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Adobe Brings Marketing Intelligence to Internet-of-Things Devices

Adobe Marketing Cloud Extends Digital Experiences to Physical World; New IoT SDK Enables Personalized Experiences Across New Touch Points

Hong Kong – Mar. 12, 2015 – At Adobe Summit, Adobe's annual Digital Marketing conference in the U.S., Adobe today unveiled major new innovations in Adobe Marketing Cloud that enable brands to bring highly personalized experiences to physical spaces like retail stores, hotel rooms, vending machines and Internet-of-Things (IoT) devices. The new IoT SDK lets brands measure and analyze consumer engagement across any of those devices. What's driving this is the digital transformation of the enterprise, catalyzed by the marketing department. Previously siloed, marketing data is now being used in concert with data collected by other departments like sales and customer service, creating a richer view of the customer.

"Marketing is moving beyond existing digital channels to include new physical experiences in the real world," said Brad Rencher, senior vice president, Digital Marketing at Adobe. "Adobe Marketing Cloud helps brands use their online marketing data to create unparalleled personalization in retail, entertainment, and travel and leisure experiences."

Marketing Gets Physical
Enabled by a richer view of the customer, digital experiences are starting to change how we shop, open hotel room doors, interact with our cars and buy soda from machines. Adobe unveiled today new solutions and capabilities that are helping marketers to make the most of these new opportunities.

Adobe Experience Manager Screens: New Adobe Experience Manager Screens enables marketers to extend interactive content experiences including images, 3D interactive models, video and more to physical locations including retail stores, hotels and even devices like vending machines. A single author user interface with cross-screen support connects the content with mobile apps and brand experiences continuously across the web to ensure consistency. Support for multi-touch allows for content to move easily across life-size touch screens and mobile apps. And the seamless tie-in with Creative Cloud makes it easy for marketers to store, access and use any asset.

Intelligent Location Capabilities: Advancements in mobile technologies give brands new opportunities to improve in-store shopping experiences and maximize ROI. New Intelligent Location capabilities in Adobe Marketing Cloud allow companies to use GPS and iBeacon data to optimize their physical brand presence. With the visualization of

iBeacon data, brands are able to view traffic patterns and customer engagements within retail stores, sports stadiums, airports, hotels, museums and other points of interests. Marketers can view and measure dwell times throughout the day, consumer interactions with push notifications and in-app messages triggered by iBeacons and more. The visualization of data enables them to reconfigure store layouts and optimize the display of merchandise to fully maximize ROI.

Personalized Experiences Across IoT Devices, Wearables
With Adobe Marketing Cloud, marketers can now reach IoT devices and wearables. [Adobe Target](#) now supports digital content testing, optimization and personalization beyond web browsers and apps across any IoT device. Brands can use Adobe Target to serve content based on a customer's personal interests across everyday touch-points like ATM machines, gas station pump screens, game consoles, car dashboard screens, appliances and more. Adobe Target leverages predictive, yet anonymous data including CRM and third-party sources to personalize content in real-time. In addition, Mobile Core Services and Adobe Analytics let marketers measure and analyze customer engagement within content and apps across IoT devices using the new IoT SDK, which is an extension of the Mobile SDK.

Customer Quotes
"Starwood is marrying high-tech and high-touch to transform the hotel experience for our guests," said Chris Norton, vice president, CRM and Channel Intelligence, Starwood Hotels and Resorts Worldwide. "From SPG Keyless, which gives our members the ability to go straight to their rooms and unlock their hotel door with their smartphone, to outfitting our rooms with digital experiences that allow our guests to explore hotel amenities and receive individually personalized content and promotions, we are leveraging analytics and technology to eliminate perennial pain points for our travelers. The Adobe
"Adobe Experience Manager Screens allows us to redefine the way clothing lines are designed and displayed," said Jody Giles, senior vice president, Product Integration, Under Armour. "Instead of physical samples, we are able to create rich digital designs and experiences in record time and extend them to our Catalog app. We can also see customers using the technology in our stores and engaging with our brand on life-size touch screens."

"Digital marketing as a practice continues to evolve rapidly, as do the expectations and needs of leading brands to effectively reach customers," said Melissa Webster, program vice president, Content and Digital Media Technologies, IDC. "Today, delivering an experience online isn't enough. Brands need to extend marketing to physical spaces and connect directly with customers across an ever-increasing number of touch points. And they need a vendor that can lead this evolution and define the future of marketing."

About Adobe Marketing Cloud
Adobe Marketing Cloud empowers companies to use big data to effectively reach and engage customers and prospects with highly personalized marketing content across devices and digital touch points. Eight tightly integrated Solutions offer marketers a complete set of marketing technologies that focus on analytics, web and app experience management, testing and targeting, advertising, audience management, video, social engagement and campaign orchestration. The tie-in with Adobe Creative Cloud makes it easy to quickly activate creative assets across all marketing channels. Thousands of brands worldwide including two thirds of Fortune 50 companies rely on Adobe Marketing Cloud with over 30.4 trillion transactions a year.

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