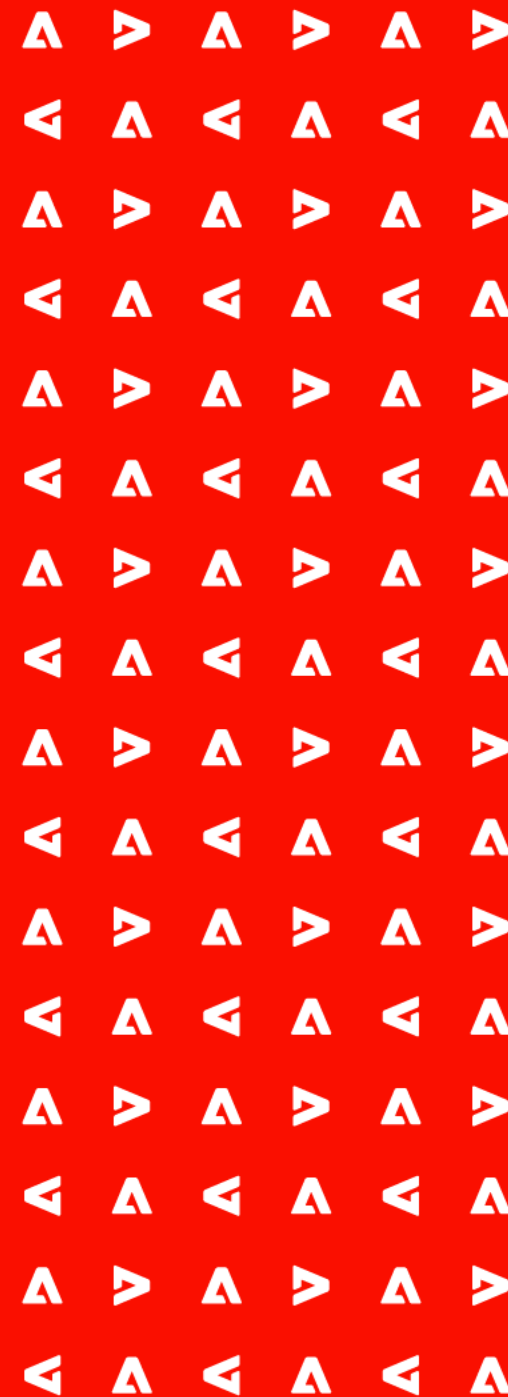




Google Optimize Take-Out

Partner Enablement

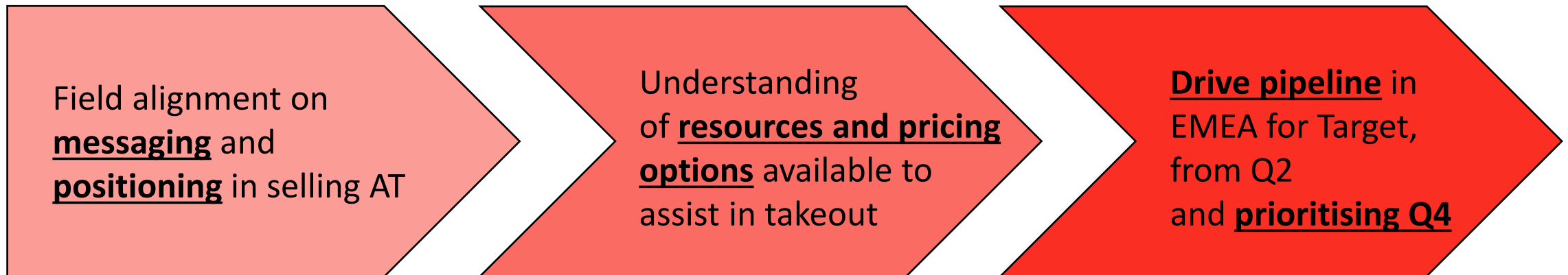
Target PMM Team | May 2023



Enablement context

- Adobe has identified the recent announcement from Google of sunseting their Google Optimize and Optimize 360 product from **September 30, 2023**.
- Customer experiments and personalizations can continue to run until that date, but any experiments and personalizations still active on that date will end.
- This means there is a large pool of potential customers that we can sell Target to.

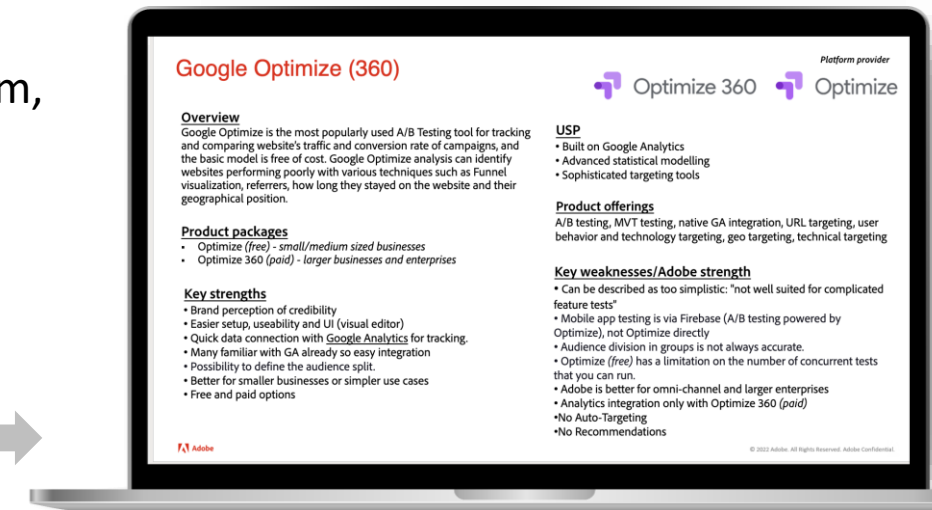
Goals of enablement:



