



# Discover the movers and shakers of 2023.



## Introduction

Each year Adobe is honored to celebrate the Experience Makers revolutionizing the digital economy at the Adobe Experience Maker Awards. Read the stories behind this year's winners to learn how difficult situations led to innovative solutions and extraordinary customer experiences.



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<b>The Ambassador</b> Adobe Marketo Engage	EngageSmart, Brooke Bartos	High Tech
<b>The Analyzer</b> Adobe Analytics, Adobe Campaign, Adobe Customer Journey Analytics, Adobe Experience Manager, Adobe Experience Platform, Adobe Journey Optimizer, Adobe Real-Time Customer Data Platform, Adobe Target, Adobe Workfront	TSB Bank	Financial Services and Insurance
<b>The Architect</b> Adobe Campaign	HDFC Life	Financial Services and Insurance
<b>The Changemaker</b> Adobe Experience Manager	National Center for Missing & Exploited Children	Government/Non-Profit/Public Sector
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<b>The Illuminator</b> Adobe Target, Adobe Experience Manager, Adobe Experience Platform	Parques Reunidos	Travel and Hospitality
<b>The Magnifier</b> Adobe Advertising, Adobe Campaign, Adobe Analytics, Adobe Experience Manager, Adobe Experience Platform, Adobe Journey Optimizer, Adobe Real-Time Customer Data Platform, Adobe Target	Tabcorp	Media and Entertainment
<b>The Maverick</b> Adobe Experience Platform	The Warehouse Group	Retail
<b>The Transformer</b> Adobe Experience Manager, Adobe Real-Time Customer Data Platform	The Warehouse Group	Retail

## Regional Award Winners

### Category

### Company

### Industry

#### Americas

The Experience Maker Executive of the Year

U.S. Bank, Raghu Vasu

Financial Services and Insurance

Adobe Analytics, Adobe Campaign, Adobe Audience Manager, Adobe Experience Manager, Adobe Marketo Engage, Adobe Journey Optimizer, Adobe Real-Time Customer Data Platform, Adobe Target, Adobe Workfront

The Experience Maker of the Year

CVS Health, Ben Meck

Healthcare, Beauty and Medical

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

The Experience Maker Team of the Year

State of Illinois, Department of Innovation and Technology

Public Sector/Government

Adobe Analytics, Adobe Experience Manager, Adobe Target

#### APAC

The Experience Maker Executive of the Year

Total Tools, Darren Gunton

Retail

Adobe Commerce

The Experience Maker of the Year

HESTA, Chris Evans

Financial Services and Insurance

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

The Experience Maker Team of the Year

Tabcorp

Media and Entertainment

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

#### EMEA

The Experience Maker Executive of the Year

Asprey, Aidan Connor

Retail

Adobe Analytics, Adobe Commerce, Adobe Experience Manager

The Experience Maker of the Year

LOT Polish Airlines, Arkadiusz Gawryluk

Travel and Hospitality

Adobe Analytics, Adobe Campaign, Adobe Experience Manager, Adobe Target

The Experience Maker Team of the Year

CaixaBank

Financial Services and Insurance

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

#### Japan

The Experience Maker Executive of the Year

Sony, Makoto Toyoda

Manufacturing

Adobe Analytics, Adobe Experience Manager

The Experience Maker of the Year

Astellas Pharma Inc., Shinnosuke Koizumi

Healthcare, Beauty and Medical

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

The Experience Maker Team of the Year

ASICS Corporation

Manufacturing

Adobe Experience Manager

# Global awards



## The Advocate

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 with Adobe Experience Cloud solutions.



# 24-hour

data latency down  
from 3–5 days



**The Advocate**

TSB Bank

### **TSB Bank unified customer journeys by automating manual processes with more sophisticated content creation and targeting.**

#### **The challenge**

TSB is one of the UK's most trusted retail banks, serving more than 5 million customers across the country. They needed to develop customer-centric marketing operations, with unified customer journeys across online and offline channels.

#### **The solution**


Before Adobe, TSB only had access to unstructured customer data that would sit in their data warehouse. The bank can now collect and process that data in less than 24 hours to deliver real-time personalization. Using Adobe, they were able to create more impactful cross-channel experiences and customer journeys while making marketing operations faster and more cost-effective.

#### **The experience**


TSB's transformation flipped an industry that is traditionally product-centric by putting customers at the center of every decision — and [Adobe Experience Platform](#) makes this possible. Real-time insight into customers' needs and behaviors means the brand can be more sophisticated in content creation and targeting. They have a steady dialogue with customers rather than bombarding them with messages.

# The Ambassador

The Ambassador recognizes the individual who has gone above and beyond to share their expertise and thought leadership. They've demonstrated a willingness to help their peers and/or colleagues succeed in their customer experience management and/or work management transformation initiatives with Adobe Experience Cloud solutions.



