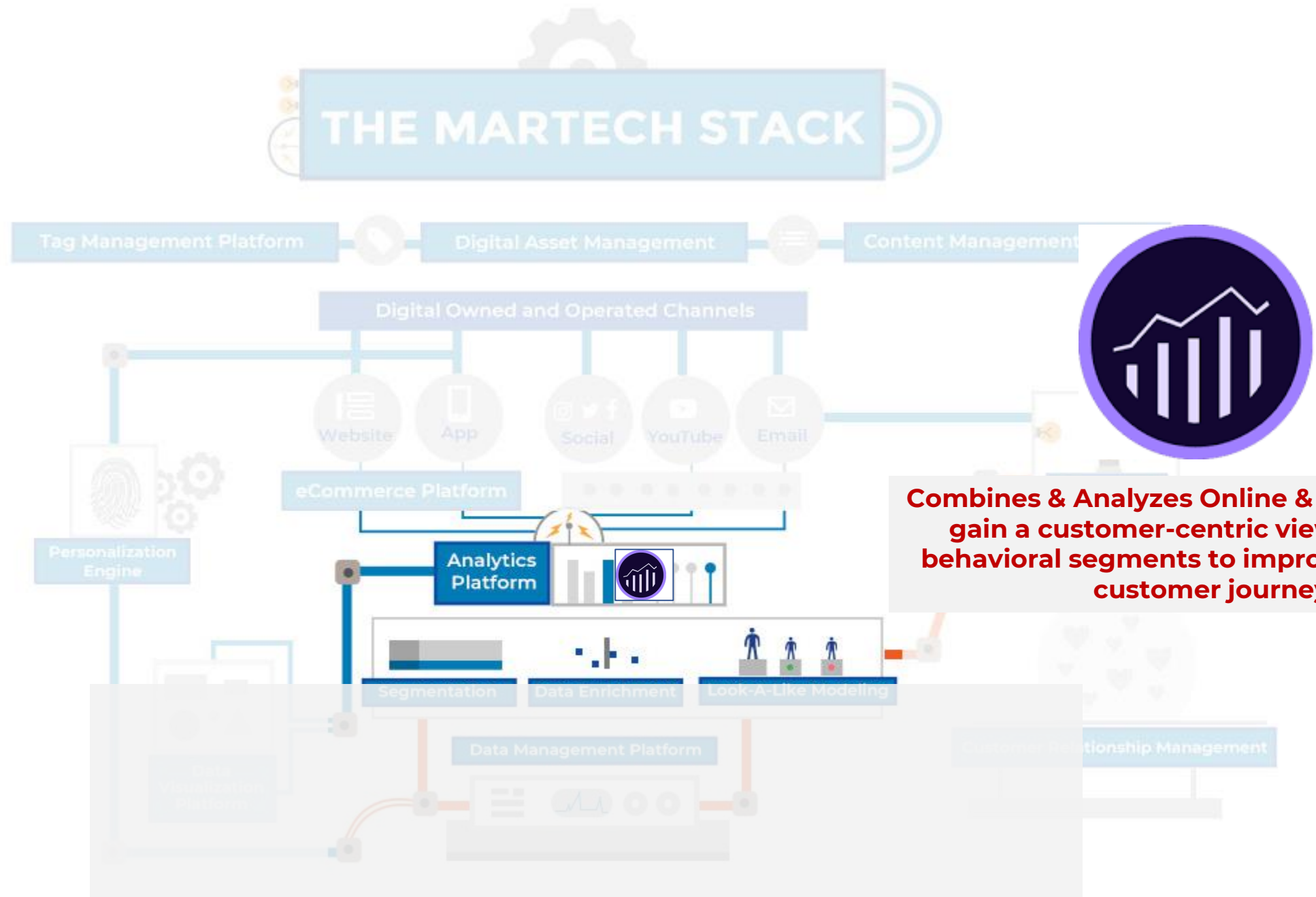


Great videos/templates/texts



2. Adobe Analytics

‘Adobe Analytics gives Versatile Reporting, Predictive Intelligence and more..’



