

UNIFIED CUSTOMER EXPERIENCES

STITCH UP YOUR DATA TO WIN THE HEARTS, MINDS AND WALLETS OF CONSUMERS



INTRODUCTION

Piecing together customer data is the new battleground for organizations as they seek to win the hearts, minds and wallets of consumers inundated by choice, availability and accessibility. Today, customer experience is the brand, and those that can't delight their customers with multichannel, always-on experiences, constantly personalizing as they move through the customer journey, will not grow.

According to Adobe's 2024 Digital Trends Report, 80% of consumers consider consistent experiences across different online channels "important" or "critical". This points to a desire for unified, personalized experiences, regardless of how they interact with a brand. And yet it is something consumers don't necessarily feel they're getting. Just 26% of people rate their experiences with digital brands as "excellent".

In fact, every three in four buyers are actually willing to pay more for a great customer experience according to Zendesk. Yet, delivering a truly unified, personalized experience remains a significant challenge for many brands. Siloed data, fragmented technologies, and a lack of deep customer understanding create friction and frustration, hindering the ability to connect with customers in meaningful ways.

Together, Adobe and WPP Enterprise Solutions offer organizations a proven path to success. We've worked with global brands such as The Coca-Cola Company, Shell, Nespresso, KLM and Adidas to help them break down data silos, create a single customer profile, optimize segmentation and personalization capabilities, plan customer journeys and orchestrate meaningful experiences that convert at scale.



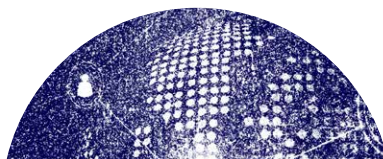
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● OF PEOPLE RATE THEIR EXPERIENCES WITH DIGITAL BRANDS AS "EXCELLENT"



ROADBLOCKS TO A UNIFIED CUSTOMER EXPERIENCE

Delivering unified customer experiences isn't easy. Some of the biggest challenges include:

Unlocking the value of data:

Marketing organizations struggle to leverage their data effectively, whether limited or abundant. They lack consistent frameworks for using data to build audiences and personalize communications, often leading to inconsistent practices across teams and resorting to broad, untargeted campaigns due to time constraints.

Siloed operations:

Many organizations operate with teams working in isolation, using separate tools and maintaining distinct customer views. This fragmented approach hinders a true 360-degree view of the customer and prevents effective omnichannel orchestration. While clients may aspire to omnichannel engagement, they often deliver disjointed multi-channel experiences.

Personalizing at scale:

Even with ample data, many brands struggle to deliver truly personalized experiences across their entire customer base. They lack the tools, technology, or expertise to activate data insights and tailor messaging and offers at an individual level in real time.

Accelerating efficiency and performance:

Brands can become stuck in what we call "operational quicksand" where they have the tools but lack the processes to deliver better experiences and improved effectiveness.

HOW WPP ENTERPRISE SOLUTIONS HELPS BRANDS OVERCOME THESE CHALLENGES

WPP Enterprise Solutions employs a holistic approach, focusing on transformation, optimization, and scalable solutions to empower brands and deliver exceptional customer experiences. By connecting deep customer understanding with performance data, we drive impactful, personalized experiences that deliver tangible results. We achieve this in four ways:

01

Connecting human intelligence with performance intelligence:

We blend insights from qualitative research (e.g. in-depth interviews, psychographic data) with quantitative data analysis to create actionable, addressable audiences. This approach deepens creative connection and drives true effectiveness, not just efficiency. We also focus on continuous optimization through testing and learning, leveraging the high frequency of customer communications.

02

Focus on transformation and optimization:

We go beyond simple implementation to drive digital transformation, optimize existing processes, and create efficiencies. We prioritize change management, both organizational and technological, and data-driven decision-making. This proactive approach ensures long-term success and measurable results.

03

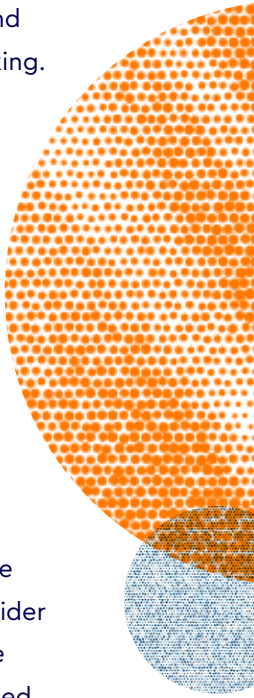
Efficient, scalable solutions:

WPP Enterprise Solutions' unique "build once, deploy often" approach, combined with our robust marketing operations expertise and pre-tested templates, allows for global implementations that can be rolled out quickly and efficiently across multiple markets. This ensures consistency, scalability, and faster time to market. It is WPP Enterprise Solutions' unique perspective of the challenges and processes of marketing teams across the world that makes us world-leading consultants in this area.