**18**  
team members  
mentored



**The Ambassador**  
**Brooke Bartos**  
Director of Marketing Operations  
& Analytics

## **Brooke Bartos' leadership empowered EngageSmart to deepen personalization and focus on the customer experience.**

### **The challenge**

EngageSmart needed to align all four of their business solutions under a centralized system to standardize processes, combine reports, and create a marketing hub.

### **The solution**

Brooke Bartos, director of marketing operations and analytics at EngageSmart, leveraged her expertise in Adobe Marketo Engage to rapidly scale marketing programs in a standardized way.

Brooke is a two-time speaker at Adobe Summit, a five-time Adobe Marketo Engage Champion, an Adobe Marketo Engage Certified Solutions Architect, and the leader of two Adobe Marketo Engage Users groups. She has coached and trained six colleagues and five mentees to Adobe Marketo Engage Certified Expert status and led the charge of bringing Adobe Marketo Engage into her company. Last year she mentored 18 EngageSmart team members in martech certifications.

### **The experience**

EngageSmart has created a unified system and leveraged pre-existing templates, which has significantly reduced the time required to build and deploy campaigns. This frees up resources to develop more campaigns and journeys, deepen personalization, and focus more on customer experience.

By training new users and developing Adobe Marketo Engage resources, Brooke works to teach and inspire as many people in marketing operations as possible.

## The Analyzer

The Analyzer recognizes the company that has mastered the art and science of data-driven decision-making. They optimized customer journeys and drove significant business impact by leveraging real-time insights with Adobe Experience Cloud analytics solutions.



**300%**

increase in sales



**The Analyzer**

TSB Bank

### **TSB Bank empowered customers to find what they need in seconds, with the additional benefit of value-added offers and experiences.**

#### **The challenge**

Instead of pushing offers, TSB Bank needed to create a marketing ecosystem that put customers in control.

#### **The solution**

TSB learned the value of 360-degree customer profiles, delivering truly customer-centric, one-to-one experiences. Their new process of understanding audiences, reacting in the moment, and connecting journeys in a seamless way has been a game-changer for TSB's business.

#### **The experience**

TSB's results since going live with [Adobe Experience Platform](#) as the heart of their data-driven operations are truly impressive. Their initial business case when implementing the solution in 2021 saw an 11x increase over expectations.

In their second year of using Adobe Experience Platform, mobile went from being their least popular customer channel to their customers' channel of choice. This growth provided TSB with an additional 3x increase in value, arguably the biggest success of their transformation. After using Adobe to personalize the loan experience and application process for every mobile user, the bank saw sales jump 300%.



## The Architect

The Architect recognizes the company that has unified their content and marketing strategy to streamline the digital customer journey. They have used Adobe Experience Cloud to deliver personalized, relevant content to the right audience at the right time to achieve measurable impact and lift business results.



**1.8x**

increase in  
click-through rates



**The Architect**

HDFC Life

### **HDFC Life streamlined campaign management to make communications relevant to customers across all life stages.**

#### **The challenge**

HDFC Life, one of the leading life insurance companies in India, needed a single view of customer profiles and campaigns across internal teams to deliver personalized communication journeys.

#### **The solution**

HDFC used [Adobe Campaign](#) to create personalized content aligned to specific customer personas — from Champion to Enthusiast — and gamification principles to engage younger individuals (e.g., Gen Z). These efforts generated significantly more revenue and illustrated a commitment to delivering personalized content to the right customers at the right time.

To take things a step further, HDFC used AI-driven personalization journeys and communications to connect with the wide range of languages and cultural nuances present in India.

#### **The experience**

These efforts generated significantly more revenue and illustrated a commitment to delivering personalized content to the right customers at the right time. Their click-through rates increased by 1.8x, open rates went up by 1.5x, and their GTM time was reduced by 95%. HDFC exemplifies campaign excellence and how focusing on customers can minimize business costs and lead to substantial growth.

# The Changemaker

The Changemaker recognizes the company (nonprofit, small or medium-sized business, or corporation) that has innovated by leveraging Adobe Experience Cloud tools to drive quantifiable social or environmental impact for their customers and/or stakeholders.



**110%**

jump in online  
donation traffic



**The Changemaker**

NCMEC

## **National Center for Missing & Exploited Children (NCMEC) leveraged new technology to make a real impact on human lives.**

### **The challenge**

NCMEC is the nation's largest and most influential child protection nonprofit organization — and it had a critical need to manage millions of website visits more efficiently and to motivate visitors to take action.

