



2021 Movers and Shakers

Meet this year's Adobe Experience Maker Award winners.

Introduction

At Adobe, we like to shine a light on our customers who change the world through digital experiences.

As we ask Adobe Experience Cloud users to share the ways that they've blended their creativity with our technology to reinvent customer experiences, we're always amazed to see what comes back. And this year they really beamed.

This collection spotlights the stories from the 2021 Adobe Experience Maker Award winners. You can see how they identified opportunities and solved challenges to elevate customer experiences in a year like no other.

We hope you feel as enlightened by the 2021 Movers and Shakers as we do.




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Award**Organization****Industry****REGIONAL WINNERS****Americas**

The Experience Maker Executive of the Year Matt Harker of Walgreens Boots Alliance
Adobe Analytics, Adobe Audience Manager, Adobe Campaign, Adobe Experience Manager, Adobe Target

Retail

The Experience Maker Team of the Year Bose
Adobe Analytics, Adobe Audience Manager, Adobe Campaign, Adobe Experience Manager, Adobe Target

High Tech

The Experience Maker of the Year Enrique Negrete of Coca-Cola
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APAC

The Experience Maker Executive of the Year Thiagaraja Manikandan of Olam
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Food & Beverage

The Experience Maker Team of the Year Tabcorp
Adobe Analytics, Adobe Campaign, Adobe Experience Manager, Adobe Experience Platform, Adobe Target

Entertainment

The Experience Maker of the Year Ingrid Ferreira of AMP
Adobe Analytics, Adobe Experience Maker, Adobe Target

Financial Services

EMEA

The Experience Maker Executive of the Year Gemma Sherrington of Save the Children UK
Adobe Analytics, Adobe Campaign, Adobe Experience Manager, Adobe Target

Nonprofit

The Experience Maker Team of the Year MANN+HUMMEL
Adobe Analytics, Adobe Experience Manager, Adobe Target

Manufacturing

The Experience Maker of the Year Klaus Fiedel of Investitionsbank Berlin
Adobe Experience Manager Forms

Financial Services

Japan

The Experience Maker Executive of the Year Hiroko Murata of KDDI CORPORATION
Adobe Campaign

Telecommunications

The Experience Maker Team of the Year CASIO COMPUTER CO., LTD.
Adobe Analytics, Adobe Commerce, Adobe Experience Manager, Adobe Marketo Engage, Adobe Target

High Tech

The Experience Maker of the Year Yuto Ueda of Mizuho Bank, Ltd.
Adobe Marketo Engage

Financial Services

The Advocate recognizes the company that has overcome a significant challenge by embracing a customer-first approach to digital transformation and elevating their customer experience to new heights with Adobe Experience Cloud solutions.



£1.6m

increase in revenue YOY from
increased bookings



Elena Ragone Marriott
Center Parcs

Center Parcs put customers first to reinvigorate demand.

THE CHALLENGE

As a leading short-break holiday company in the UK, Center Parcs found their business suddenly stifled by the stay-at-home orders brought on by the COVID-19 pandemic. Center Parcs knew the only way to entice customers back to their rentals was by ensuring a safe, seamless, and personalized experience from booking to checkout.

THE SOLUTION

Center Parcs focused on customer wellbeing and personalization in their approach to innovate, using Adobe technology to execute on these priorities. They used Adobe Target, Adobe Analytics, Adobe Campaign, and Adobe Experience Manager to increase their speed to market and create highly personalized guest journeys. Center Parcs has seen a £1.6m increase in revenue YOY from these initiatives.

THE EXPERIENCE

Since implementing Adobe Experience Cloud solutions, Center Parcs has transformed and scaled the way they manage bookings and communicate with guests. Whole parties can now view and add a shared itinerary, and Center Parcs can communicate with all party members personally. Center Parcs also pushed boundaries with the COVID-19 requirements throughout this period, turning communications around within hours of every government announcement to update guests and let them know how to change or cancel bookings. The customer now sees a company that puts their safety first and provides a richer, more responsive digital experience.

The Ambassador recognizes the individual who has gone above and beyond to share their expertise and thought leadership, while demonstrating a willingness to help their peers succeed in their digital transformation and customer experience management initiatives with Adobe Experience Cloud solutions.

Jessica Kao's expertise led to a successful digital transformation for F5.

THE CHALLENGE

Six-time Adobe Marketo Engage Champion, 2018 Adobe Marketo Engage Champion of the Year, and Adobe Experience Maker 50 Marketer, Jessica Kao is the senior director of demand operations at F5 — an application specializing in delivery networking and security. Although F5 was dedicated to helping customers optimally manage applications that helped their businesses run better, the company itself wanted to make improvements to their own customer journey and internal processes.

THE SOLUTION

Before adopting Experience Cloud, F5 offered a “one size fits all” customer experience. With the help of Adobe Marketo Engage, Kao was able to bring clearer visibility into the behavior and needs of site visitors, thus allowing more targeted segmentation and more relevant, personalized messaging at scale. Adobe Analytics also provided a real-time, comprehensive view of potential leads in the pipeline, so F5 knew where to spend marketing dollars most effectively.

THE EXPERIENCE

With Jessica leading the mission, F5 found a way to collect data on customer behaviors and use it to create highly personalized customer experiences — not just on their website, but across multiple touchpoints. Kao leaned on Adobe Experience Cloud to help implement new data marketing tools and create a smoother, more actionable view of the customer journey — ultimately helping increase MQLs from key accounts by 30 percent.