04

Our holistic perspective:

Unlike competitors who often specialize in narrow channels or functions, WPP Enterprise Solutions takes a holistic approach. We consider the entire customer journey and activate use cases across all channels, enabling truly unified customer experiences.



OUR FRAMEWORK FOR SUCCESS: GETTING YOU FROM A TO B



1 Deep dive discovery:

We audit and interrogate your current data landscape, organizational structure, and customer experience challenges. This includes assessing existing personas and data silos.



2 Human intelligence gathering:

Conducting in-depth interviews and surveys to understand customer motivations, values, and behaviors. This may involve proprietary laddering interviews and psychographic data collection.



3 Data integration and analysis:

Connecting qualitative insights with quantitative data, including first-party data, to create actionable and addressable audiences. We'll help you develop a dynamic segmentation framework.



4 Solution design and implementation:

Designing and implementing Adobe Experience Platform solutions to enable omnichannel orchestration and personalization. This leverages the "build once, deploy often" approach for global scalability.



5 Activation and optimization:

Leveraging pre-tested templates and marketing operations expertise to activate campaigns quickly and efficiently. Continuously testing and optimizing messaging and creative based on customer motivations and performance data. We also help you to optimize your content supply chain to get the right content, to the right place, at the right time.

CASE STUDY

Unifying the Customer Journey: T-Mobile's Digital Transformation



Partnering with WPP Enterprise Solutions, T-Mobile adopted Adobe Experience Cloud, integrating 21 data sources to build comprehensive customer and prospect profiles across all lines of business, enabling truly personalized experiences. Nine messaging platforms were consolidated to Adobe Journey Optimizer and Adobe Campaign, streamlining operations by decreasing campaign creation efforts by 40% and enabling cohesive, data-driven experiences across channels. Click rates increased 20%+ by using an automated omnichannel and multi-touch journey through Adobe.

This transformation demonstrates the power of a unified, data-driven approach to deliver exceptional customer experiences and drive growth.

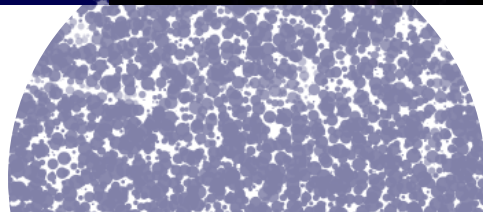
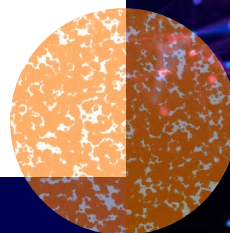
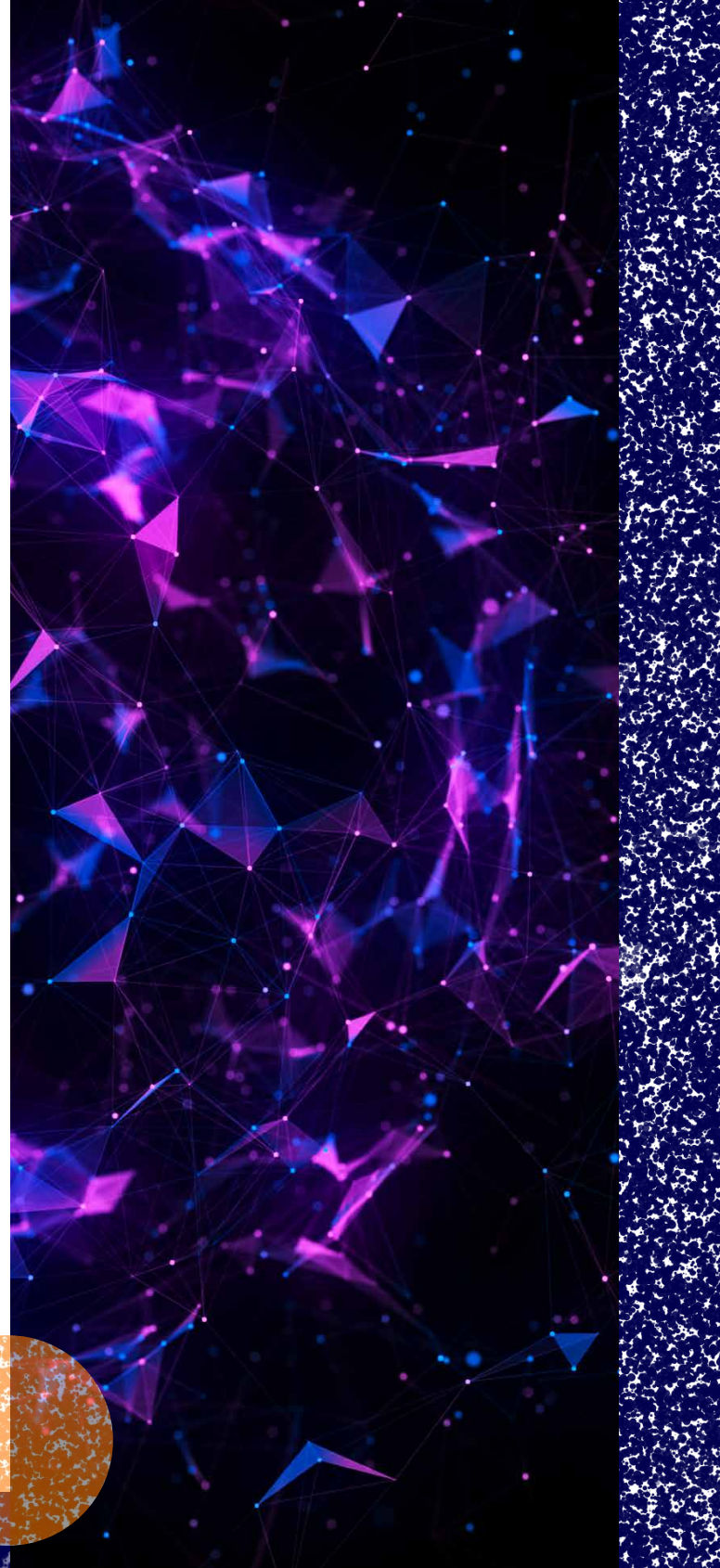
WHY WPP ENTERPRISE SOLUTIONS?

