

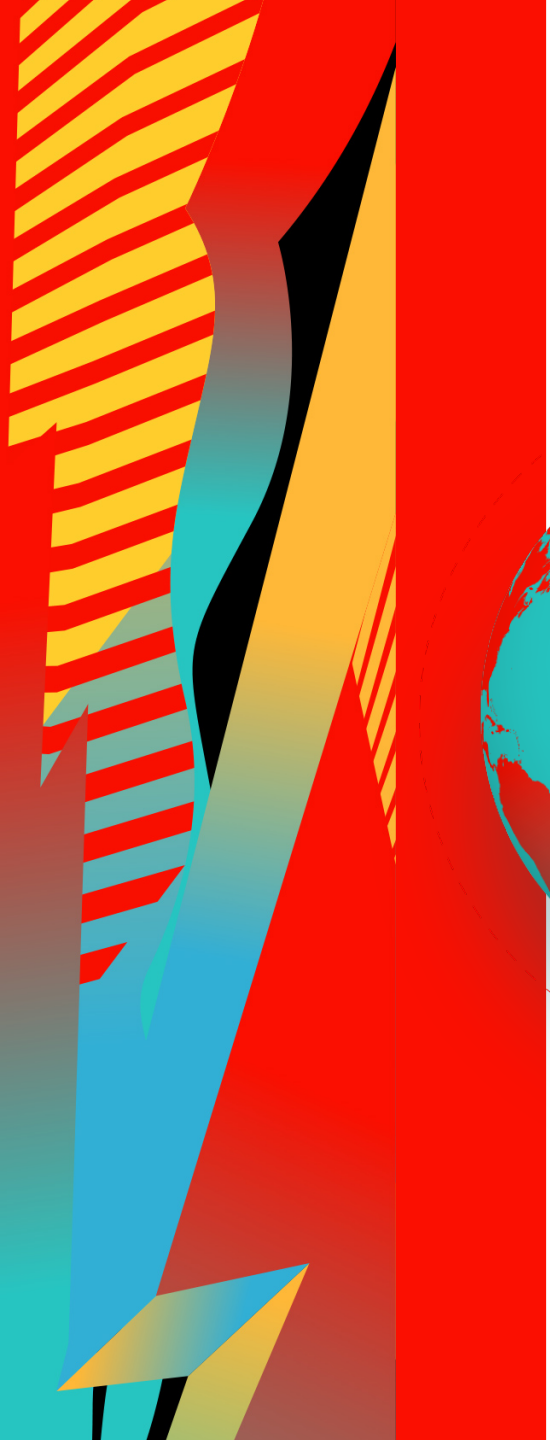


**DEVELOPERS LIVE**

# Adobe Experience Platform Launch

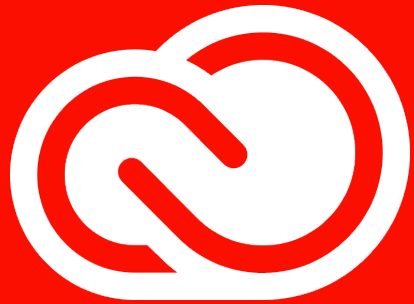
**Jeff Chasin | Sr Evangelist**





# Changing the World through Digital experience

# Adobe Creative Cloud



**Unleashing**  
Creativity

# Adobe Document Cloud



**Accelerating**  
Document  
Productivity

# Adobe Experience Cloud



**Powering**  
Digital  
Businesses



# Adobe Experience Cloud

**14 Trillion**

Segment Activations  
per Day

**3.3 Trillion**

offers delivered per day

**15 Trillion**

web pages per day

**~1 Trillion**

Marketing activities per year  
by Marketo Engage

**\$155 Billion**

GMV transacted annually