30%

increase in MQLs
from key accounts



Jessica Kao
F5

The Analyzer recognizes the company that has used data-driven decision making to create optimized customer journeys and drive significant business impact based on using real-time insights from Adobe Experience Cloud analytics solutions.



+32%

YoY growth in overall revenue



David Fielder-Cole
RS Components

RS Components discovered untapped internal opportunities to optimize their path forward.

THE CHALLENGE

RS Components, an electronics and maintenance product distribution company for industrial customers and suppliers, was struggling with a one-size-fits all approach and disconnected data sources — obstacles that made it nearly impossible to smoothly run a marketing program or measure performance.

THE SOLUTION

With Adobe Target, Audience Manager, and Adobe Analytics, RS Components tapped into real-time customer insights to create highly personalized customer experiences. Previously disorganized data came together with these new systems and insights, allowing them to clearly identify existing opportunities for optimization — including a plan for delivering custom content that followed real-time customer behavior. Since using Adobe Experience Cloud to implement these new programs, RS Components has seen more than a 32 percent growth in revenue YoY and a 64 percent increase in revenue per unique visitor.

THE EXPERIENCE

RS Components refocused resources and attention onto the pain points of their customer journey, using Adobe technology to organize and track the data that would inform them in building out new strategies. By digging into existing opportunities within their business that had been buried by bad process and a lackluster tech stack, RS Components gained a deeper understanding of both their customers and their business model as they innovated new ways forward.

The Architect recognizes the company that has unified their content and marketing strategy to streamline the digital customer journey. They deliver personalized, relevant content to the right audience at the right time, achieving measurable impact on business results with the help of Adobe Experience Cloud solutions.

Bose built a tech stack that took them to a top tier digital marketing presence.

THE CHALLENGE

Bose is a leader in the speaker and audio space, but when it came to digital marketing, they were struggling to find their footing. Bose needed to curate a sophisticated tech stack that could support their new marketing priorities — specifically, customer journey development, marketing channel integration, and identity resolution.

THE SOLUTION

Bose turned to Adobe Experience Cloud because it offered a fully integrated suite of the tech solutions and tools they needed, all in one place. They used Adobe Audience Manager to provide seamless identity resolution and solve one of their biggest concerns — surfacing individual customers across devices. Adobe Analytics allowed them to identify customers in the awareness phase and guide them over to the research and purchase phase of the journey, and Adobe Campaign helped them sculpt personalized experiences that created more recurring website visits.

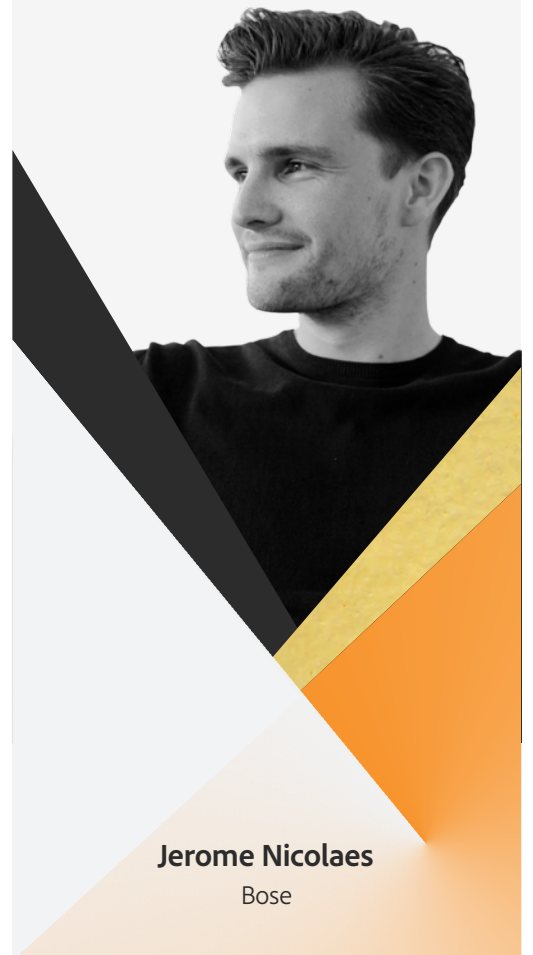
THE EXPERIENCE

Using Adobe technology alongside Bose-built capabilities was critical to Bose's digital marketing makeover. Adobe Experience Cloud paired tightly with their data lake — the main centerpiece for their data strategy. With this integration, they were able to look further into their customer journeys and focus on each individual customer with more accuracy, allowing them to better segment and tailor personalized experiences that truly met their customers' needs at scale. Bose realized \$4.4M in incremental revenue from traffic to the home page alone by delivering the right experience at just the right time.

BOSE[®]

\$4.4M

increase in revenue from
home page traffic



Jerome Nicolaes
Bose

The Changemaker recognizes the company or individual that has innovated to engage customers and create experiences through Adobe Experience Cloud solutions that drive quantifiable impact promoting social or environmental good.



**American
Red Cross**

72%

lift in site visits to
"Become a Volunteer"



Josh Kittner
American Red Cross

American Red Cross creates a unified platform that delivers life-saving digital experiences.

THE CHALLENGE

The American Red Cross (ARC) is a nonprofit humanitarian organization that provides emergency assistance, disaster relief, and disaster preparedness education in the United States. ARC wanted to address the critical need for blood donation in the United States, which meant migrating redcross.org and redcrossblood.org onto one platform to make it easier for potential donors to sign up and save lives.

