Application questions

Behold the bold.

Share how you use Adobe Experience Cloud solutions to drive digital transformation and exceptional customer experiences.

At Adobe, we believe that diversity is about valuing unique life experiences — and we strongly encourage applications from all perspectives and backgrounds.

Detailed applications with measurable business impact or statistics are important in assisting us in 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.

Applications will only be accepted online during our submission period (March 1st, 2022 thru April 22nd, 2022) at **adobeexperienceawards.com**.

Apply now

Creating an account

If you are a partner submitting on behalf of a client, you'll need to provide the information below for both you and your client.

- Name
- Job title
- Company name
- Company website
- Email address

- Phone number
- Mailing address
- Country
- Industry

General questions

- Specify the award category for which you are applying.

- Specify which Adobe Experience Cloud solution or solutions you used in the award category selected.

- Provide a short description of what the business does and the channels and geographies included in 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 alternatives?

- How were you able to transform the customer experience or work management processes using Adobe Experience Cloud solutions? Please specify the version of the product or products you are using.

- How did you push the boundaries or do something new and innovative with the capabilities and experiences you created with Adobe Experience Cloud solutions?

- What measurable business impact or ROI were you able to drive for your business with Adobe Experience Cloud solutions? Please provide three specific metrics and detail the time period covered (e.g., year-over-year growth in pipeline conversion rates, bookings, increase in efficiencies, reduced time to market, or revenue).

- Please explain why this customer experience or workflow transformation is deserving of the specific award for which you are applying.

- If you used any complementary partner solutions or product extensions in your implementation, please list which ones and how they helped achieve your goals or create desired experiences.

- What business systems, if any (e.g., ERP, CRM, PIM, CMS, and so on), do you integrate with Adobe Experience Cloud solutions?
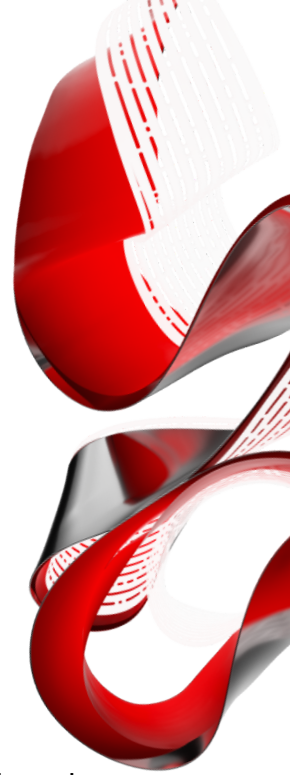
Category-specific questions

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 Adobe Experience Cloud solutions.

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 Ambassador

This award recognizes the individual who has gone above and beyond to share their expertise and thought leadership, and has 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.

Category-specific questions

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

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 KPIs are important growth indicators for your business? How were you capturing those KPIs previously, if at all? How are you capturing those KPIs now?

• Who are the major stakeholders within the organization who have been using the data, and what benefits are they 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?
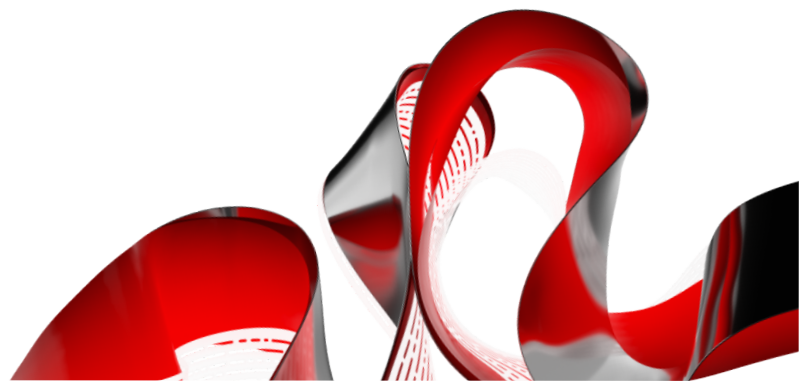
The Architect

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 business results with Adobe Experience Cloud solutions.

