



**Celebrate the movers
and shakers of 2022.**



Introduction

At Adobe, we celebrate movers, shakers, and Experience Makers. Take a look back at this year's Experience Maker Award-winning submissions. See the challenges that the winners faced, the innovation they put into action, and the bold customer experience breakthroughs that they created to help make the digital economy truly personal using Adobe Experience Cloud solutions.



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GLOBAL AWARD WINNERS

Category	Company	Industry
The Advocate Adobe Advertising Cloud, Adobe Campaign, Adobe Commerce, Adobe Experience Manager, Adobe Experience Platform	Currys	Retail
The Ambassador Adobe Experience Manager, Adobe Commerce	Lumen Technologies	High Tech
The Analyzer Adobe Analytics, Adobe Real-Time Customer Data Platform, Adobe Audience Manager, Adobe Customer Journey Analytics, Adobe Target	Verizon Consumer Group	Telecommunications
The Architect Adobe Analytics, Adobe Experience Manager	HESTA	Financial Services & Insurance
The Changemaker Adobe Marketo Engage	University of the People	Education
The Collaborator Adobe Experience Manager, Adobe Experience Platform, Adobe Workfront, Adobe Workfront Fusion	Aetna	Healthcare, Beauty, & Medical
The Disruptor Adobe Commerce, Adobe Experience Manager, Adobe Sensei, Adobe Target	Material Bank	Retail
The Engager Adobe Marketo Engage, Adobe Marketo Sales Insight	Alma	Healthcare, Beauty, & Medical
The Illuminator Adobe Commerce	The Department of Health & Social Care UK	Healthcare, Beauty, & Medical
The Magnifier Adobe Analytics, Adobe Experience Platform, Adobe Target	Yahoo	Media & Entertainment
The Maverick Adobe Commerce	Bungie	Media & Entertainment
The Orchestrator Adobe Analytics, Adobe Campaign, Adobe Experience Manager, Adobe Target	Qatar Tourism	Travel & Hospitality
The Transformer Adobe Audience Manager, Adobe Experience Manager, Adobe Marketo Engage, Adobe Target, Adobe Workfront	IBM	High Tech

REGIONAL AWARD WINNERS

Category

Company

Industry

Americas

The Executive of the Year

The Home Depot, Melanie Babcock

Retail

Adobe Analytics, Adobe Audience Manager, Adobe Customer Journey Analytics, Adobe Experience Platform, Adobe Real-Time Customer Data Platform, Adobe Target

The Experience Maker of the Year

Verizon Business Group, Nitin Ahuja

Telecommunications

Adobe Customer Journey Analytics, Adobe Experience Platform, Adobe Journey Optimizer, Adobe Real-Time Customer Data Platform

The Experience Maker Team of the Year

City National Bank

Financial Services & Insurance

Adobe Advertising Cloud, Adobe Analytics, Adobe Audience Manager, Adobe Experience Manager, Adobe Sensei, Adobe Target, Adobe Workfront

APAC

The Executive of the Year

HDFC Life, Amar Sane

Financial Services & Insurance

Adobe Campaign

The Experience Maker of the Year

Transurban, Victoria Xiao

Travel & Hospitality

Adobe Analytics, Adobe Audience Manager, Adobe Experience Manager, Adobe Experience Platform Launch, Adobe Target

The Experience Maker Team of the Year

European Motor Distributors

Automotive

Adobe Experience Manager Screens, Adobe Marketo Engage

EMEA

The Executive of the Year

NatWest, Chris Brown

Financial Services & Insurance

Adobe Customer Journey Analytics, Adobe Experience Manager, Adobe Experience Platform, Adobe Journey Optimizer, Adobe Real-Time Customer Data Platform

The Experience Maker of the Year

Barilla, Laura Pezzotta

Food & Beverage

Adobe Commerce

The Experience Maker Team of the Year

Boots

Retail

Adobe Analytics, Adobe Audience Manager, Adobe Campaign, Adobe Target

Japan

The Executive of the Year

Astellas Pharma, Shinya Suda

Healthcare, Beauty, & Medical

Adobe Analytics, Adobe Audience Manager, Adobe Experience Manager, Adobe Marketo Engage, Adobe Target