Combines & Analyzes Online & Offline Data to gain a customer-centric view & identify behavioral segments to improve the overall customer journey

Adobe Analytics

Data to Value

Data collection

Web

Email

Social

In Store

Call Center

Enterprise

Video

OTT Devices

Ads

Mobile Apps

Wearables

IoT

Voice Assistants

Connected Cars

Geo / Spatial

Data processing

Context-aware sessionization

real-time triggers & views

Audience Syndication

Processing Rules

Real-time

Analytics Machine Learning

platform

Segmentation

Virtual Analyst

Analysis Workspace

Action



Ad Optimization
Content Optimization

Segment IQ

Adobe Analytics – Some Use Cases

Customer - Interaction - Digital Property

- No information about customer whereabouts?
- Customer Buying Behaviors.
- Why customers are getting dropped?
- Loyal and Profitable Customers?

How To Enhance Customer Experience?

- What path customer following?
- What customer liking or not liking?
- Where customer losing interest?
- What product to push ?
- Does customers liked changed interface?

How To Retarget Customer?

- No Data of visitor's profile ?
- No information of Customer interest ?
- Whom to target in paid media ?
- How to optimize paid media campaigns?



Online Platform ROI

- What is ticket size?
- Frequency of buying?
- Monthly transactions?
- Lead Submissions?
- How to finalize budgets for paid media?

How My Digital Property Is Performing?

- What is Page Load Time ?
- Bounce Rate ?
- Error rate ?
- Broken Links ?
- Avg time spent etc. ?

Mapping Online and Offline

- How to create segments from offline insights mapping with online behavior?
- How to analyze differences between online and offline behavior?

Bring it all under one roof to deliver real-time insights based on true 360-degree customer views.




Online

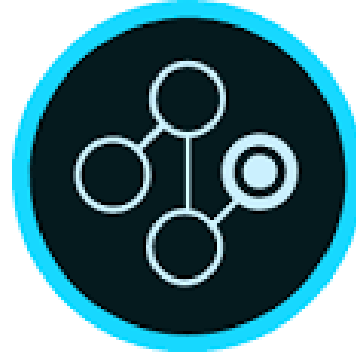


Off-line

Complete picture of return on investment of our online business.

Standard Traffic Metrics by Page

	Online Revenue	Page Views	Visits
Page Page: 1 / 490 > Rows: 10 1-10 of 4,897	 May 30 Jun 28	 May 30 Jun 28	 May 30 Jun 28
	\$75,627,004	↓ 1,011,716	58,880
1. home	\$0 0.0%	78,597 7.8%	38,285 65.0%
2. purchase: step 1	\$0 0.0%	72,936 7.2%	43,871 74.5%
3. purchase: step 2	\$0 0.0%	63,678 6.3%	42,026 71.4%
4. purchase: thank you	\$60,913,533 80.5%	56,260 5.6%	40,433 68.7%
5. app: launch	\$0 0.0%	26,608 2.6%	8,474 14.4%
6. search results	\$0 0.0%	22,072 2.2%	16,781 28.5%
7. app: navigation	\$0 0.0%	18,206 1.8%	6,478 11.0%
8. app: category 1	\$0 0.0%	16,462 1.6%	5,669 9.6%
9. app: product details	\$0 0.0%	15,220 1.5%	7,680 13.0%
10. app: purchase step 1	\$0 0.0%	14,330 1.4%	7,744 13.2%