THE SOLUTION

Using Adobe Analytics and Adobe Target, ARC used real-time data to ensure that users understood the need for blood donation and could make appointments to donate without migrating between platforms. They also better positioned themselves for organizational growth and innovation by using Adobe technology to build a unified and personalized customer experience platform. This resulted in a 16 percent increase in testing and personalization output, a 9.6 percent increase in site content tickets, and a 100 percent increase in content creators, reflecting a democratization of content authoring across the organization.

THE EXPERIENCE

ARC's goal was to make their technology and processes as efficient as possible, so they could focus on their mission of being good stewards of the donations entrusted to them. Adobe Experience Cloud allowed ARC to seamlessly build the unified platform that provided this efficiency, with real-time data and analytics enabling more personally relevant experiences for those looking to get or give help. ARC also maximized their investment in Adobe technology by applying the learnings and innovations from their successful web experiences to direct mail, email, text, search, and other channels.

The Closer recognizes the company that has built a world-class B2B revenue engine through the power of Adobe Experience Cloud solutions, driving alignment between sales and marketing that results in significant lift in pipeline conversion, bookings, and revenue growth.

NWEA moved to the head of the class with personalized campaigns.

THE CHALLENGE

NWEA is a research-based, not-for-profit education technology organization that supports students and educators worldwide. Growth was their goal — but not only was the marketing team struggling to track and understand which efforts were converting, they were also hemorrhaging resources to manually keep tabs on their enormous library of content, numerous events, and other engagement channels.

THE SOLUTION

NWEA used Adobe Marketo Engage to build a scalable and flexible marketing automation platform. It enabled multi-interaction tracking and other performance metrics that weren't native to other marketing solutions. Since the implementation, NWEA saw a 200 percent improvement in engaged-to-closed rate and a 47 percent improvement in marketing qualified lead to sales accepted opportunities, as well as 153 percent revenue growth and a 300 percent increase in Average Deal Size — all in less than one year.

THE EXPERIENCE

Adobe Marketo Engage gave NWEA's demand generation strategy quick, substantial success. They engaged, nurtured, and converted buyers through content aligned with each customer's buying process. This ensured a personalized experience across all channels and allowed NWEA to track and measure results in actionable, scalable ways. NWEA customers had a more relevant, cohesive experience throughout their entire journey, and the marketing team earned their seat at the company's leadership table.

nwea®

200%

improvement in Engaged to
Closed/Won rate in less than a year



Crystal Miller
NWEA

This award recognizes the company, individual, or team that has shown great resiliency, rising above unprecedented circumstances, and finding ways to turn challenging situations into inspiring and exceptional customer experiences with the help of Adobe Experience Cloud solutions.



Reached more than

67%

of US households online



Christina Stoehr
US Census Bureau

The US Census Bureau's transformation to digital came at just the right time.

THE CHALLENGE

The US Census Bureau is the nation's leading provider of quality data about the American people and economy. Coinciding almost exactly with the start of the 2020 census, the pandemic presented the bureau with a challenging backdrop for migrating from traditional survey collection methods to the digitized solution they had been planning to unveil.

THE SOLUTION

The US Census Bureau used Adobe Experience Cloud to implement a full digital transformation. Adobe Analytics harnessed site visitor data. Adobe Experience Manager provided the scalable content management system. And Adobe Target optimized ads. Since mobile app users accounted for 80 percent of traffic, the Bureau used Adobe Experience Manager to create a web experience for mobile visitors. Because of their new digital efforts, the US Census Bureau reached a record of surveying more than 67 percent of US households online and saved more than \$55 million, reflecting a remarkable transformation amid international crisis.

THE EXPERIENCE

With Adobe technology, the US Census Bureau innovated strategies for the 2020 census and boldly faced a national crisis with confidence. Not only did they build a comprehensive digital infrastructure from the ground up, but they significantly lowered costs by improving internal operations and used new data insights to optimize customer experiences.

The Magnifier recognizes the company that has made use of multiple Adobe customer experience management solutions to deliver the most exceptional customer experiences and drive measurable business impact.

Sky charters a mission to scale personalization and win back more customers.

THE CHALLENGE

As Europe's leading direct-to-consumer media and entertainment company, Sky is singularly focused on delivering best-in-class customer experiences. In 2019, they embarked on a 3-year strategic journey to transform their marketing approach from chaotic data models and disconnected communications into a smoothly automated, scalable program led by highly personalized customer experiences.

THE SOLUTION

Adobe technology helped Sky develop and manage a clear, customer-centric strategy that connected all their core targeted marketing channels and enable automated campaigns. Using Adobe Analytics, they integrated data models that informed targeting and engagement strategies. And with Adobe Campaign they scaled 1:1 customer experiences across the most relevant channels. They also implemented Adobe Workfront for resource management and issue resolution tracking. Between 2019 and 2020 alone, Sky achieved £460K in operating efficiency — targeting a further 10 percent in 2021.

THE EXPERIENCE

Before using Adobe Experience Cloud, Sky was producing thousands of non-personalized campaigns that drove very little engagement. Now, more than two years into their digital transformation, the company is scaling insight-driven 1:1 customer experiences across multiple channels, and continuously testing data to further personalize communications and improve engagement — which has resulted in a click-through rate three times higher than the average for all campaigns.



£460K

operating efficiency achieved
in one year



Alexa Weselby
Sky

The Mastermind recognizes the company that has delivered a unified commerce experience across B2B and B2C channels — spanning online and physical stores, multiple warehouses, drop shippers, marketplaces, partners, and vendors — to enable customers to buy and fulfill anytime, anywhere with Adobe Experience Cloud solutions.



