



Deloitte.
Digital



Elevate the human experience

Drive deep personalized experiences and improve customer-centric KPIs by leveraging Adobe's customer data platform AEP to power campaign (ACS), content (AEM), and commerce (Magento) experiences.

Tech-savvy consumers expect seamless omnichannel experiences and want to be presented with personalized and relevant content, deals and offers –at the right time, in the right channel, across the complete customer journey, from Lead to Loyalty.

However, many brands, across every industry are struggling to meet omnichannel demands. A commissioned study conducted by Forrester Consulting on behalf of Deloitte shows that only 1 in 4 companies truly has a complete view of a customer's engagement with a campaign and can use it effectively to target customers.¹ This is a critical issue, given that 89% of marketing decision makers feel that their customers expect omnichannel personalization from their brand.¹

To provide more accurate, data-driven insights on consumer behavior and preferences, Deloitte Digital combines customer data and behavioral context collected in real time to enable brands to create highly personalized, omnichannel experiences at every touchpoint of the customer journey—from discovery to conversion to brand loyalty.

Introducing the Lead2Loyalty demo

The Lead2Loyalty demo leverages Adobe technologies and Deloitte Digital accelerators to deliver these omnichannel experiences. Our Lead2Loyalty demo includes:



Deloitte Digital decisioning accelerators used to power churn and LTV modelling



Adobe Experience Platform to collect real-time consumer behavioral data and stitch together a single view of the customer



Adobe Campaign to power email touchpoints



Adobe Experience Manager to deliver a consistent web experience regardless of digital channel



Magento e-commerce to make every experience 'shoppable'

Elevating the human experience with the Lead2Loyalty demo

The Lead2Loyalty demo can empower marketers to realize their customer experience ambitions to drive personalized omnichannel experiences for their customers. It leverages the power of artificial intelligence and real-time customer data in AEP to deliver real-time experiences and offers based on predictive scoring.

The Lead2Loyalty demo provides several capabilities that help marketers deliver omnichannel experiences for their customers:



The ability to capture relevant customer data across multiple touchpoints in real time and use that data to make personalized decisions



Data science accelerators that power projections for lifetime value and churn propensity, providing greater ability to make critical experience decisions and the ability to hyper-personalize content based on individual consumer interest and identify unmet needs based on real-time interactions



Utilizing the power of the entire Adobe suite with connectors to help enable omnichannel experiences

To learn about how Deloitte Digital and Adobe can help you create personalized, impactful experiences across the customer's marketing journey, please contact:

Ryan Alderman

Principal and US Adobe Alliance Leader
Deloitte Consulting LLP
ryalderman@deloitte.com

About Deloitte Digital

From strategy to delivery, Deloitte Digital combines cutting-edge creative with trusted business and technology experience to define and deliver digital solutions. Deloitte Digital creates digital experiences for the connected enterprise, delivering strategy, mobile, social, web, cloud, and digital content management solutions that can help strengthen clients' brands and evolve their businesses. And, Deloitte Digital is backed by Deloitte's broader consulting, tax, audit, and financial advisory services, bringing the power of over 400+ U.S.

¹ Forrester Consulting Thought Leadership Paper Commissioned by Deloitte,

<https://www.deloittedigital.com/us/en/offerings/customer-led-marketing/advertising--marketing-and-commerce/hux/how-to-win-on-customer-experience.html>

This publication contains general information only, and none of the member firms of Deloitte Touche Tohmatsu Limited, its member firms, or their related entities (collective, the "Deloitte Network") is, by means of this publication, rendering professional advice or services. Before making any decision or taking any action that may affect your business, you should consult a qualified professional adviser. No entity in the Deloitte Network shall be responsible for any loss whatsoever sustained by any person who relies on this publication.

As used in this document, "Deloitte" means Deloitte Consulting LLP, a subsidiary of Deloitte LLP. Please see www.deloitte.com/us/about for a detailed description of the legal structure of Deloitte LLP and its subsidiaries. Certain services may not be available to attest clients under the rules and regulations of public accounting.

Copyright © 2020 Deloitte Development LLC. All rights reserved. Member of Deloitte Touche Tohmatsu Limited.