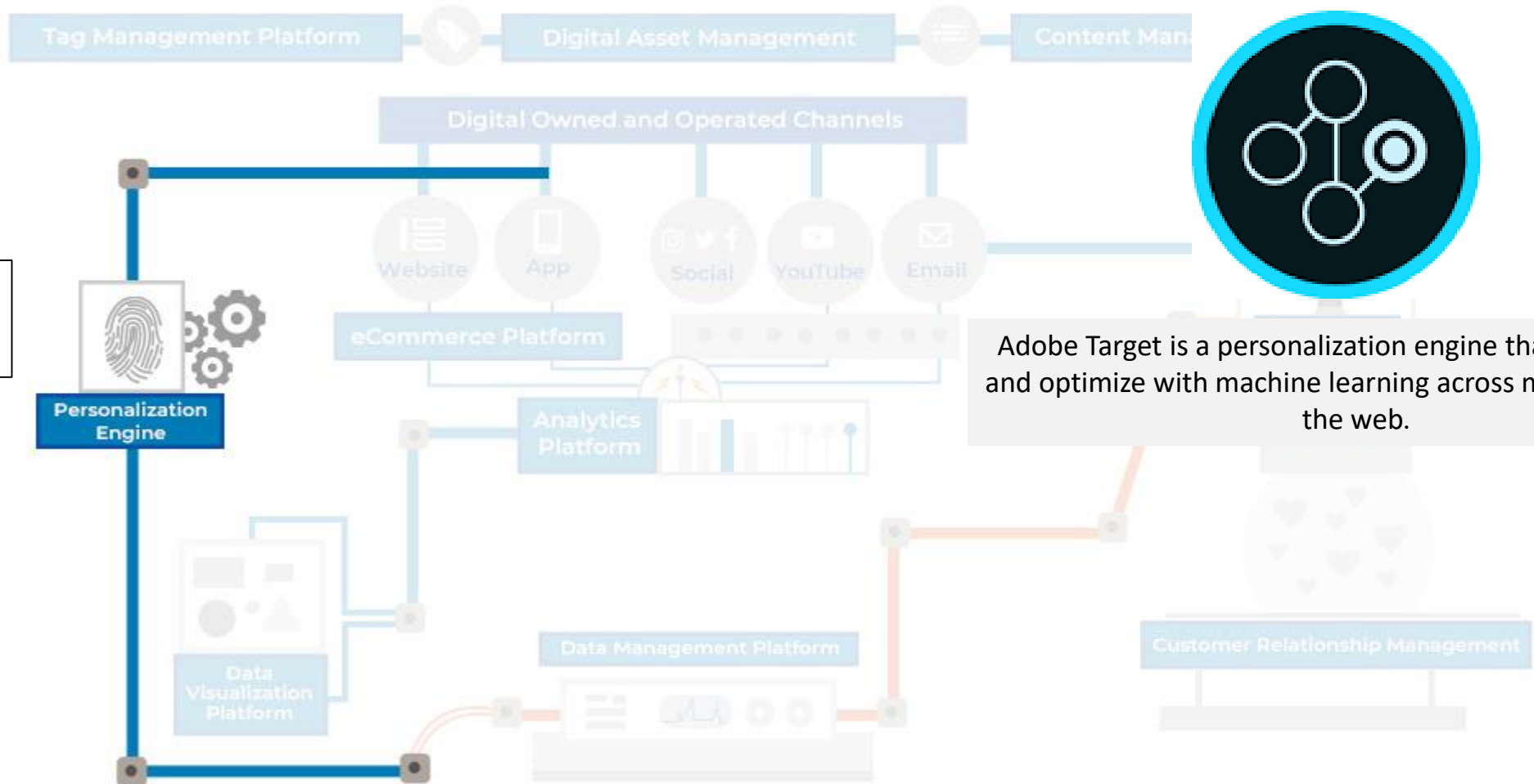


3. Adobe Target

'Adobe Target is a personalization engine that lets you test and optimize with machine learning across mobile apps and the web.