Google Optimize: strike while the iron is hot

- Google Optimize sunsetting on **Sept 30th 2023**, here's what you can do to prepare:
 - Understand the value that Google Optimize brought: a **free tool** for companies who might not have had budget/resources, **aimed at less mature testing/rules-based targeting use cases**, created a good entry point
 - Understand which accounts might benefit from Target, use this as a cross-sell/expansion conversation
 - Those who had invested time in GO have an established interest in experimentation
 - AT can be seen as the next step, ability to unify into one platform, integrate with other Adobe solutions
 - This is an amazing reason and opportunity to engage with the customer

See Battlecard in SPP →





The Opportunity

The Opportunity

Google will EOL Optimize (& Optimize 360) - September 30, 2023

So what does this mean?

FULL RE-IMPLEMENTATION

Complete re-implementation of a testing/personalisation tool will be required



HISTORICAL DATA DELETION

Historical data will not be migrated to a new software, or accessible after the sunset date



GO CUSTOMERS ARE GOING SHOPPING

RFP's & net new Target opportunities are happening NOW

What's the link to Google Analytics?

Anyone extending their Universal Analytics (GA360) pre-Sept 2023

Can renew Optimize 360 with date ending before September 30, 2023

Anyone signed on to GA4 or transitioning to GA4 from GA360

Can't sign Optimize 360 contracts but can access Optimize via integration in GA4 until September 30, 2023

Many only had Optimize because it was 'free' and integrated well with GA. Customers that were using Optimize and GA together, will now be forced to integrate their new third-party personalisation tool with GA.

This non-native integration causes issues:

1. **Significant data discrepancies**
2. **Inconsistencies in audiences, segments and metrics**
3. **Redundancies in activity creation**
4. **Troubleshooting incompatibilities**



ACTION: Highlight the benefit of **Adobe Analytics + Adobe Target** as a package, for integration and data transfer

RESOURCE: [Brooks Bell A4T benefits paper](#)

Opportunity segments (EMEA)

Targeted segments

1

AA customers without AT (all segments)

Focus on cross-selling into existing Analytics accounts that may be using alternative personalization applications (e.g. GO) Highlight strength of A4T.

Ask your Partner Manager for list

2

GO + GO360 customers (Greenfield)

Adobe-led efforts focusing on involving regional partners to create appealing license/implementation offer & packages.

GO + GO360 customers (Industry & Solution-led)

Adobe-led efforts focusing on involving regional partners to create appealing license/implementation offer & packages

Account Lists on right

Regional Account Lists

UKI

➤ Segment 2



Central

➤ Segment 2



Western

➤ Segment 2



Americas

➤ Segment 2



APAC

➤ Segment 2



Adobe PMM EMEA recommends targeting **657 accounts** across EMEA of which 234 accounts fall into **Segment 1** and 423 accounts into **Segment 2***

**432 number calculated on revenue \$500k*

Segment-specific overview & messaging

	Segment 1 AA customers without AT (all segments)	Segment 2 GO + GO360 customers (Greenfield)	Segment 2 GO + GO360 customers (Industry & Solution-led)
Account breakdown by region	<ul style="list-style-type: none"> UKI: 63 Central: 54 Western: 72 Americas: 410 APAC: 192 	<ul style="list-style-type: none"> UKI: 167 (>\$500k Sales Revenue) Central: 69 (>\$300k Sales Revenue) Western: 162 (>\$500k Sales Revenue) Americas: 267 (>\$1m Sales Revenue) APAC: 109 (>\$500k Sales Revenue) 	
Messaging	<ul style="list-style-type: none"> Analytics for Target (A4T). Preferred SKU: Target Premium 	<ul style="list-style-type: none"> AT 101 basic overview Benefit of migrating from GA to AA Preferred SKU: Target Standard 	<ul style="list-style-type: none"> Overview of AT points of differentiation, especially AI/ML, Premium features Preferred SKU: Target Premium
Campaign channel/focus	Partner	Partner	Partner



Pricing

Pricing: Google Optimize Competitive Upgrade Offer

Offer Details

- **3 months free with minimum 2-year total commitment (3+21) or 6 months free with a minimum of 3-year total commitment (6+30)**
- <https://fieldreadiness-adobe.highspot.com/items/624357b48bd56e2e0b9c4b67?lfrm=srp.1#2>
- Applies to any competitor replacement including Optimizely, Maxymiser, SiteSpect, RichRelevance, Kibo (Monetate + Certona), Qubit, Salesforce Personalization (Interaction Studio / Marketing Cloud), Dynamic Yield, Google Optimize, Homegrown*
- *60-day implementation can be offered with both the 3+21 and 6+30 options. The only caveat is if the paid start date then becomes more than 180 past the end of the current quarter that the sale is transacted in, the bookings/comp credit will push into the next quarter.*

Booking Requirements

- Target new logos only
- Available for Standard & Premium SKUs
- Standard discount authority applies
- NO OPT OUT language allowed

Adobe Target Pricing and Packaging

Price List



Licensing Metrics

Metric	Detail
Page Views	<ul style="list-style-type: none">Proxy for digital presence, not metered measure of pages viewedTotal annual views of pages/screens across digital properties (regardless of how many run Target)Minimum 10 million page views annually More info here
Server / Mbox Calls	<ul style="list-style-type: none">Legacy – no new deals usually prices on thisEXCEPTION – If PV volume is astronomical (e.g. Unilever) server/mbox calls are used to focus on a specific range of domains in which Target is employed, to bring price down.

