

Creating Exceptional Retail Customer Experiences and Journeys, Powered by Data and AI

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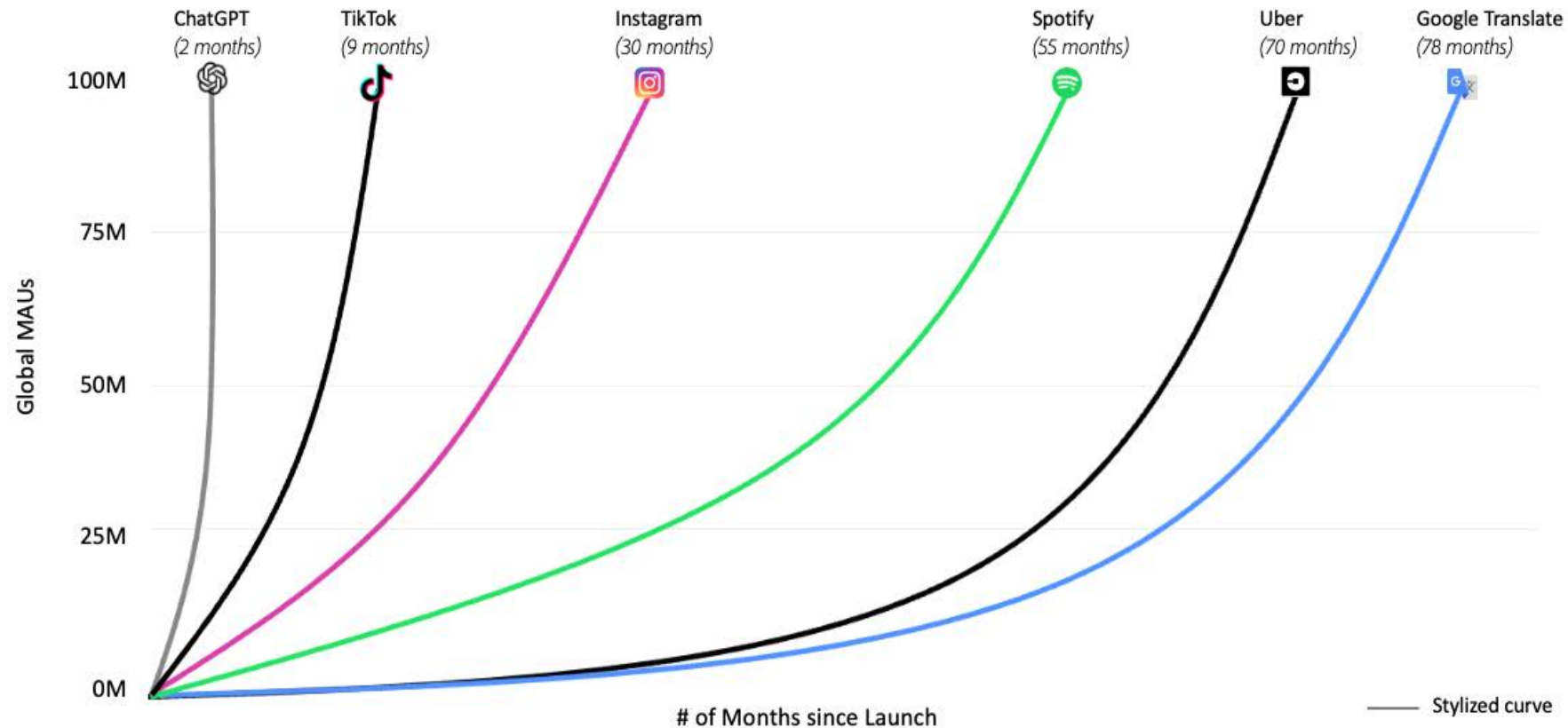


