How to Choose the Right Tools for Content-Driven Experiences that Convert

Adobe CMS WiRE

Agenda

> 5 mins – Introductions

> 45 mins – Presentation

> 10 mins –Live Q&A (you!)

Submit your questions!

> Use the Q&A module at the bottom left of the browser

>The colorful widgets at the bottom of your browser have additional resources, including any technical ON24 support.

Bonus

After the webinar, registrants will also receive a free download of Adobe and CMSWire's companion whitepaper: *How Content-Driven Experiences Can Send Your Conversions Skyrocketing*

CMSWire

> Founded in 2003

> 400+ editorial contributors

> Key Services:
  - 200+ articles per month
  - Monthly editorial themes
  - Monthly tweet jams, hangouts, webinars

> Three Primary Topic Areas:
  - Customer Experience, Digital Marketing
  - Social Business, Enterprise Collaboration
  - Enterprise Information Management

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Adobe is the global leader in digital marketing and digital media solutions. Our tools and services allow our customers to create groundbreaking digital content, deploy it across media and devices, measure and optimize it over time and achieve greater business success. We help our customers make, manage, measure and monetize their content across every channel and screen.

> Learn more at www.adobe.com

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Speakers

Moderator

Dom Nicastro
Staff Reporter at CMSWire

Presenter

Lori Alcala
Contributing Author, CMSWire

Presenter

Irina Guseva
Group Product Marketing Manager, Adobe

Presenter

Stephanie Maziol
Sr. Product Marketing Manager, Adobe

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Questions?

We want to hear from you!

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> @CMSWire

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Agenda

Why Content-Driven Experiences Convert

3 Pillars of Content-Driven Conversions

How to Choose the Right Tools

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"90 percent of people who own more than one device switch between screens to work on tasks, and use an average of *three different* device combinations daily."

Lisa Gevelber, *The Shift to Constant Connectivity*

> Multi-channel interactions

> Multiple devices

> Customer is in control

…Brand information getting lost

Solution: Use Content to Guide your Customer Journey

Customer Experience = key differentiator

Awareness → Consideration → Decision

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Personalized, Relevant, Consistent Content

Web + Email = Conversions

> By the year 2020, 42 percent of in-store purchases will be influenced by the web during the customer journey.[1]

> Email accounts for 20 percent of a company's total sales.[2]

> Email is the most effective channel for personalized offers, recommendations or information.[3]
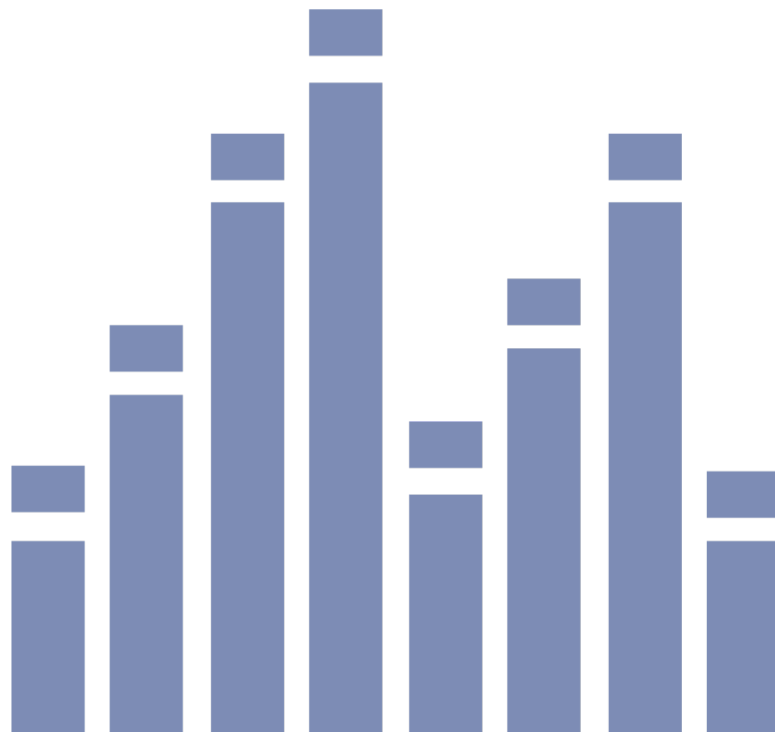
1. *Mulpuru, Sucharita. US Cross-Channel Retail Forecast, 2011 to 2016. Forrester Research, 2012*
2. Econsultancy. *Email Marketing Industry Census 2015.* London: Econsultancy.com, 2015.
3. Accenture. *Accenture Personalization Survey.* 2015.