[Adobe Target | Pricing | Validating Adobe Report Suites \(PDF\)](#)

[Adobe Target | Guide | Understanding Page View Model](#)



Available capabilities included in packages

	Standard	Premium
A/B Testing	✓	✓
Multivariate Testing	✓	✓
Experience Targeting	✓	✓
Auto-allocate	✓	✓
Automated Personalization		✓
Auto Target		✓
Recommendations		✓

Full Adobe Target Standard vs Premium Feature differentiation fact sheet [link](#)



Messaging

Where Adobe and Partners win against Google

Where we win	What to say to customers	Resources
Integration with other DX solutions	<ul style="list-style-type: none"> Target + AA/AAM/CJA = shared audiences and A4T/synchronized reporting Target + RTCDP = shared AEP audiences & attributes for next page personalization <ul style="list-style-type: none"> Google has no unified or progressive profile strategy with an integrated CDP This is the most desired X-sell for Partners to stand out Target + AJO = Offer personalization for web/mobile; inbound-outbound Target + Marketo = Shared segments & attributes for cross-channel personalization Target + AEM = experience and content fragments for personalized content velocity 	<ul style="list-style-type: none"> Brooks Bells A4T Paper Target > MKTO discovery questions (AE) Target > MKTO discovery questions (BDR)
AI/ML / sophistication	<ul style="list-style-type: none"> Adobe Target offers AI/machine learning and other automated capabilities that <i>Google Optimize/Optimize 360 don't offer</i>, which can be a major drawback for larger organizations looking to scale their programs AI/ML with AT drives ROI with more advanced use cases Auto-Target/Auto-Personalisation more sophisticated but EASIER to use – set up, let run AT is an entry point for Personalisation at Scale 	<ul style="list-style-type: none"> Personalisation strategies using AI + Adobe Target AI Powered personalization whitepaper (RTCDP/AT)
Multi-channel personalisation	<ul style="list-style-type: none"> Customers can not use Google Optimize to run testing and personalization activities on mobile apps Adobe Target can be deployed on all customer channels – web, mobile, call centre etc 	<ul style="list-style-type: none"> Target pitch deck

Where Adobe and Partners faces pushback against Google / competitors

Where we face pushback	What to say	Supporting resources
Price	<ul style="list-style-type: none">• Competitive takeout offer• Impressive ROI• Success services available• <i>BU pricing conversations possible + threshold</i>	<ul style="list-style-type: none">• Understanding Page view model• DX Promo offer• IDC ROI
Complexity / hard to use	<ul style="list-style-type: none">• Many Premium features easier to use (and customisable) than manual activity e.g. Auto-Target, Auto Personalization• The features are the same if not more advanced as other companies, Adobe just offers the scope to go further. Personalisation has growing importance, so this product sets you up for growth.	<ul style="list-style-type: none">• Case studies of similar customers• Blocklist API
Wanting to stick with Google Analytics	<ul style="list-style-type: none">• Adobe Target integrates with Google Analytics so you can use it still if you want• Will have data discrepancy issues with new Personalisation solution, so should migrate to AA+AT for seamless experiences.	<ul style="list-style-type: none">• Adobe Target security & compliance
Prefer competitor UI	<ul style="list-style-type: none">• Adobe Target has a newly refreshed UI on react, mobile and feature flagging for marketers, engineering, and product teams.• We are continuing to invest in our UI roadmap and ensure it is functional and welcome feedback that benefits our customer's usage.	<ul style="list-style-type: none">• 2023 Summit announcement including Target UI beta

Where Adobe wins: Analytics for Target (A4T)



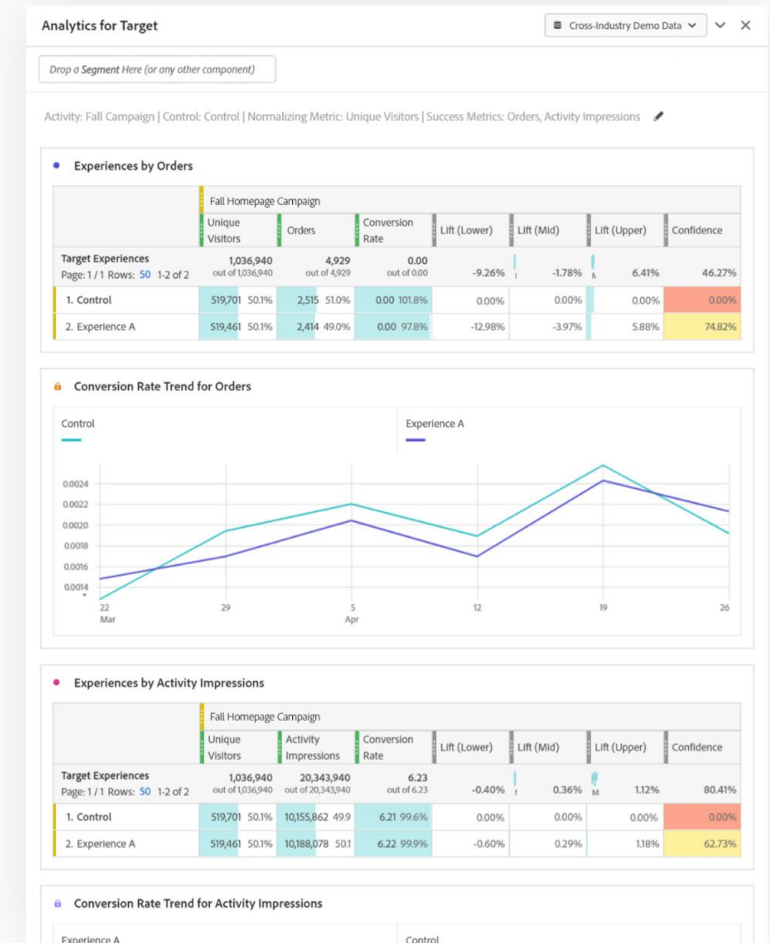
Flexible, Deeper Analysis

- View activity results by any audience (or future audience) or success metric available in selected Analytics Report Suite
- Easily create Analytics segments from Activity audiences and apply them to any report
- Analyze activity and post-activity conversions and visitor behavior
- A4T eliminates the variance that occurs when collecting data in two separate systems