### **The solution**

NCMEC replaced a home-grown system with [Adobe Experience Manager](#) to build a responsive, mobile-first platform that could keep information about children in ongoing cases secure, while still delivering resources to the right audience. Now they can quickly create and deploy mobile-friendly content that can help the public find a missing child, keep their children safe, and stop the sexual exploitation of a minor.

### **The experience**

NCMEC's new website bounce rate fell to less than 1%, even as traffic grew by seven million visits. Online donation traffic jumped by 110% in three years, allowing NCMEC to devote even more resources to helping children.

NCMEC also used Adobe Experience Manager to prepare 480 professionals from partner organizations to deliver safety presentations, reaching over 22,000 children in 2022.

# The Collaborator

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



**100%**

visibility into the  
professional services  
business



**The Collaborator**

NTT

## **NTT centralized project management processes in one solution, transforming visibility, predictability, and execution speed.**

### **The challenge**

Before [Adobe Workfront](#), NTT used 21 disconnected applications to operate their professional services business. They lacked a single source of truth, making visibility virtually impossible.

### **The solution**

As one of the largest telecommunications companies in the world, NTT needed to integrate data silos, so they centralized to a single project management solution within Adobe Workfront. Workfront Fusion drove significant ROI for NTT and reduced the amount of duplicative data entered into multiple tools. Workfront provides resource visibility so NTT can maximize their most valuable resource — people.

### **The experience**

Today, NTT has 100% visibility, onboarded more than 1,500 users, managed more than 2,300 projects, and completed more than 49,000 resource assignments, all in Workfront. NTT has also increased customer satisfaction, Net Promoter Scores (NPS), and survey responses.

## The Disruptor

The Disruptor recognizes the company that has reimagined the commerce experience for B2C and/or B2B customers. They drive growth across multiple sales channels, brands, and/or geographies with an Adobe Experience Cloud solution(s).

The Sling TV logo, featuring the word "sling" in a blue, lowercase, sans-serif font with three curved lines above the 'i'.

**50%**

fewer same-day  
cancellations YoY



**The Disruptor**  
Sling TV

### **Sling TV overhauled their existing messaging, pricing, and targeting to create a more functional and intuitive user experience.**

#### **The challenge**

Sling TV, a U.S. television service owned by Dish Network, had a longstanding customer challenge communicating which local channels were included in their streaming television packages, often resulting in same-day cancellations.

#### **The solution**

The company decided a regional pricing model was needed to create fairness among the customer base, while also keeping those regions' profits healthy. Sling TV created new packages for various combinations of products and price points leveraging [Adobe Commerce](#), updating new and existing components in [Adobe Experience Manager](#) to behave differently, and using [Adobe Target](#) to locate customers and customize messaging based on their zip code.

#### **The experience**


The data gave the company clear results. With higher conversion than originally modeled, 50% fewer same-day cancels, and a 20% lift in efficiency, Sling TV is consistently growing its profitability by getting more customers who will stay with the service long-term.

## The Engager

The Engager recognizes the company that has transformed pipeline creation by engaging and nurturing customers through every stage of the customer journey, driving measurable growth with Adobe Experience Cloud.



**2x**  
increase in abandoned  
cart conversion rates



**The Engager**  
Sunbelt Rentals

### **Sunbelt Records transformed their tech stack and marketing strategy, adding a significant amount of forecasted pipeline.**

#### **The challenge**

Sunbelt Rentals, a leader in the equipment rental industry, needed to scale marketing campaigns and surface the right messages at the right time to keep up with their rapidly growing business.

#### **The solution**


Using the combination of [Adobe Commerce](#) and [Adobe Marketo Engage](#), Sunbelt Rentals was able to create a highly customizable and secure ecommerce and marketing automation experience. They can now activate specific segments identified by [Adobe Experience Manager](#) and provide those customers with tailored content through an Adobe Marketo Engage integration. Those customers can then be pulled into even more targeted go-to-market campaigns.

#### **The experience**


Sunbelt Rentals made their campaigns more effective by meeting customer expectations, personalizing content, and increasing lead quality. And the metrics speak for themselves — normalized data within the system went up by 28.4%, marketable records increased by 21%, and abandoned cart conversion rates doubled from 1.9% to 3.7%.

# The Illuminator

The Illuminator recognizes the company, individual, or team showing great resilience, rising above unprecedented circumstances and finding ways to turn challenging situations into exceptional customer experiences with Adobe Experience Cloud.



**50%**  
increase in online  
revenue



**The Illuminator**  
Parques Reunidos

## **Parques Reunidos persevered and tackled change resistance across the organization with their small but mighty team.**

### **The challenge**

Parques Reunidos operates over 50 leisure centers in countries across Europe, North America, and Australia. Before implementing Adobe solutions, each leisure center had its own website design with complex checkout funnels and no cross-selling between sites.