**~3.5 Trillion**

ad opportunities  
per second

# Focusing on Experience is good for business

**1.6x**

Brand  
awareness

**1.9x**

Average  
order value

**1.9x**

Return on  
ad spend

**1.6x**

Customer  
lifetime value

**1.5x**

Employee  
satisfaction

**1.7x**

Customer  
Retention

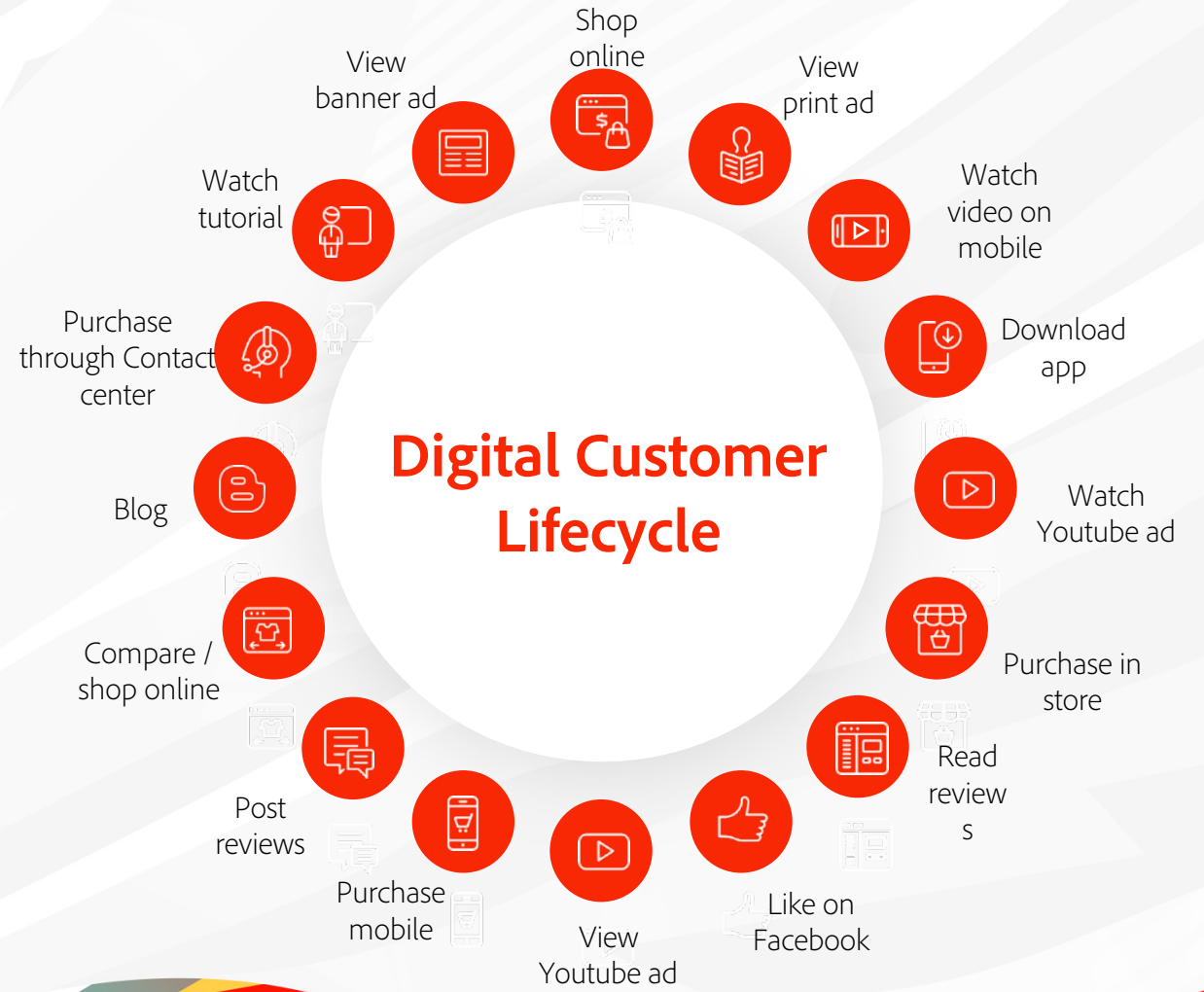
**1.6x**

Customer  
satisfaction rates

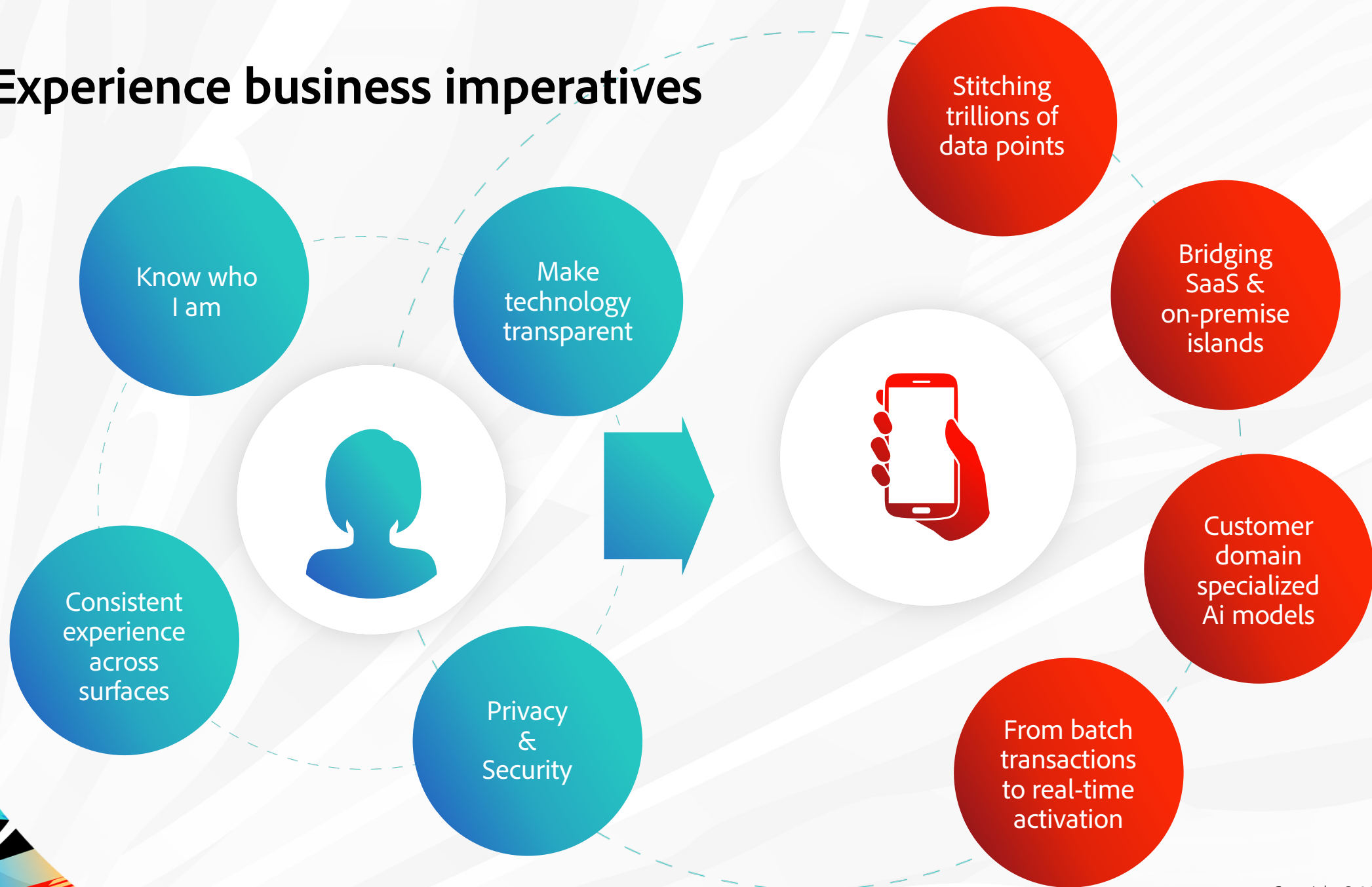
**36%**

Faster revenue  
growth rates

# Customers control when, where and how they engage



# Experience business imperatives







# Pillars of Customer Experience Management

Data  
&  
Insights



Content  
&  
Commerce



