Adobe and Amazon Web Services Partner to Bring Adobe Experience Platform to Brands and Enhance Customer Engagement with Deep Insights

- **Adobe and Amazon Web Services (AWS) expand partnership to make Adobe Experience Platform (AEP) available on AWS, empowering brands to deepen customer relationships through precise personalization**

- **AEP delivers an actionable view of customers across every channel, with AI-driven insights that help ensure customer experiences are timely and relevant to individual tastes**

- **Brands using AWS can tap into a suite of applications powered by AEP including Adobe Real-Time CDP, Adobe Journey Optimizer and Adobe Customer Journey Analytics, to orchestrate and iterate experiences that can boost engagement and conversion**

LAS VEGAS — December 3, 2024 — Today at AWS re:Invent, Adobe (Nasdaq:ADBE) announced an expanded partnership with Amazon Web Services (AWS) to make Adobe Experience Platform (AEP) available on AWS. This new offering unlocks the ability for brands to strengthen customer relationships through highly personalized experiences, powered by deep insights. By having a single view of customers as real-time interactions take place across online and offline channels, AEP has been the solution of choice for brands to deliver true personalization at scale.

Applications powered by AEP including Adobe Real-Time CDP, Adobe Journey Optimizer and Adobe Customer Journey Analytics will also be available on AWS, enabling brands to easily build audiences, engage customers across channels and iterate experiences through actionable insights. This joint offering provides brands a new level of flexibility and scale, with AEP-driven insights and workflows that can be centralized on AWS.

Leading brands including The Coca-Cola Company, Dick's Sporting Goods, Major League Baseball, Marriott International, Panera Bread, Prudential Financial, Qualcomm, U.S. Bank and more have relied on AEP to power customer experience management. Teams can pinpoint real-time changes in consumer preferences and uncover impactful moments to engage. With the upcoming availability of AEP on AWS, brands will soon be able to tap into a robust cloud infrastructure that makes it fast and seamless to activate customer insights and deliver meaningful interactions—all through a secure and scalable environment.

"Delivering one-to-one personalization across a myriad of digital channels is quickly becoming table stakes for brands," said Anjul Bhambhri, senior vice president, Adobe Experience Cloud. "Our collaboration with AWS expands access to Adobe Experience Platform, powering an integrated set of applications that enable timely customer experiences based on deep insights. Brands will have greater flexibility in where they deploy customer data and manage tools and workflows, while leveraging a generative AI assistant to improve productivity and deliver greater ROI for marketing teams."

"Offering Adobe Experience Platform on AWS builds on our long-standing partnership with Adobe to empower customers across every industry with the tools to deliver highly personalized customer experiences at scale," said Kathrin Renz, Vice President of AWS Industries. "Together, we're giving enterprises the ability to build a customer experience management foundation once, and apply it across all current and future applications. This partnership underscores our commitment to helping businesses connect with their audiences by offering them the flexibility and advanced capabilities required to meet evolving customer expectations."

AEP availability on AWS will enable brands to:

- **Create and engage with high-value audiences** through Adobe Real-Time CDP, which are updated in real-time as customer interactions happen across online and offline channels. These insights enable both business-to-consumer (B2C) and business-to-business (B2B) brands to engage customers in moments that matter.

- **Orchestrate personalized customer journeys** with Adobe Journey Optimizer, creating on-brand and performant experiences across touchpoints such as email, web, mobile and more. With Adobe Journey Optimizer B2B Edition, B2B brands can more accurately identify and reach key decision makers within buying groups, while enabling tighter coordination between sales and marketing teams.

- **Analyze and optimize campaigns** through Adobe Customer Journey Analytics, which measures and visualizes engagement across online and offline channels. This includes Content Analytics, an offering that unlocks the ability for marketers to understand the performance of AI-generated content down to the attribute level, including colors, objects and styles that resonate with target audiences.

Brands will also be able to take advantage of fully managed AWS native services—such as Amazon S3, DynamoDB and Glue—to reduce operational overhead, streamline data management and accelerate workflows.

Adobe and AWS will jointly work with mutual customers to implement these solutions, which will be available through Adobe and the AWS Marketplace in calendar year 2025. This new offering builds on existing Adobe solutions on AWS, where Adobe Experience Cloud applications have helped teams enhance marketing efforts, reaching key audiences with highly personalized digital experiences that drive deeper engagement and increased conversion.

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