



Leading retailers solve the **personalization challenge** — at scale

See results from these and more:





Adobe and Microsoft have come together to unite data, content, and processes, offering retail businesses AI-augmented solutions designed to drive consumer engagement, optimize marketing and store operations, and automate content generation.

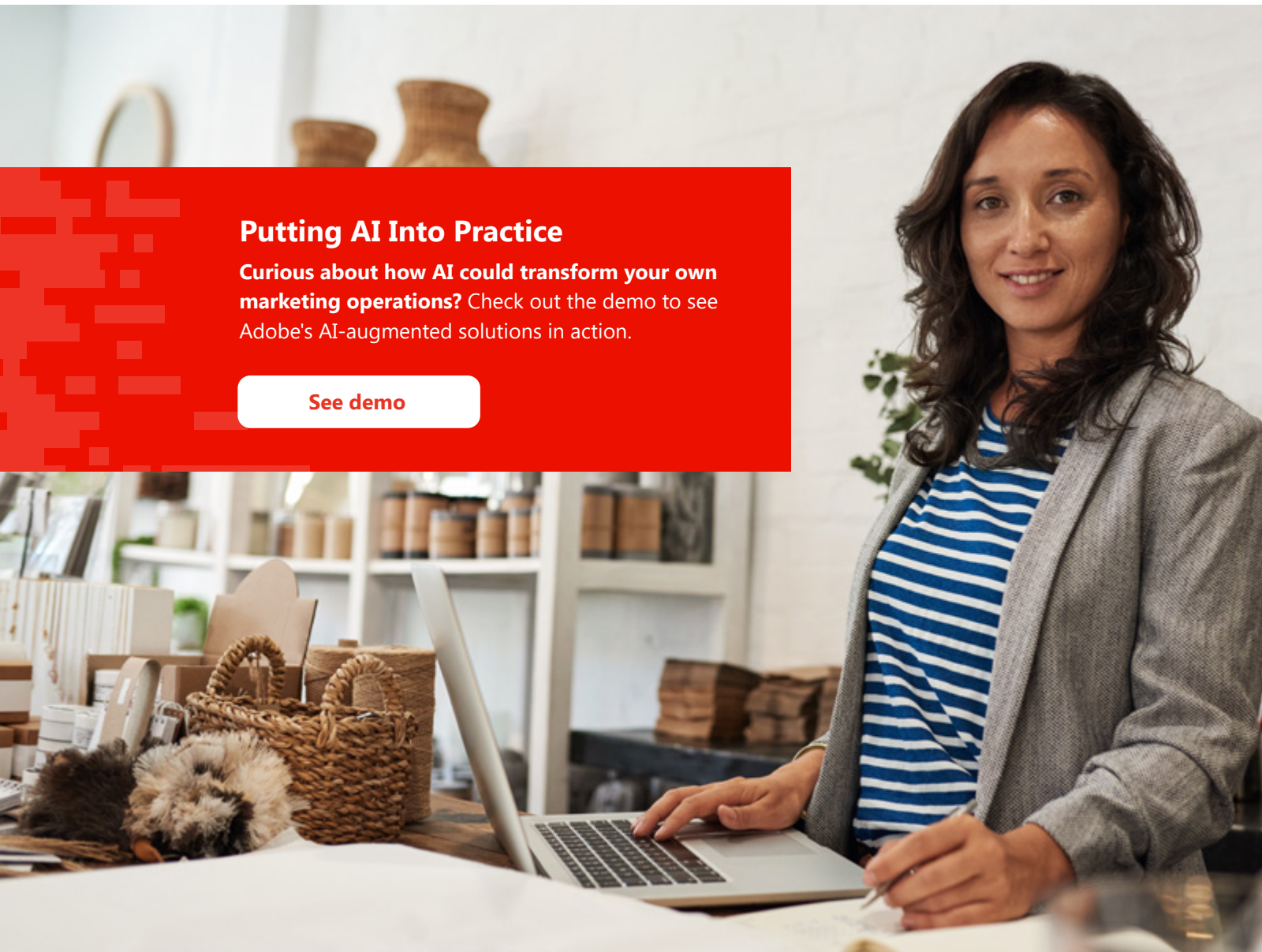
Adobe solutions are backed by Microsoft's commitment to security, privacy, compliance, and transparency, running on the **most trusted and comprehensive cloud platform**. What's more, the Microsoft Cloud has an extensive global infrastructure that helps Adobe solutions scale according to demand and reach customers around the world, with a high availability that supports personalized, seamless shopping experiences everywhere.

With more than **60 native product integrations**, our combined solutions help companies reduce the need for complex custom integrations and drive more ROI from their technology investments.

Putting AI Into Practice

Curious about how AI could transform your own marketing operations? Check out the demo to see Adobe's AI-augmented solutions in action.

[See demo](#)



Adobe and Microsoft provide **real results** for leading retailers



Unified customer profiles drive customer trust

With Adobe and Microsoft's joint solutions, The Home Depot was able to create a cohesive customer experience and meet their goal of helping customers quickly find the right information and the right product, whether they're browsing on the website or walking the aisles of their local store.