Customer  
Journey  
Management



Experience  
Intelligence



Open  
Ecosystem



# Adobe Experience Cloud: Comprehensive CXM Portfolio



Customer Data  
& Insights



Content &  
Commerce



Customer Journey  
Management

Applications



Adobe  
Analytics



Adobe Audience  
Manager



Adobe  
Target



Adobe Experience  
Manager



Adobe  
Commerce



Adobe  
Campaign



Marketo  
Engage



workfront

Services

Customer Journey Analytics

Real-Time CDP

Journey Orchestration

Offer Decisioning

Attribution AI

Customer AI

Journey AI

Leads AI

Platform



Adobe Experience Platform

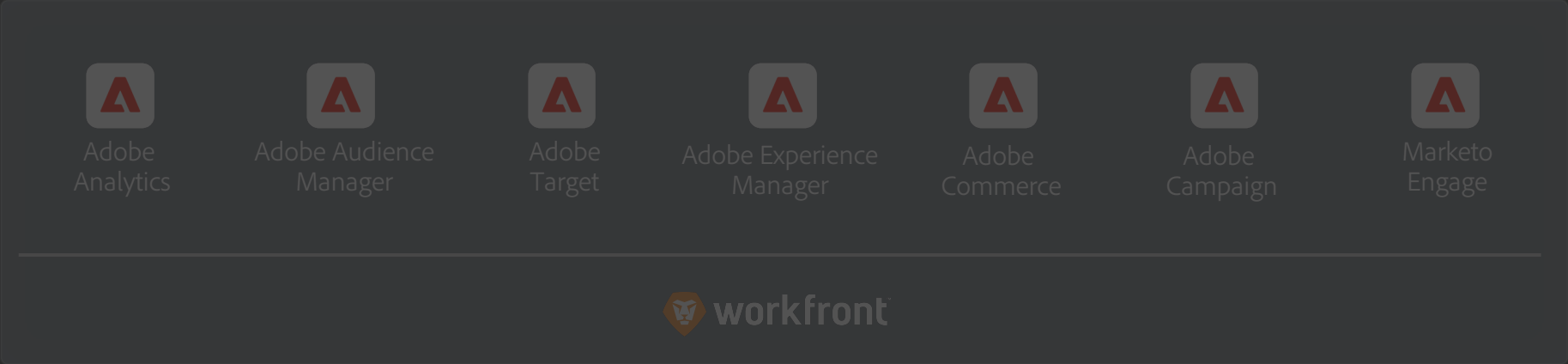
Collection

Intelligence

