Adobe Expands Collaboration with Marriott International to Deepen Guest Relationships Through Digital Services and One-to-One Personalization

- **Adobe is working with Marriott International to deliver highly personalized guest experiences across online reservations, Marriott Bonvoy, and on-property**
- **Adobe Experience Cloud enterprise applications including Adobe Real-Time Customer Data Platform and Adobe Journey Optimizer enables Marriott to connect data from disparate sources and activate relevant experiences in moments that matter**

SAN JOSE, Calif. — Today, Adobe (Nasdaq:ADBE) announced that Marriott International has selected Adobe Experience Cloud to help Marriott deepen relationships with guests through precise, one-to-one personalization — from the moment someone researches a trip to when they arrive on property. Enterprise applications running on Adobe Experience Platform (AEP) including Adobe Real-Time Customer Data Platform (Real-Time CDP) and Adobe Journey Optimizer enables Marriott to unify data across channels and understand guest's needs, with insights to orchestrate personalization at scale. Today's announcement expands a decade-long relationship between the two companies, where applications such as Adobe Creative Cloud and Adobe Experience Manager have supported Marriott's digital growth initiatives.

"Adobe Experience Cloud uniquely brings together applications that help brands make sense of disparate data across their organization, and then take action on it through building customer profiles and orchestrating cross-channel experiences," said Anil Chakravarthy, president, Digital Experience Business at Adobe. "Marriott is leading the way in tapping digital channels to fortify guest relationships, and our expanded collaboration supports this initiative through the lens of highly personalized experiences at scale."

Driving Growth Through Personalization

Adobe is supporting Marriott's digital services, including online reservations via Marriott's owned channels, its award-winning travel program, Marriott Bonvoy, and digital interactions that happen when guests are on property. Personalization is crucial across all three touchpoints, with modern-day travelers expecting brands to be intimately aware of the preferences they voluntarily share. When executed in moments that matter, Adobe solutions help Marriott build guest loyalty over time, and can support direct bookings and loyalty expansion while also helping guests receive a high-touch experience on property.

With Adobe Real-Time CDP, Marriott can build customer profiles that update in real time as interactions happen across any online or offline channel. This will provide teams an accurate pulse on a guest's journey with the brand and the individual preferences they voluntarily share. With Journey Optimizer, teams can orchestrate one-to-one personalization on a wide scale, triggering interactions in moments that build affinity with guests. This can help the company match individuals with the best options across its portfolio of more than 30 brands and nearly 8,800 properties.

"At Marriott, we are putting personalization at the center of how we interact with our customers in an effort to create seamless, intuitive travel experiences," said Chris Zheng, VP, Data Activation & Audience Strategy, Marriott International.

"The Adobe Experience Cloud is helping our teams across the globe to deliver highly personalized moments at scale throughout the entire journey and across touchpoints, including Marriott's award-winning Marriott Bonvoy App," said Amit Manurkar, VP, Digital Content & MarTech, Marriott International.

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About Adobe Experience Cloud
In the experience economy, every business must be a digital business and Adobe Experience Cloud is the global leader for powering digital businesses. With solutions for customer journey management, data insights and audiences, content personalization, commerce and marketing workflows, Adobe Experience Cloud is driving Customer Experience Management (CXM) across both B2B and B2C for companies of every size. Adobe Experience Platform – the foundation of Adobe Experience Cloud – is the industry's first purpose-built CXM platform, powering applications that enable personalized customer experiences in real-time at scale.

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