### **The solution**

To deliver a more unified customer experience, Parque Reunidos used [Adobe Experience Manager](#) as a Cloud Service and [Adobe Target](#) to create a uniform website design for more than 50 amusement parks, all with the same information architecture.

### **The experience**

These teams unified 10 ecommerce platforms, six payment vendors, and more than 50 websites, in multiple languages, worldwide. The results exceeded their expectations — over 50% growth in digital revenue, greater than 60% conversion rate, and more than 15% growth in organic traffic.

# The Magnifier

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.



**64%**

increase in digital  
in-venue revenue



**The Magnifier**

Tabcorp

## **Tabcorp upleveled their customer journey with personalized customer experiences by implementing the best technical solution.**

### **The challenge**

Tabcorp is a market-leading gambling entertainment company operating in Australia. They wanted to amplify digital personalization for customers who visit any of their 4,000 physical venues with geotargeting.

### **The solution**

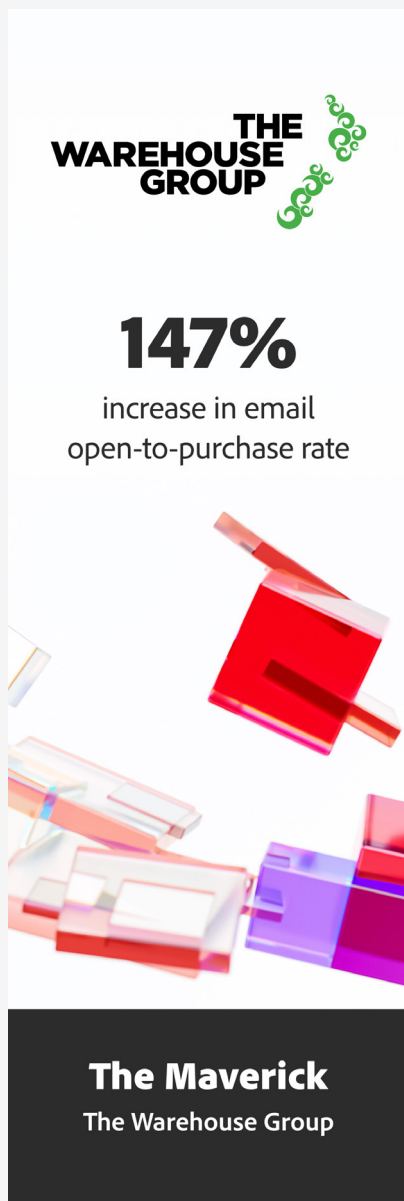
The company transformed their customer experience by shifting to a customer-led approach, focusing on getting digital journeys right by optimizing for conversions. Implementing [Adobe Experience Platform](#), along with seven additional Adobe applications, helped Tabcorp offer customers a seamless, convenient experience with their brand.

### **The experience**

Tabcorp can now identify when one of their digital customers walks into a venue, and can serve them relevant offers wherever they are most likely to engage. Tabcorp's use of actionable, real-time data across multiple channels has resulted in an 80% incremental increase in digital in-venue bettors and a 64% increase in digital in-venue revenue.

## The Maverick

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 WAREHOUSE GROUP**

**147%**  
increase in email  
open-to-purchase rate

**The Maverick**  
The Warehouse Group

The infographic features a background of colorful, translucent geometric shapes in shades of red, orange, and purple. At the top right, there is a green graphic of a stylized plant or tree with circular nodes. The text is arranged in a clean, modern layout with a black footer box containing the 'The Maverick' branding.

### **The Warehouse Group (TWG) innovated by delivering unique customer experiences and cross-channel personalization campaigns.**

#### **The challenge**

The Warehouse Group (TWG) is the largest retail group operating in New Zealand, selling products both online and in-store. They needed to collect and unify multi-brand customer profiles and multichannel engagement data to build a single, coherent, and complete view of each customer.

#### **The solution**

Using [Adobe Experience Platform](#), TWG created a unified customer profile across three brands and created a single customer view combining three websites, two mobile apps, three Salesforce applications, and other data sources.


#### **The experience**

TWG is now able to create new use cases and target customers at scale. Results include a 147% increase in email open-to-purchase rate for iPhone sales, 9.8% online revenue growth in the new grocery category, and 2.5% in-store revenue growth across six stores in the initial trial phase.




# The Transformer

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



**700+**  
segments created  
within one month



**The Transformer**  
The Warehouse Group

## **The Warehouse Group transformed their people, process, and technology to drive experience-led growth in their business.**

### **The challenge**

The Warehouse Group's (TWG) marketers needed to target customers with omnichannel personalized marketing campaigns. Their wish list included ID stitching, cross-brand profile building, cross-channel marketing, sophisticated segmentation, and real-time activation.