Faster Workflows & Reporting

- A4T panel provides easy way to analyze all Target activities and experiences, viewing lift and confidence for several success metrics
- Build personalization briefs directly in Analysis Workspace – identify tests, validate a hypothesis, refine audiences, log takeaways
- Share insights and collaborate across teams with ability to use annotations for easy, more efficient personalization workflows





Competitive Positioning

Overview

An industry-recognized optimization platforms that provide tools for A/B testing, server-side testing, and multivariate testing. In addition, it supports digital commerce, website personalization, and web content management. The tool is best suited for freelancers and businesses of all sizes, has more than 90,000 customers and offers five different products - Digital Experience Platform, Full Stack, Optimization-as-a-Service, Rollouts, and Web Experimentation

Product packages

- Optimizely Web
- Optimizely Full Stack

Key strengths

- Prioritises personalisation – all business focus is on testing and personalisation
- Simple UI/UX
- Good for quick tests with third-party scripts
- Easy to adopt for non-technical employees
- Usage-based pricing model with lower barrier to entry
- Continues to integrate disparate functionality to reduce duplicate workflows and provide a more consistent user experience.

USP

- Visual editor for client-side A/B testing
- Server-side SDKs for Full Stack experimentation
- Mobile app optimization

Product offerings

A/B testing, behavioural targeting and segmentation, recommendations, digital commerce, website personalization, and web content management.

Key weaknesses/Adobe strength

- Optimizely doesn't have own analytics tools, must integrate with external e.g. Adobe
- Poor audience targeting and reporting capabilities = hard to trust results
- Not made for developers (no code pages)
- Good for A/B but not for redirection testing
- Uses AI but limited functionality – no automated targeting. AI capabilities are also an additional cost, even when purchasing at the highest tier (*Gartner*)

Salesforce Marketing Cloud Personalization



Platform provider

Overview

Salesforce Personalization (formerly Interaction Studio, formerly Evergage) delivers more relevant experiences during moments of interaction across the customer journey. The platform makes 1-to-1 engagement a reality — across all touchpoints. Deliver truly relevant customer experiences with Salesforce's leading real-time personalisation and interaction management solution.

Product packages

- Growth
- Premium (*includes Einstein AI*)

Key strengths

- Works with most code frameworks
- Enterprise-level data security considerations
- WYSIWYG view as well as CMS-style 'admin' view -
- User segments made on logic structures that can include KPIs or third-party data
- Offers native and real-time integration with Salesforce B2C Commerce and Journey Builder.
- Recent enhancements include upgrading data encryption to earn HIPAA compliance

USP

- AI-Driven Optimisation
- Cross-channel engagement
- Testing and analysis
- Individual insights

Product offerings

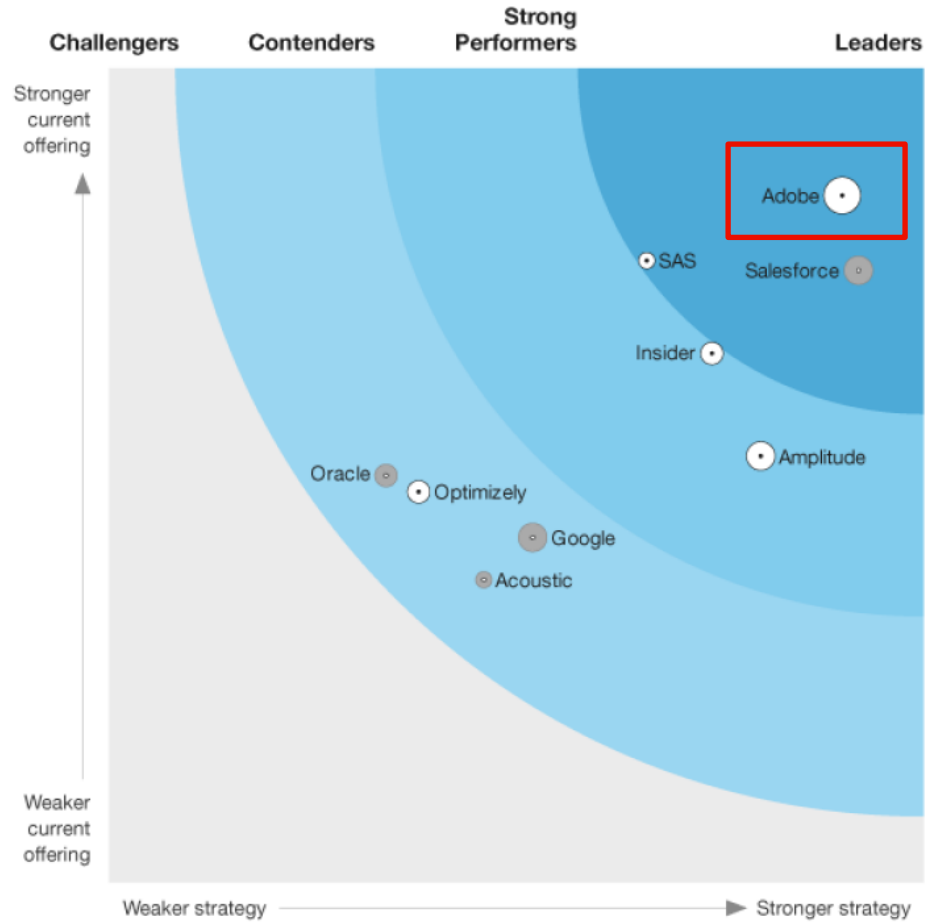
A/B testing, MVT, split testing, audience targeting, campaign segmentation, , CDP, recommendations, ecommerce personalization, AI/ML