Why Aren't Customers Converting?

> Inconsistency across channels:

> messaging, assets, data

> The problem: silos

> Web and Email teams:

> don't share data

> store assets separately
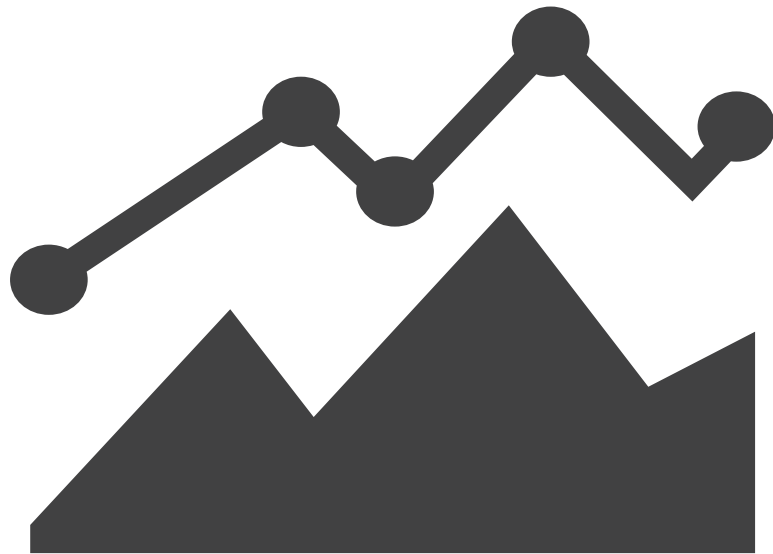
Wireless service provider C Spire Wireless:

By providing "more meaningful, relevant conversations across all touch points" they realized an increase of nearly 41 percent in their open email rates.

1. Adobe. "C Spire Wireless Personalizes Experiences with 1:1 Customer Dialogues." Customer Story.

Agenda

Why Content-Driven Experiences Convert

3 Pillars of Content-Driven Conversions
Web Content Management

Analytics

Campaign Management

How to Choose the Right Tools

> Forrester WCM Wave report:

"Web Content Management Is The Backbone Of Digital Experiences"[1]