### **The solution**



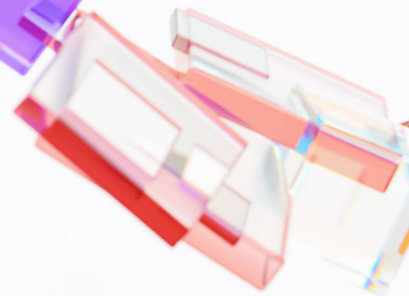



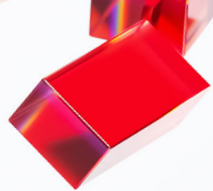










They selected [Adobe Experience Platform](#) to replace Salesforce DMP and to scale personalization initiatives for the business across brands. By creating omnichannel personalization campaigns, TWG empowered and educated teams to implement new and improved workflow processes.

### **The experience**

Within one month, TWG created over 700 new customer segments. TWG unified multiple brands, channels, and teams to successfully drive efficiency and significantly lift revenue across the business.



# Regional awards

- Americas
  - Asia-Pacific
  - Europe, the Middle East, and Africa
  - Japan
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# Americas awards



# The Experience Maker Executive of the Year

## Americas

The Experience Maker Executive of the Year recognizes the visionary leader who has driven digital transformation across their organization, delivering advances in customer experience to achieve significant business impact by leveraging an Adobe Experience Cloud solution.



**82%**

of consumer transactions  
handled digitally



**Raghu Vasu**

Senior Vice President, Digital  
Marketing & Technology

**Raghu Vasu of U.S. Bank championed the vision and best-in-class technology to deliver engaging and relevant personalized customer experiences across all digital channels.**

### **The challenge**

At U.S. Bank, the fifth-largest bank in the United States serving approximately 20 million customers, customers increasingly prefer interacting through digital means. U.S. Bank wanted to deliver the same excellent and personalized experience to customers whether they walk into their local branch or tap on the app on their phone.

### **The solution**

Raghu Vasu, SVP of digital marketing and technology, evangelized [Adobe Experience Platform](#) and [Adobe Experience Cloud](#) technology among internal partners by identifying use cases and customer journeys that would best align with each team's goals. Raghu worked across all lines of business to answer questions and create a smooth path for adoption. His plan ensured intelligent, contextual, and relevant one-to-one experiences in real time and at every meaningful touchpoint in the customer journey.

### **The experience**

Raghu prioritized a culture of innovative thinking, leading U.S. Bank to be recognized as a digital industry leader from Fortune, Kiplinger, Javelin, and Cornerstone Advisors. The business impact is clear: In two years U.S. Bank saw a 16% increase in online customer transactions, 3x increase in mobile deposits, and 10x increase in real-time payment transactions. With personalized offers pushed out to customers at just the right time across preferred channels, annual revenue from consumer banking has nearly doubled from .7% to .13%.

# The Experience Maker of the Year

## Americas

The Experience Maker of the Year recognizes an individual that 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.



CVS Health.

**2 days**

Time to market for  
campaigns vs. 4 weeks



**Benjamin Meck**

Executive Director, Enterprise  
Marketing Technology

## Ben Meck drove the transformation of people, processes, and technology to fuel customer centricity at CVS Health.

### The challenge

Prior to leveraging Adobe Experience Cloud solutions, CVS Health operated like three separate Fortune 50 companies. They faced disparate processes and a dozen different platforms. CVS Health knew they wanted to simplify their tech stack, reduce the total cost of ownership, and enable employees to deliver a connected experience.

### The solution

Ben Meck, executive director of enterprise marketing technology at CVS Health, was instrumental in helping them reach the decision to adopt [Adobe Experience Platform](#). Under Ben's leadership, CVS Health successfully centralized audiences so they could be built and pushed to multiple destination platforms with [Adobe Real-Time CDP](#).

Ben organized a team of leaders and team members who together have built roadmaps and adopted new ways of working, like Agile. He also helped empower the firm's marketing teams to begin realizing the value from the tools.

### The experience

Doing this all in a healthcare environment, where creativity and diligence is needed due to HIPAA regulations, is truly impressive. Ben led the team from initial vision to pilot implementation within six months. This gave CVS a significant competitive advantage, enabled them to deliver personalized experiences, and positioned them as leaders in delivering exceptional customer experiences.

# The Experience Maker Team of the Year

## Americas

The Experience Maker Team of the Year recognizes the team or cross-functional team that has collaborated to overcome organizational obstacles. They deliver exceptional customer experiences and business impact by leveraging innovative approaches to execute their marketing, commerce, or advertising strategies.