The Experience Maker of the Year

Tokio Marine & Nichido Fire & Insurance, Ayumi Yoshimura

Financial Services & Insurance

Adobe Experience Manager as a Cloud Service

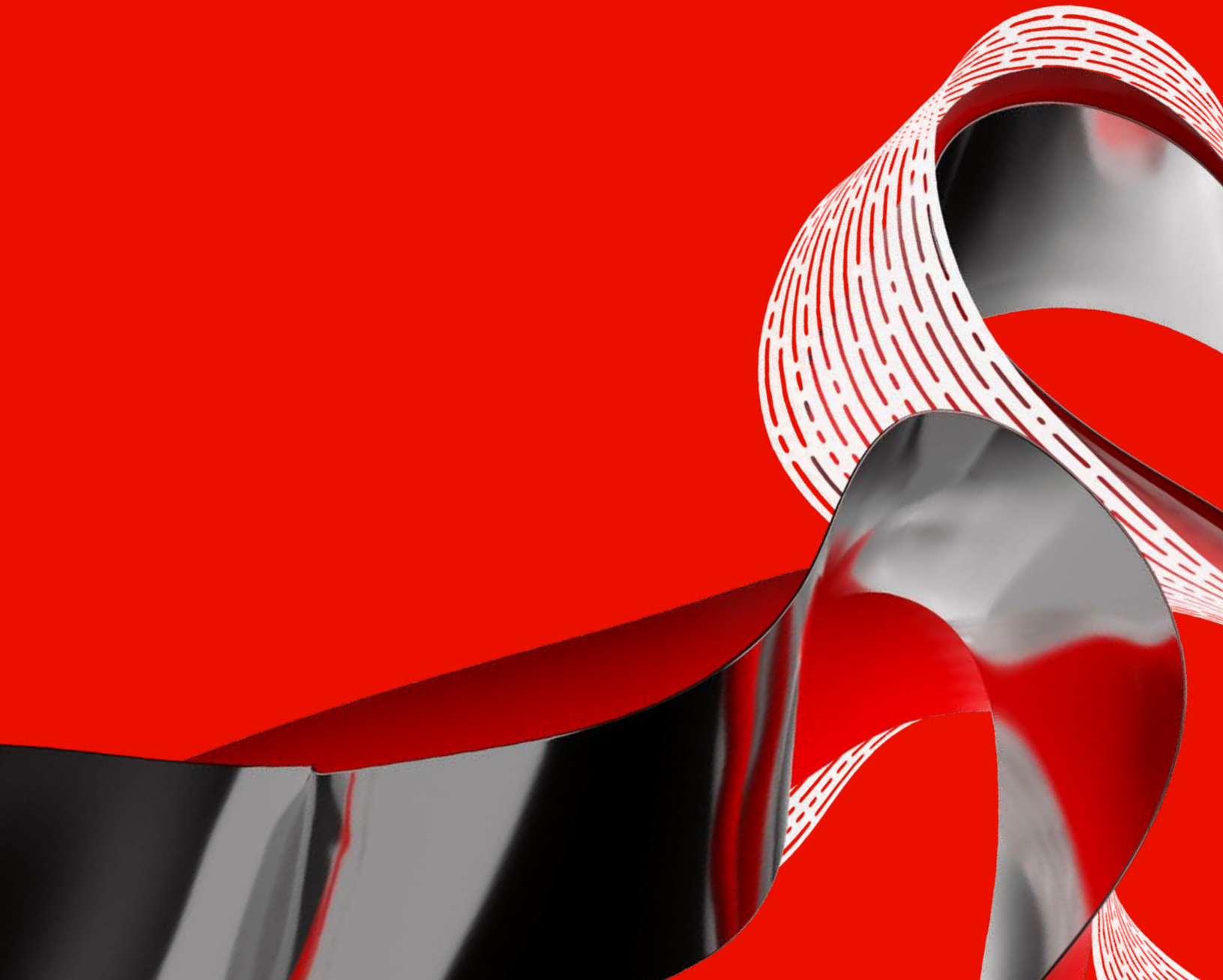
The Experience Maker Team of the Year

Nippon Telegraph & Telephone West Corporation

Telecommunications

Adobe Marketo Engage

Global awards



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



167%

increase in client relationship management revenue

Currys centered its online experience on customers through marketing automation and hyper-personalization.

THE CHALLENGE

With £12 billion in sales and explosive growth in digital revenue, British retailer Currys needed an efficient way to streamline online shopping for its customers. The company's legacy marketing system was unstable, requiring significant manual processes that limited Currys' ability to complete day-to-day tasks and send campaigns quickly.

THE SOLUTION

As it moved away from being a traditional retailer, Currys turned to [Adobe Experience Cloud](#) solutions—including [Adobe Advertising Cloud](#), [Adobe Campaign](#), [Adobe Commerce](#), [Adobe Experience Manager](#), and applications powered by [Adobe Experience Platform](#)—to automate daily tasks. This transition gave team members an increased capacity to connect with customers using curated content, transforming the online experience into a hyper-personalized and dynamic platform.

THE EXPERIENCE

Since transitioning to a customer-first approach powered by Adobe, engagement for the retailer's welcome journeys has tripled. Within a 2-year period, Currys increased customer relationship management revenue by 167% year over year. It also scaled the number of campaigns executed from 40 to 200—a fivefold increase—reducing customer service costs by 25%.



Saul Lopes
Head, CRM

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.

Moria Fredrickson's expertise and leadership empowered Lumen Technologies to upgrade its martech stack and reach aggressive digital revenue targets.

THE CHALLENGE

Fortune 150 global technology company Lumen Technologies needed to upgrade its ecommerce practices and unify a fragmented user experience. It selected [Adobe Experience Cloud](#) solutions to optimize its website and get digital products to market faster. While Lumen's marketing team was familiar with Adobe solutions, its product and IT teams had little previous experience.

THE SOLUTION

Moria Fredrickson, senior creative director at Lumen, played a key role in leading the company's transition to more digitally enabled sales using Adobe Experience Cloud. Fredrickson trained the enterprise UX product design team on how to maximize the [Adobe Experience Manager](#) design system and coached the product and web development teams on best practices for Experience Manager and [Adobe Commerce](#). To help bring new digital products to market quickly, Fredrickson also developed templates and educational tools for product management and marketing.

THE EXPERIENCE

Thanks to Fredrickson's guidance, product line managers and IT teams were able to bring to market many of their first digital offers while meeting aggressive digital revenue goals. Within 60 days of testing, the number of shopping cart starts by customers increased by 267%. In addition, the design and development time for carts decreased by 66% from over 6 months to 8 weeks.

LUMEN®

267%

increase in the number
of shopping cart starts



Moria Fredrickson
Senior Creative Director

The Analyzer recognizes the company that has mastered the art and science of 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.

The Verizon logo, featuring the word "verizon" in a bold, black, sans-serif font, followed by a red checkmark symbol.

35%

increase in digital
contribution to sales

Verizon Consumer Group leveraged real-time insights to transform its cross-channel campaigns and build customer loyalty.

THE CHALLENGE

As part of its "Digital as the Front Door" strategy, Verizon Consumer Group aimed to unify technologies across multiple lines of business into one stack and support omnichannel personalization at scale. This transition to digital channels became vital during the 2020 pandemic, as the technology company was forced to close its physical doors for a time.

THE SOLUTION

Using [Adobe Analytics](#), [Adobe Real-Time Customer Data Platform](#), [Adobe Audience Manager](#), [Adobe Customer Journey Analytics](#), and [Adobe Target](#), Verizon Consumer Group's Platform Team consolidated data from retail channels, web and mobile app channels, internal call centers, chatbots, and viewership sites to better personalize and optimize campaigns across all channels.

THE EXPERIENCE

Because of its data-driven approach to supporting customers, Verizon Consumer Group doubled its conversion rate and increased its digital contribution to sales by 35% in 1 year. As pandemic restrictions have lifted, Verizon continues to grow. It has processed over 6 billion server calls through Adobe Experience Platform, stitching together 900 million prospect profiles and 110 million customer profiles.