1. Schadler, Ted, Stephen Powers, and Steven Kesler. *The Forrester Wave™: Web Content Management Systems, Q1 2015.* Forrester Research, 2015.
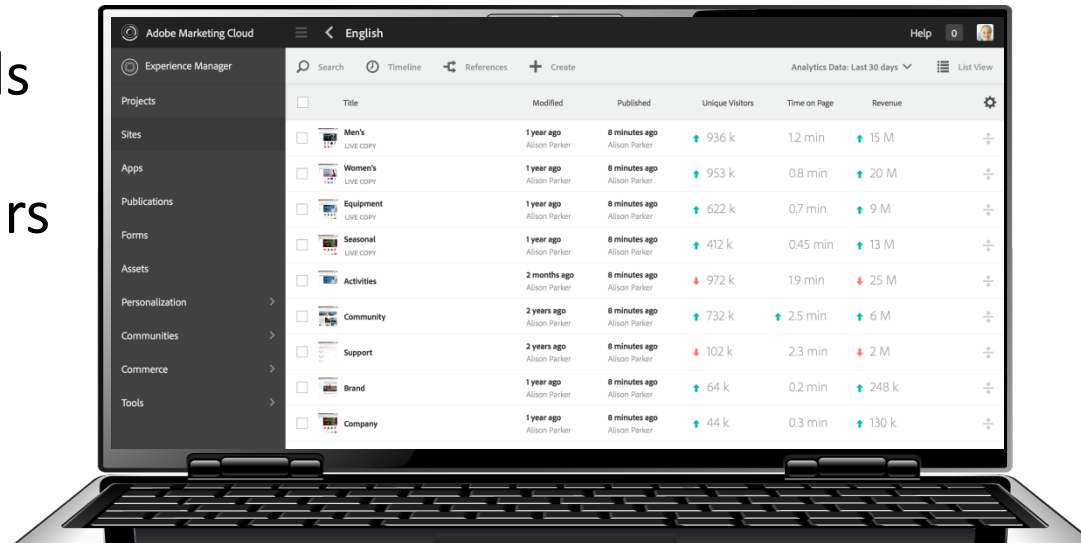
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Pillar 1: Web Content Management (WCM)
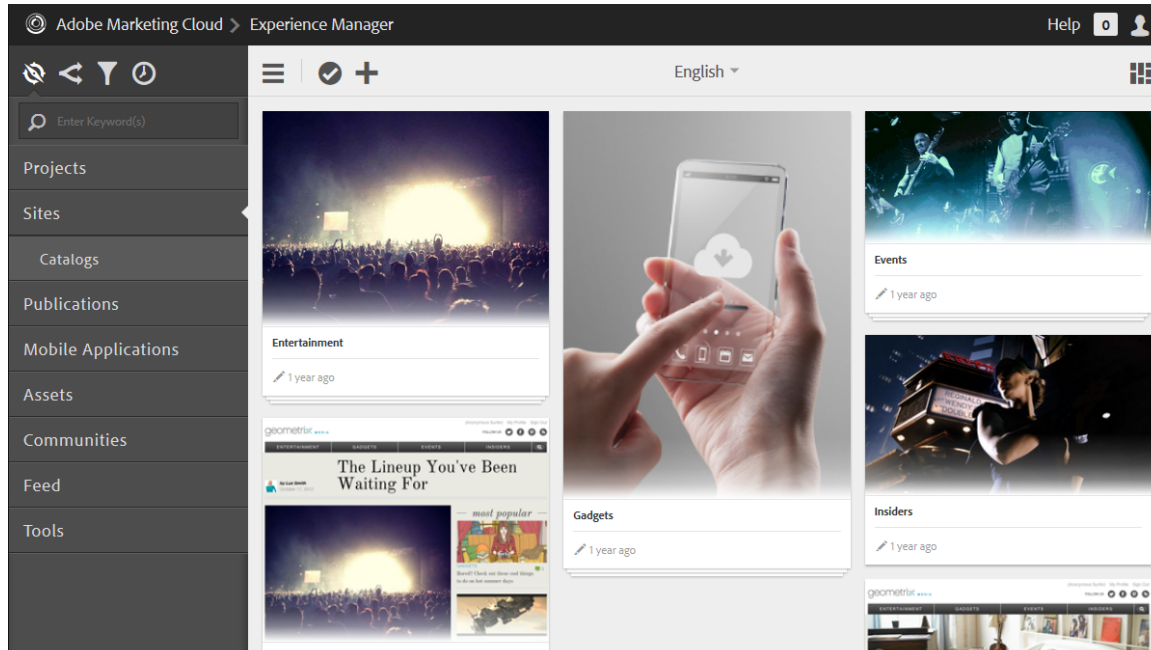
The Value of Content: **73 percent** of consumers are more likely to make a purchase after watching a video[1]

1. Animoto. *The Power of Video for Small Business [Infographic]*. 2014.
    https://animoto.com/blog/business/small-business-video-infographic/.