# 63%

increase in link and readability quality



### **The State of Illinois Department of Innovation and Technology modeled exemplary teamwork and collaboration — modernizing the digital landscape for residents across all devices and platforms.**

#### **The challenge**

The State of Illinois provides a wide range of services to more than 12 million people who call the state home. Many of these services could be accessed online, but it was an inconsistent and disjointed experience for residents as many agencies had their own websites. The shock of the pandemic required a complete rethinking of online service delivery. Internally, the state agencies were unable to rapidly deploy content — a big challenge when the CDC guidance for vaccines needed to be posted within an hour's notice.

#### **The solution**

Using [Adobe Experience Manager](#), [Adobe Target](#), and [Adobe Analytics](#), the Department of Innovation and Technology moved its website into a single digital ecosystem. This created a standard, scalable environment where each agency can easily deliver consistent experiences that work seamlessly across all devices and platforms.

#### **The experience**

Since site migrations began in late 2020, they've seen a 62% increase in link and readability quality, lowered bounce rates, and an overall 8% improvement in accessibility. And it takes state agency content authors less than 10 minutes to update page content.

# Asia-Pacific awards



# The Experience Maker Executive of the Year

## Asia-Pacific

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



**166%**

increase in online revenue



**Darren Gunton**

General Manager, Marketing  
& eCommerce

## Darren Gunton's leadership transformed the Total Tools digital experience for retail and trade customers.

### The challenge

Total Tools, the largest independent retailer in Australia with over 100 stores across the country, was committed to growing its online customer community and scaling a customized commerce solution across online and in-store channels.

### The solution

Darren Gunton, general manager of marketing and ecommerce, spearheaded the initiative to deliver true omnichannel experiences and urgently insisted that a cloud-based architecture, complemented by numerous third-party integrations, was key. Darren selected [Adobe Commerce](#) technology to improve customer experiences and build new revenue streams for the extensive national store network.

### The experience

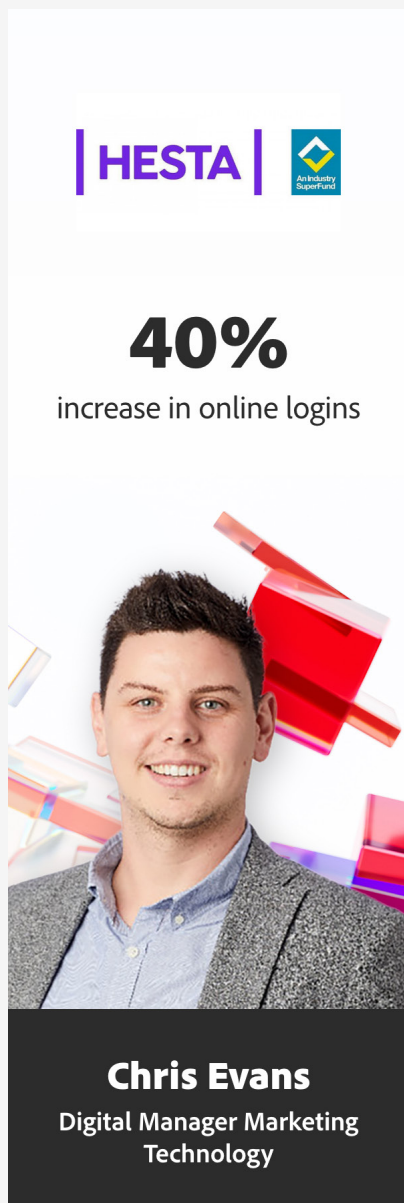
By building a culture of experimentation that challenges and inspires his team, online revenue has increased by a staggering 166% while operational costs have decreased, and customer satisfaction has improved over the past two years.




# The Experience Maker of the Year

## Asia-Pacific

The Experience Maker of the Year recognizes an individual that 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.



**HESTA** | 

**40%**  
increase in online logins

**Chris Evans**  
Digital Manager Marketing  
Technology

## Chris Evans built bridges across a disparate set of stakeholders to drive key digital transformation initiatives at HESTA.

### The challenge

HESTA, an Australian wealth fund serving over one million members, had challenges that limited their ability to deliver connected experiences and meet key business outcomes. They had four websites on different CMS platforms, lacked a single customer view, an insights program, real-time personalization, and consistent one-to-one member experiences across channels.

### The solution

Chris Evans, digital manager of marketing technology at HESTA, was instrumental in solving these challenges. He consolidated multiple CMS platforms into [Adobe Experience Manager](#), migrated to [Experience Manager as a Cloud Service](#), and oversaw the [Adobe Experience Manager Assets DAM](#) deployment.

He also led the initiative to build an onsite data layer foundation for analytics, set up processes so no website release happened without proper analytics in place, and organized an insights team to provide reporting and insights for every new launch since day one.