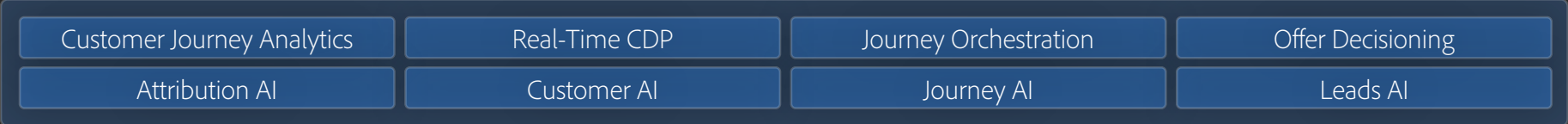
Activation

# Experience Platform and dependent App Services

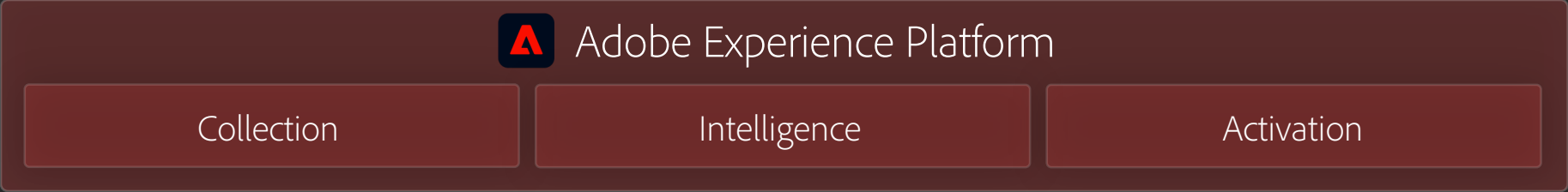
Applications



Services



Platform





# Adobe Experience Platform Launch

## Adobe Experience Platform Web SDK

All-in-one JavaScript library simplifies the flow of data with Alloy.js

## Adobe Experience Platform Edge Network

Real-time speed world's largest, globally-distributed, SOC2-compliant edge

## Adobe Experience Platform Launch Server Side

Unlocking the Power of Server-Side to ignites world-wide data collection



Adobe Experience Cloud



Non-Adobe Apps & System

AEP Edge Network



# Modern data collection