Topps Tiles

1000%

increase in B2B website visits



Sian Garvey
Topps Tiles

Topps Tiles helped their customers virtually visualize their in-home upgrades.

THE CHALLENGE

Topps Tiles is the UK's largest tile specialist with over 320 retail locations. Topps had a strong online presence but realized that their existing platform had very limited support and development capabilities. Additionally, in order to keep pace with necessary growth and development, they knew they needed to unify their retail and digital experiences — ultimately creating a more seamless and enjoyable experience for customers at every touchpoint.

THE SOLUTION

The Topps Tiles team wanted the best features of “off-the-shelf” digital retail, but also the customization that only a platform free of constraints could offer. Adobe Experience Cloud solutions like Adobe Commerce offered that and more along with the headless capability that they needed. Having decoupled front and back ends meant design teams could easily experiment and adapt visuals, and it simplified the integration of their retail and online stores. Since relaunching on Adobe Commerce, online sales have tripled, and B2B website visits have increased 1,000 percent.

THE EXPERIENCE

The move to Adobe Commerce allowed the Topps Tiles team to achieve their goals and then move on toward even better ways to serve their customers. With frictionless customer journeys now the norm, they've been freed up to add features like showing retail stock availability online and offering buy-online-pick-up-in-store convenience. And the B2B trade loyalty program they implemented has pushed customer satisfaction levels over 80 percent.

The Maverick recognizes the company or individual pushing the boundaries of innovation in customer experience, marketing, advertising, or commerce through bold, out-of-the box thinking and ground-breaking use of Adobe Experience Cloud solutions.

Doorstep Market created a multi-vendor, multi-site ecommerce experience for foodies.

THE CHALLENGE

Doorstep Market is a multi-vendor, multi-site ecommerce marketplace curating products from small businesses in distinct geographic regions across the US. It was conceived and created to connect readers of Edible — a publication for fans of artisan food and drink — with high quality, locally-sourced products from key regions in the US. When the pandemic started crippling these small independent makers, Doorstep Market's ecommerce mission became urgent.

THE SOLUTION

Guided by a very specific set of requirements, Doorstep quickly zeroed in on the flexibility and scalability of Adobe solutions. Adobe Experience Cloud and Adobe Commerce helped them build and launch their marketplace in less than four months, and has made the onboarding of over 500 makers offering over 2,700 products simple and seamless.

THE EXPERIENCE

Now, after just six months, Doorstep has achieved a lot with very little. Vendor signups are growing rapidly — projected to hit 3,000 by the end of 2022, with over 10,000 curated products eventually available for sale. With a solid digital foundation in place, they're primed for growth at any speed and scale — which is good since they're already envisioning Doorstep Markets in Bangkok, South Asia, London, and Tokyo.



Platform built and ready
for business in

**less than
4 months**



Jonathan Tae
Doorstep Market

The Orchestrator recognizes the company that has aligned customer journeys across multiple channels, geographies, or platforms to deliver the most cohesive customer experience through an innovative advertising campaign, marketing campaign, or commerce initiative using Adobe Experience Cloud solutions.



74%

reach across addressable
target market



Mary Dantzer
Workday

Workday scaled omnichannel personalization for full-funnel, always-on campaigns.

THE CHALLENGE

Workday is a leading provider of enterprise cloud apps for finance and human resources. But they recognized that siloed data across the organization was making it difficult for them to unify customer data and maximize their marketing efforts — they needed a way to connect brand experiences with their demand strategies and strengthen their ability to optimize.

THE SOLUTION

Wanting to break down data silos and accelerate pipeline growth, Workday turned to Adobe Experience Cloud's ecosystem of connected tools. They started by building out a repository of audiences with their data management platform — enabling it to collect data from known and anonymous touchpoints. Workday then orchestrated messaging across various channels using Adobe Target, Adobe Advertising, and Adobe Marketo Engage, helping them achieve 74 percent reach and delivering double-digit lift in MQL accounts acquired.

THE EXPERIENCE

Now Workday is ready and able to connect with customers and provide them with the solutions they need to successfully manage disruption and change. Adobe Experience Cloud products, previously siloed are now unified and used to optimize experiences. Their customers are now surrounded by omnichannel marketing offering personalized content and experiences that drive growth in all stages of the buyer's journey.

The Transformer recognizes the company that has driven innovation across people, processes, and technology to achieve game-changing digital transformation and significant improvements in business results by implementing Adobe Experience Cloud solutions.

Fiserv revamped the commerce and payments experience with always-on marketing.

THE CHALLENGE

Fiserv is a global leader in payments and fintech for international issuer processing, global merchant acquiring, and US account processing. They saw that in order to serve their many different audiences and manage multiple platforms without increasing costs they needed something different. In particular, a scalable, collaborative, and agile cloud solution that could handle the scope of their business securely and reliably.

THE SOLUTION

Fiserv saw that a migration to Adobe Experience Manager would provide the tools they needed to successfully achieve their goals in over 100 different countries. Leveraging tools like Adobe Marketo Engage and Adobe Analytics, they delivered waves of digital nurture tracks, launched a top-ranked education portal, and created a Merchant Services Portal for one-stop shopping. They consolidated over 500 sites and properties down to 200 and increased potential sales growth by 200 percent.