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 artificial intelligence to architect your content journey? If so, how?

The Changemaker

This award recognizes the company or individual that has innovated to create experiences through Adobe Experience Cloud solutions that drive quantifiable impact promoting social or environmental good.

Category-specific questions

• How are you leveraging Adobe technology to drive social or environmental impact?

• How are you measuring the social or environmental impact of your changemaking Adobe Experience Cloud solution?

• Please share the outcome of your use of Adobe Experience Cloud solution. Examples could include reaching targeted populations with vital information (i.e., health information, disaster relief, and so on), reducing environmental impact (i.e., by replacing mailing paper catalogs with targeted digital marketing), and so forth.

The Collaborator

This award 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.

Category-specific questions

• Please define the business process or processes developed to project manage people, teams, and budgets and achieve desired objectives.

• Tell us how your work management optimization efforts have measurably impacted the business in terms of:

   a.   Increased productivity or efficiency

   b.   Better resource management

   c.   Process or product quality improvements

   d.   Improved KPIs

   e.   Improved margins/revenue, cost management

   f.   Strategic alignment and additional executive support

The Disruptor

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

Category-specific questions

• What channels are you selling on (e.g., physical and online, mobile, social or marketplaces), and what percentage of total sales does online represent?

• What Adobe Commerce features or capabilities have had the greatest impact on sales growth?

• What interesting features and capabilities of Adobe Experience Cloud solutions did you use to tailor the experience to the commerce needs of your customers (B2C, B2B, or hybrid)?

• Please be specific and explain how the buyer experience you've created aligns with your business needs.

The Engager

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(s).

Category-specific questions

• How are you leveraging Adobe technology to transform pipeline creation that drives measurable business growth?

• Please share any metrics that reflect significant improvements in marketing campaign effectiveness and/or efficiency (e.g., time to market, engagement, lead quality, conversion rates, marketing ROI).

• How has improving sales and marketing alignment helped you drive greater business growth (e.g., impact on pipeline, deal acceleration, revenue)?

The 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. The nominee 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?
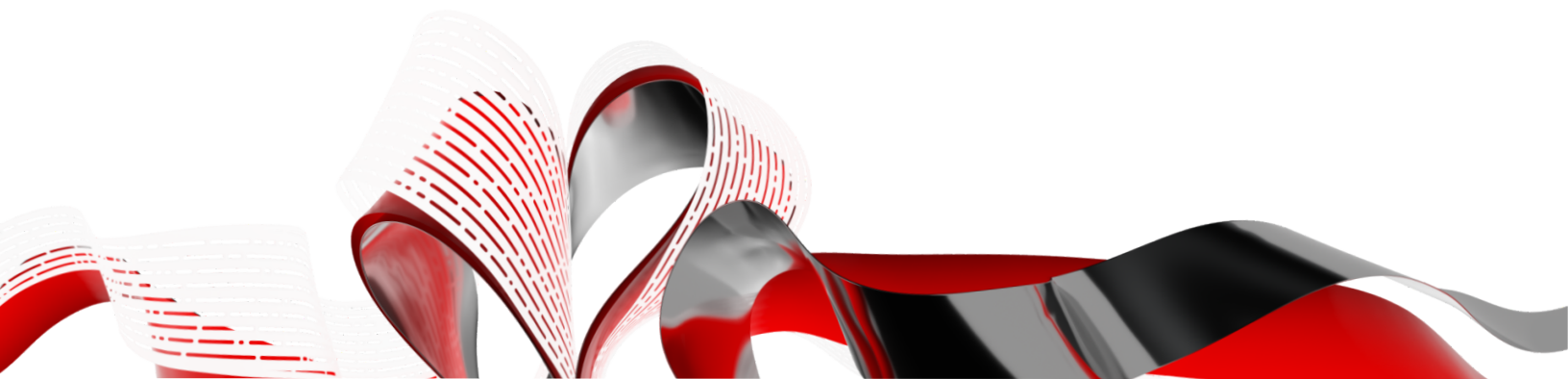
The Experience Maker of the Year

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 created exceptional customer experiences through demonstrating their knowledge, using industry-leading best practices, marshaling support, and driving significant business impact for their team and company?

