

2019 Adobe Experience Makers Awards presents

Movers and shakers

Meet the innovative experience makers who re-imagined the customer journey in 2019.



Introduction

At Adobe, we celebrate movers, shakers, and experiences makers. The teams and businesses creating experiences that influence tastes, change minds, and move needles.

As we approach the nomination date for the 2020 Experience Maker Awards submissions, take a look back with us at last year's winners. See how they challenged norms, got creative as they took on new opportunities, and ultimately disrupted their industries as they delighted their customers.

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2019 Winners

Industry

AARP	Lifestyle
Accent Group	Retail
Dollar Shave Club	Retail
Hilti	Retail and manufacturing
NVIDIA	Tech
T-Mobile	Telecommunication
Velocity	Financial Services
Xero	Financial Services

AARP meets their many members where they stand.

The AARP logo is displayed in a bold, red, sans-serif font with a registered trademark symbol.

38M

AARP members

3X

Coverision rates

THE CHALLENGE

With over 38 million members, AARP membership is as diverse as it is large. AARP knows that the motivations for each member belonging to their group can range as wildly as their familiarity with tech. Still AARP had to find a way to deliver a targeted and relevant user experience across their different digital channels, while respecting and accounting for diverse needs and tech literacies.

THE SOLUTION

AARP used Adobe Analytics to identify user segments, personas, marketing channels, and device types to identify areas of opportunity. They also organized a more collaborative approach for testing with Adobe Target, identifying key players who could champion testing success. With the right tech, people, and processes aligned, they tested big ideas and sweeping changes. This helped them lift online conversion rates using data insights and tests to optimize and personalize the right experience to the right audiences.

THE EXPERIENCE

Their challenge was steep, but AARP found a way to have major success! Since the start of the program in 2015, AARP's goal of reaching their different members in ways they're more comfortable with has resulted in tripled conversion rates. By the end of 2018, they broke all conversion rate records and had their best year for increasing membership though digital channels.

A photograph of Alex Fiskén, a man with glasses wearing a dark suit jacket over a light-colored shirt, holding a large, multi-faceted glass award trophy. The background is dark with some abstract light patterns.

Alex Fiskén

Marketing & Digital Strategy Leader

Accent Group used tech and innovation to open up shoe inventory.

THE CHALLENGE

While Platypus Shoes (an Accent Group Ltd company) has always had a wide variety of shoes available — especially if you consider what may be in stock somewhere in a store or warehouse across one of its global properties. The trick is that all of this stock was not networked and centralized, losing out on potential sales if a customer couldn't find the shoe they wanted in their particular location or channel.

THE SOLUTION

Platypus Shoes innovated the customer experience using Adobe Commerce Cloud to integrate and centralize stock inventory, and connect national warehouses and stores into one multichannel system.

THE EXPERIENCE

In this age of customers finding what they want right now or moving on, the Accent Group provided their customers substantially more inventory availability online and faster delivery options and services. Between 2016 and 2019, this solution drove a 330% revenue increase, a 123% increase in conversion rate, and a 424% increase in transactions.

Accent
Group

424%

Increase in transactions



Mark Teperson
Chief Digital Officer



Dollar Shave Club uses programmatic strategies to show they're more than a razor.



DOLLAR SHAVE CLUB

\$269

Prior cost per acquisition

\$9

New cost per acquisition

THE CHALLENGE

While the Dollar Shave Club has successfully owned their corner of the market as a convenient and affordable razor option, they felt it was important to broaden that reputation. They wanted to show that they offer more than just razors — without doing harm to their core reputation and customers.

THE SOLUTION

To reframe its brand in the minds of consumers as a “grooming company,” Dollar Shave Club’s marketing and programmatic ad departments capitalized on the deeper Adobe Experience Cloud and Adobe Advertising Cloud integrations to drive home their new brand focus while delivering better customer experiences. They launched new messaging focused around their non-razor products, targeting audiences and look-alike audiences based on their 1st and 3rd party data. The new message was served to these audiences through video, connected TV, and display channels.

THE EXPERIENCE

Conversions skyrocketed while the average cost per acquisition (CPA) dropped from \$269 to \$9 — shaving off 98%. Customers responded enthusiastically and at such a savings that Dollar Shave Club has embraced their new programmatic practices and strategies. Now, for instance, they produce new creative assets on a monthly basis, test different messaging strategies, tap into new inventory streams across different channels, and continually measure campaign success to look for the next opportunity.



Amber Hameed
VP, Information Systems

Rachelle Kuebler
Director, Marketing Technology

Makers

Hilti builds a more efficient, better scaling campaign management system.

THE CHALLENGE

Due to constraints of their legacy email marketing platform, Hilti Corporation felt that they were unable to effectively engage customers through email campaigns. The campaign management system was technically complex, not scalable, and costly. They felt there must be a better way to put campaigns together that were easier for marketers to launch, with more effective results.

THE SOLUTION

Hilti integrated Adobe Campaign and Adobe Experience Manager with other tools in their ecosystem to build and implement a unified, multi-channel campaign management platform. To ensure that the platform met the right needs, solution architects, developers, QA, and business analysts all had a voice in the project, ensuring that Hilti was thinking through the solution from all of the right angles. And the program manager acted as the main point of contact upward with senior management and laterally with the different contributors. Eventually, the team rolled out the new platform across 61 markets for email and SMS channels.