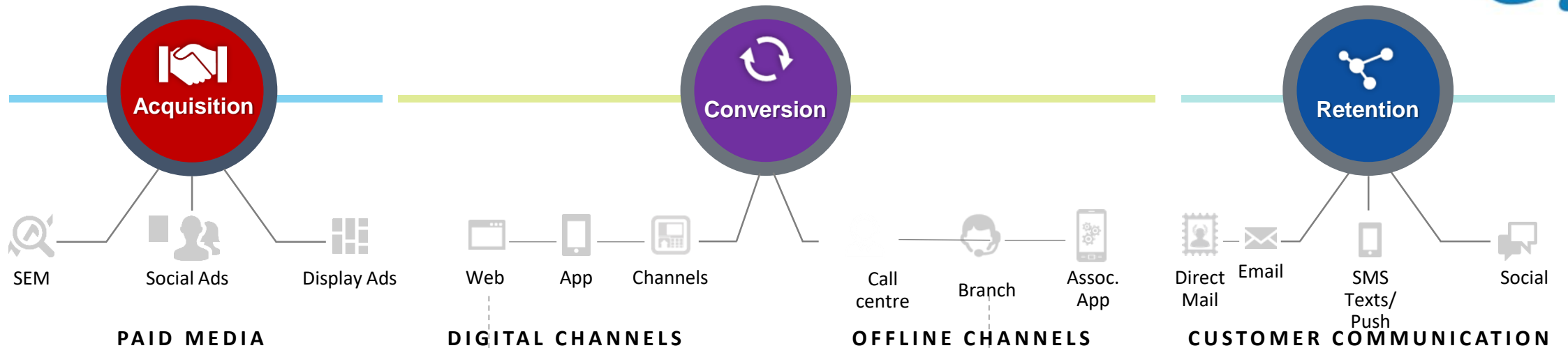


THE MARTECH STACK



Adobe Target is a personalization engine that lets you test and optimize with machine learning across mobile apps and the web.

How Adobe Target delivers Experience Optimisation



Behavior Targeting

Rules-based Personalization

AI-Powered Automated Offers

Auto-Target One-click Personalization



Online Testing

A/B/N Testing

Full-factorial Multivariate Testing

Auto-Allocate Multi-armed Bandit



Recommendations

Collaborative Filtering

Metadata Content Similarity

1:1 Personalized Recommendations

Adobe Target – Some Use Cases

Personalized Banner Experience

- Showing Personalized banner on the landing page basis on user profile

Product Display Engine

- Adobe Target can be used as a engine to control and show relevant product to the user basis on user profile/interest etc.

Exit Intent

- Retargeting users on exiting the page with better offers or communication to provide support in real time



Offers on Pop Up/Toaster etc.

- Setting up Popup, Toaster etc. for showing personalized communication etc.

Cross/Up Sell

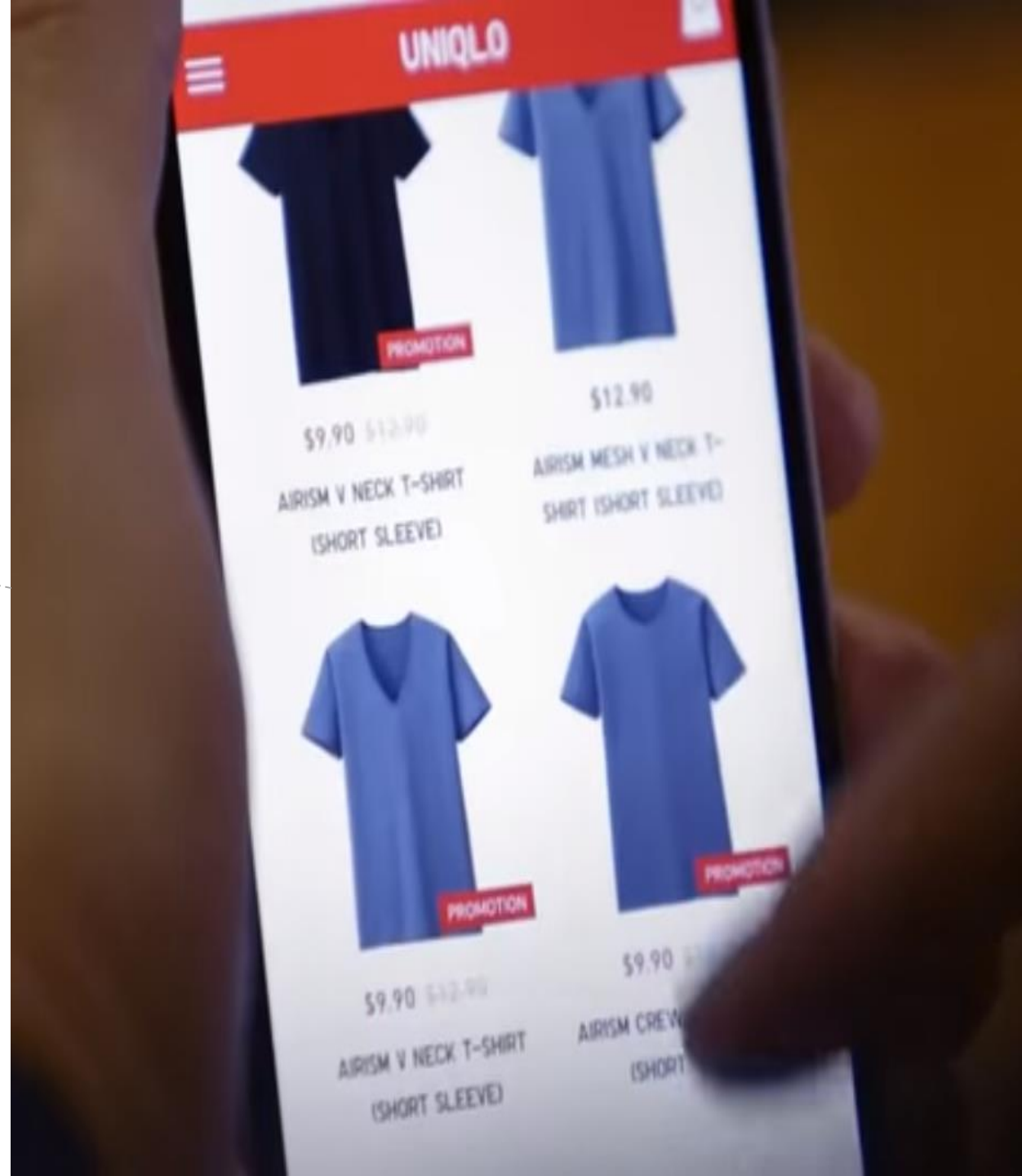
- Cross sell or up sell product basis on user interest in real time