Pillar 2: Analytics

> Need "single source of truth" for customer interactions

> Track KPIs, customer behavior across channels

Must have all three pillars
> to deliver truly multichannel, content-driven experiences

Pillar 3: Campaign Management

> Problem:

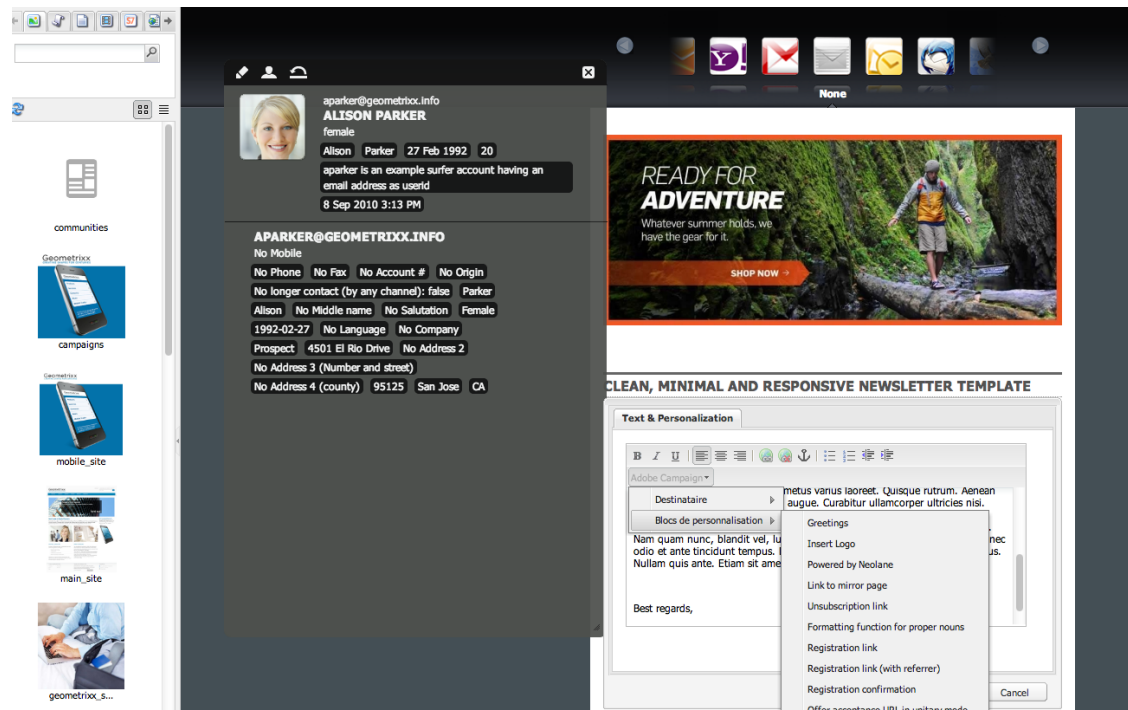Lack of integration, lack of usability
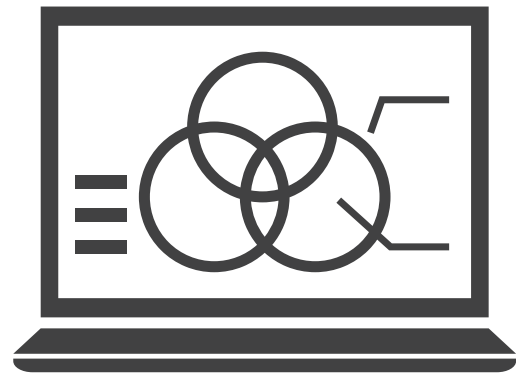
> Solution:

Replace "batch and blast" with dynamic, personalized, contextual emails

Pillar 3: Campaign Management

> **80 percent** of marketers state that personalized email content is highly important to their organizations.[1]