Abhinav Saxena

Senior Manager, Analytics Tracking

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.

HESTA created seamless, personalized experiences to drive measurable impact on members' retirement outcomes.

THE CHALLENGE

HESTA, the largest pension fund for health and community service workers in Australia, needed a new technology ecosystem to address data silos and support conversion. Its goal was to provide communications that were highly personal and engaging for members across unique segments, based on key characteristics such as life stage, balance, investment products, and overall performance.

THE SOLUTION

The company invested in connective tools to streamline messaging and guide members toward better retirement outcomes. HESTA leveraged [Adobe Experience Cloud](#) solutions, including [Adobe Analytics](#) and [Adobe Experience Manager](#), to synthesize customer journey content and data management across teams and create six unique segments.

THE EXPERIENCE

This digital transformation from a generic experience to interactive and customized member statements resulted in 41% more people contributing to funds, with 51% setting up ongoing contributions. In addition, net promoter scores increased by 16%, and 70% of members reported increased confidence in their financial future after viewing their statements.

| HESTA |

41%

more members
contributing to funds



Katrina Waghorne
General Manager, Digital

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.



30%

increase in enrollment
from 2021 to 2022

University of the People exponentially scaled enrollment through the implementation of a centralized marketing hub.

THE CHALLENGE

University of the People (UoPeople) is the first accredited tuition-free nonprofit online university in the United States. The university has faced unique challenges carving out its educational niche and scaling admissions, and it needed a better marketing solution to communicate with prospective students. It was looking for a versatile platform that would support its mission to help high school graduates overcome financial, geographic, political, and personal barriers to collegiate education.

THE SOLUTION

To target more learners and communicate with students who might otherwise struggle to complete the application process, the university leveraged [Adobe Marketo Engage](#) to create better segmentation and personalization. UoPeople has grown enrollment from 200 students in 2014 to 117,000 in 2021 and an estimated 150,000 students by September 2022.

THE EXPERIENCE

Transitioning from manual communications to a central marketing hub drove an increase in average conversion rate from .12% to 10% while lowering acquisition costs per student. Using Marketo Engage has empowered the university to reach more refugee students and support Ukrainian students whose studies were interrupted by the recent Russian invasion. Today, UoPeople has over 10,500 refugee students—more than all national colleges and universities combined. Marketo Engage also supports the university's environmental impact as a 100% green organization, eliminating the need for shipping physical documents.



Asaf Wolff

Senior VP, Enrollment

The Collaborator recognizes the company that demonstrates the ability to plan, execute, measure, and optimize work management to create a high-performing culture and deliver exceptional value for all stakeholders using an Adobe Experience Cloud solution.

Aetna streamlined workflows across over 20 teams into a single source of truth to save time and resources while reducing compliance risk.

THE CHALLENGE

Reducing compliance risk is crucial in the healthcare insurance industry, and Aetna needed a better way to deliver a secure audit trail for communications, eliminate version control issues, and organize the content development and approval system. The existing approach involved up to 23 marketing request forms and a disconnected, time-consuming process.

THE SOLUTION

The insurance company integrated [Adobe Workfront](#), [Adobe Experience Manager](#), and applications powered by [Adobe Experience Platform](#) to connect workflows across more than 20 teams and consolidate all content into one system. These Adobe solutions consolidated multiple marketing request forms into a single intake sheet, reducing time for the requester by 63%. [Adobe Workfront Fusion](#) streamlines submissions and routes them to the right team at the right time with over 515,000 daily automations.

THE EXPERIENCE

In addition to time-saving automations and more organized processes and data, teams benefit from greater visibility into content development workflows—with more than 100 dashboards and over 300 custom reports. Having a secure audit trail for communications reduces compliance risk and eliminates version control issues. These work and experience management tools have saved the company 109,000 hours and \$9.2 million annually.



\$9.2M

in annual savings



Sean Stearley

Lead Director, Marketing Operations

The Disruptor recognizes the company that has reimagined the commerce experience for B2B and B2C customers by driving growth across multiple sales channels, brands, or geographies with Adobe Experience Cloud solutions.



400%

increase in revenue
between 2019 and 2021

Material Bank created a dynamic ecommerce experience that can scale as quickly as its business grows.

THE CHALLENGE

As a startup that grew into the world's largest material marketplace for the architecture and design industry, Material Bank needed technologies that would scale quickly enough to handle thousands of daily orders within an increasingly dynamic catalog. It required solutions that could power complex searches across hundreds of thousands of products and manufacturers.

THE SOLUTION

Material Bank uses [Adobe Commerce](#), [Adobe Experience Manager](#), and [Adobe Target](#) to manage all sales from its website, launching new features monthly. The ecommerce experience is innovative, intuitive, and fast, allowing users to save months of time and find personalized items with [Adobe Live Search](#), powered by [Adobe Sensei](#). Leveraging Experience Manager, Material Bank customizes experiences by serving over 27 million image assets from 450 brands to catalog shoppers.

THE EXPERIENCE

While materialbank.com is a B2B solution for professional designers and architects, the online experience resembles a B2C experience with its engaging content and features. Since switching to [Adobe Experience Cloud](#), the company's revenue quadrupled between 2019 and 2021, with sales totaling over \$50 million in 2021.



Farshid Tafazzoli
Chief Business Officer

This award recognizes the company that has transformed how pipeline is created by engaging and nurturing customers through every stage of the customer journey to drive measurable growth in concert with sales using an Adobe Experience Cloud solution.

Alma launched timely, relevant re-engagement campaigns to transform the sales funnel.

THE CHALLENGE

As a membership-based network that aims to improve access to high-quality, affordable mental health care, Alma values engaging and nurturing customers through every stage of the customer journey. The organization's funnel was fragmented at first, making it difficult to track how the marketing team was driving revenue. Alma needed a central, HIPAA-compliant platform on which to store data from multiple acquisition channels, including advertising, content, partnerships, and referrals.