THE EXPERIENCE

Today, Fiserv has drastically improved the customer experience across a variety of sites and experiences. Thanks to Adobe Experience Cloud, updates across Fiserv's many sites happen 37 percent faster. Digital project bandwidth has increased, as has the ability to deliver updates and changes quickly, allowing teams to tackle projects faster and more efficiently. Ultimately Fiserv is stronger, faster, and leaner than ever as they strive to create innovative digital experience for their marketplace users.

The Fiserv logo is displayed in a bold, lowercase, orange sans-serif font.

Reduced web maintenance costs by

\$1M

annually



Steven Matt
Fiserv

Regional Awards

Americas • APAC • EMEA • Japan

The background features a large, abstract geometric design. A bright red triangle points upwards from the bottom left towards the top right. A black diagonal line runs from the bottom left towards the top right, intersecting the red triangle. The area to the right of the black line is a textured yellow color. The top left corner is white.

THE EXPERIENCE MAKER EXECUTIVE OF THE YEAR AMERICAS

The Experience Maker Executive of the Year recognizes a visionary leader who has driven digital transformation across their organization and delivered advances in customer experience to achieve significant business impact with the help of Adobe Experience Cloud solutions.

Matt Harker of Walgreens Boots Alliance prescribed a transformational personalization strategy.

THE CHALLENGE

Matt Harker is vice president of global marketing strategy and transformation at Walgreens Boots Alliance (WBA), a leader in pharmacy, well-being and beauty. WBA required a modern, unified experience platform that would capitalize on their most potent asset — their massive customer base and first party data — to derive behavioral insights and deliver omnichannel, personalized experiences and offers in real time.

THE SOLUTION

Matt led an effort for mass omnichannel personalization, including a reimaged customer loyalty platform, myWalgreens, featuring personalized health experiences, rewards, and offers. WBA used Adobe Analytics to identify customer behavior, Adobe Experience Manager to create continuity across touchpoints, Adobe Target to ensure relevance for each customer, and Adobe Audience Manager to identify new audiences and segments. By combining all data sources into a singular, actionable view through Adobe Experience Platform, marketing teams created millions of individually relevant journeys for customers, including essential COVID vaccine experiences, all the while protecting customer privacy and honoring preferences.

THE EXPERIENCE

With the new platform and insights, Matt has helped WBA brands grow love, loyalty, membership, engagement, and customer lifetime value. myWalgreens membership grew more than 41 percent during the WBA second quarter (vs. prior quarter) with commensurate growth in customer net promoter score of greater than 40 percent versus the previous customer loyalty program.



41%

growth in
myWalgreens membership



Matt Harker
Walgreens Boots Alliance

The Experience Maker Team of the Year recognizes the team or cross-functional team that has worked collaboratively to overcome organizational obstacles and deliver exceptional customer experiences and business impact leveraging innovative approaches to execute their marketing, commerce, or advertising strategies with the help of Adobe Experience Cloud solutions.

BOSE[®]

The virtual try on experience
increased conversion by

52%



Taki Tsaklanos
Bose

Bose helped customers try on audio sunglasses from home through augmented reality.

THE CHALLENGE

Bose is an American manufacturing company focusing on the design and sale of consumer audio and commercial sound systems. With over 70 years of experience, and with digital commerce sharply rising, they saw a need to provide customers with in-store experiences virtually — especially to support of the launch of their new Frames audio sunglasses. Unfortunately, existing augmented reality offerings couldn't deliver on their expectations, so they needed to build their own solution from the ground up.

THE SOLUTION

Making use of nearly every tool in Adobe Experience Cloud, Bose built, tested, analyzed, launched, and scaled an augmented reality, virtual-try-on experience for their Frames audio sunglasses. And the results were huge. Of all Bose.com visitors, 11 percent engaged with the new virtual experience — a 55 percent increase over a pseudo-AR solution provided by an external vendor. More importantly, customers that virtually tried on products with Bose's new tool had a 52 percent higher conversion rate than those customers who didn't.

THE EXPERIENCE

With the flexibility of Adobe Experience Cloud, Bose is now able to connect with third-party tools, like live web AR, which streamlines and simplifies the development and rollout process. And to correct errors and smooth friction points, Bose now uses Adobe Analytics to manage cookieless tracking across the Bose.com and reseller virtual-try-on experiences. The Frames experience was a massive, cross-functional undertaking, requiring collaboration and communication across multiple unrelated divisions — but the experience they created speaks for itself.

THE EXPERIENCE MAKER OF THE YEAR AMERICAS

The Experience Maker of the Year recognizes the individual who has applied their knowledge of best practices and expertise in Adobe marketing, advertising, or commerce solutions to create exceptional customer experiences and deliver significant business impact for their team and company.

Enrique Negrete of Coca-Cola brings a refreshing new angle to D2C ecommerce.

THE CHALLENGE

Enrique is the senior director of direct-to-consumer services in Latin America for Coca-Cola — a leading consumer packaged goods brand that supplies beverages to markets around the world. With 2020 stay-at-home orders and lockdown restrictions in place throughout Mexico, having an effective and seamless commerce solution became even more critical, especially in the direct-to-consumer space.

THE SOLUTION

Coca-Cola En Tu Hogar, (CCETH) is a direct-to-consumer (D2C) purchasing option for consumers. CCETH was not digital, relying on call center orders for local delivery and walk-up orders. Data for the program was disorganized and not effectively used in marketing strategies. Enrique launched the digital version of the program through Adobe Commerce using Adobe Experience Platform. Since August 2020, there's been a 45 percent increase in accounts created compared to prior accounts that year, and average order value has increased by 18%.