THE EXPERIENCE

This new, collaboratively created platform produced campaigns that was faster, more personalized, and worked at a much larger scale. Time to market accelerated 30% with a 55% increase in team productivity. Anytime a business can achieve these kinds of efficiencies, customers will always feel heard, connected, and served by a brand. Naturally, customer acquisition grew by 18% as email volume expanded by 6,000,000, all with 50% decreased platform costs.

The Hilti logo is displayed in white, bold, uppercase letters within a red rectangular background.

30%

Faster time to market

50%

Decreased platform costs



Ebony Hunt

Global Program Director,
Digital Delivery

NVIDIA gains a more accurate view into campaign attribution.



THE CHALLENGE

NVIDIA was spending marketing dollars to increase the company's bottom line. That's not uncommon. What's also not uncommon is for a business to not know the accurate attribution story. It's easy to see the "last touch" with a customer before conversion. What's harder to see is the impact of marketing efforts higher up the funnel.

THE SOLUTION

To better understand the impact of its marketing campaigns, NVIDIA integrated Adobe Sensei — Adobe's artificial intelligence and machine learning technology — into their workflows, using its contribution analysis capabilities to get a sense of where and how good things were happening.

THE EXPERIENCE

This AI-infused view of contribution helped NVIDIA determine the impact on sales of affiliate, email, and paid marketing channels. It also helped them use their data to determine what's working and what's not by region, sub-channel, and campaign. With this kind of understanding, they've been able to put resources into the experiences to which customers positively responding rather than guessing and investing a little bit everywhere. The bottom line is that all marketing investments are now justified with data.



Alix Hart
Global Head of Digital Marketing

T-Mobile optimized and personalized their customers' e-commerce experience.

THE CHALLENGE

T-Mobile saw an opportunity to improve their e-commerce experience. They went about this by simplifying and personalizing the interface and improving time-to-market for development improvements. Additionally, they identified other important and complimentary goals that would contribute to a better, faster, and more personalized experience for the end user.

THE SOLUTION

T-Mobile integrated Adobe Experience Manager 6.1 content management system, AngularJS, and its associated library to create a better customer experience. This overhaul consisted of 645 new web pages, 1,400 user stories, and a new end-to-end cart checkout production flow to optimize the customer shopping journey into a simple single-page application that boosted engagement and conversion.

THE EXPERIENCE

These changes contributed to T-Mobile receiving first place in the 2018 J.D. Power Wireless Purchase Experience Study. More importantly, T-Mobile optimized the customer shopping journey with a simple, easy single-page application, increased customer engagement and conversion with a seamless experience across platforms. For an overall experience impact, they redefined the way consumers and businesses buy wireless services through product and service innovation.

.. T .. Mobile ..

645

New web pages created



Reid Narkunas

Sr. Director, Digital Product
Management and Development

Velocity uniquely educates customers about their Loyalty Program.

velocity
frequent flyer

46%

Reduction in overall CPA



Increased member engagement

THE CHALLENGE

Twice per year, Virgin Australia has a promotion that encourages members of its frequent flyer loyalty program, Velocity, to move points from their credit card or grocery loyalty program to Velocity points. But some members have been concerned about losing value, when they're actually coming out ahead. Virgin Australia set out to change this perception.

THE SOLUTION

Virgin Australia staged "The World's Biggest Points Exchange Expo" event. The event was promoted with "Antiques Roadshow"-style videos, outdoor media, and personalized journeys, stitched together in Adobe Audience Manager and Adobe Campaign. They also had an Adobe Experience Manager-based chatbot named Brenda providing real-time, online expert consultations along the way. Using paid, 1:1, and owned platform assets, they allowed the outside world to explore the month-long Expo virtually. Outdoor media promoted the online event in exactly the same way as a real, physical event would be promoted.

THE EXPERIENCE

Making this comparison of value in the context in a fun format made the right difference. It was so successful, and believable, that a member wanted to attend the fictitious Expo. He arrived in person at the airport hangar listed on the call sheet that he somehow found online. Now that's impact! The audience framework drove a 46% reduction in overall CPA and skyrocketed the levels of member engagement.



Steve Baird
Head of Marketing

Xero helps businesses transition to a new tax initiative.

THE CHALLENGE

Xero offers cloud-based accounting services to small businesses worldwide. They were aware of a new tax initiative in the United Kingdom that would pose a challenge to many of their clients. They decided that they would find ways to help organizations navigate this new initiative in a clear and personalized way.

THE SOLUTION

To help business owners learn about the new tax initiative Xero created an automated journey that follows customers from their first time visiting xero.com, all the way through to them becoming a paying subscriber. The project was an operational success as much as a creative one. It hinged on Xero's ability to collaborate across regions and time zones and connect the right people within the company.

The stakeholders regularly walked through the process, gathered additional insights, and shared ideas for the next steps. Effectively, those who were closest to the project were trusted to make decisions about the design and execution. They used Adobe Target to build five pretrial homepage experiences, each surfacing at a different time to different visitors depending on their lifecycle, segment, and real-time behavioral signals. These signals fed into Adobe Audience Manager, connecting relevant content to each user on their next visit.

THE EXPERIENCE

Over the course of three months, this experience reached more than 300,000 users, increased web sign-ups by 4.65%, and converted an additional 6% of trial customers to paid plans. More importantly though, these results demonstrate that Xero is meeting a customer need, solving a complex problem, and helping business owners across the UK sleep easier at night.



300K
Users reached



Samara King
Head of Digital Performance

The Experience Makers

Submit an application to be a 2020
Experience Maker Award winner.

adobeexperienceawards.com



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