THE SOLUTION

Alma selected [Adobe Marketo Engage](#) and [Marketo Sales Insight](#) to scale and automate marketing processes, track revenue, and engage prospects using personalized information. These solutions transformed the sales funnel, driving 80% of the pipeline for business and allowing the company to re-engage and win back prospects with relevant, timely communications.

THE EXPERIENCE

Thanks to data from Adobe solutions, the marketing team learned that re-engaged prospects convert at a higher rate than the rest of the funnel, with lower acquisition costs. These nurture initiatives saved Alma over \$4 million since implementing Marketo Engage and Marketo Sales Insight. The network reimaged how pipeline is built, increasing marketing's contribution to pipeline by 21% year over year and paid advertising's contribution by 533% year over year.

Alma

21%

increase in marketing's
contribution to pipeline



Veronica Lazarovici

Marketing Operations Manager

This award recognizes the company, individual, or team that has shown great resilience, 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.



Department
of Health &
Social Care

90%

increase in "Very Satisfied"
customer feedback



Eric Finton James

Deputy Director, PPE Operational Strategy

The Department of Health and Social Care UK delivered critically needed equipment to healthcare providers and citizens by creating a personalized online ordering portal.

THE CHALLENGE

The Department of Health and Social Care (DHSC) in the United Kingdom was searching for a solution to distribute critically needed personal protective equipment (PPE) to thousands of health and care providers during the global pandemic. Its initial platform for ordering PPE didn't have the capacity to manage a large volume of requests and filter products based on eligibility, and the department needed to create a new, more accessible portal that could provide detailed analytics and adapt to changing policies.

THE SOLUTION

To meet challenging delivery timelines for PPE distribution and reduce friction points, the department worked with Adobe Partner CTI Digital to implement a new portal. Using [Adobe Commerce](#), the department migrated 62,000 customers to the new system within 6 weeks, building upon the previous platform. The team at CTI Digital worked with the DHSC and commercial partners to ensure the portal met current needs and update the site as policies changed. For example, the customer segments featured within Commerce helped the Department and NHS Supply Chain analyze organization types and eligibility to create personalized messages and save time for users.

THE EXPERIENCE

Customer feedback rates reporting "Very Satisfied" increased by 90% with the new portal. The platform features time-saving personalization features—including one-click reordering, category permissions, and customer hierarchy within accounts—to create a frictionless user experience. Distribution statistics for the PPE Programme (of which the e-Portal is a part) [are published on GOV.UK](#)—billions of items have been distributed to date through both the previous portal and the current platform.

The Magnifier recognizes the company that has harnessed the power of multiple Adobe Experience Cloud solutions to maximize delivery of exceptional customer experiences and drive measurable business impact.

Yahoo magnified ROI by leveraging data to optimize customer experiences across multiple channels and products.

THE CHALLENGE

Multinational tech company Yahoo needed to establish a single source of truth for data. It required an agile infrastructure that would allow quick and consistent communication across channels and products using targeted and personalized messaging.

THE SOLUTION

Yahoo selected [Adobe Experience Cloud](#) to create a seamless, holistic customer experience. Drawing on data centralized in applications powered by [Adobe Experience Platform](#), the company crafted more relevant and timely communications based on robust customer profiles. It also used insights from [Adobe Analytics](#) and [Adobe Target](#) to test and optimize experiences through various channels and drive impactful results at scale.

Yahoo's center of excellence ensures the company is magnifying results by testing product, engineering, data, and campaign use cases and measuring and perfecting results for in-market activation.

THE EXPERIENCE

This tech stack and approach increased conversions by 61% and average weekly revenue by 86% while reducing the time to market from more than 1 week to under 12 hours.* Thanks to its improved ability to place impressions where they will yield the best returns, Yahoo experiences higher take rates—even where there are fewer impressions.

**These results are represented in quarter-over-quarter gains as reported by Yahoo.*

The Yahoo logo is displayed in its signature purple, lowercase font with an exclamation point.

86%

increase in average weekly revenue



Sri Adidam

Director, Product Management

The Maverick recognizes the company or individual pushing the boundaries of innovation in customer experience, work management, marketing, advertising, or commerce through bold, out-of-the-box thinking and groundbreaking use of an Adobe Experience Cloud solution.

The logo for Bungie Store, featuring the word "BUNGIE" in a bold, sans-serif font, followed by a stylized blue lightning bolt icon, and the word "STORE" in a smaller, all-caps sans-serif font.

23K

orders generated
in minutes

Bungie drove channel growth with a personalized commerce experience that connects the in-game player experience to real-world merchandise.

THE CHALLENGE

Bungie, the global video game studio and creator of beloved franchise multiplayer games like “Halo” and “Destiny”, aimed to build a commerce experience as unique as its in-game universe. It needed a platform that could be customized and integrated into its player application programming interface.

THE SOLUTION

The studio switched to [Adobe Commerce](#) and can now tap into almost 10 years of player data to deliver personalized shopping and catalog merchandising in the ecommerce experience. The migration also improves Bungie’s analytics capabilities and allows players to buy at scale, in seconds, on the release dates for new games and products. For example, the “Bungie Day” launch generated 23,000 orders within minutes. Catalog personalization enabled millions of players to purchase on demand and in real time during the launch.

THE EXPERIENCE

Bungie can now sell ahead rather than plan ahead, leading to more alignment with the game development team and planning product launches. These changes have also led to increased customer loyalty and enthusiasm. Players enjoy showing off unique, personalized merchandise from the company related to in-game activities.



Katie Lennox

Director, Consumer Products

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.

Qatar Tourism created an immersive digital experience and personalized customer journeys to propel tourism.

THE CHALLENGE


Qatar Tourism is working toward an ambitious goal to double revenue and triple the number of visitors by 2030. To support this objective, the organization needed to develop a digital environment to align customer journeys across different channels, locations, languages, and platforms to dramatically drive tourism outcomes.

THE SOLUTION


The company harnessed [Adobe Analytics](#), [Adobe Campaign](#), [Adobe Experience Manager](#), and [Adobe Target](#) to launch innovative, personalized, data-driven experiences, reaching over 200 million people to date. As part of its efforts to expand business, Qatar Tourism developed customized digital experiences, including a responsive website, mobile app, personalized campaign programs, and marketing automation initiatives. These initiatives include the global integrated campaign "Experience a World Beyond", which Qatar Tourism launched in 20 countries and 6 languages using TV advertisements, out-of-home advertising, and social platforms.