AI Is Driving The Next

Transformational Wave of Technology

Web → Mobile → eCommerce → Cloud → AI

Gen AI is being adopted faster than *any other new wave of tech* in history

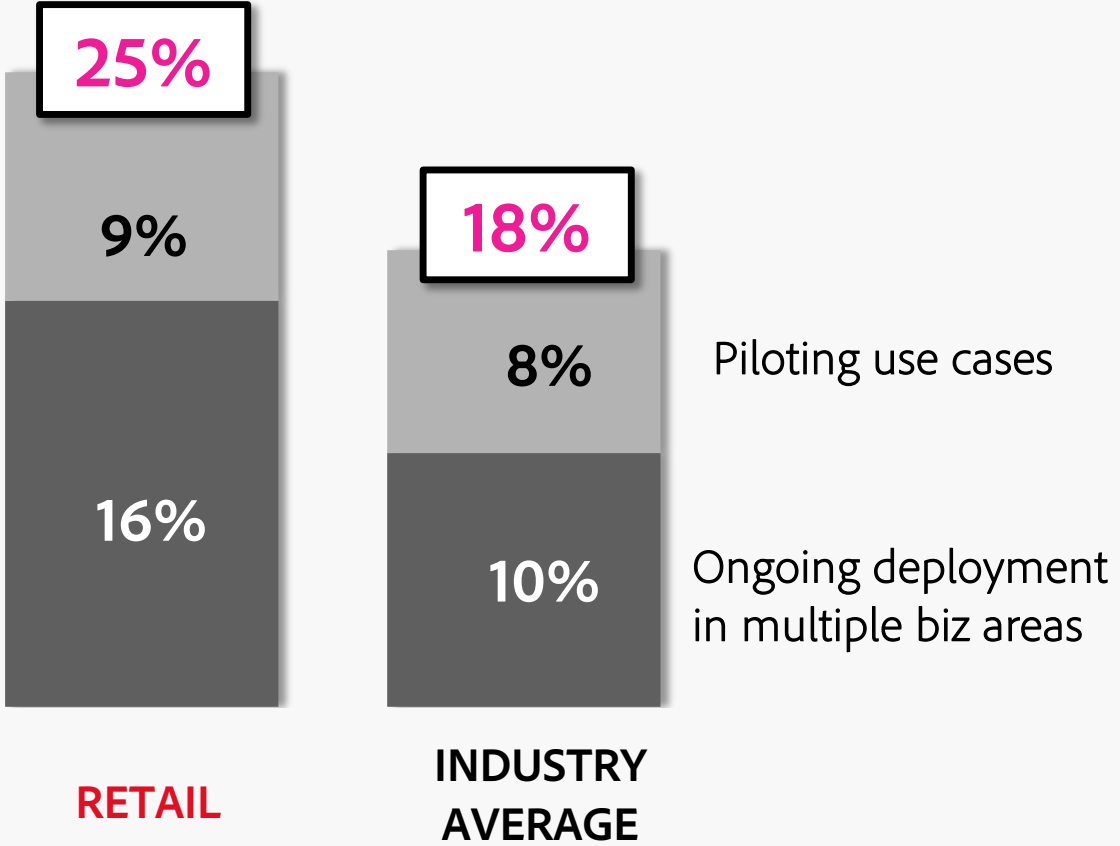


\$407B

Projections of what the AI Market will reach by 2027
(4X the current market of \$87B)

Retail organizations are ahead of the curve in adoption, and investing in a wide range of AI and GenAI use cases

