# Adobe maximizes its digital marketing returns.

Adobe is optimizing its multichannel digital marketing strategies with Adobe Marketing Cloud, increasing conversion by double digits and revenue.

## Adobe Systems Incorporated

"Everything we do has to reflect and strengthen the quality of our brand. Using our solutions, we're redefining what it means to engage customers with high-impact content across channels and devices."

*Mikel Chertudi, senior director of demand marketing, Adobe*
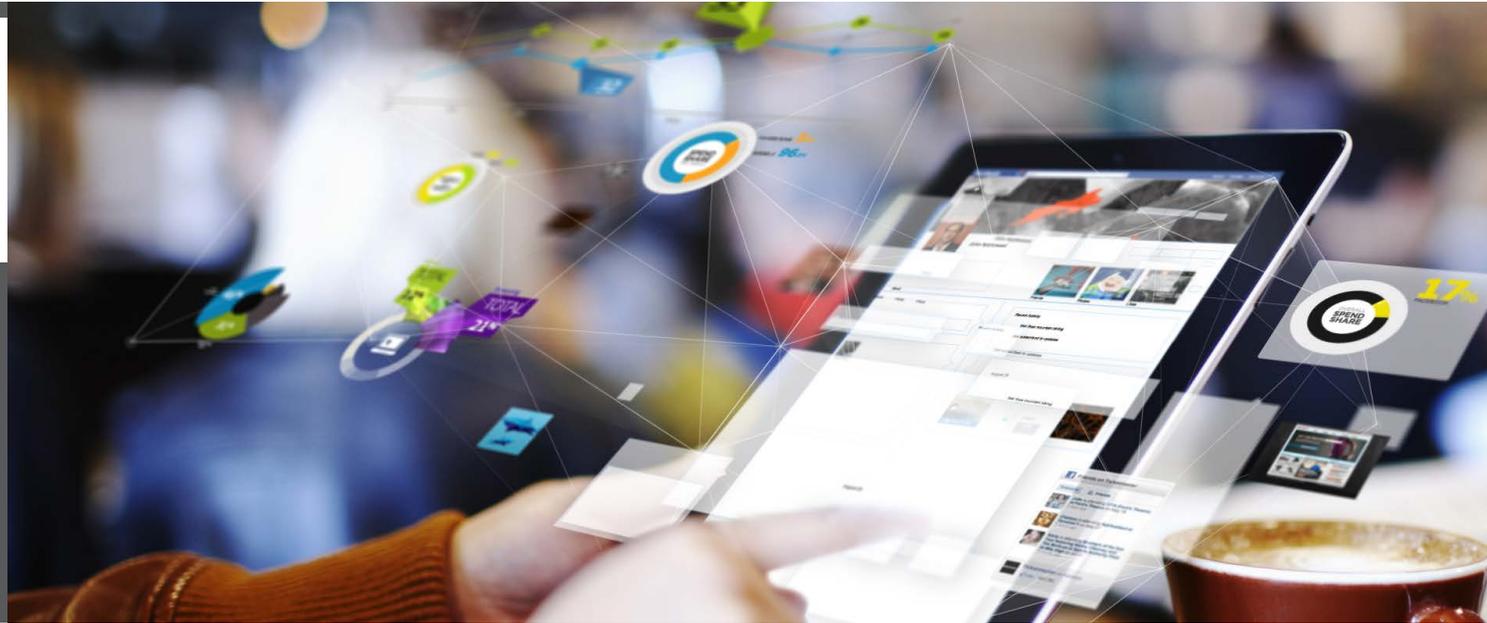
### SOLUTION

Adobe Target, Adobe Analytics, Adobe Media Optimizer, Adobe Experience Manager, and Adobe Social solutions within Adobe Marketing Cloud

### RESULTS

**FINANCIAL RETURNS**
Increased search revenue by 120%; average revenue per visit by up to 45%; and drove 10X ROI and more than three million hits in only two months

**REDUCED COSTS**
Reduced Facebook cost-per-like by 28% in only two weeks during campaign; accelerated content publishing, now in hours instead of weeks

**COMPELLING EXPERIENCES**
Improved engagement and total conversion by 40%, with specific lifts up to 2,500%; pushed Marketing Cloud conversion from 2.5% to 12%