THE EXPERIENCE

CCETH, now sitting on a flexible and scalable digital platform, offers key conveniences not featured before such as subscriptions, delivery estimates, and referral programs. Overall website platform traffic has grown triple digits YOY, registering 6 million sessions in the past year. And most importantly, increasing the delivery of safe drinking water for many more households that were otherwise isolated in lockdown conditions through much of 2020.



45%

increase in new accounts created in
the new digital D2C option



Enrique Negrete
Coca-Cola

The Experience Maker Executive of the Year recognizes a visionary leader who has driven digital transformation across their organization and delivered advances in customer experience to achieve significant business impact with the help of Adobe Experience Cloud solutions.

Thiagaraja Manikandan of Olam has overseen a bumper crop of ecommerce success.

THE CHALLENGE

Thiagaraja Manikandan (Mani) is president and global CIO of Olam, an agricultural food trading company with a presence in more than 80 countries. Olam is re-imagining global agriculture and food systems, driving transformation in an ethical and sustainable way. Mani's recent initiative was to take Olam from a brick-and-mortar model to B2C and B2B ecommerce.

THE SOLUTION

Wanting to expand its operations, Mani saw that Olam didn't have a centralized CMS, stretching his IT team to capacity. He moved their CMS to Adobe Experience Manager and used Adobe Analytics and Adobe Target to understand customer usage, and Adobe Commerce for e-commerce expansion. Mani's vision for better content management and e-commerce expansion is being realized. Starting with a site dedicated to coffee, then nuts, grains, and more, Olam has seen massive growth in ecommerce customers leading to a 350 percent increase in sales in three years.

THE EXPERIENCE

Mani has guided Olam from brick-and-mortar to a truly diversified B2C and B2B ecommerce business. Olam has seen growth in customers per month, daily visits, total orders all while reducing bounce rates. Their B2B experience is easy, facilitating sales and fulfillment for businesses of all sizes without taxing his sales managers. Mani has driven a true transformation in the customer and farmer experience with Olam.



350%

increase in ecommerce sales in three years



Thiagaraja Manikandan
Olam

The Experience Maker Team of the Year recognizes the team or cross-functional team that has worked collaboratively to overcome organizational obstacles and deliver exceptional customer experiences and business impact leveraging innovative approaches to execute their marketing, commerce, or advertising strategies with the help of Adobe Experience Cloud solutions.



15%

YoY customer growth through digital



Chris Raimondi
Tabcorp

Tabcorp doubles down on digital transformation to connect with customers in real time.

THE CHALLENGE

Tabcorp is a market-leading gambling and entertainment company. They create personalized digital wagering experiences at over 4,000 venues across Australia. But a series of data and marketing gaps left them without insight about customer activity for up to two days after the close of betting activities. For a company trying to merge the physical and digital experience, they needed a technical solution that would allow them to connect with customers in real time.

THE SOLUTION

Because Tabcorp wanted a solution that could tend to their immediate challenges and grow with them, they turned to Adobe Experience Cloud. It helped them close the gap between in-venue retail and digital customer experiences and decrease onboarding times from up to three weeks, to just 48 hours. They've seen 15 percent overall digital customer growth year over year with more than 75 percent customer retention. For Tabcorp, data and marketing gaps are a thing of the past.

THE EXPERIENCE

Today, Tabcorp is equipped with the technology and processes that allow them to create the unified physical and digital experiences they aimed to deliver. With Adobe Experience Cloud as a foundation, customer data is now gathered and put to use in real time. Live data collected in-venue is now turned into meaningful, personalized digital experiences that drive increased interaction and customer satisfaction. Where once there were siloes now sit unified teams and data streams.

The Experience Maker of the Year recognizes the individual who has applied their knowledge of best practices and expertise in Adobe marketing, advertising, or commerce solutions to create exceptional customer experiences and deliver significant business impact for their team and company.

Ingrid Ferreira of AMP brings a wealth of data-led discipline to optimization and personalization.

THE CHALLENGE

Ingrid is the senior manager of digital and analytics and search for AMP Australia, a wealth management company with a growing retail banking business. In 2020, Ingrid was appointed to lead the digital analytics, onsite optimization, and personalization program. Using Adobe Analytics, Adobe Target, and Adobe Experience Manager, she advocated for data-led decision making to improve the way people, processes, and platforms work in service of its customers.

THE SOLUTION

Ingrid helped scale the digital analytics and conversion rate optimization programs in many ways. For example, she worked across teams to optimize digital components, layout, messaging, and user flow for better engagement and increased conversion. Additionally, she led the building of governance and process documentation around the program to ensure focus on quality and effective customer experiences.

THE EXPERIENCE

Ingrid's culture of data-led decision making has resulted in stakeholders consuming more digital data than ever and keeping digital analytics and conversion rate optimization top of mind through all initiatives. This has contributed to exceeding several digital acquisition KPIs for AMP. For instance, home loan leads by 14 percent, lost superannuation searches by 14 percent, savings account application completes by 10 percent, and Super application completes by 15 percent.



More than

15%

increase in Super application completes



Ingrid Ferreira
AMP

The Experience Maker Executive of the Year recognizes a visionary leader who has driven digital transformation across their organization and delivered advances in customer experience to achieve significant business impact with the help of Adobe Experience Cloud solutions.

Gemma Sherrington of Save the Children UK brought relief to old donation processes.