THE EXPERIENCE

The worldwide campaign features 6 CGI-animated characters who introduce travelers to destinations in Qatar and guide them through up to 11 tailored user journeys based on interests. The Visit Qatar app features 360-degree virtual tours and an interactive map to create an immersive customer experience. The campaign's results speak for themselves—using only 35% of the media budget, Qatar Tourism has gained more than 2 billion impressions, over 600 million video views, and over 100,000 new leads.



100K
new campaign leads



Berthold Trenkel
Chief Operating Officer

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



7x

increase in seller
lead value

IBM reconfigured its organization and martech stack to deliver more compelling customer experiences.

THE CHALLENGE

American multinational technology company IBM recently focused on transforming its approach to people, processes, and technology. The company needed a better solution to get more effective content in front of customers, analyze massive amounts of data, and unify thousands of assets

THE SOLUTION

The company consolidated its existing martech stack with over 40 technologies into a unified environment with 5 Adobe solutions: [Adobe Audience Manager](#), [Adobe Experience Manager](#), [Adobe Marketo Engage](#), [Adobe Target](#), and [Adobe Workfront](#). This digital transformation led to over \$120 million in savings and a 75% faster time to market for new content and web pages year over year.

THE EXPERIENCE

IBM used its updated tech stack to build more customer-centric experiences by testing messaging and following up on interactions faster, reducing the response time from less than 24 hours to just 30 minutes. The company integrated Marketo Engage with other customer relationship management and data science applications to develop account intelligence packages and increase lead value for sellers by 7 times using interaction alerts. Since adopting Adobe solutions, IBM has streamlined 2,800 campaigns down to 100.

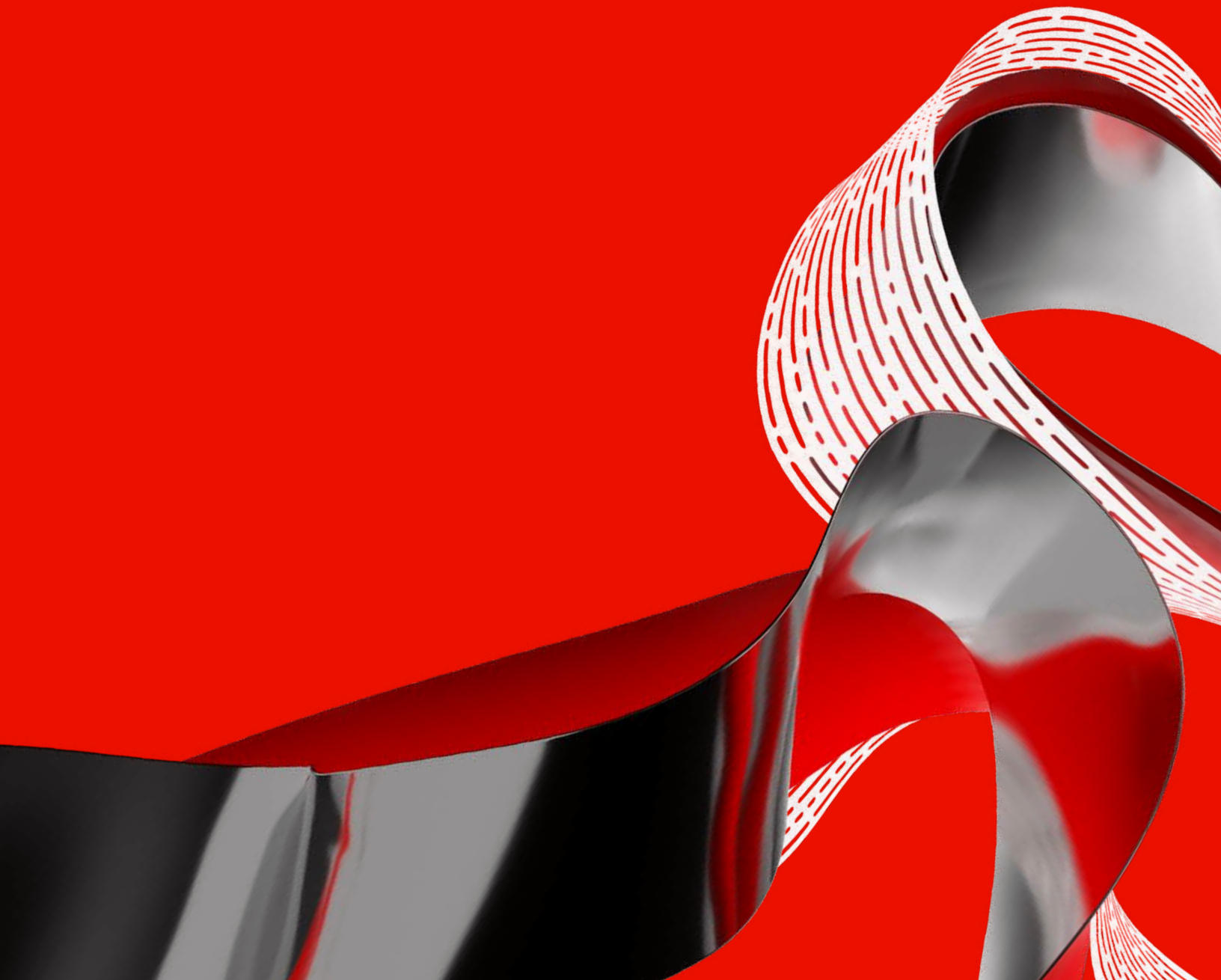


Jessica Criscione

CTO, Marketing & Sales Intelligence

Regional awards

Americas · APAC · EMEA · 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.

Melanie Babcock championed digital transformation efforts that strengthened The Home Depot's leadership position in interconnected retail.