### The experience

As a result of the many digital transformation initiatives Chris has pioneered, online logins have increased by 40% over the last 12 months and \$100 million has rolled into HESTA from other funds. In addition, 59% of members are more likely to contribute more funds and 79% are more likely to consolidate their funds.

# The Experience Maker Team of the Year

## Asia-Pacific

The Experience Maker Team of the Year recognizes the team or cross-functional team that has collaborated to overcome organizational obstacles. They delivered exceptional customer experiences and business impact by leveraging innovative approaches to execute their marketing, commerce, or advertising strategies.



**80%**

increase in digital  
in-venue bettors



**Tabcorp exemplified teamwork by navigating a complex cross-functional move from an existing platform to a unified platform that converged in-venue and digital experiences.**

### **The challenge**

Tabcorp, the largest provider of wagering and gaming products and services in Australia, needed to address several key obstacles to creating great customer experiences across all channels: inability to access customer data in a timely manner, lack of single customer view, and siloed campaigns.

### **The solution**

Tabcorp's transition to [Adobe Experience Cloud](#) was driven by a project team and included the merger of two databases, along with implementation of Agile project management as its core way of working.

### **The experience**

This cross-functional project team of subject matter experts from across the business (delivery, business analytics, data science, and analytics) demonstrated innovation through new ways of collaboration and data governance. Implementing a near-real time, personalized experience in-venue drove 80% growth in digital in-venue bettors and \$25 million in incremental revenue vs. the prior year. They also paved the way for the future of campaigns and customer experiences.


# **Europe, the Middle East, and Africa awards**




# The Experience Maker Executive of the Year

## Europe, the Middle East, and Africa

The Experience Maker Executive of the Year recognizes the visionary leader who has driven digital transformation across their organization, delivering advances in customer experience to achieve significant business impact by leveraging an Adobe Experience Cloud solution.



**900%**  
increase in  
conversion rates



**Aidan Connor**  
Chief Technology Officer

**Aidan Connor's exceptional vision and leadership drove unprecedented digital transformation for Asprey on its journey to becoming the world's first digital first luxury brand.**

### The challenge

Asprey, an iconic British luxury brand, realized they needed a solution for showcasing the high quality and range of products they offer in a more visually appealing manner, while maintaining the essence of their brand. In addition, the process of creating engaging product content for each of its varied items was time consuming and could not keep pace with new products being added to their inventory.

### The solution

Chief Technology Officer Aidan Connor implemented a content and commerce strategy to improve content velocity and content authoring time. This strategy was made possible by harnessing the [Adobe Commerce](#) Cloud implementation, combining it with [Adobe Experience Manager Sites](#) and Assets as a Service, and using generative AI from ChatGPT to support the creation of product descriptions.

Adding [Adobe Analytics](#) to the technology stack enabled Asprey to analyze customer behavior and preferences, leading to more personalized customer experiences.

### The experience

Aidan redefined the global technology strategy for Asprey. Now one and a half years into his five-year digital vision, they have achieved remarkable results. The conversion rate from online channels has increased by 900% in just 1.5 years and online revenue has increased by 300% YoY. Content authoring has become more than 55% faster, resulting in increased efficiencies and reduced time to market.

# The Experience Maker of the Year

## Europe, the Middle East, and Africa

The Experience Maker of the Year recognizes an individual that 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.



**47%**

decrease in user acquisition costs



**Arkadiusz Gawryluk**

Director of Digital, Distribution and Loyalty

### **Arkadiusz Gawryluk has been piloting LOT Polish Airlines' digital transformation since joining the airline in 2013.**

#### **The challenge**

LOT Polish Airlines knew they needed to improve digital customer experiences across all touchpoints to lower distribution and service costs.

#### **The solution**

Arkadiusz Gawryluk, digital director of distribution and loyalty, helped LOT's board appreciate the impact of digital marketing and automation on the customer experience. By implementing [Adobe Analytics](#), [Adobe Campaign](#), [Adobe Target](#), and [Adobe Experience Manager](#), LOT was able to provide unique experiences to their customers—starting from deep web analytics to delivering the right message to the right customer at the right time.

#### **The experience**

Previously a secondary sales channel, the LOT.com website now accounts for nearly one-fourth of the airline's revenue. LOT.com has 30% more site visits, direct sales growth, and higher average passenger revenue across 50 markets — all while lowering online acquisition costs by 47%. These successes have made digital sales a top priority at LOT, which has grown its ecommerce team 16x under Arkadiusz's stewardship.

# The Experience Maker Team of the Year

## Europe, the Middle East, and Africa

The Experience Maker Team of the Year recognizes the team or cross-functional team that has collaborated to overcome organizational obstacles. They delivered exceptional customer experiences and business impact by leveraging innovative approaches to execute their marketing, commerce, or advertising strategies.