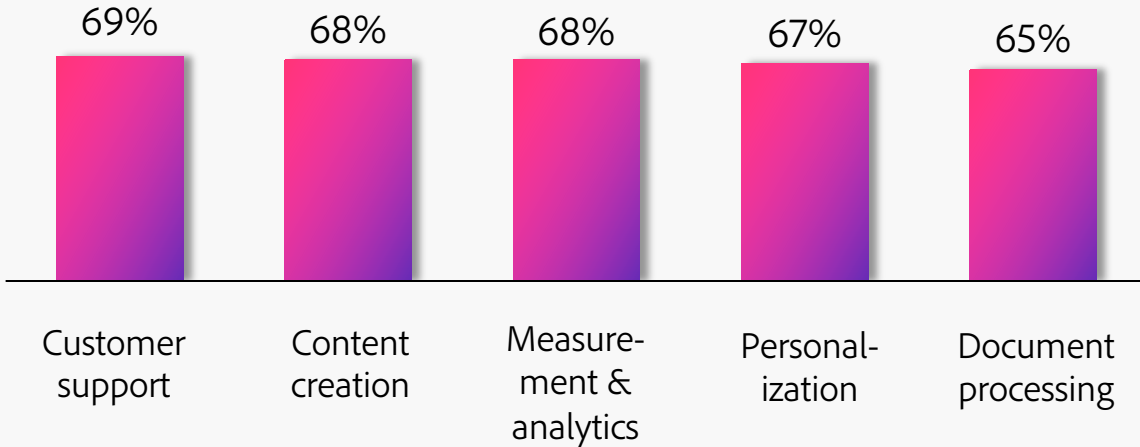
AI Adoption rates



Prioritized use cases in FY24

- Retail organizations will simultaneously allocate investments towards a variety of AI and GenAI use cases across customer experience and marketing

Expected Investment by Use Case Type: "Significant" or "Very Significant"



Our Vision

Adobe's generative AI capabilities will reshape every aspect of marketing; from planning, to execution, to analysis

GenAI will be the assistant for marketers, transforming how **content, campaigns, audiences, experiences, journeys and insights** are generated at scale



Use Case: Marketing Copy Generation

- Enables brands to instantly create and modify marketing copy directly inside the editing interface
- Leverage tools for copywriting, re-writing, summarization, elaboration, and more to produce desired output
- Easily create brand-aligned message variations for cross-channel journeys within practitioner workflows

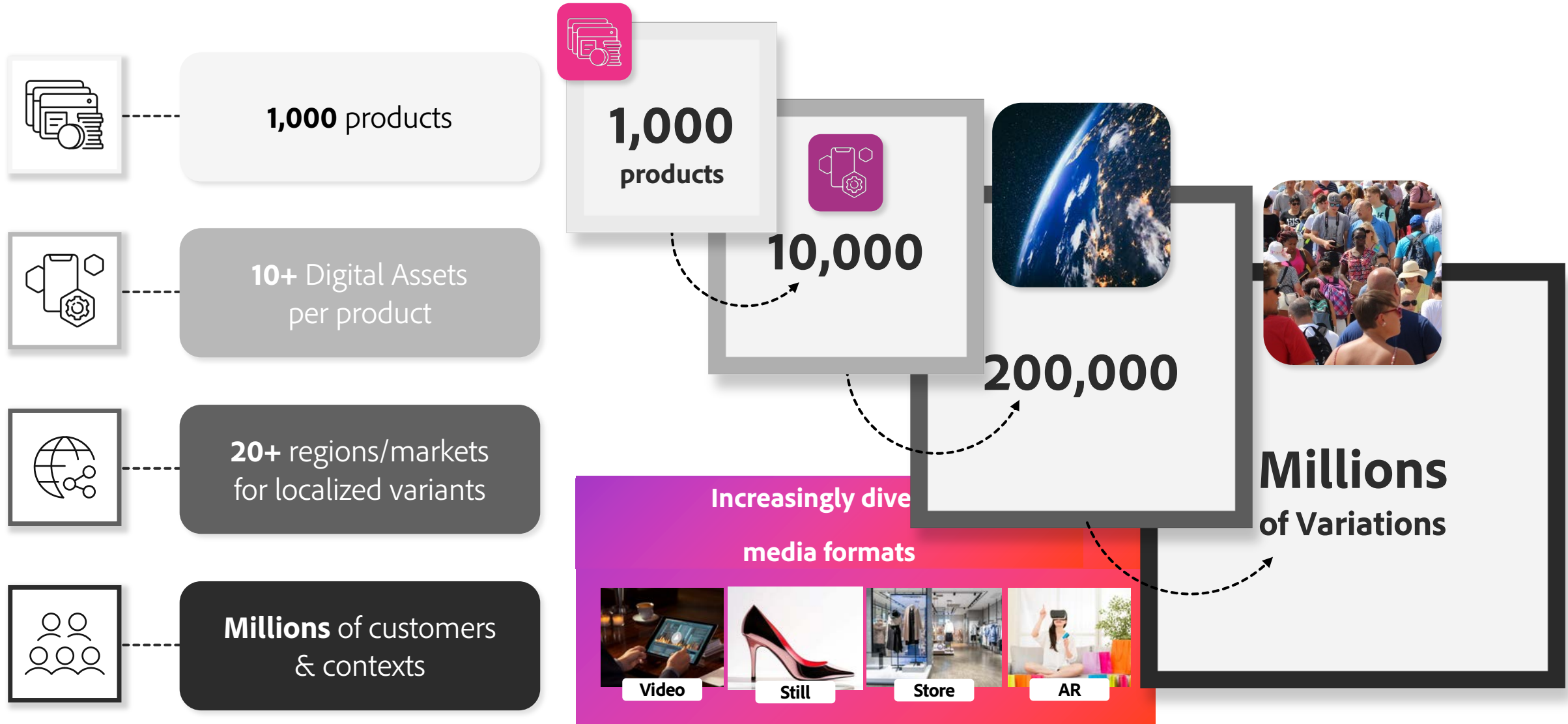
Business Impact:

- Accelerate content ideation and production
- Improve engagement with increased experimentation
- Stronger brand affinity with customers
- Improved productivity / employee experience



*Conceptual rendering.
Roadmap, subject to change.*

Content needs to scale exponentially for 1:1 personalization

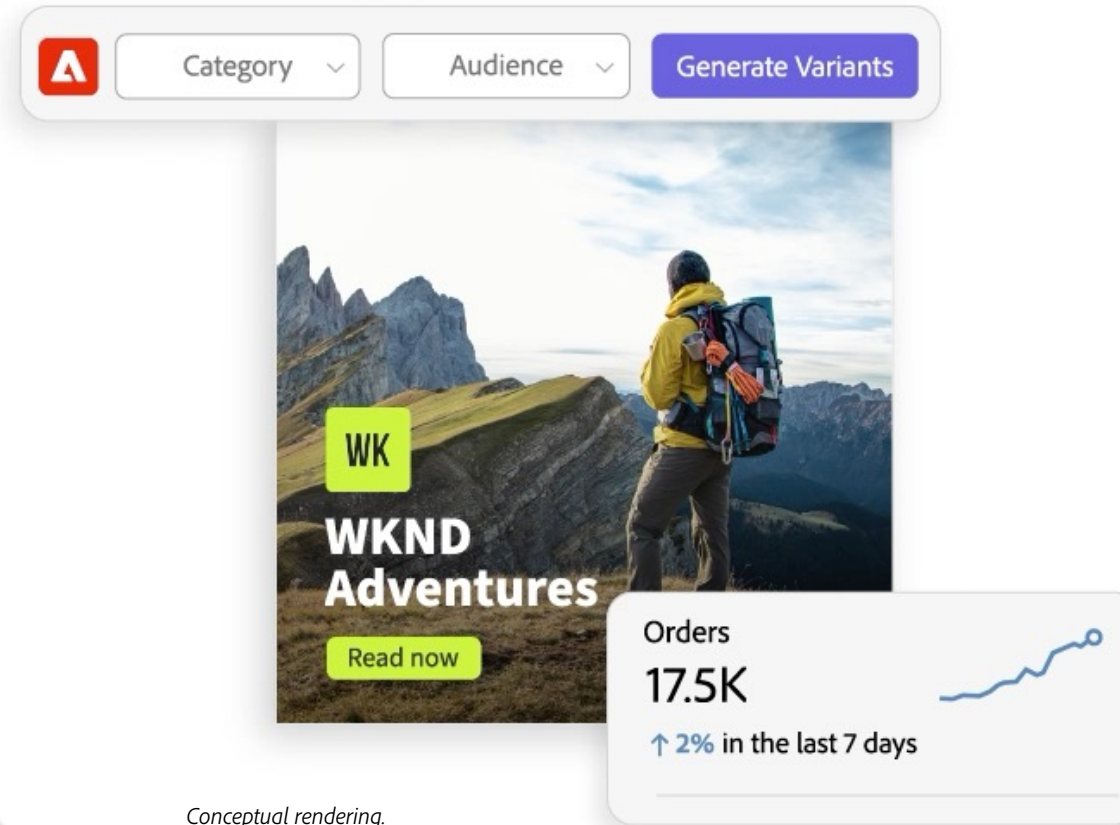


Use Case: Content Variation for Personalization

- Achieve personalization-at-scale and maximize customer engagement by scaling the creation of audience-specific content variations
- Layer GenAI prompts on top of existing content to produce segment -specific content variations at scale