Key weaknesses/Adobe strength

- Product support/training could be improved
- Needs developer resources to establish "personalization zones"
- Complex offering for small scale businesses, can be too expensive for the capabilities ultimately used by customer
- Needs an easier Integration with Analytics Studio to improve dashboards
- UI outdated and difficult to use
- Personalization lacks the ability to automatically create metadata from unstructured data, such as automated visual tagging of product images.

Digital Intelligence Platforms Wave, Q4 2022

THE FORRESTER WAVE™
Digital Intelligence Platforms
Q4 2022



Market presence*
• • • • ○

*A gray bubble or open dot indicates a nonparticipating vendor.

THE FORRESTER WAVE™
Digital Intelligence Platforms
Q4 2019



Market presence*
• • • • ○

*A gray bubble indicates a nonparticipating vendor.

Recognized for the strength of our current offering, strategy and presence

	Forrester's weighting	Acoustic*	Adobe	Amplitude	Google*	Insider	Optimizely	Oracle*	Salesforce*	SAS
Current offering	0%	1.86	4.22	2.62	2.12	3.25	2.40	2.50	3.76	3.82
Data management technology	20%	0.60	3.00	2.10	1.50	2.50	1.70	2.10	3.40	3.50
Digital analytics technology	20%	2.20	4.10	3.00	3.10	1.75	1.30	2.40	2.40	4.10
Experience optimization technology	25%	3.00	5.00	1.80	1.80	4.20	4.20	3.80	5.00	3.80
AI/ML	10%	1.00	5.00	3.00	1.00	5.00	1.00	3.00	5.00	5.00
Digital intelligence platform overall experience	10%	1.00	5.00	3.00	3.00	5.00	1.00	1.00	5.00	3.00
Technology integrations	5%	3.00	5.00	3.00	1.00	1.00	3.00	1.00	3.00	5.00
Collaboration and management	5%	1.00	3.00	3.00	1.00	3.00	5.00	1.00	1.00	3.00
Data governance and security	5%	3.00	3.00	5.00	5.00	3.00	3.00	3.00	3.00	3.00

	Forrester's weighting	Acoustic*	Adobe	Amplitude	Google*	Insider	Optimizely	Oracle*	Salesforce*	SAS
Strategy	50%	2.30	4.50	4.00	2.60	3.70	1.90	1.70	4.60	3.30
Product vision	15%	3.00	5.00	3.00	3.00	3.00	1.00	1.00	5.00	3.00
Execution roadmap	10%	3.00	3.00	3.00	1.00	5.00	3.00	1.00	5.00	3.00
Market approach	10%	3.00	5.00	5.00	3.00	5.00	1.00	1.00	5.00	1.00
Performance	10%	1.00	5.00	5.00	1.00	5.00	3.00	3.00	5.00	3.00
Planned enhancements	10%	1.00	5.00	5.00	1.00	3.00	3.00	1.00	5.00	3.00
Innovation roadmap	15%	1.00	5.00	3.00	5.00	3.00	1.00	1.00	5.00	5.00
Supporting products and services	10%	3.00	3.00	5.00	1.00	5.00	3.00	3.00	3.00	3.00
Partner ecosystem	5%	5.00	5.00	1.00	3.00	1.00	3.00	3.00	3.00	3.00
Delivery model	10%	3.00	5.00	5.00	5.00	3.00	1.00	3.00	5.00	5.00
Commercial model	5%	1.00	3.00	5.00	1.00	3.00	1.00	1.00	3.00	3.00
Market presence	0%	2.00	5.00	3.40	3.20	2.80	2.40	2.20	3.60	1.40
Revenue	40%	2.00	5.00	3.00	2.00	2.00	3.00	2.00	2.00	1.00
Number of customers	40%	2.00	5.00	4.00	5.00	3.00	2.00	2.00	5.00	1.00
Average deal size	20%	2.00	5.00	3.00	2.00	4.00	2.00	3.00	4.00	3.00

All scores are based on a scale of 0 (weak) to 5 (strong).


*Indicates a nonparticipating vendor



Recognized for the strength of our current offering, strategy and presence


All Categories > Personalization Engines > Adobe > Adobe Target

Customers' Choice 2022

 **Adobe Target Reviews**
by Adobe in Personalization Engines
4.4 ★★★★★ 231 Ratings

Customer Experience

Evaluation & Contracting	4.4	<div><div style="width: 88%;"></div></div>
Integration & Deployment	4.4	<div><div style="width: 88%;"></div></div>
Service & Support	4.3	<div><div style="width: 86%;"></div></div>
Product Capabilities	4.5	<div><div style="width: 90%;"></div></div>





Resources

Resources

Resource	Link	Target segment	Channel
Blog	https://bit.ly/TargetVSOptimize	1 & 2	Partner
LinkedIn Post	View in SPP	1 & 2	Partner
Email template	View in SPP	2	Partner
Calling script	View in SPP	2	Partner
Account lists	View in SPP <i>(or for Segment 1, ask your Partner Manager)</i>	1 & 2	Partner
ROI of Target Whitepaper and Fact Sheet	View in SPP	1 & 2	Partner
Target field positioning	View in SPP	1 & 2	Partner
Brooks Bell A4T benefits paper	View in SPP	1	Partner

Still got questions? Need support?