THE CHALLENGE

Since 2016, Melanie Babcock, vice president of integrated media, has organized a digital transformation to customer-based marketing for the world's largest home improvement retailer, The Home Depot. Historically, the company's marketing campaigns have revolved around products rather than customer signals. Marketing goals and customer data were siloed across divisions, and The Home Depot needed a new strategy to unify sources and project priorities.

THE SOLUTION

To streamline campaigns and respond more quickly to customers, the company launched the "One Home Depot" strategy in 2017 to blend the physical and digital worlds and consolidate data. Building on the company's existing [Adobe Experience Cloud](#) stack with [Adobe Analytics](#), [Adobe Audience Manager](#), and [Adobe Target](#), The Home Depot added applications powered by [Adobe Experience Platform](#), including [Adobe Real-Time Customer Data Platform](#) and [Adobe Customer Journey Analytics](#), to create a central hub gathering relevant online and offline data sources across the organization.

THE EXPERIENCE

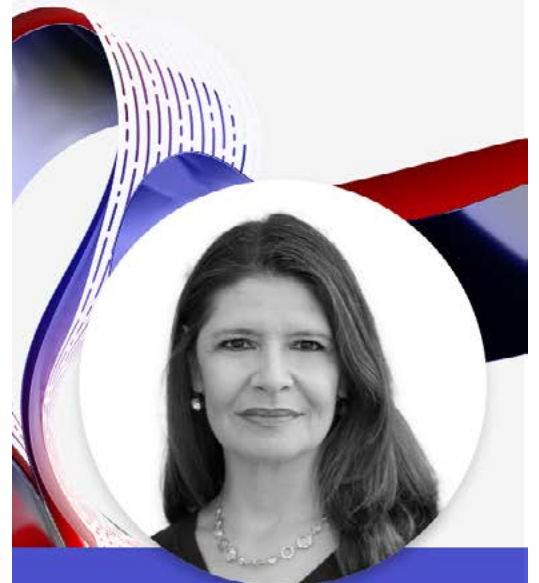
Adobe Experience Platform applications serve as the foundation for The Home Depot's personalization efforts, allowing it to achieve efficient customer-based marketing and customization at scale while following strict data governance and privacy policies. Thanks in part to Babcock's leadership driving the digital transformation and vision for exceptional customer marketing and retail experiences, the retailer's net sales reached \$151 billion in 2021 (an increase of 14% over the prior year).



How doers
get more done.

\$151B

net sales reached in 2021



Melanie Babcock

Vice President, Integrated Media

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.

verizon^v

50%

increase in sales conversion



Nitin Ahuja

Director, Marketing Technology

Nitin Ahuja transformed Verizon Business Group's marketing technology organization from a cost center into a profit center by developing an architectural North Star.

THE CHALLENGE

Verizon Business Group is a division of Verizon Communications that provides services and products for business and government clients around the world. When Director of Marketing Technology Nitin Ahuja joined the team in 2020, his team needed to consolidate over nine marketing automation platforms into four instances within [Adobe Marketo Engage](#) to deliver better customer experiences.

THE SOLUTION

Ahuja championed a collaborative approach to creating an architectural North Star between advertising, sales, and marketing anchored by [Adobe Experience Platform](#) applications. Verizon Business Group now uses [Adobe Real-Time Customer Data Platform](#), [Adobe Customer Journey Analytics](#), and [Adobe Journey Optimizer](#) to improve customer journeys and consolidate disparate data sets into a single profile. Ahuja converted his team from a cost center into a profit center that is accountable for its own profit and loss. Under his leadership, the team expanded from 1 person to 14 and adopted cross-functional tiger teams, leadership forms, and partnerships across the company.

THE EXPERIENCE

This approach allowed Verizon Business Group to increase speed to market by 86%, reducing the time required to create landing pages from 2–3 months to 1–3 hours. Ahuja and his team launched the first use case of a data-driven upsell campaign with Verizon Business propensity models to provide email personalization using Experience Platform. They also led an abandoned cart nurture campaign. Ahuja's efforts to advance the North Star architecture and improve personalized experiences at scale increased sales conversion by over 50% and lifted sales conversion rates by 15%.

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.

City National Bank established digital as a successful new channel in less than 3 years.

THE CHALLENGE

City National Bank, the 38th largest bank in the United States, traditionally executed marketing campaigns through offline channels. Data sources were disconnected and fragmented, and the marketing team relied heavily on manual spreadsheets to manage campaigns and reporting. It aimed to demonstrate the value of digital as a new channel for business growth using [Adobe Experience Cloud](#) solutions.

THE SOLUTION

The marketing technology team worked collaboratively to transform the bank from an organization with no digital marketing capabilities to one with distinct quantifiable digital success in under three years. The team unified its technology stack and organization structure around six key functions with a lead for each area. Each lead cross-trained on multiple Adobe solutions—including [Adobe Advertising Cloud](#), [Adobe Analytics](#), [Adobe Audience Manager](#), [Adobe Experience Manager](#), [Adobe Target](#), and [Adobe Workfront](#)—to understand how to maximize the solutions together using an innovative scorecard methodology.

THE EXPERIENCE

This approach empowered the team to identify quick wins to demonstrate value and get buy-in from stakeholders. For example, the team used Adobe Analytics to highlight the value of the bank's website by identifying clients and proving that 80% of website visitors were prospects. Adobe Experience Manager reduced the time to market for landing pages from months to hours, leading to more marketing support. The team optimized forms with Adobe Target to increase paid media effectiveness and used [Adobe Sensei](#) for paid media bidding, decreasing cost-per-click by 26% and increasing conversions by 22.4%. These changes led to a 108% increase in digital lead generation.



108%

increase in digital
lead generation



Joaquim Gallart
CRM Manager and SVP, MarTech

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.



70%

decrease in campaign
management labor costs

Amar Sane of HDFC Life led a digital transformation to deliver best-in-class customer experiences through timely and personalized messaging.

THE CHALLENGE

HDFC Life, a leading life insurance company in India, needed new technology solutions to deliver timely and personalized messaging to its customers. Amar Sane, senior vice president of customer relations, took an instrumental role in driving digital transformation in customer experiences and inspiring his team through the transition process.