1. Adobe and The Direct Marketing Association (DMA). "Real-Time Marketing Insights Study." 2013.

The Winning Trifecta

1. Web

2. Email

3. Analytics
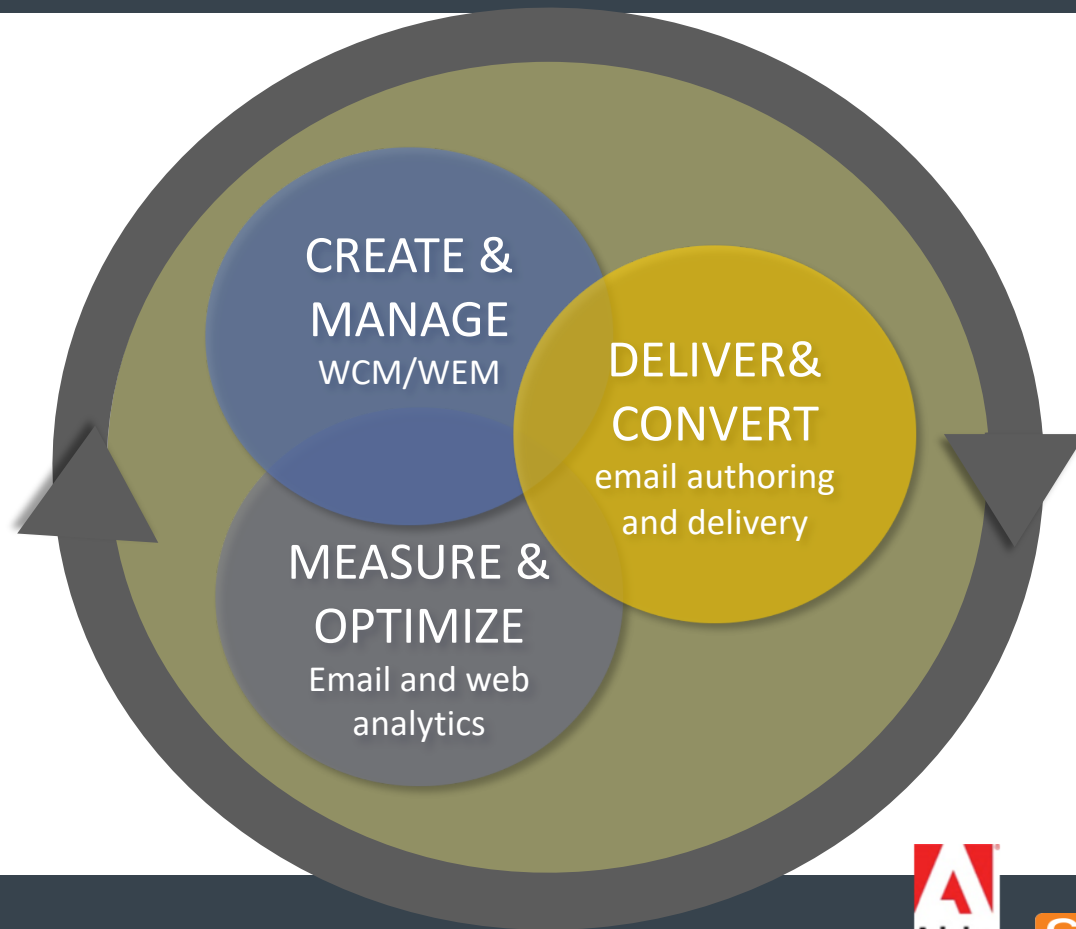
CREATE & MANAGE
WCM/WEM

DELIVER & CONVERT
email authoring and delivery

MEASURE & OPTIMIZE
Email and web analytics

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Why Content-Driven Experiences Convert

3 Pillars of Content-Driven Conversions

How to Choose the Right Tools

1. Start with a central content repository – your WCM

2. Integrate analytics for more precise targeting and segmentation

3. Personalize the journey with targeted segmentation

4. Design and automate cross-channel experiences with visual campaign management

5. Simplify cross-channel execution with one tool to design and personalize content

6. Serve up relevant offers with an offer recommendation engine

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7. Measure campaign performance with
   operational reporting

8. Build personalized experiences using
   integrated customer profiles

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Don't Let Your Conversions Slip Away

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Thank You

This webinar has been recorded. The on-demand video will be emailed to you in a few business days and the bonus whitepaper in about a week. We'll also have a recap article on the CMSWire.com homepage.

Thank you to our speakers Lori Alcala from CMSWire and Irina Guseva and Stephanie Maziol from Adobe for the thought-provoking ideas . And thank you to Adobe for sponsoring today's event.

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