

# Adobe Experience Cloud - Customer Experience Done Right



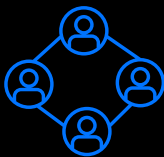
Adobe Experience Cloud has been constantly upgrading their services since its inception in 2012.

According to Gartner Magic Quadrant for Digital Experience Platforms, Adobe has been cited as the leader amongst 16 vendors in 2021.



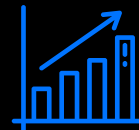
Adobe has emerged as the winner in more than 40 categories from CRM lead management, content management systems, enterprise marketing software, digital commerce, digital experience platforms, customer analytics, and more.

Adobe Experience Cloud consists of a wide-ranging ecosystem of 4,000+ active solution integrators, technology, agency and marketplace partners globally.



Adobe Experience Cloud has a massive community of about 460,000 developers and members.

Adobe analytics of Adobe Experience Cloud has shown online inflation of about a trillion retail website visits in USA alone. There were almost 100 million product SKUs in 18 categories.



Marketo Engage of Adobe Experience Cloud is leading in the market today for engagement, measurement, and unified marketing workflows in B2B and B2C industries.



### Adobe Marketo Engage

This marketing automation software helps to streamline marketing tasks and workflows to improve operational efficiency and grow sales.



### Adobe Experience Manager

A combination of CMS and DAM To give the best customer experience. AEM is responsible for streamlined flow of operations and delivery across all the platforms like mobile, email, web, and social media.



### Adobe Analytics

You will be able to get data on a unified platform virtually from anywhere and any channel. The data can be interpreted in real-time to enhance customer experience.



### Adobe Commerce Cloud

Helps to build multi-channel commerce experiences for B2C and B2B customers on a single platform.



### Adobe Campaign

An automated marketing platform used for campaign management of emails, delivery, and analytics across various channels.



### Adobe Target

This helps to offer personalized experiences based on targeted marketing campaigns across all channels.



### Adobe Advertising

Helps to analyze and produce tangible campaign management solutions.



### Adobe Audience Manager

A platform to bring in relevant customer data assets in one place. Helps to map out information into marketable sections and deliver targeted advertising to the right audience.

## Benefits

- Real time web analytics
- Marketing analytics for better campaign management and implementation
- Attribution as per account-based marketing and revenue adscription
- Predictive Analysis to enhance customer experience across all touchpoints
- Convenient content management and behavioral targeting
- Testing, optimization, and customization
- Sensei for automated and AI-supported customer experiences

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