Real Time Content Update

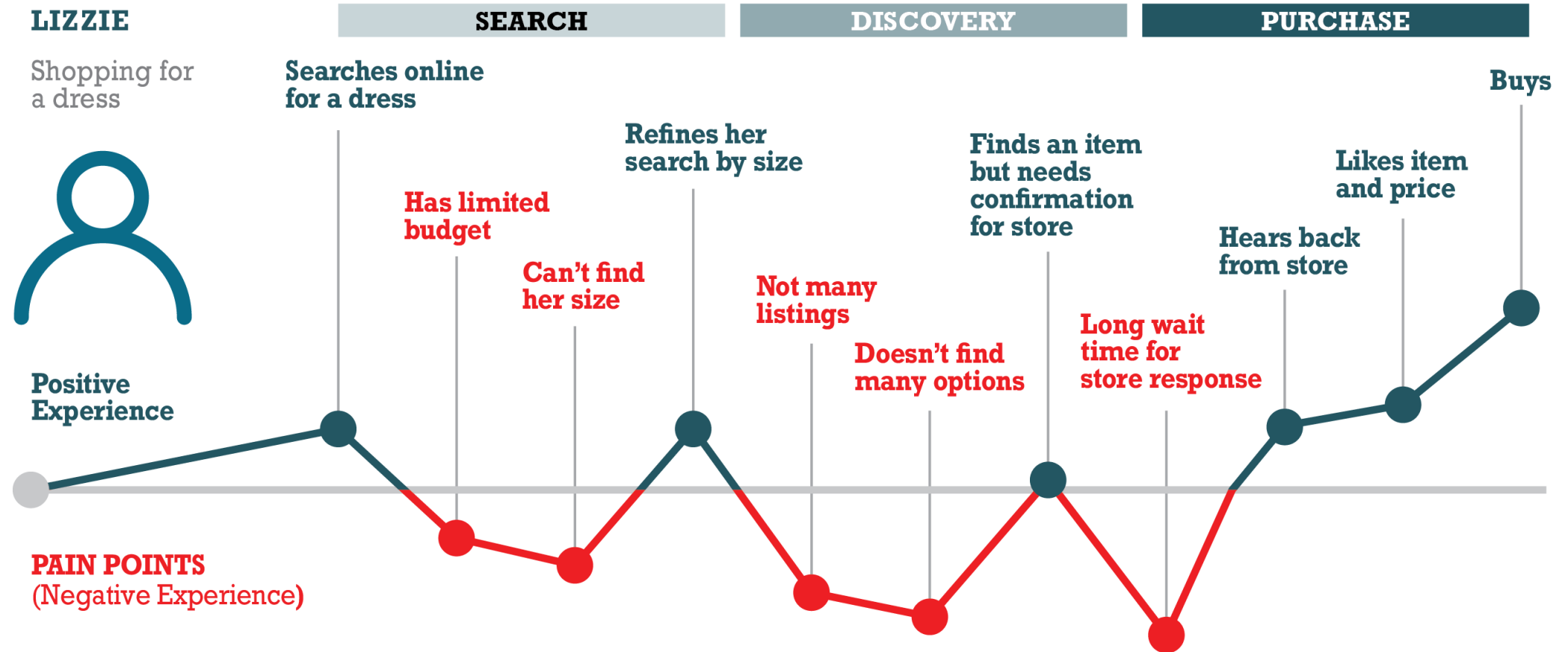
- Business user can independently update content/design without any code



