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FOR IMMEDIATE RELEASE

Adobe Advances Voice-Driven Customer Experiences With Analytics Cloud

Analytics, AI and Cross-Channel Activation Capabilities Let Brands Deliver Personalized Experiences

SAN JOSE, Calif. — June 29, 2017 — Voice-enabled devices and digital assistants allow consumers to engage through one of the most natural forms of communication. With a new generation of products driving innovation and consumer appetite, the latest Adobe Analytics data shows that online sales of voice-enabled devices grew [39 percent](#) year-over-year. In the same way mobile devices fundamentally changed the ways consumers engage with each other, voice interfaces have the potential to do the same. Brands must start thinking about standout voice-driven experiences to remain competitive.

Adobe (Nasdaq:ADBE) today announced new voice analytics capabilities in Adobe Analytics Cloud that enable brands to deliver more personalized customer experiences and create brand loyalty through voice-based interfaces. Through deep analysis of voice data complemented by artificial intelligence and machine learning capabilities in Adobe Sensei, brands can gain robust audience insights and recommendations, while automating the traditionally cumbersome, manual analysis. Brands are able to take action on these insights more quickly, delivering experiences that delight customers while informing other touch points such as email and advertising.

"One of the most important trends in modern technology is how quickly consumers adopt new ways of interacting with content, as we've seen with mobile and video," said Bill Ingram, vice president of Adobe Analytics Cloud. "We expect a similar trajectory with voice enabled devices. In the same way Adobe has shaped web, mobile and customer analytics, Adobe Analytics Cloud will enable brands of all sizes to extend voice data insights across the entire customer journey."

Through Adobe Analytics Cloud, brands can capture and analyze voice data for all major platforms including Amazon Alexa, Apple Siri, Google Assistant, Microsoft Cortana and Samsung Bixby. The new capabilities address the complexity in measuring voice interactions, with the ability to capture both the user intent ("play me a song") as well as specific parameters ("from The Beatles"). Additional data points including frequency of use and actions taken after a voice request is made are provided as well.

Adobe Sensei frees up teams to focus on crafting customer interactions that improve voice experiences, such as creating content that is more relevant. A hotel chain, for example, can recognize a customer immediately, and target the traveler with ideas on ways to spend reward points through the loyalty program, such as at an upcoming live show or new reservation. They could even send a promotional phrase to the most loyal guests prior to a stay, unlocking a special offer when spoken to the voice-enabled device.

Integration of voice analytics data with Adobe Marketing Cloud and Adobe Advertising Cloud ensures that every digital interaction a consumer has is a continuous and relevant one. For instance, Adobe Target ensures that insights from a voice-enabled device can be automatically leveraged on other channels, while also delivering personalized responses to user queries using machine learning and predictive algorithms. A known food enthusiast interacting with a travel app on an Amazon Echo, for example, will see that the most popular food destinations will be presented through her voice, mobile app or connected car experience.

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About Adobe Analytics Cloud

Adobe Analytics Cloud, part of Adobe Experience Cloud, is the customer intelligence engine that powers businesses by enabling them to move from insights to action in real-time by uniquely integrating audience data across all Adobe clouds. Adobe Analytics Cloud combines Adobe Audience Manager, the leading data and audience management platform, and Adobe Analytics, the industry leading solution for applying real-time analytics and detailed audience segmentation across all marketing channels. Built on the Adobe Cloud Platform, which provides open APIs, a standard data model, and Adobe Sensei, Adobe's unified AI and machine learning framework, Adobe Analytics Cloud enables brands to better capture, aggregate, rationalize and understand vast amounts of their own disparate data and then translate that data into singular profiles of their customers.

About Adobe Experience Cloud

Adobe Experience Cloud is a comprehensive set of cloud services designed to give enterprises everything needed to deliver exceptional customer experiences. Comprised of Adobe Marketing Cloud, Adobe Advertising Cloud and Adobe Analytics Cloud, Experience Cloud is built on the Adobe Cloud Platform and integrated with Adobe Creative Cloud and Document Cloud. Leveraging Adobe Sensei's machine learning and artificial intelligence capabilities, Adobe Experience Cloud combines world-class solutions, a complete extensive platform, comprehensive data and content systems, and a robust partner ecosystem that offer an unmatched expertise in experience delivery.

Helpful Links:

- Adobe Digital Insights: [Voice Report](#)
- Adobe Analytics Cloud [Blog](#)
- [Learn more](#) about Adobe Analytics Cloud

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