- Generate exponentially more **on-brand** variants than feasible if utilizing human-powered content creation
- Rapidly test and experiment on personalized variations to optimize conversion

Business Impact:

- Increase asset creation by automating manual tasks
- Improve conversion through increased experimentation
- Increase sales with more personalized content



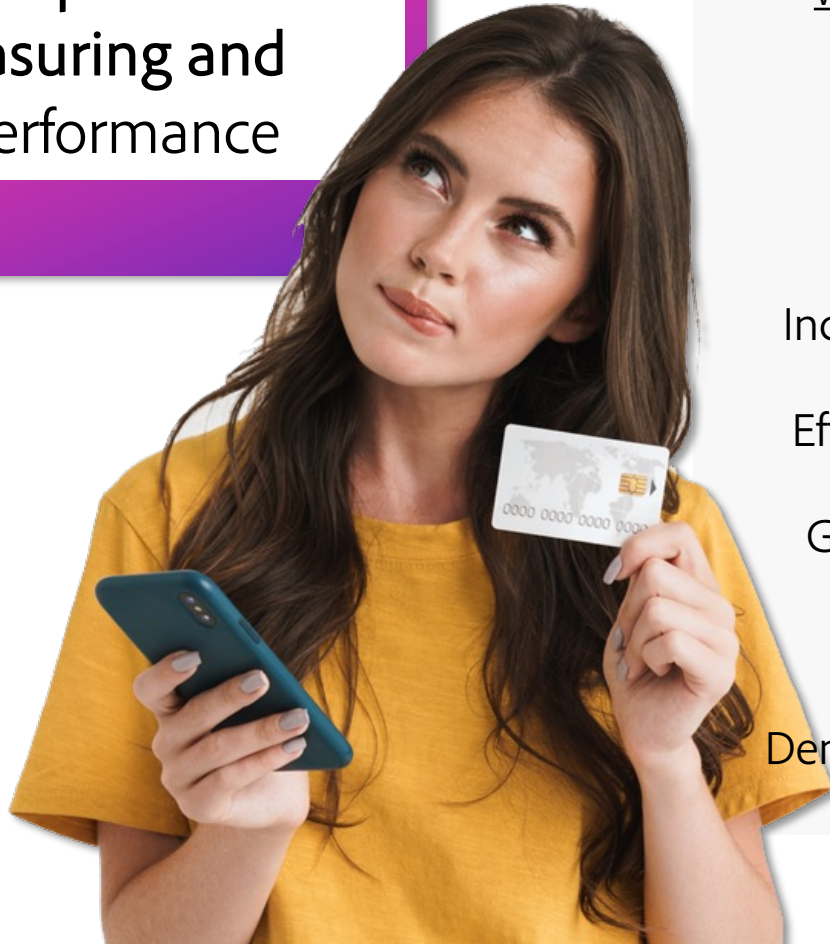
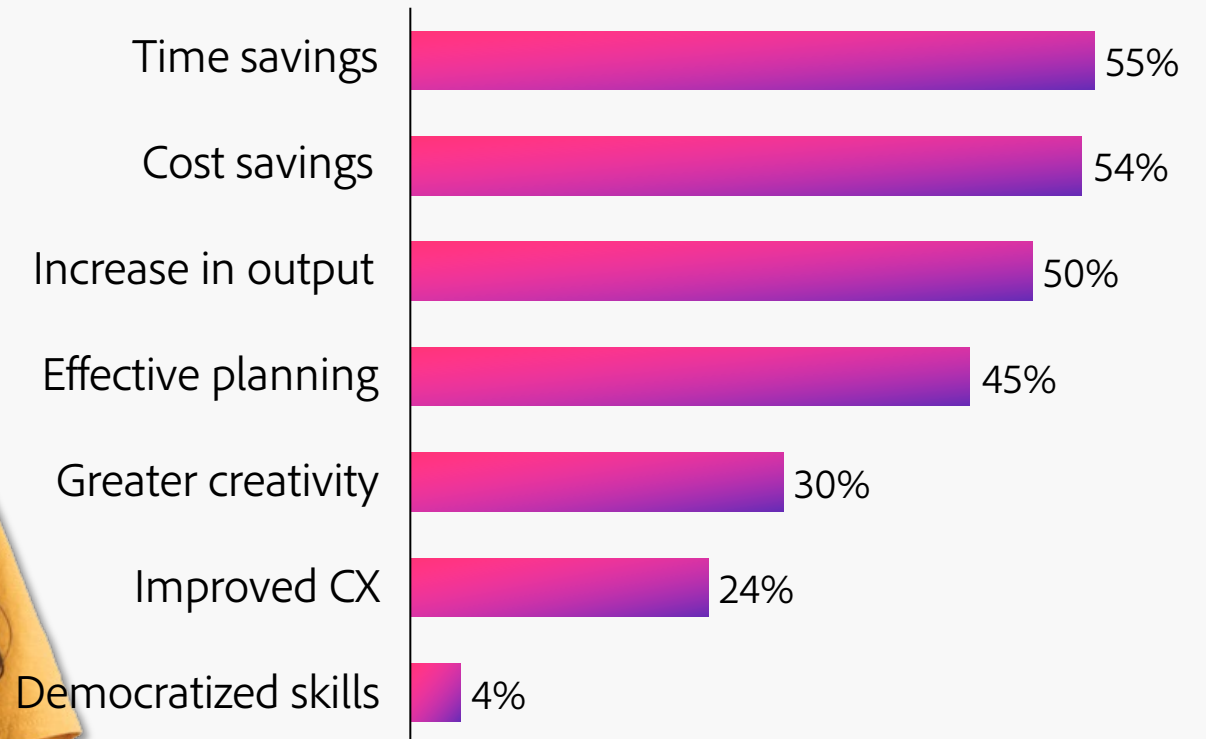
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Measuring is a challenge, and Retail companies want stronger tracking of metrics to show the impact of AI on the organization