The 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.

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 silos that you had to overcome?

• What innovative approaches did the team leverage?

The Illuminator

This award recognizes the company, individual, or team showing 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.

Category-specific questions

• What are the significant challenges you faced while driving new change or transformation?

• How did you pivot to overcome these challenges?

• Describe the resilience that you, your team, or company showed to bring about this transformation.

The Magnifier

This award 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.

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 Maverick

This award 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.

Category-specific questions

- How have you customized Adobe Experience Cloud solutions or implemented them in a unique way in your business to deliver a game-changing customer or work management experience?

- How have you pushed the boundaries internally to deliver a unique customer or work management experience?

- Please be specific about how the campaign or experience you created is unique or better than other experiences available in your industry or market.

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 or marketing campaign or commerce initiative using an Adobe Experience Cloud solution.

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 Transformer

This award 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.

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 Adobe Experience Cloud?
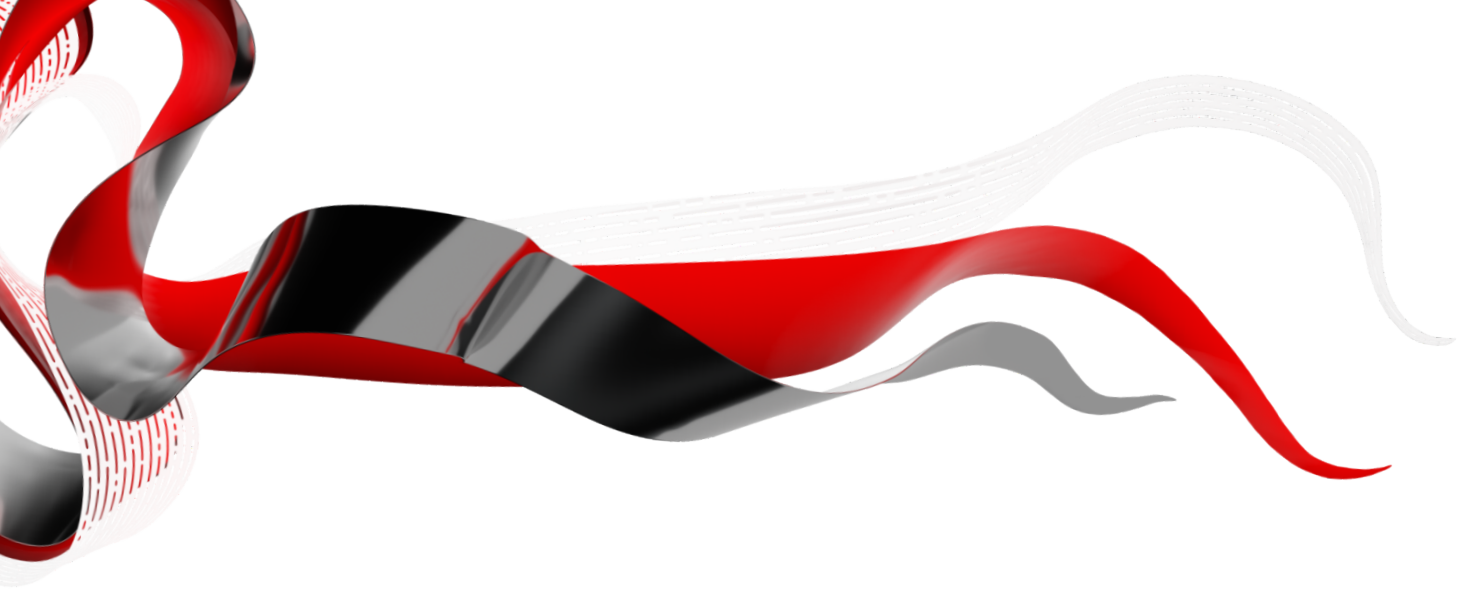
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Bring your breakthroughs to the big stage.

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