



2020 EXPERIENCE MAKER AWARDS

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# Application Questions

DO NOT SUBMIT

Applications Will Only Be Accepted Online at [adobeexperienceawards.com](https://adobeexperienceawards.com)

Submit your successful customer experience stories and let everyone see how you used Adobe Experience Cloud solutions to change the way customers find, enjoy, and stay loyal to your business.

Detailed applications with measurable business impact/ statistics are important in assisting us with the evaluation process. To see a sample application and have other questions answered, see the [FAQ](#). You are welcome to apply for multiple award categories but will need to submit a separate application to be considered for each category.

## Information Gathering

- Applicant name
- Applicant job title
- Company/client company name
- Company/client company website
- Applicant email address
- Country
- Are you a partner submitting on behalf of a client?
- If Yes: Solution or technology partner company name
- Industry
- Please indicate your company's/client's business model: (B2B, B2C, Both)

## General Questions

- Award category for which you are applying.
- Adobe Experience Cloud solution(s) used in the Award category selected.
- Please provide a short description of what your business does and how you go to market.
- Please describe your experience prior to leveraging Adobe Experience Cloud solutions. What were your pain points, business or technical challenges, and goals that you were trying to address?
- Why did you select Adobe Experience Cloud solutions over other alternatives?
- How you were able to transform the customer experience using Adobe Experience Cloud solutions? Please specify the version of the product(s) you are using.
- How did you push the boundaries, do something new and innovative with the capabilities and experiences you created with Adobe Experience Cloud solutions?
- What measurable business impact/ROI were you able to drive for your business with Adobe Experience Cloud solutions? Please provide 3 specific metrics and detail the time period covered (e.g. Year over year growth in pipeline conversion rates, bookings, or revenue).
- Please explain why this customer experience transformation is deserving of the specific award you are applying for.
- If you used any complementary partner solutions or product extensions in your implementation, please list which ones and how they helped achieve your goals/ create desired experiences.
- What business systems, if any, (e.g. ERP, CRM, PIM, CMS, etc.) do you integrate with Adobe Experience Cloud solutions?

## Category-Specific Questions

### The Magnifier

This award recognizes the company that has harnessed the power of multiple Adobe customer experience management (CXM) solutions to maximize delivery of exceptional customer experiences and drive measurable business impact.

*Applicant must be using at least two Adobe Experience Cloud solutions to enter.*

#### Category Specific Questions

- How are you using Adobe Experience Cloud solutions together to help you maximize the experience you're creating for your customers?

### The Advocate

This award recognizes the company that has overcome a significant customer experience challenge by embracing a customer-first approach to digital transformation and elevating their end customer experience to new heights with an Adobe Experience Cloud solution(s).

#### Category Specific Questions

- What customer experience challenge have you overcome to put the customer at the center?
- Please detail how you overcame these challenges

### The Transformer

This award recognizes the company that has driven innovation across people, processes, and technology to achieve game-changing digital transformation and significant improvements in business results by implementing an Adobe Experience Cloud solution(s).

#### Category Specific Questions

- Please describe the innovation in people, processes and/or technology that you are driving across your business.
- How are you working more effectively across your organization now that you've implemented Adobe Experience Cloud solutions compared to before?
- What were the solutions you were using prior to the Adobe Experience Cloud?

## The Orchestrator

This award 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, marketing campaign or commerce initiative using an Adobe Experience Cloud solution(s).

### Category Specific Questions

- Please detail the channels, geographies or platforms across which you're unifying your customers' experience with your company or brand.
- Please describe the advertising, marketing campaign or commerce initiative you're submitting (include screenshots or examples of assets).

## The Analyzer

This award 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 leveraging real-time insights using Adobe Experience Cloud analytics solutions.

### Category Specific Questions

- List all the data sources you are unifying to create optimized customer journeys.
- What KPI's are important growth indicators for your business? How were you capturing those KPI's previously, if at all? How are you capturing those KPI's now?
- Who are the major stakeholders within the organization who have been using the data and what benefits they are seeing?
- What insights and key learnings have you gained from your use of data across your organization and how have you been able to prove marketing ROI?
- What key strategies have you changed based on those insights to drive even greater impact for your business?



## The Architect

This award recognizes the company that has unified their content and marketing strategy to streamline the digital customer journey delivering personalized, relevant content to the right audience at the right time to achieve measurable impact and lift to business results with an Adobe Experience Cloud solution(s).