Only half of companies are currently measuring and tracking AI performance

Strong need for tracking outcome

Which outcomes of AI do you currently measure for performance?



Use Case: Analyze content performance to drive higher content ROI

- **Measure content performance** at the attribute level to derive more granular insights
- **Identify patterns** of audience engagement and response to content, pinpointing what drives impact at the segment and channel level
- **Leverage insights** to evolve content strategy and personalize content to target audiences



Business Impact:

- Enhanced customer engagement
- Higher content & marketing ROI
- Reduced effort/spend on less performant content

*Conceptual rendering.
Roadmap, subject to change.*

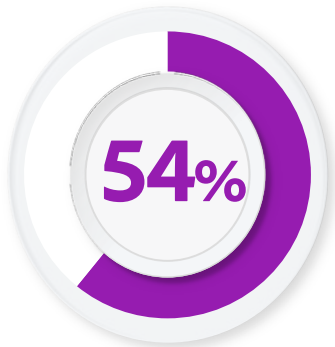
Consumers are generally positive towards GenAI, but concerned around privacy and data usage, and ask for stronger compliance

Majority of consumers are **optimistic about GenAI** and believe it will enable

...



Personalized experiences



Quicker Customer Support

> 50% of customers think that with GenAI brands will **make unauthorized decisions, collect too much data, provide incorrect or misleading information, and not take proper steps to build ethical AI tools**



How to get started in your own organizations

1. Establish internal working groups and company-wide policies for generative AI

2. Pilot use cases while ensuring data security and privacy, safety protocols, and bias minimization

3. Partner with experts focused on the ethical and commercially safe use of generative AI