**EFFECTIVE TARGETING**
Enhanced targeting raises click-through rates 70% for personalized offers; achieved 10% boost on pages by delivering more tailored content

## Adobe Systems Incorporated

Established: 1982

Employees: More than 11,000 worldwide

San Jose, California

*www.adobe.com*

## CHALLENGES

- Improve lead and e-commerce conversion rates and increase revenue from digital marketing initiatives
- Provide in-depth analysis of online engagement to optimize customer experiences across channels and devices
- Streamline analysis and reporting processes and provide automation to empower employees to focus on high-value work

## Unparalleled analytics deliver real ROI

As a leader in digital media and marketing software, Adobe is changing the world through digital experiences. From media software that empowers people to create and deliver compelling content across devices to marketing products that enable organizations to optimize all facets of their digital campaigns, Adobe is transforming the value and impact of digital experiences. Using its own best-in-class software, Adobe focused its expertise in house by implementing Adobe Marketing Cloud to bolster the success of its global marketing programs.

For people wanting to learn more about Adobe digital media and marketing software, their first stop is often Adobe.com, which is one of the world's 20 most-trafficked websites. Additionally, visitor traffic to mobile-optimized, social media, and specialized campaign sites has skyrocketed over the years.

Adobe Analytics, a solution in Adobe Marketing Cloud, is integral to the success of the marketing team. It offers real-time data analytics, segmentation, and visualization tools to give managers immediate insight into campaign success. With a clear view of customer activity across channels, marketing managers rely on the Adobe solutions to quickly measure customer engagement within media and across sites, determine what content and experiences resonate, and then refine strategies to offer more of what customers want.

Adobe Analytics readily integrates with other Adobe Marketing Cloud solutions to inform every aspect of digital campaigns. For example, Adobe Analytics provides site traffic information and can show how effective keyword and search activities within Adobe Media Optimizer are driving conversions within Adobe Target.

Additionally, testing content on home, product, and checkout pages within Adobe Target can reveal the best recipes for minimizing cart abandonment and page layout within Adobe Experience Manager. As social media increases in importance for Adobe's marketing organization, the team can holistically measure the business impact on marketing campaigns with Adobe Social.

## Standing out in crowded markets

At the top of most marketers' minds is engaging customers anywhere with targeted company and product information. Adobe managers make the most of online search optimization to help customers find the best products and services. This means keeping Adobe links at the top of Google and other popular search engines.

**120%** revenue increase

**300%** more keywords managed

"Monthly reports on rankings enabled the team to prioritize on a key strategic initiative and generate a 120% revenue increase, while managing 300% more keywords."

*Dave Lloyd, global SEO manager, Adobe*

## Targeting the right content to the right audiences

The Adobe marketing team uses Adobe Media Optimizer to maximize the impact of its marketing messages through comprehensive keyword, display, and paid social management. With Adobe Media Optimizer, the Adobe digital advertising teams automate managing millions of keywords and paid display placements, while leveraging advanced mathematical models to instantly track performance and calculate the most effective bids in real time.

The launch of every new Adobe product helps underscore the value of Adobe Media Optimizer. For example, when Adobe FormsCentral was launched, Adobe could not rely on brand-specific keywords to promote traffic to the site. Instead, it focused on improving the performance of general terms such as "create a form."

"Between the automated bidding algorithms in this solution and the additional time the automation gave us to focus more on strategy, messaging and testing, we increased registration for FormsCentral by 30%, while reducing the cost per sign-up by 41%. We also dramatically increased orders by 300% year over year," says Jeff Julian, senior manager of enterprise SEM at Adobe.

## Turning insights into action

To further maximize the impact of global SEO performance, Adobe works closely with partner technologies. Using Adobe Marketing Cloud integration with SEO technology solutions, managers greatly enhance campaign reporting and performance. The Adobe team can see keyword and search engine-ranking data and also pull visit, revenue, and trial data from Adobe Analytics.

Importantly, digital marketing managers can view paid and SEO keyword data together to understand the impact of performance on revenue during any time period. "Monthly reports on rankings enabled the team to prioritize on a key strategic initiative and generate a 120% revenue increase, while managing 300% more keywords," says Dave Lloyd, global SEO manager at Adobe. Reports include rank position and linking trends, performance against competitors, and page-level and site-wide improvements.