Reach out to your Partner Manager or the Adobe Target PMM team:



Drew Burns

Group Product Marketing
Manager – Adobe Target



Alicia Shelford

Product Marketing
Manager – Adobe Target
(EMEA)



Brent Kostak

Product Marketing
Manager – Adobe Target



Kaitlin White

Product Marketing
Manager – Adobe Target





Appendix

Key Messaging for prospecting

- **What: Announcement News**

Google has officially announced plans to sunset Google Optimize and Google Optimize 360. This marks the 3rd attempt that Google has made to create an optimization tool that they have then deprecated. Any experiments and personalization activities still active on that date will end.

- **How: Talk to Target Differentiators**

Instead of simply replacing a testing and experimentation tool, achieve optimization excellence and build a scalable foundation for your experimentation and personalization needs

- **Why: Opportunity to deliver experimentation + personalization**

Now more than ever, personalization can differentiate a brand from the competition when it comes to creating exceptional, relevant customer experiences.

For a limited time only, Adobe is offering current Google Optimize customers a special promotion to switch to Adobe Target to begin driving successful, dynamic personalization programs

Details of Google Optimize Sunset

- Google is sunsetting Google Optimize and Optimize 360 on **September 30, 2023**.
- This is due to Optimize *"not having many of the features and services that our customers request and need for experimentation testing"*.
- Instead **they will be "collaborating on integrations" with third-party personalization tools**, namely Optimizely, VWO and A/B Tasty.
- Google are making their APIs publicly available so anyone can integrate their A/B testing tool with Google Analytics in the coming months
- **Any Optimize 360 orders already received with an end date past the Optimize sunset date will be revised to the product sunset date.**

Important considerations in terms of Optimizely

- **Siloed implementations:** Optimizely makes you choose client-side vs Full Stack/server-side deployment. Adobe Target provides an open flexible architecture within a single instance, providing client-side & server-side side-by-side, hybrid deployment (which Optimizely doesn't provide) and on-device decisioning ALL within one instance of Target
- **Lacking global EDGE network:** Optimizely's client-side implementation (WYSIWYG ease of use) sends all variations to the page bloating the page weight (I've seen pages reach 1MB+ and 10+ seconds to load) and I can expose all of their activities and segments using a plug-in on the page (they've been thrown out as a security risk, where they've leaked company secrets through this exposing e.g. video game releases prior to release)
- **Siloed Capability Offerings & volume-based pricing:** Optimizely provides basic a/b testing, rules-based targeting, and basic recommendations. But these are each separate products with different licenses and charges based on volume (unique visitors, per activity). Target provides a full spectrum manual and automated testing and personalization capabilities, all built within a single workflow. This enables us to test and dynamically allocate recommendations to a segment or an individual within a single activity, and a client can run as many activities as they want with annual flat fee pricing.

Important considerations in terms of Optimizely

- **Testing methodology:** Optimizely's testing methodology is not built for distinguishing between variations that are similar in performance. Microsoft reported that activities ran forever without reaching confidence. Target's Students t-test is built for reaching statistical confidence with variations that are similar in performance in an expedient manner.
- **Lacking 1-to-1 personalization:** Optimizely does not provide automated personalization for true 1-to-1 personalization evaluating each individual's full profile each visit for the next best experience, offer and custom page.
- **Lacking synchronized analytics integration:** Optimizely doesn't have Analytics-enhanced reporting. There is a significant (up to 35%) data variance with analytics. Audiences need to be preset for reporting, and they cannot provide ad-hoc reporting after the fact (if an executive asks how a particular segment performed) A4T provides a full view of impact and performance.
- **Siloed channel deployment:** Optimizely siloes web and mobile deployments. Adobe Target can implement everywhere a visitor or customer engages, including web, mobile, email, and IoT. We can do cross-channel activities all within a single instance.
- **Lacking robust, unified profile:** Optimizely does not provide a rich real-time progressive contextual profile across channels, easily integrated with more sophisticated data sources like Real-Time CDP

Where competition falls short to deliver personalization at scale



Key Weaknesses

- Siloed channel implementations – choosing between client-side vs server-side deployment for tests.
- Lacking global EDGE network for performance – page bloating for slow load times / exposing tests online
- Siloed capability offerings & volume-based pricing
- Testing methodology, not being built to distinguish between variations similar in performance
- Lacking 1:1 personalization evaluating each individual full profile on each visit
- Lacking synchronized analytics integration (up to 35% data variance)
- No enriched real-time progressive contextual profile across channels


Adobe Strengths

- Target provides an open, flexible architecture within a single instance (client-,server- side, on-device -> hybrid deployment)
- Adobe AEP Edge Network / ODD (low latency, fast load times, secure experiments)
- Single workflow / manual rules-based and automated machine learning activities – dynamically allocate recs to a segment or individual within a single activity
- Target's Students T-test built for statistical confidence across variations
- A4T delivers full impact and performance for data analysis, reporting, and team workspaces
- Target + RTCDP with profile and segment sharing, custom algorithms¹²¹²

Salesforce Personalization (formerly Interaction Studio/Marketing Cloud)