Recommendations to Delight Your Customers through Adode Target



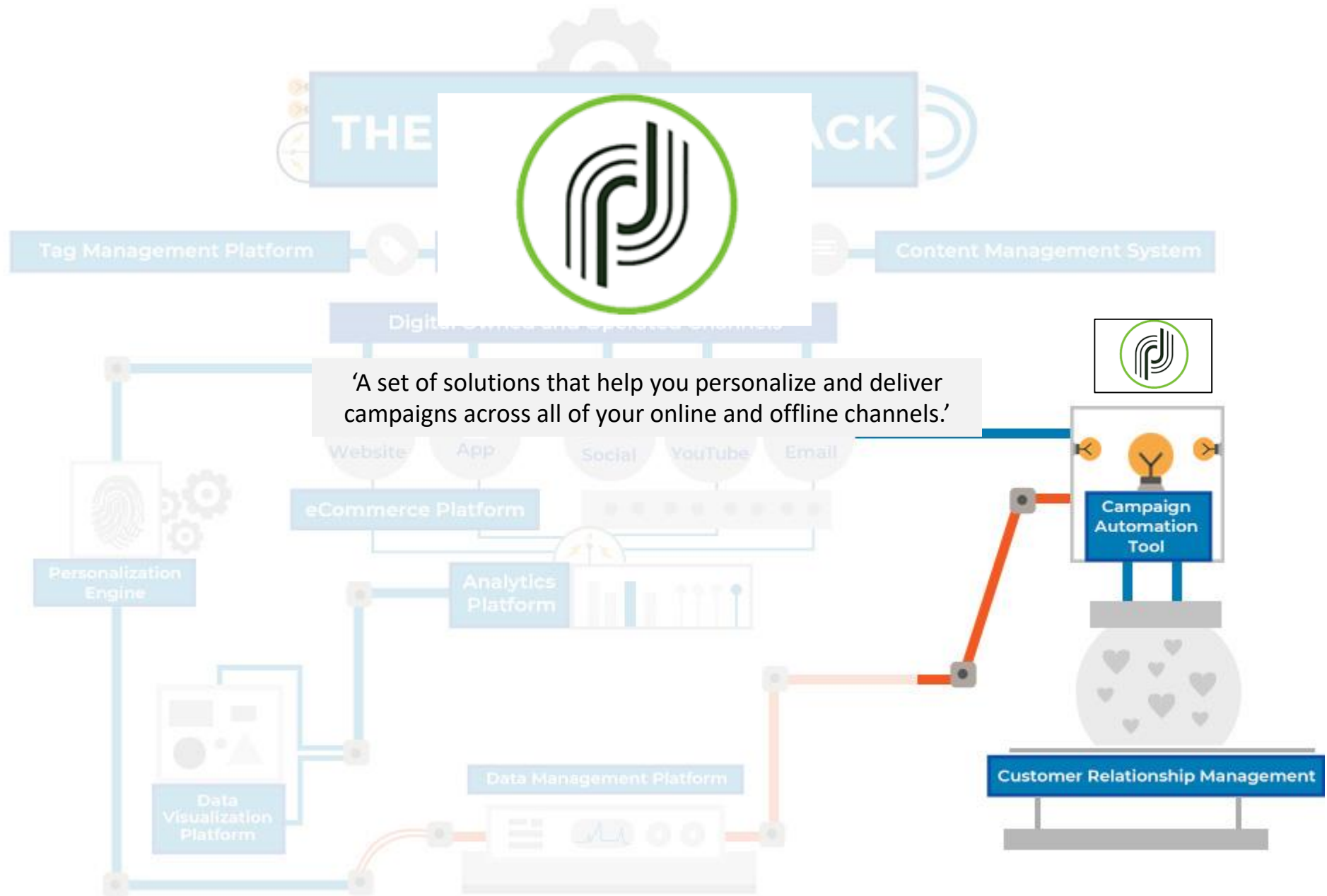
Exit Intent



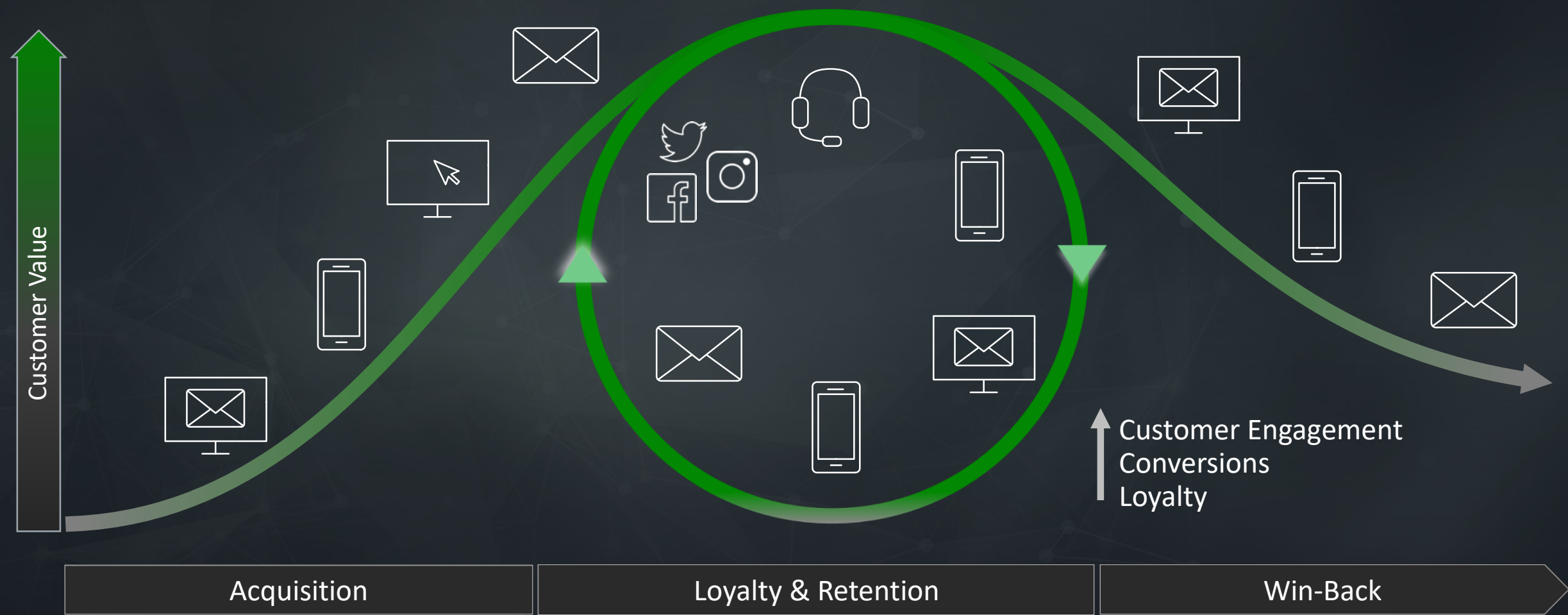


3. Adobe Campaign

‘A set of solutions that help you personalize and deliver campaigns across all of your online and offline channels.’