By integrating with solutions from email service providers, Adobe marketers are keeping customers informed through high-yield email campaigns. With minimal effort—yet maximum returns—Adobe digital marketers can deliver personalized, ongoing communications to keep customers engaged. Marketing managers can create behavioral segments to boost email re-marketing efforts. For example, if a visitor abandons a shopping cart on Adobe.com, the media team can easily create segments to promote the abandoned items, yielding additional purchases.

"By using Adobe Experience Manager to personalize banners, we've seen double-digit lifts in registrations for webinars and events."

*Wes Funk, senior manager of web marketing, Adobe*

## Boosting social media returns

Adobe's Global Social Media team is tapping into the power of Adobe Social to better gauge the impact of its social media strategies. The launch of Adobe Creative Cloud offered the team the chance to showcase the business value of combining pioneering social media strategies with its cloud offering for creative professionals.

"We wanted to engage customers to amplify and extend the reach of the launch using social media, so we had to clearly understand the impact of all our strategies," says Maria Poveromo, senior director of public relations,and social media at Adobe. The social media campaign involved many elements, including delivery of targeted content, a scavenger hunt contest and Creative Cloud membership sweepstakes, A/B testing of messaging, and paid media including Facebook Sponsored Stories.

Combining all of these social elements, and measuring their cumulative impact, rather than any element in isolation, demonstrated the ability of Adobe Social to generate meaningful returns on investment. For instance, during the sweepstakes—a resounding success that drove 32 million impressions and 14,509 Likes—the use of Adobe Media Optimizer with the interactive elements of Adobe Social allowed the team to significantly reduce the campaign's cost-per-like (CPL) and improve ROI by targeting ads to different user profiles. The CPL at the start of the advertising effort was $1.21, but after optimizing the experience for two weeks it dropped to $0.87, a 28% reduction over the course of the campaign.

The overall results were outstanding: the social media team achieved and measured a tenfold return on investment and drove more than three million direct visits to Adobe.com within the first two months after the Adobe Creative Cloud launch.

Since the initial launch of Adobe Creative Cloud, the impact of social media continues to grow across Adobe web pages. Looking across Adobe.com, 6.2% of visits come from people who previously interacted with social media. These numbers rise even higher for specific products—10.1% of visits to Digital Marketing product pages and 10.4% of visits to Creative Cloud product pages also come from visitors engaged on social media.

These social visitors to Adobe.com convert at nearly double the average conversion rate—0.32% compared to 0.18% overall average conversion—and assist 10.8% of all online orders. The effects of social media are even more prominent for Creative Cloud. While Creative Cloud product pages boast an average 1.5% conversion rate, social visitors convert at a 2.5% rate. About 16% of Adobe.com Creative Cloud subscribers now come from social visitors, making social media a large part of digital marketing.

costs decrease

workloads increase

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*Blaire Hansen, director of web strategy, Adobe*

## Enabling high-impact web experiences

Whether customers access traditional websites, mobile-optimized sites, or content created specifically for social communities, Adobe combines its creative acumen with world-class digital marketing software to offer customers compelling, personalized digital experiences across devices.

The Adobe marketing teams use Adobe Experience Manager, its web content and digital asset management solution, to efficiently create its websites and online social communities. Adobe Experience Manager replaced previous processes that required managers to create thousands of custom-built pages, decreasing costs and significantly diminishing the need to maintain them.

"We previously spent thousands of dollars on custom-made landing pages," says Derron Fairbanks, senior manager of marketing web production at Adobe. "Since we manage thousands of pages, the costs could add up quickly, totaling more than $3 million just for landing page development. By using Adobe Experience Manager, our agencies and internal teams reduced our costs significantly."

With Adobe Experience Manager, the team can initiate campaigns and deliver high-impact content in hours instead of weeks. On one recent project, Adobe redesigned and published more than 1,000 pages in just a few months—something that would have been impossible to do before using legacy content management systems.