### Category Specific Questions

- Which content types have you integrated into your marketing strategy?
- How are you segmenting and tailoring your marketing strategy to the different audiences that your business serves?
- How are you streamlining your customers' digital journey to deliver more personalized, relevant and engaging content?
- Are you using AI to architect your content journey, and if so how?

## The Mastermind

This award recognizes the company that has delivered a unified commerce experience across B2B and B2C channels, spanning online and physical stores, multiple warehouses, drop shippers, marketplaces, partners and/or vendor to enable customers to buy and fulfill anytime anywhere with an Adobe Experience Cloud solution(s).

### Category Specific Questions

- What sales channels are you selling on?
- Please describe the performance across various channels (e.g. revenue share per channel; Average Order Value per sales channel? Each channel's contribution to customer lifetime value (CLV)?
- Please detail how you are orchestrating sales across multiple channels and fulfilling from multiple channels as well as associated KPIs & results.
- How are you aggregating & segmenting your inventory?



## The Maverick

This award recognizes the company or individual pushing the boundaries of innovation in customer experience, marketing, advertising, or commerce through bold, out-of-the box thinking and ground-breaking use of an Adobe Experience Cloud solution(s).

### Category Specific Questions

- How have you customized Adobe Experience Cloud solutions or implemented them in a unique way to your business to deliver a game-changing customer experience?
- How have you pushed the boundaries internally to deliver a unique customer experience?
- Please be specific about how the campaign or experience you have created is unique or better than other experiences available in your industry or market.

## The Ambassador

This award recognizes the individual who has gone above and beyond to share their expertise, thought leadership, and has demonstrated a willingness to help their peers and/or colleagues succeed in their digital transformation/customer experience management initiatives with an Adobe Experience Cloud solution(s).

### Category Specific Questions

- List out the communities and contributions you have made to helping your colleagues and peers succeed.

## The Closer

This award recognizes the company that has built a world-class B2B revenue engine by harnessing the power of an Adobe Experience Cloud solution(s) to drive alignment between sales and marketing that resulted in significant lift in pipeline conversion, bookings, and revenue growth.

### Category Specific Questions

- How much has your YoY revenue grown in absolute or percent since launching on Adobe Experience Cloud solutions?
- If you are driving sales through digital channels, what percentage of sales does it represent relative to total sales?
- Please share any lift in pipeline conversion metrics resulting from your marketing or commerce initiatives.
- How has improving sales and marketing alignment helped you drive greater revenue growth?

## The Changemaker

This award recognizes the company or individual that has innovated to engage customers and create experiences through an Adobe Experience Cloud solution(s) that drives quantifiable impact promoting social or environmental good.

### Category Specific Questions

- How are you measuring the social or environmental impact of your changemaking Adobe Experience Cloud solution(s)?
- Please share the outcome of your use of Adobe Experience Cloud solution(s), such as targeted populations with vital information (i.e. patients/disaster relief/other), or environmental impact (i.e. natural resource use reduction by replacing mailing paper catalogs with targeted digital marketing, etc.)?

## Experience Maker of the Year

This award recognizes the 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 for their team and company.

### Category Specific Questions

- How has this individual demonstrated their knowledge and industry-leading best practices, marshalled support for and driven significant business impact for their team and company by creating exceptional customer experiences.

## Experience Maker Executive of the Year

This award recognizes the visionary leader who has driven digital transformation across their organization and delivered advances in customer experience to achieve significant business impact leveraging an Adobe Experience Cloud solution(s). The applicant must be at a VP level or above.

### Category Specific Questions

- How has this individual demonstrated vision and leadership in driving digital transformation across their organization resulting in significant business impact?

## Experience Maker Team of the Year

This award 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 an Adobe Experience Cloud solution(s).

### Category Specific Questions

- Please detail the functions represented by the team and how you worked collaboratively to deliver customer experience innovations.
- What were the organizational obstacles or siloes that you had to overcome?
- What innovative approaches did the team leverage?

## Entry assets

Add supporting documentation here. You may include a link, file, or images to support how you were able to transform the customer experience in the award category you are applying for.


+ Upload files (jpg, png, gif, PDF, doc, docx, xls, xlsx)

- You can add up to 10 files
- A file should not exceed 10MB

URL

Additional URLs

URL login (if applicable)

Copyright agreement\* 

URL password (if applicable)

- I understand that the finalists for the Maverick award will have their work displayed and voted on by the general public on social media channels.
- I give permission for Adobe to use my submission in promotional materials per the eligibility and submission\*.
- I have read and understood Adobe's Privacy Policy (link)\*



The  
Experience  
Makers