Adobe ✕ **Microsoft**

See the full picture, **faster**

A modernized data estate, infused with the power of AI, can help retailers deliver personalized experiences at scale.

Jumpstart your digital transformation with strategies to unleash the power of your data.

To keep pace in a rapidly evolving landscape, retailers have invested in a multitude of technology solutions—many of them siloed within business units. And while customer interactions yield massive amounts of data, much of it remains partially or completely vaulted, creating disjointed customer journeys that aren't easy for retailers to manage.

Customers increasingly expect a seamless, tailored shopping experience. But as retailers struggle to connect the dots across the customer journey, they're seeing higher acquisition costs, lower customer lifecycle values, and decreased brand loyalty.

More than
70%
of consumers expect to be delighted both before and after purchase[1]

Only
18%
of consumers believe retailers are meeting this standard[1]

Less than
18%
of retailers have a modern enterprise data platform that enables sharing & collaboration[2]

Retailers' biggest opportunity is to transform the customer data they already have into actionable strategies that captivate shoppers and convert their interest into repeat sales. With natively integrated, AI-powered solutions, retailers can unearth insights and build distinctive, personalized customer journeys that keep shoppers engaged.

Elevating retail: Modern data and AI-driven personalization

Integrated technology, infused with AI, is empowering retailers to capitalize on customer interactions—driving loyalty, profit, and ROI.

Adobe and Microsoft provide an end-to-end experience strategy by uniting data, enriching it, and conducting analysis that supercharges marketing activation and drives ROI.

Adobe solutions are backed by Microsoft's commitment to security, 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 and reach customers around the world, with a high availability that supports personalized, seamless shopping experiences everywhere.

Together, Adobe and Microsoft can help you make the personal possible. We offer retail businesses AI-augmented solutions that then transform insights into income by inviting better consumer engagement, streamlining back-office management, optimizing operations, and automating content generation.

Our joint solutions incorporate AI where it adds the most value, helping retailers future-proof their data platform to improve retail experiences.

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

Maximize the value of your data
Unlock more profitable interactions, lower acquisition costs, and increase customer lifetime value.
- Unified customer profiles
- Shopper analytics
- Ad revenue using first-party shopper data

Elevate the shopping experience
Improve conversion and customer loyalty with hyper-personalized experiences.
- Unified commerce
- Real-time personalization
- Informed customer service

Our joint retail offering includes these integrated Adobe and Microsoft solutions:

Adobe Real-Time Customer Data Platform, exclusive to Microsoft Commercial Marketplace
Collects customer data across systems and unites it in real-time profiles, ready for activation on any channel

Adobe Journey Optimizer, exclusive to Microsoft Commercial Marketplace
Orchestrate relevant, individualized journeys at scale across apps, web, email, and more, to deliver the right message to the right person at the right time

Adobe Customer Journey Analytics, exclusive to Microsoft Commercial Marketplace
Analyze data from different channels and sources to gain rapid insights that allow you to understand your customer journey's, turning knowledge into personalized experiences

Adobe Experience Manager, built on Microsoft Commercial Marketplace
Unified digital asset management and content management system that creates, manages, optimizes, and scales personalized content across channels

Adobe Commerce
Digital commerce platform that delivers tailored delivers tailored promotions, seamless omnichannel fulfillment options, and self-service convenience for high conversions

Together
Allows you to orchestrate omnichannel journeys, determine the next best action to take for your customers and deliver contextualized offers that are personalized and optimized in-the-moment

The retail revolution has begun. Let's lead the way.

From AI-assisted virtual try-ons to lower return rates, to demand-based inventory and pricing management, the Adobe and Microsoft joint offering helps retailers capitalize on current opportunities and proactively exceed customer expectations. It's the human touch, powered by AI.

How our joint solution benefits your bottom line[3]

251% ROI
on investment over three years

20% increase
in IT and security team productivity

90% time savings
by using native integrations of Adobe SaaS solutions on the Microsoft Cloud

10% improvement
in speed of decision-making for marketers

Connect with your Adobe and Microsoft account managers to schedule an envisioning session, or to learn more about the future of AI for retailers.

Adobe ✕ Microsoft

1 - Source: "Personalization At Scale: Bring Forth The Customer And Business Benefits Of Experience Excellence", FORRESTER September 2022
2 - Source: Future Enterprise Resiliency & Spending Survey Wave 2, IDC March 2023
3 - Source: Total Economic Impact of Adobe and Microsoft Integrations Report from Forrester Consulting 2023