THE SOLUTION

Sane's vision and collaborative approach were essential in clearing roadblocks for HDFC Life and working toward best-in-class experiences for customers. The company selected [Adobe Campaign](#) and created over 10 complex journeys with staggered messaging to communicate life insurance policy deadlines to customers. The campaigns are fully automated with integration across multiple channels, strengthening the company's reach and efficiency.

THE EXPERIENCE

Since adopting Adobe Campaign, the company's click rates increased 1.8 times, open rates increased 1.5 times, and customer engagement increased 1.2 times. In addition, go-to-market time declined by 95%, and campaign management labor costs decreased by 70%.



Amar Sane

Senior VP, Customer Relations

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.

Victoria Xiao delivered long-term value to Transurban by spearheading an initiative to migrate customers to digital support channels.

THE CHALLENGE

Toll-road operator Transurban manages multiple roads and businesses, but organizing and syncing digital assets across disparate digital platforms to forge a complete customer journey was historically challenging. Victoria Xiao, digital optimization capability lead, conducted the toll-road operator's initiative to transition customers over to digital support channels from call centers.

THE SOLUTION

To consolidate and analyze data across touchpoints, Transurban implemented [Adobe Experience Cloud](#) solutions, including [Adobe Analytics](#), [Adobe Audience Manager](#), [Adobe Experience Manager](#), and [Adobe Target](#). Using data gathered from [Adobe Experience Platform Launch](#), Xiao identified common online issues for customers and proposed content improvements. She then leveraged Audience Manager to create segments and provide personalized content for segments using Target.

THE EXPERIENCE

Because of Xiao's leadership, the company's digital self-service success rates increased by 15%, call center volumes decreased by 10%, and net promoter scores increased by 7.6% month over month. Transurban leveraged its new tech ecosystem to build and analyze a panoramic view of the customer journey during all touchpoints, create a centralized report of website and app performance, and convert all departments to digital channels.

Transurban

15%

increase in digital self-service success rates



Victoria Xiao

Digital Optimisation Capability Lead

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.

European Motor Distributors restructured teams and technology in 6 months to deliver better customer experiences and significant business growth.

THE CHALLENGE

Within an intensive 6-month period, European Motor Distributors—the local representative and importer for Volkswagen Group brands in New Zealand—transformed its traditional digital and brand marketing teams to build a customer engagement team. This organizational change was a key part of a larger goal to connect data and insights across brands to build loyal, lifelong customers. The multi-brand group needed a solution to unify shared technology, insights, and knowledge to communicate more effectively with dealers and customers — and understand revenue attribution better.

THE SOLUTION

European Motor Distributors' newly formed customer engagement team took on a collaborative approach to strategy, content, persona-based nurture campaigns, and customer lifecycle programs, shifting the group from a business-focused to a customer-focused organization. The team overhauled the Audi lead nurture journey to focus on relevant content for individual customers rather than vehicle features. It also used survey data to develop five new personas and built a complex 30-email end-to-end customer journey.

THE EXPERIENCE

The company's structural transformation and innovative approaches have led to significant business growth and opportunities. Using multiple solutions such as [Adobe Marketo Engage](#) and [Adobe Experience Manager Screens](#), the team more than tripled the top-of-funnel pipeline and increased lead-to-test-drive conversions by 30% between June and December 2021.



3x

top-of-funnel pipeline



Matt Tohill

General Manager

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.

Chris Brown of NatWest strengthened the bank's tech stack to focus on delivering more relevant information to customers.

THE CHALLENGE

UK bank NatWest faced gaps in identity management, ability to use prospect information to market products, end-to-end journey analytics, and conversion attribution. While the organization used Adobe Analytics, it needed to upgrade its technology structure to improve its capacity to understand customer behavior and scale personalization.

THE SOLUTION

As head of marketing analytics and technology at NatWest, Chris Brown cultivated a close relationship between the bank's teams and Adobe. To improve data collection while matching online activity to existing customers, NatWest strengthened its tech stack with [Adobe Experience Manager](#) and applications powered by [Adobe Experience Platform](#), including [Adobe Real-Time Customer Data Platform](#), [Adobe Customer Journey Analytics](#), and [Adobe Journey Optimizer](#). The bank's new digital ecosystem allowed it to manage online mortgage application forms and build customer journeys to email customers after loss of interest, reintegrating customers at the point where they left off.

THE EXPERIENCE

Brown's efforts established Adobe Experience Platform applications as foundational in the NatWest marketing and decision-making architecture, championing a "cohort of one" operating principle centered on using digital channels to understand and provide for customers' needs. Brown's strategy of building out the Adobe tech stack while creating a cross-functional internal team to partner with Adobe Consulting Services to deploy and maximize value is reflected in NatWest's performance metrics. Since adopting Adobe Experience Platform applications, the bank's clickthrough rate following up on loan applications has improved from 3.5% to 6.5%, and NatWest anticipates an £11M benefit per annum from increased relevancy.



NatWest
Group

£11M

benefit per annum from
increased relevancy



Chris Brown

Head, Marketing Analytics

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.

Dedicato a te

40K

new customer leads

Laura Pezzotta pioneered a hyper-personalized ecommerce experience for Barilla, the largest pasta producer in the world.

THE CHALLENGE

Barilla, the largest pasta producer in the world, needed an infrastructure that would allow interaction and customization between multiple systems. As a company that usually only deals with retailers and supermarkets, it needed to better understand the final customer and how to deliver information to consumers.

THE SOLUTION

Laura Pezzotta, head of D2C personalization at Barilla, spearheaded the creation of “Dedicato a te”, the first customized ecommerce experience in Italy and a leading example of hyper-personalization in the global food industry. To support this campaign, Barilla turned to [Adobe Commerce](#) to customize content and integrate with existing back-end and front-end systems. The solution enabled Barilla to develop an innovative visual search engine that allows consumers to create and preview personalized products using a real-time 3D viewer. The company’s web pages also feature customized storytelling elements to engage customers throughout the entire sales and product development process and as the order is being prepared and shipped.

