2024 ADOBE EXPERIENCE MAKER AWARDS

Application questions

Recognize the remarkable.

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

We welcome Adobe Experience Cloud customers from around the globe to apply.

Detailed applications with measurable business impact or statistics are important in assisting us in the evaluation process. To view a sample application and to have other questions answered, explore our FAQ page. You’re welcome to apply for up to three global categories and two additional categories in your region (AMER, APAC, EMEA, Japan). You will need to submit a separate application to be considered for each category, but your responses to the set of general questions will automatically be carried over to each submission.

Applications will only be accepted at adobeexperienceawards.com during our submission period, which ends December 8, 2023 at 11:59pm PT.
Creating an account

Customers may apply for themselves and partners may submit applications on behalf of clients. If you are a customer, select “I am an Adobe customer” and fill out the applicant details to create an account. If you are a partner applying on behalf of a customer, select “I am nominating an Adobe customer” and fill out the nominee details to create an account.

- Company name
- Company website
- Company LinkedIn
- Industry
- Business model (B2B, B2C, both)
- Upload company logo

Submitter contact info
(for the person filling out the application)
- Name
- Company
- Email

Adobe contact info
(for the person filling out the application)
- Name
- Email

General questions

- Select which Adobe Experience Cloud solution or solutions you used.
- Select the award category(s) for which you are applying.
- Provide a short description of what the business does, the go-to market channels, and geographies included.
- Please describe your company’s business pain points, technical challenges, and goals that led you to evaluate and select Adobe over other solutions.
- If you used any complementary partner solutions or product extensions in your implementation, please list them and how they helped achieve your goals or create desired experiences.
Category-specific questions

The Advocate

This award recognizes the company demonstrating an innovative customer-first approach, creating personalized customer journeys and increasingly relevant experiences using Adobe Experience Cloud solutions.

Category-specific questions

• Please provide details of pain points in your company’s customer journeys that have been eliminated to enable adoption of customer-first digital experiences.
• Please provide an example of any customer journey that has been substantially improved by a customer-centric approach using Adobe Experience Cloud solutions.
• How has taking a customer-centric approach impacted your business? Please provide specific KPIs or performance improvement percentage changes demonstrating the impact. (Increased sales/conversions, new customers, and revenues; deeper engagement; reduced churn)

The Ambassador

This award recognizes the individual who has gone above and beyond by sharing their expertise and thought leadership on Adobe Experience Cloud solutions and helping their peers and/or colleagues succeed.

Category-specific questions

• List out the channels, communities, and any other thought leadership activities you are actively participating in to promote and support Adobe Experience Cloud solutions and users.
• Please provide one to three specific examples showing how the activities you’ve noted above influenced adoption and/or expanded use cases for Adobe Experience Cloud among your peers.

The Analyzer

This award recognizes the company that has mastered the art and science of data-driven decision-making to deliver personalized experiences across channels and impact business growth using Adobe Experience Cloud solutions.

Category-specific questions

• List the data sources you are using to create personalized experiences.
• How are you using Adobe Analytics and/or Adobe Customer Journey Analytics to gather meaningful insights to support business objectives? What measurable results have you observed?
• How are you enabling business units and teams across the company to make data-driven operating decisions with Adobe Experience Cloud solutions?
**The Catalyst**

This award recognizes the company using Adobe Real-Time CDP as a catalyst to build bridges across systems and teams, unify complex data streams across audiences, and incorporate data governance best practices to automate data usage policy management at scale.

**Category-specific questions**

- How are you using Adobe Real-Time CDP to create and activate customer profiles? What data sources are you unifying?
- List the teams that have become part of the customer data management COE.
- Please describe one to three use cases that are made possible with unified customer profiles (e.g., combining POS and digital data).
- How are you managing customer data stewardship? Which labels and marketing actions are the highest priority? How does Adobe Real-Time CDP help?

**The Conductor**

This award recognizes the company seamlessly optimizing content workflows to accelerate content creation and delivery through innovative content supply chain strategies using Adobe Experience Cloud solutions.