1. Marketing Cloud is **unfriendly to marketers** because all content zones must be pre-tagged or pre-configured by a developer.
 2. Marketing Cloud has been shown to be **complex, requiring ongoing services** from vendor to execute even simple use cases.
 3. Marketing Cloud has been shown to **introduce flicker and degrades end-user experience**.
 4. Marketing Cloud has **more limited WYSIWYG editing** capabilities (visual authoring environment for a non-technical user) to make changes anywhere like Adobe Target does.
- Example competitive rips from Marketing Cloud: Abercrombie & Fitch and O Boticario Franchising S.A.
 - *“Last year, we lost out to Marketing Cloud with a very large client, [Manufacturing]. Came through in RFP and wanted to make sure all “boxes were checked”. It has been over a year and the team is still struggling to get it stood up and **now claiming it to be the worst investment they have ever made.**”*
 - *“Marketing Cloud was a disaster at [Luxury Retailer]. Marketing Cloud stopped all development on future roadmap features. Customer never got it implemented a year later and the features they promised them never existed in the platform. **It was very hard to use, and they never got it up off the ground** for what it was positioned for”*
 - *We received info early 2022 that one financial institution who recently purchased and implemented Marketing Cloud had to have an **emergency release to remove it from production** because of the **amount of flicker** that it introduced.*

Adobe Target Persona



Mobile Expert


Product Manager (mobile)



Partner/Agency

I can be either industry focused, or implementation focused

TOP PRIORITY



MARKETING DECISION MAKER


Senior Management in Marketing

Managers, directors, or VPs of:

- Personalization
- Growth Marketing
- Digital Marketing
- Marketing Technology
- Product Merchandising

Aligned to delivering product or content recommendations, next best action or next best offer, or personalized experiences at scale. They may be channel agnostic or have a primarily web or app focused approach.

TOP PRIORITY



BUSINESS DECISION MAKER


Office of the CMO

Individual contributors, managers, or directors of:

- Growth
- Optimization
- Personalization
- Experimentation
- Customer Experience
- Digital Intelligence
- Digital Experience

Tasked with proving directly attributable ROI via goal-oriented activities across channels backed with statistical methodologies.

TOP PRIORITY




IT DECISION MAKER

Office of CIO/ CTO/ CXO

Managers, directors, or VPs of:


- Analytics
- IT/Engineering
- Product Management
- Product Marketing
- Marketing Architecture
- Experience Design

Involved with the evaluations and purchasing of experience optimization technology. Create roadmaps with matrixed teams. Technical 'developer' knowledge.



IT PRACTITIONER

I hold titles like IT Support Technician, Business Analyst, SCM Lead, IT Architect, or IT/Project Manager



FUNCTIONAL PRACTITIONER

Practitioner in Marketing, Analytics, Commerce

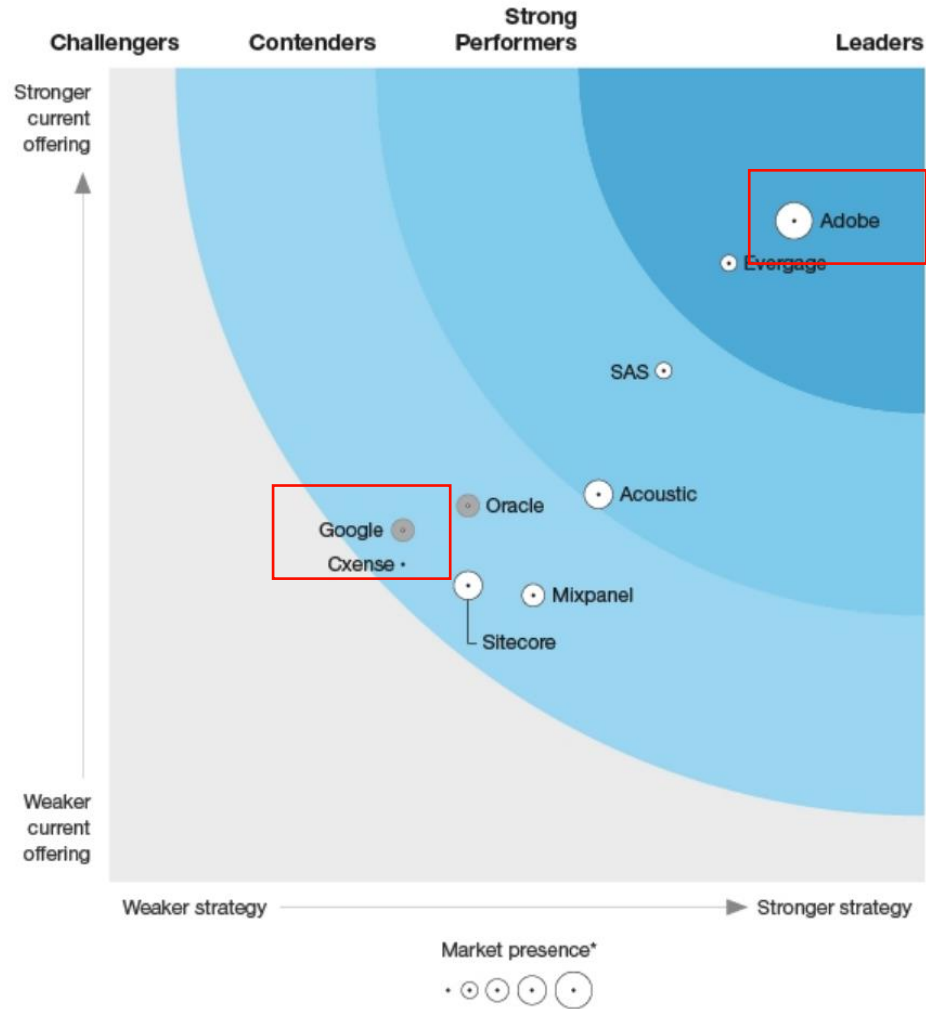
I hold titles like Marketing Specialist, Personalization Specialist, CX Specialist

Digital Intelligence Platforms Wave, Q4 2019 vs 2022

THE FORRESTER WAVE™

Digital Intelligence Platforms

Q4 2019



*A gray bubble indicates a nonparticipating vendor.