The Adobe team uses Experience Manager to bring even more visual elements to marketing efforts. For example, dynamic imaging in Experience Manager enables marketers to automatically render personalized content, adding a customer's name to a graphic in a marketing email or personalizing headlines on a landing page. "By using Adobe Experience Manager to personalize banners, we've seen double-digit lifts in registrations for webinars and events," says Wes Funk, senior manager of web marketing at Adobe.

## Testing and optimization improves returns

Optimizing online experiences is as much a science as an art at Adobe. With Adobe Marketing Cloud, managers are combining inventive, creative content with data-driven insights to maximize campaign success.

Using Adobe Target, for instance, Adobe managers can continually test and adapt digital content by performing A/B and multivariate testing on webpage designs. After testing multiple variables on the Adobe home page, including how much content and navigation to place above the page fold, marketing managers saw a 16% increase in revenue per visit (RPV). Equally impressive, layout and design tests on individual product pages yielded an average RPV increase of 23%. One test done on the company's German website—looking at the impact of strikethrough pricing—delivered a remarkable 45% lift in RPV on those pages alone.

"We have the data, insight, and agility to respond instantly, and can continually refine customer engagement for greater value to our business."

*Mikel Chertudi, senior director of demand marketing, Adobe*

"We pushed the custom profiles in Adobe Target to improve visitor engagement, and it paid off," says Jeff Fuhriman, manager of site and media optimization at Adobe. "We saw about a 40% lift in conversion across our sites, with lifts up to 2,500% on specific pages." By leveraging Adobe Target to hone in on the digital designs and content people respond to best, the team has further improved site conversion rates for Adobe Marketing Cloud solutions from 2.5% to 12% over the past three years—impressive results for activities managed by two employees.

## Smart testing yields higher conversion

Marketing teams building demand for Adobe Creative Cloud are using behavioral targeting in Adobe Target to achieve similarly remarkable results. For instance, marketers implemented this advanced capability on one of the main Adobe Creative Cloud pages to customize the marquee.

"By segmenting visitors and targeting specific offers, Adobe Target helped us raise click-through rates 70% compared to displaying offers we curated as visitors arrived on the site," says Blaire Hansen, director of web strategy at Adobe.

With the help of Adobe Target, the web optimization team also increased revenue by successfully comparing which page designs encouraged purchases. One test, for example, examined page layout. The design automatically moved content around the page to optimize it for the screen size; but for widescreen monitors, this could cause content from the bottom of the page to be forced up, creating an awkward layout.

"We tested our previous page layout against one that stopped moving content for widescreen monitors, and we found that the improved page design lifted conversion 10%," says Hansen. Additional tests on page content showed similar revenue lifts. One test compared the performance of different media on a marquee message: static images versus videos of different lengths. The test, performed on two products, showed that customers preferred videos over static images and that the shorter video was the best, increasing RPV by 17%.

In another test, the team compared different methods of encouraging customers to upgrade a product by clarifying the reasons to upgrade, adding pop-up windows, or changing how the message was written. "We discovered that adding a paragraph summarizing the reasons to upgrade resulted in a 29% lift in RPV," says Hansen. "Testing gives us incredible insight into what works for customers, so we can continue to drive revenue and enhance experiences."

## SOLUTION AT A GLANCE

Adobe Marketing Cloud, including Adobe Target, Adobe Analytics, Adobe Media Optimizer, Adobe Experience Manager, and Adobe Social solutions.

Capabilities used include:

· Marketing reports and analytics

· Ad hoc analysis

· A/B and multivariate testing

· Rules-based targeting

· Recommendations and cross-selling

· Dynamic media

· Web content management

· Advertising management and optimization

· Data connectors

· Social analytics

Adobe Creative Cloud

**For more information**
*www.adobe.com/solutions/digital-marketing.html*

## Exceptional experiences and returns

With its commitment to adopting the best digital marketing practices, Adobe is setting new standards for using Adobe Marketing Cloud to drive intelligent, data-driven campaigns.

"Adobe is one of the world's most respected brands," says Mikel Chertudi, senior director of demand marketing. "Everything we do has to reflect and strengthen the quality of our brand. Using our solutions, we're redefining what it means to engage customers with high-impact content across channels and devices. We have the data, insight, and agility to respond instantly, and can continually refine customer engagement for greater value to our business."