**Category-specific questions**

- Please describe a marketing campaign or use case demonstrating how you use Adobe Experience Manager Assets, Workfront, and Creative Cloud to streamline the creation and activation of content.
- How has streamlining the content supply chain from planning and creation through to activation increased efficiency and productivity? What measurable KPIs are you able to attribute to improved content workflows (i.e. ROI, time to market, time saved)?
- How are you using Adobe's AI/ML (Sensei, GenAI, Firefly) capabilities to quickly and easily create net new content and/or content variations across channels, devices, markets, and formats to drive personalization at scale?

**The Disruptor**

This award recognizes the company delivering personalized, immersive shopping experiences for B2C, B2B, or hybrid customers and fueling growth using Adobe Commerce.

**Category-specific questions**

- How are you using Adobe Experience Cloud solutions to create new sales channels or boost the performance of existing sales channels?
- How have Adobe's experience-driven commerce solutions impacted your business results? (Increased conversions, sales, AOV, CLTV, reduced cart abandonment)
- What interesting features and capabilities of Adobe Experience Cloud solutions have you used to create unique and differentiated shopping experiences for your industry and/or market?
- How have Adobe Experience Cloud solutions affected time to market for product changes and launches?
The Engager

This award recognizes the company delivering personalized, relevant content to the right audience at the right time to nurture engagement that drives measurable results through Adobe Experience Cloud journey management or marketing automation solutions.

Category-specific questions

• How are you streamlining your customers’ digital journey to deliver more personalized, relevant, and engaging content?

• Please provide up to three specific examples of your most effective journeys using Adobe Experience Cloud applications. Share any metrics that reflect significant improvements in marketing effectiveness attributable to Adobe solutions (e.g., improved lead quality, acquisition, retention, customer lifetime value, and average order value).

• 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

• Describe how the applicant has fostered significant advances in digital experience delivery using Adobe Experience Cloud solutions.

• What’s the leader’s vision for omnichannel customer experiences and how is Adobe helping achieve these goals?

• How has taking a customer-centric approach impacted your business? Please provide specific KPIs or performance improvement percentage changes demonstrating the impact.
The Experience Maker of the Year
This award recognizes the individual or team that has worked collaboratively to deliver exceptional customer experiences and business impact leveraging Adobe Experience Cloud solutions.

Category-specific questions
• Describe how the applicant has fostered significant advances in digital experience delivery using Adobe Experience Cloud solutions.
• What’s the applicant’s vision for omnichannel customer experiences and how is Adobe helping achieve these goals?
• How has taking a customer-centric approach impacted your business? Please provide specific KPIs or performance improvement percentage increases demonstrating the impact.
• How have applicant’s activities directly impacted business outcomes? Please provide specific KPIs or performance improvement percentage changes demonstrating the impact.

The Maverick
This award recognizes the groundbreaking company that has fearlessly pioneered innovative customer experiences through imaginative, out-of-the-box strategies and transformative use of Adobe Experience Cloud solutions.

Category-specific questions
• How have you pushed against norms and legacy practices to innovate customer experiences using Adobe solutions?
• What makes these innovations groundbreaking for your industry or region? Please be specific in describing your approach and how this is challenging expectations in your industry or market.
• How has taking a unique approach to using Adobe solutions positively impacted your business? Please provide specific KPIs or performance improvement percentage changes demonstrating the impact.

The Transformer
This award recognizes a company that has made a strategic shift in its operational model to create a digital-first go-to-market approach that leads to measurable business growth through Adobe Experience Cloud solutions.

Category-specific questions
• How have you brought digital strategy and internal operations into alignment to better attract, engage, and retain customers using Adobe solutions?
• How are Adobe solutions pivotal to your organization’s transformation? What benefits have you observed? Over what period of time? (i.e., xx% faster time to market, xx% reduced churn, xx% increased traffic or conversions)
• Did you replace any existing technology with Adobe Experience Cloud solutions? If so, what was the benefit of moving to Adobe?