"By unifying our data, we started waking up to the fact that our **customers' trust is an extraordinarily valuable asset**. They were telling us exactly what they were looking for, and we needed to be more aligned with ways to help them."

— **Melanie Babcock**, Vice President of Integrated Media, Home Depot

10x

faster to deliver
personalized
experiences

62%

increase in
personalized
campaigns

55%

of online orders
made by using buy
online, pick up
in store

**The Home
Depot uses
these solutions:**



[Adobe Real-Time
Customer Data Platform](#)



[Adobe Workfront](#)



[Adobe Customer Journey Analytics](#)



[Microsoft Azure](#)



Personalized experiences increase customer engagement

With Adobe and Microsoft's joint solutions, DICK'S achieved omnichannel personalization at scale, creating a single, secure source for all customer information. Today, the company enriches its 150 million customer profiles in real time with data such as what customers are browsing, purchasing, and experiencing online or in-store. Teams then activate personalization based on these profiles across channels while adhering to data governance and customer consent preferences.

"We will continue to provide **high-quality, omnichannel experiences** to athletes as we grow as a company. Our customers expect that whether they're shopping online or in-store, we remember what they like and give them personalized recommendations."

— **Steve Miller**, Senior Vice President, Strategy, eCommerce & Analytics, DICK'S Sporting Goods

80%

of all sales
come from
athletes in the
database

65%

of all sales come
from omnichannel
athletes, reinforcing
the value of
personalized
experiences across
channels

50%

**of homepage
visitors** receive
a personalized
experience, more
than 2X what it was
one year ago

10%

**more spent by
visitors** receiving
a personalized
experience than
those who do not

**DICK'S
Sporting Goods
uses these
solutions:**



[Adobe Real-Time
Customer Data Platform](#)



[Adobe Workfront](#)



[Adobe Customer Journey Analytics](#)



[Microsoft Azure](#)

**not all solutions are globally available



A data-driven e-commerce platform boosts efficiency

With Adobe and Microsoft's joint solutions, Henkel is expanding its e-commerce activities while addressing individual consumer and customer preferences, accelerating time-to-market and improving performance marketing based on data analytics and insights. This allows the brand to address the individual needs of its customers with tailored communication and product offerings to provide a seamless customer journey.

"With the development of our data-driven digital business and e-commerce platform, our businesses will be able to launch products and services **faster, in a more targeted, personalized and efficient manner** to our consumers and customers."

— *Carsten Knobel, Chief Executive Officer of Henkel*

300 web domains for 30 brands in 40 countries - **published in two years**

One platform provides all of the software and cloud services needed for **communications across all brands**

Personalized content for consumers and companies delivered using cloud-based real-time data

Accelerated time to market for digital offerings with low-code content, self-service and reusable compliant assets

Henkle uses these solutions:



[Adobe Real-Time Customer Data Platform](#)



[Microsoft Azure](#)



[Adobe Journey Optimizer](#)

**not all solutions are globally available



PRADA *Comprehensive customer profiles improve shopper targeting*

With Adobe and Microsoft's joint solutions, Prada Group can now combine vast amounts of existing data, creating unified customer profiles and delivering personalized experiences across any channel in real time. These tools will allow the Prada team to deliver relevant content to customers at the moments that matter.

"The luxury retail sector is at the **forefront of digital innovation**, and Adobe's partnership with Prada Group will enable them to expand their distinctive style and storytelling through real-time personalized customer experiences across in-store and digital worlds."

— **Luc Dammann**, President of EMEA at Adobe

Unified **vast amounts** of existing data

Allowed Prada to **deliver personalized experiences** across any channel in real time

Created unified customer profiles

Prada uses these solutions:

**not all solutions are globally available



[Adobe Real-Time Customer Data Platform](#)



[Adobe Journey Optimizer](#)



[Microsoft Azure](#)



Transforming complex customer data into actionable insights

Signet Jewelers - better known by their consumer banners Kay, Zales, Jared and others - previously stored its data across more than 40 different systems, resulting in silos that made it impossible to support personalization at scale. With Adobe and Microsoft's joint solutions, Signet Jewelers can now unify and activate customer information as soon as it is gathered, a key consideration when delivering one-to-one personalization in real time.

"We are innovating and enhancing our customer experience at near real-time speed and we're doing it at each step of the customer journey so that **we're there for them wherever, whenever and however they choose to engage with us**. Adobe Experience Platform [built on Microsoft Azure] is helping us do that."

— **Rebecca Wooters**,
Chief Digital Officer at Signet Jewelers

Unified data to scale rather than using 40 different systems to store customer data

Optimized customer journey and retention through relevant retargeting based on each customer's history

Allowed Signet to **directly measure the impact** of omnichannel marketing

Signet Jewelers uses these solutions:

**not all solutions are globally available



[Adobe Real-Time Customer Data Platform](#)



[Adobe Journey Optimizer](#)



[Adobe Customer Journey Analytics](#)



[Microsoft Azure](#)

To discover how you can make personal possible for your retail organization visit personalispossible.com/retail.