THE CHALLENGE

Gemma Sherrington is the CMO and executive director of fundraising and marketing at Save The Children UK, an organization that works in over 100 countries to help every child reach their full potential. Gemma saw the need to make the donation functions on the website more customer centric — improve the donation pods so that donators found it easy and appealing to donate and do so more regularly.

THE SOLUTION

Gemma had a 3-year strategy to improve the donation experience and the lifetime value of supporters. With the help of Adobe Experience Manager, Gemma's team was positioned to make web publishing changes. They used Adobe Analytics and Adobe Target to get an understanding of what was working and testing the donation experience. YoY revenue-per-view increased by more than 83 percent, and the users signing up to become monthly donors increased by more than 58 percent.

THE EXPERIENCE

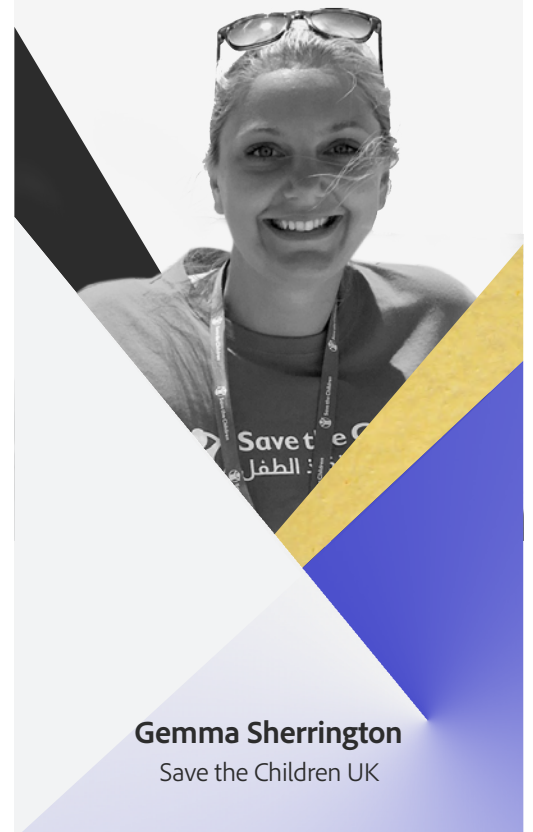
Today, Gemma has set up the technology and processes so that in-house developers can quickly optimize the digital marketing experience. Adobe Experience Cloud products helped her decentralize content production and workflow capability to increase the speed to market of changes that would lead to easier and more efficient donations. This is a huge benefit for Save the Children as it lets them rapidly raise funds in an emergency humanitarian crisis such as an earthquake.



Save the Children

+83%

increase in revenue-per-view



Gemma Sherrington
Save the Children UK

The Experience Maker Team of the Year recognizes the team or cross-functional team that has worked collaboratively to overcome organizational obstacles and deliver exceptional customer experiences and business impact leveraging innovative approaches to execute their marketing, commerce, or advertising strategies with the help of Adobe Experience Cloud solutions.

**MANN +
HUMMEL**

New digital ecosystem is expected to reduce costs by

90%



Julia Remmele
MANN+HUMMEL

MANN+HUMMEL rolled out a fast and efficient white-label CMS for their B2B business.

THE CHALLENGE

MANN+HUMMEL is a global expert in filtration technology, delivering its technology to leading global original equipment manufacturers and various aftermarket customers. But their various digital touchpoints were highly fragmented across more than 100 websites, 300 domains, and 15 unique portals across the globe. They realized that they needed a standardized, consolidated, and consumer-friendly digital experience. Existing structures made even small website changes costly and time consuming.

THE SOLUTION

MANN+HUMMEL decided they needed to streamline and focus on the needs of their customers. To do this, they built a new digital ecosystem with Adobe Experience Cloud. This allowed them to consolidate 100 individual websites into seven large portals with a white-label concept that offers brand individuality with a high degree of standardization. Thanks to their website's new contact form alone, customer enquiries went up 300 percent per month — at a cost savings of 90 percent.

THE EXPERIENCE

MANN+HUMMEL's new customer-oriented digital experience provides the company with lean and uniform process efficiencies across all organizations. Development, production, and site maintenance times are down, and customer interactions are more effortless and impactful than ever. Adobe Experience Cloud products have turned once rigid and static processes into flexible and collaborative opportunities to understand customer needs and deliver in record time.

The Experience Maker of the Year recognizes the individual who has applied their knowledge of best practices and expertise in Adobe marketing, advertising, or commerce solutions to create exceptional customer experiences and deliver significant business impact for their team and company.

Klaus Fiedel of Investitionsbank Berlin used digital forms to disburse emergency funds.

THE CHALLENGE

Klaus Fiedel is head of IT at the Investitionsbank Berlin (IBB), the development bank for the Federal State of Berlin. As the pandemic of 2020 grew, many Berliners' livelihoods were suddenly threatened. Germany's government set up an emergency aid program and IBB was commissioned to get financial aid to thousands of eligible citizens. Klaus and his IT team had less than a week to implement this project.

THE SOLUTION

While many of IBB's systems are digital, some processes were still manual. Klaus looked at this aid project, prioritized tasks, and scoped the needs. He implemented Adobe Experience Manager Forms because of its open platform, comprehensive feature set, and its ability to implement new requirements at scale. In the past, IT was needed to create and publish forms. Today, this is done independently by a form author and the specialist department.