THE EXPERIENCE

Pezzotta’s leadership in this effort has brought about 40,000 new customer leads and over 100,000 products sold. Customers widely endorse the experience, with surveys showing that 96% would make another purchase and 94% would recommend the product or service to others.

Laura Pezzotta

Head, Personalization

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.

Boots applied massive organizational and process changes to deliver personalized omnichannel campaigns.

THE CHALLENGE

Siloed data sets and time-consuming updates made it difficult for the UK's leading pharmacy-led health and beauty retailer to produce content quickly at scale, and Boots needed to reimagine its marketing systems to be able to create customized campaigns across multiple channels.

THE SOLUTION

The Customer Journey Orchestration team, a new group within the Marketing Technology team, focused on streamlining the process of developing and delivering personalized customer experiences through the retailer's app and email. Every two weeks, the team held omnichannel strategy sessions to plan developments in technology integrations and upcoming campaigns.

One development included a personalization database, which connected datasets with over 2 billion records into one customer view. The database supports personalization across Adobe solutions, including [Adobe Analytics](#), [Adobe Audience Manager](#), [Adobe Campaign](#), and [Adobe Target](#).

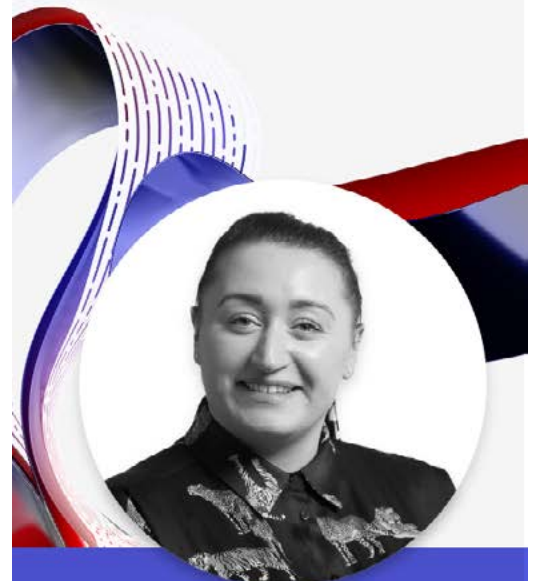
THE EXPERIENCE

These innovations allow Boots to send personalized messages based on individual behavior, such as recommending products to purchase with loyalty points. The new structure has changed the game for the company's efficiency, reducing the time to update marketing and web content from days to minutes, lowering email delivery campaign time by 66%, and increasing email response rates by 40% with artificial intelligence-generated content.

The Boots logo is displayed in a dark blue, cursive script font.

40%

increase in email response rates



Victoria Dakin
Product Manager

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.



31%

increase in the number
of web visitors

Shinya Suda of Astellas Pharma commanded a worldwide tech stack transformation to enhance customer experiences and long-term value across all channels.

THE CHALLENGE

Astellas Pharma, a multinational pharmaceutical company, is on a mission to be at the forefront of healthcare change by turning innovative science into value for patients. Astellas needed a solution to cover and update all product portfolios while understanding customers better and running the plan-do-check-act (PDCA) cycle faster.

THE SOLUTION

Shinya Suda, senior vice president of information systems, took the lead in promoting and unifying Astellas Pharma's tech stack globally. Astellas Pharma adopted [Adobe Analytics](#), [Adobe Audience Manager](#), [Adobe Experience Manager](#), [Adobe Marketo Engage](#), and [Adobe Target](#) to enhance user experiences for healthcare professionals, update product portfolios seamlessly, and understand its customers' needs better.

THE EXPERIENCE

Suda developed new key performance indicators to assess website performance and developed digital touchpoints and capabilities to contribute to healthcare providers. He made major contributions to accelerating and stabilizing the worldwide launch, particularly in the United States, in the past year since the initial launch in Japan.



Shinya Suda

Senior VP, Information Systems

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.

Ayumi Yoshimura orchestrated a digital experience transformation to drive growth for Tokio Marine & Nichido Fire Insurance Co., Ltd.

THE CHALLENGE

As in-person contact became limited due to the global pandemic, multinational insurance company Tokio Marine & Nichido Fire Insurance Co., Ltd. prioritized digital experience transformation to optimize the content on agent websites and promote enrollment.

THE SOLUTION

Ayumi Yoshimura, manager of the alliance promotion office in the digital innovation department, led his team in improving the online customer experience and incorporating new methodologies based on his previous professional experience in information media and human resources. Under Yoshimura's guidance, Tokio Marine deployed [Adobe Experience Manager as a Cloud Service](#) to create and store high-quality, customer-oriented digital content on its website.

THE EXPERIENCE

The solution strengthened support for partner insurance agents' sales activities. Yoshimura also established a project request system using an in-house solution, creating accountability for content production within the sales department and damage service department.



Tokio Marine & Nichido Fire Insurance Co., Ltd.

4x

increase in the adoption rate for agencies



Ayumi Yoshimura
Digital Marketing Manager

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.



215%

increase in the number of marketing qualified leads

Nippon Telegraph and Telephone West Corporation built a digital platform to implement highly personalized marketing and improve sales efficiency.

THE CHALLENGE

Nippon Telegraph and Telephone West Corporation (NTT), a leader in the telecommunications industry, needed to update its technologies to improve sales efficiency and execute customized recommendations and marketing.

THE SOLUTION

NTT connected [Adobe Marketo Engage](#) with existing systems to streamline automation and personalization. An internal team collaborated with partner NTTCom Online Marketing Solutions to develop systems and strategies, sharing digital marketing insights with other companies in NTT Group. The tech integration allowed the team to build a digital platform that captures and combines detailed customer information, such as web behavior history, corporate attributes, service usage status, and response information, from inside sales to assign detailed scores based on customer interests for each journey stage. This scoring approach helped NTT implement highly accurate one-to-one marketing segments and streamline sales with a large volume of high-quality MQLs.

THE EXPERIENCE

The team created an automated email marketing program to deliver personalized messages based on the data and customer's behavioral history. Year over year, these efforts have increased the number of website visits by 180% and the number of marketing qualified leads by 215%.



Kenji Kobayashi
Manager

Thank you for your interest in our 2022 movers and shakers.

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