Connect the dots
across customer data

How AI is powering the future
of customer experience in retail

AI has proven that for retailers, it's more than just an upgrade—it's a reinvention of the strategic playbook. More brands than ever are using it to close the distance between insight and activation, tailoring customer experiences with unprecedented precision.

With AI's help, retailers gain the power to dismantle siloes and democratize data, all without any additional resources. Equipped with AI-augmented insights and agility, retailers can orient every business unit from IT to marketing towards delivering hyper-personalized experiences that exceed customer expectations.

Let's explore how AI is helping retailers connect the dots in customer data at every stage of marketing—to deliver the next generation of customer experiences.

How AI helps retailers bring customer data together

Unify data across all touchpoints, at scale	Build a comprehensive view of customers to create engagement strategies that leverage more first-party data—no need for additional resources.
Apply advanced analytics across 1st and 3rd party data	Drive more insights from internal and external data that power better, more valuable customer experiences.
Activate insights and audiences across all channels	Apply data learnings and insights across audiences and channels to optimize customer journeys, without manual resourcing and tasks.

Plan more effective campaigns

Marketers can use AI to better understand and target their audiences. AI-assisted data analysis and pattern recognition offer key insights into customer segments and their unique preferences, helping marketers build plans that effectively capitalize on every interaction.

Solutions like AI-powered customer data platforms, equipped with natural language processing, can help marketers answer complex questions about how their shoppers behave, the choices they make, and what they want. With unparalleled clarity into audience segments, marketers can design forward-thinking plans that drive conversion.

Real-time audience generation

AI uses algorithms to analyze data and detect patterns within customer segments based on different criteria, including purchasing behavior, demographics, and preferences.

Multi-touch attribution

AI uses advanced customer behavior analytics to help marketers clearly define how every marketing action—whether it's a Tweet, an email, or an ad, contributed to sales. AI unravels the complexity of finding answers like these to guide smarter, data-driven marketing decisions.

Self-service information

AI tools analyze vast amounts of data, giving marketers immediate access to key insights—without IT assistance. For instance, an AI chatbot can provide detailed, intelligent answers to very specific questions, helping inform key marketing decisions.

35%

Expected time savings to **optimize audiences and journey designs**

Source: Adobe Economic Impact of GenAI Survey, conducted Aug 29th and Sept 12th, '23 in the US.

Build and optimize journeys customers love

AI helps marketers craft multi-step, omnichannel journeys designed to capture shoppers' attention. Marketers can use tools like predictive analytics, conversational AI, or journey optimizer solutions to inform audience segments, model new customer journeys, or modify existing ones.

New journey generation

With AI, marketers can quickly find answers to complex questions by entering a specific text-based prompt that includes a business objective, target audience, and activation channel. Advanced analytics tools can create an omnichannel journey for a very specific customer segment, and provide an automatically created campaign flow for marketers to adjust as needed.

Journey optimization

AI can suggest journey design improvements and provide the expected KPI lift, helping marketers refine journeys for maximum impact. For example, AI-augmented journey optimizer tools with visualization capabilities and predictive analytics can help marketers model potential changes to customer journeys.

32%
Expected time savings to **measure content and campaign performance**

45%
Expected time savings to **explore and visualize new concepts**

Source: Adobe Economic Impact of GenAI Survey, conducted Aug 29th and Sept 12th, '23 in the US.

Meaningful experience management

Retailers can use AI to strengthen the content supply chain and deliver the right message to the right person, at the right time. Intelligent content management tools give marketers the ability to create content once, personalize iterations of it, and automate delivery across digital platforms.

Personalize websites in real-time

Thanks to machine learning, website interfaces and product recommendations can adapt instantly to user interactions—presenting only the most relevant content and offers, based on that user's current browsing patterns and past preferences.

AI-driven content optimization

Sophisticated algorithms analyze user engagement trends and demographic data, automatically customizing ad copy and visuals to resonate with each segment of the audience—boosting relevance and conversion rates.

Stronger, more customized shopper support

Tools like AI-infused customer data platforms give customer support teams access to intelligent, accurate insights, helping agents connect more meaningfully with customers and resolve their issues faster.

How AI delivers an advantage to retailers

Data-driven productivity

Conversational analytics

Hyper-personalization

Content generation

Instant answers and support

Generative AI-powerered assistants

Analyze performance and improve for next time

Because AI captures more data in more places, and rapidly applies advanced analytics to it, retailers can understand their marketing efforts' performance, faster. Then, they can determine which pieces of content or initiatives make the biggest impact, and focus their attention on content that drives higher ROI.

AI-assisted visualizations

With AI, a query like "compare our online and in-store revenue" isn't just a request—it's a gateway to instant insights. Marketers can use simple text prompts to auto-generate detailed visualizations, bringing the story behind the numbers to life.

Accelerate insights analysis

AI propels marketers beyond basic data analysis, quickly highlighting key insights and delving deeper to uncover success drivers. It's a supercharged assistant that identifies the most important trends and explains why and how they matter.

Take advantage of AI's promise to transform your organization's customer experience strategy

Adobe and Microsoft believe that AI holds the key to next-generation customer connections in retail. As leaders in this space, we're committed to ensuring AI systems are developed responsibly in ways that accelerate value for organizations and earn shoppers' trust. We're helping retailers capture AI's power conscientiously—bringing brands and shoppers closer together.

If you're interested in learning how you can take advantage of AI's opportunities in retail, **get in touch with us.**