THE FORRESTER WAVE™

Digital Intelligence Platforms

Q4 2022



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Current offering	0%	1.86	4.22	2.62	2.12	3.25	2.40	2.50	3.76	3.82
Data management technology	20%	0.60	3.00	2.10	1.50	2.50	1.70	2.10	3.40	3.50
Digital analytics technology	20%	2.20	4.10	3.00	3.10	1.75	1.30	2.40	2.40	4.10
Experience optimization technology	25%	3.00	5.00	1.80	1.80	4.20	4.20	3.80	5.00	3.80
AI/ML	10%	1.00	5.00	3.00	1.00	5.00	1.00	3.00	5.00	5.00
Digital intelligence platform overall experience	10%	1.00	5.00	3.00	3.00	5.00	1.00	1.00	5.00	3.00
Technology integrations	5%	3.00	5.00	3.00	1.00	1.00	3.00	1.00	3.00	5.00
Collaboration and management	5%	1.00	3.00	3.00	1.00	3.00	5.00	1.00	1.00	3.00
Data governance and security	5%	3.00	3.00	5.00	5.00	3.00	3.00	3.00	3.00	3.00

	Forrester's weighting	Acoustic*	Adobe	Amplitude	Google*	Insider	Optimizely	Oracle*	Salesforce*	SAS
Strategy	50%	2.30	4.50	4.00	2.60	3.70	1.90	1.70	4.60	3.30
Product vision	15%	3.00	5.00	3.00	3.00	3.00	1.00	1.00	5.00	3.00
Execution roadmap	10%	3.00	3.00	3.00	1.00	5.00	3.00	1.00	5.00	3.00
Market approach	10%	3.00	5.00	5.00	3.00	5.00	1.00	1.00	5.00	1.00
Performance	10%	1.00	5.00	5.00	1.00	5.00	3.00	3.00	5.00	3.00
Planned enhancements	10%	1.00	5.00	5.00	1.00	3.00	3.00	1.00	5.00	3.00
Innovation roadmap	15%	1.00	5.00	3.00	5.00	3.00	1.00	1.00	5.00	5.00
Supporting products and services	10%	3.00	3.00	5.00	1.00	5.00	3.00	3.00	3.00	3.00
Partner ecosystem	5%	5.00	5.00	1.00	3.00	1.00	3.00	3.00	3.00	3.00
Delivery model	10%	3.00	5.00	5.00	5.00	3.00	1.00	3.00	5.00	5.00
Commercial model	5%	1.00	3.00	5.00	1.00	3.00	1.00	1.00	3.00	3.00
Market presence	0%	2.00	5.00	3.40	3.20	2.80	2.40	2.20	3.60	1.40
Revenue	40%	2.00	5.00	3.00	2.00	2.00	3.00	2.00	2.00	1.00
Number of customers	40%	2.00	5.00	4.00	5.00	3.00	2.00	2.00	5.00	1.00
Average deal size	20%	2.00	5.00	3.00	2.00	4.00	2.00	3.00	4.00	3.00



All scores are based on a scale of 0 (weak) to 5 (strong).
*Indicates a nonparticipating vendor

Adobe Target: Proven performance in personalization

651%

3-year ROI leveraging
Adobe Target for
Optimization



\$60.49M+

average revenue growth,
per year, per customer



58%+

productivity, digital and other
teams

6-months

average payback period
for Adobe Target 3-year
investment



\$238,500+

annual revenue increase per
One million page views



300 hours

Organizational cost savings
from leveraging A4T

*Excludes Advertising Cloud revenue

The most integrated Personalization at Scale powerhouse

The screenshot displays the Adobe Target Audience Library interface. On the left, there are filters for Source (Adobe Target, Adobe Audience Manager, Adobe Experience Platform, Third Party), Activity usage (Active, Inactive), and Target audience type (Browser, Custom, Geo, Mobile, Network, Operating System, Site Pages, Target Library, Time Frame, Traffic Sources, Site Pages). The main area shows a table of audiences with columns for Name, Source, Workspace, and Last Modified. The 'US Visitors' audience is selected. A 'Create audience' dialog box is open, showing a list of 10 of 150 items and a configuration panel with 'Include' and 'And' conditions. The configuration panel shows 'Medallion Customers' and 'Referred from Firefox' as included conditions, and 'Japanese Visitors' as a selected condition. The dialog box also has fields for Name and Description.

NAME	SOURCE	WORKSPACE	LAST MODIFIED
All Visitors	Adobe Target	Adobe London APPROVER	January 24 2020 5:30 PM by Dave Matthews
US Visitors	Adobe Target	Adobe SF APPROVER	January 24 2020 5:30 PM by Dave Matthews
New Visitors	Adobe Target	Adobe NY EDITOR	January 24 2020 5:30 PM by Dave Matthews
Returning Visitors			
US Visitors			
New Visitors			

- **Target + RTCDP:** shared AEP audiences & attributes for next page personalization
- **Target + AJO:** Offer personalization for web/mobile; inbound-outbound
- **Target + Marketo:** Shared segments & attributes for cross-channel personalization
- **Target + AEM:** experience and content fragments for personalized content velocity
- **Target + AA/AAM/CJA:** shared audiences and A4T/synchronized reporting