THE EXPERIENCE

Because of the financial state of emergency, IBB found itself in a new field of business, disbursing emergency funds in addition to their typical focus on funding volumes. Using Experience Manager Forms, IBB was able to implement the emergency aid application in just five days and immediately after going live, up to 6K applications per hour were processed and paid out. Klaus's new form has helped over 650,000 Berliners receive financial relief.



6K

digital applications processed every hour



Klaus Fiedel
Investitionsbank Berlin

THE EXPERIENCE MAKER EXECUTIVE OF THE YEAR
JAPAN

The Experience Maker Executive of the Year recognizes a visionary leader who has driven digital transformation across their organization and delivered advances in customer experience to achieve significant business impact with the help of Adobe Experience Cloud solutions.

Hiroko Murata of KDDI CORPORATION dials up personalization to deliver great experiences.

THE CHALLENGE

Hiroko Murata is a manager in the DX design division at KDDI CORPORATION, a large telecommunications company in Japan that integrates telecommunications with life design services such as commerce, finance, entertainment, and education to make users' lives more convenient. In an attempt to better personalize their customers' experience and to provide customer success, Hiroko integrated online and offline behavior data with customer attribute information. The problem was, with the technology her team was using, it required a lot of manual work and left less time to work on KDDI's trademark strategic design.

THE SOLUTION

With the introduction of Adobe Campaign as the foundation for marketing automation, Hiroko and her team reduce the time invested into gathering insights while increasing investments that lead to improved customer satisfaction. This led to a 6x increase in conversion. The intuitive operation of Adobe Campaign has made it easy to train in-house users, so employees could use it effectively after relatively few hours of training. This has pointed to the use of Adobe Campaign across a wide range of service departments.

THE EXPERIENCE

Hiroko and her team efficiently gather customer attribution data, behavioral data, and data from other sources such as customer service insight from their 2000+ stores. Now rather than managing manual processes, campaign management automation has cut manual input by 30% and given she and her team more time to focus on life design services, personalizing each customer's experience. For KDDI CORPORATION, which aims to integrate communication and life design services, they value the pursuit of ideal customer experience and customer success, linking ideas and businesses as closely as possible.



6X

increase in conversion through
campaign management automation



Hiroko Murata
KDDI CORPORATION

The Experience Maker Team of the Year recognizes the team or cross-functional team that has worked collaboratively to overcome organizational obstacles and deliver exceptional customer experiences and business impact leveraging innovative approaches to execute their marketing, commerce, or advertising strategies with the help of Adobe Experience Cloud solutions.

CASIO®

Comprehensive launch in just

**10
Months**



Hironori Ishizuki

CASIO COMPUTER CO., LTD.

Casio consolidated and simplified their online digital experiences in less than a year.

THE CHALLENGE

CASIO COMPUTER CO., LTD. is a global electronics maker and retailer best known for their rugged and stylish G-Shock line of products. Many of Casio's sales come through distributors, which made collecting customer data difficult. Plus, their corporate, brand, and ecommerce sites were all separate and scattered. With the additional challenges brought on by the pandemic, it became clear that they needed a consolidated and customer-centric digital experience — fast.

THE SOLUTION

After a complete redesign and overhaul, Casio's corporate and brand sites were launched in March 2021 — just 10 months after starting the massive project. This was a major win for the cross-functional teams involved considering the project had been in the works since 2019. Now, powered by Adobe Experience Cloud solutions like Adobe Commerce, Adobe Analytics, and Adobe Target, the new headless experience pulls from previously siloed data sources, features modern AI tools, and delivers a high level of personalization that fulfills modern digital customer experience expectations.

THE EXPERIENCE

Today, Casio's new platform can expand quickly into other languages and markets. Large amounts of detailed product information are unified and accessible globally and linked automatically with Adobe Commerce. Information for hundreds of new products each year is now efficiently managed and distributed across organizations. A significant increase in website visitors, page views, cross-searches, and sales already has Casio looking toward their next digital experience upgrade.

The Experience Maker of the Year recognizes the individual who has applied their knowledge of best practices and expertise in Adobe marketing, advertising, or commerce solutions to create exceptional customer experiences and deliver significant business impact for their team and company.

Yuto Ueda helped Mizuho Bank, Ltd. recognize the benefits of investing in personalized customer experiences.

THE CHALLENGE

Yuto Ueda is member of the Personal Marketing Department CX Design Team at Mizuho Bank, one of the largest banks in Japan. As an experienced user of Adobe Marketo Engage, Yuto saw that the bank's use of generic mass emails was missing a great opportunity. He knew from previous experience that targeted campaigns deliver improved ROI and a personalized experience better connects with customers at every stage in the funnel.

THE SOLUTION

To demonstrate the benefits of targeted email campaigns, Yuto and Mizuho Bank leveraged Adobe Marketo Engage to connect with their B2C customers with housing and card loans. They discovered that automatically delivering the right message to the right customers created massive workforce efficiencies, while click and conversion rates for card applications and landing pages drastically increased. Most importantly, their customers benefited from a more personalized digital experience.

THE EXPERIENCE

Today, Yuto is leading his organization to expand the use of Adobe Marketo Engage to other services and divisions within Mizuho Bank, including expansion into B2B. Additionally, he and his team are aiming to use Adobe Experience Cloud solutions to create and deliver personalized nurture campaigns to over 10 million Mizuho Direct service users. Now and moving forward, Adobe is helping Mizuho Bank reach and exceed their evolving KPIs.



Personalized banking experiences for over

10M

customers



Yuto Ueda
Mizuho Bank, Ltd.

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