**255%**

increase in gross sales



### **CaixaBank changed the cultural framework of their company through teamwork and an interdepartmental approach.**

#### **The challenge**

CaixaBank, the leading financial institution in Spain, wanted to activate customer information and identify touchpoints to create relevant and tailored experiences based on their behavior and preferences. Additionally, they wanted to scale these efforts by automating processes.

#### **The solution**

To accomplish this, CaixaBank turned to Adobe Experience Cloud applications. A team of experts in digital sales, martech, business intelligence, and IT identified, selected, implemented, tested, and activated Adobe solutions. These solutions drove business growth by capturing online customer behavior through [Adobe Analytics](#), creating audiences based on online behavior through [Adobe Audience Manager](#), activating customer journeys through [Adobe Campaign](#), and customizing new A/B testing through [Adobe Target](#).

Using an Agile methodology, they helped to reframe some of the more siloed thinking and approaches within their organization, modeling a collaborative, interdepartmental approach.

#### **The experience**

CaixaBank generated new opportunities and made launch processes faster and more efficient. This all resulted in an impressive 255% increase in gross sales and 277% growth in gross margin over the prior year for the company.

# Japan awards



# The Experience Maker Executive of the Year

## Japan

The Experience Maker Executive of the Year recognizes the visionary leader who has driven digital transformation across their organization, delivering advances in customer experience to achieve significant business impact by leveraging an Adobe Experience Cloud solution.

**SONY**

**100**

localized websites  
unified



**Makoto Toyoda**

Chief Information Officer

## Makoto Toyoda drove a unified experience strategy across 105 countries and 38 languages for Sony.

### The challenge

Sony, one of the world's largest manufacturers of consumer and professional electronic products, had three key challenges with their digital marketing operations — a platform that couldn't execute their vision, content operations with limited flexibility, and the need to reduce costs.

### The solution

Sony unified website designs with [Adobe Experience Manager](#) across 38 languages in over 100 countries by employing an innovative Agile development methodology.

### The experience


Under Toyoda's leadership, page deletion time went from four days to 24 hours, outsourcing costs were reduced by 20%, and page production lead times dropped.




# The Experience Maker of the Year

## Japan

The Experience Maker of the Year recognizes an individual that 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.



**274%**  
increase in web traffic



**Shinnosuke Koizumi**  
Senior Manager

### Shinnosuke Koizumi leveraged his martech expertise to foster internal collaboration and drive business impact for Astellas.

#### The challenge

With a fragmented marketing stack and an ever-expanding list of digital communication channels, multinational pharmaceutical company Astellas Pharma Inc. had to figure out how to deliver relevant and personalized communications to prospects and customers.

#### The solution

Shinnosuke Koizumi, senior manager of Astellas Pharma Inc., is a champion for [Adobe Experience Cloud](#) solutions within the organization. Under his guidance, the team harnessed Adobe solutions to increase customer engagement by creating email communications tailored to customers' needs. Using [Adobe Marketo Engage](#), they were able to deliver unique insights to sales representatives in real-time, enabling informed and relevant customer follow-up.

#### The experience

Astellas' website traffic grew by 274% through an automatized and personalized email strategy campaign, 62% of visitors rated the website highly, and the efficiency of sales promotions improved by 25%.

# The Experience Maker Team of the Year

## Japan

The Experience Maker Team of the Year recognizes the team or cross-functional team that has collaborated to overcome organizational obstacles. They delivered exceptional customer experiences and business impact by leveraging innovative approaches to execute their marketing, commerce, or advertising strategies.



**50%**

reduction in  
production costs



### **ASICS Corporation broke through organizational barriers to accelerate global access to digital assets and strengthen the brand.**

#### **The challenge**

ASICS Corporation, a Japanese multinational sporting goods company, needed help streamlining the process of managing key digital marketing assets — such as product images used for in-store graphics, ecommerce sites, or web catalogs — to ensure better consistency and protect the brand.

#### **The solution**

Adopting [Adobe Experience Manager](#) helped the team achieve a truly global reach, with teams in Japan easily working with product images photographed in studios in the United States. The teams also collaborated on all initiatives through language and time barriers.

#### **The experience**

They were able to reduce the cost of production by 50% and register approximately 40,000 new digital assets in Adobe Experience Manager Assets in one year, with a total of about 700,000 digital assets managed.

# Thank you for your interest in the 2023 movers and shakers.

To learn more about the Adobe Experience Maker Awards, visit [adobeexperienceawards.com](https://adobeexperienceawards.com) or email the Adobe Experience Maker Awards Team at [xmakers@adobe.com](mailto:xmakers@adobe.com).

For more information about Adobe Experience Cloud, visit [business.adobe.com](https://business.adobe.com).



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