Throughout the Customer Journey



Adobe Campaign – Some Use Cases

Convert prospect into customer

- Interact with the user in real time basis user behavior / interaction on web, app across devices and pursue prospects to become your customers

Integrated Customer Profile

- Create single accessible view of the customer, Consolidate channel preferences, Integrate with CRM, Bring Online and offline data together and maintain the campaign interaction history

Capturing Mobile Moments

- Ensures Mobile is front and centre



Customer Retention

- Retain your customers with systematic workflow-based interaction and user-based campaign history for future interactions

Personalization at Scale

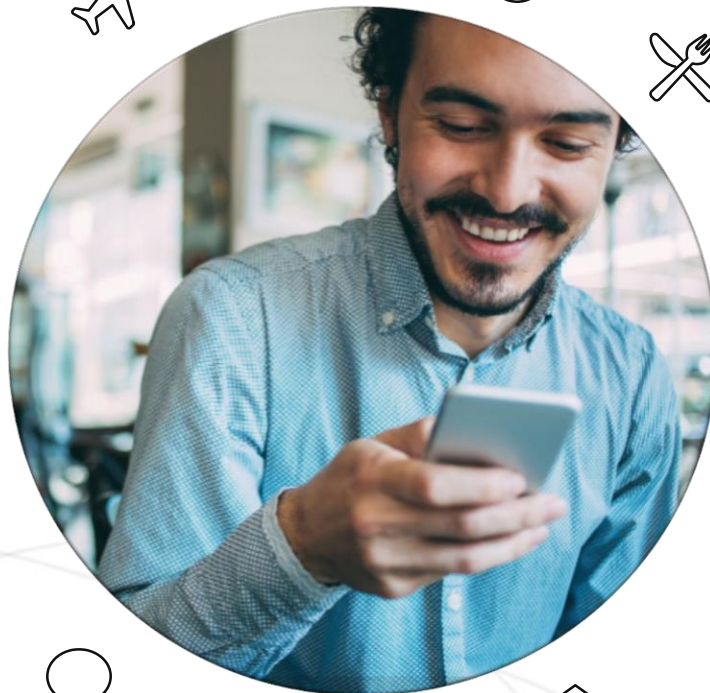
- Deeper personalization of the content with the customer ensuring enhanced connect and engagement to increase conversion / ROI

Customer Life Cycle Management

- Interact with your customer from onboarding, activation, Sending notifications and managing relation to re-marketing. Using workflows the interactions can be automated and managed across the life cycle journey of your customer

- Single, accessible view
- Consolidate channel preferences
- Online and offline data
- Campaign interaction history





Entire Customer
Life-Cycle Management
with **Adobe Campaign**

Other Adobe Marketing Solutions



Why Adobe?



- Adobe's Martech products are meant to make the life of marketers easy and can be a boon while scaling up your business or working with a lean team strength as when required
- Adobe provides the capability of creating unique audience identification which can be seamlessly populated amongst group of product without data loss
- All Adobe products put together gives a unified consumer view in true sense. It can also deliver unique experience to each and every customer . This is possible with the fact that it connects with AdTech ecosystem and major backend platform / systems like Sales, SAP and many other advanced tools
- Adobe is counted amongst the leaders in Martech space since they have pioneered in the respective category and truly believes in Customer centricity
- Each product can work independently, But if combined can prove to be a very powerful business unit in itself

Poll 3



Q3. Which of the following Adobe Products address the most pressing business use cases for your organization?

- **Adobe Experience Manager**
- **Adobe Analytics**
- **Adobe Target**
- **Adobe Campaign**

Logicserve Masterclass : Next Sessions



16th April:	<i>Snackable content - Breaking the Content Clutter in a Lockdown Scenario</i>
20th April:	<i>Enhancing user experience with Accelerated Mobile Pages & Progressive Web App</i>
22th April:	<i>'Transforming for the New Normal'</i>
24nd April:	<i>Be An Analytics Pro - A peak into Advanced Analytics</i>
27th April:	<i>Explore the World of GMP with Use Cases & Case-studies</i>

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Thank You



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