WPP Enterprise Solutions combines creative excellence, technology, data and AI to help brands and organizations innovate, transform and grow.

We deliver transformational results for the world's biggest companies. Our partnership with Adobe and deep understanding of the marketing and media ecosystem is uniquely positioned to bring brands to life and help our clients connect with their customers, driving long-term, sustainable growth.

As a world-leading global experience agency and as part of the WPP/Adobe Alliance, we empower brands to unlock the full potential of Adobe's solutions for delivering a unified customer experience. WPP Enterprise Solutions' unique approach lies in connecting human intelligence with performance intelligence.

We transform organizations into customer-centric powerhouses by blending deep customer understanding with the robust capabilities of the Adobe Experience Platform, including solutions like Real-Time CDP, Adobe Journey Optimizer and Customer Journey Analytics. We also have deep experience and specialization in Adobe Target for web and mobile personalization, and Adobe Campaign for delivering customer communications at scale. This allows us to craft personalized experiences that resonate emotionally and drive measurable results.



WPP ENTERPRISE SOLUTIONS AND ADOBE: A POWERFUL PARTNERSHIP

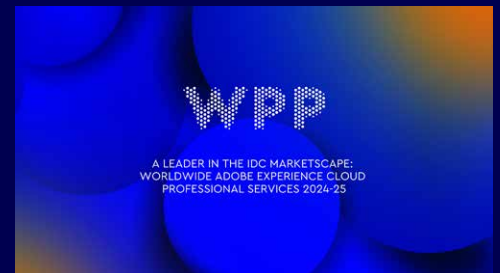
WPP Enterprise Solutions is a long-standing, strategic partner of Adobe, recognized for its deep expertise across Adobe Experience Cloud. Our collaboration extends beyond implementation to encompass co-innovation, thought leadership, and ongoing optimization.

WPP Enterprise Solutions actively participates in Adobe's advisory boards, influencing product development and ensuring Adobe solutions are at the forefront of innovation. We also contribute to Adobe's certification programs, demonstrating our commitment to mastering the latest technologies and best practices.

This close partnership, combined with WPP Enterprise Solutions' proven methodologies, allows us to deliver exceptional customer experiences powered by Adobe Experience Cloud. This translates to tangible benefits for our customers, including faster time to market, increased efficiency, and greater customer engagement that delivers growth.

Industry analysts recognize WPP Enterprise Solutions as a standout among Adobe Service providers. As part of WPP, we are proud to have contributed to the following:

IDC MarketScape: Adobe Experience Cloud Professional Services – WPP is named a Leader in the IDC MarketScape for Worldwide Adobe Experience Cloud Professional Services, with its marketing-centric approach and commitment to client empowerment highlighted.

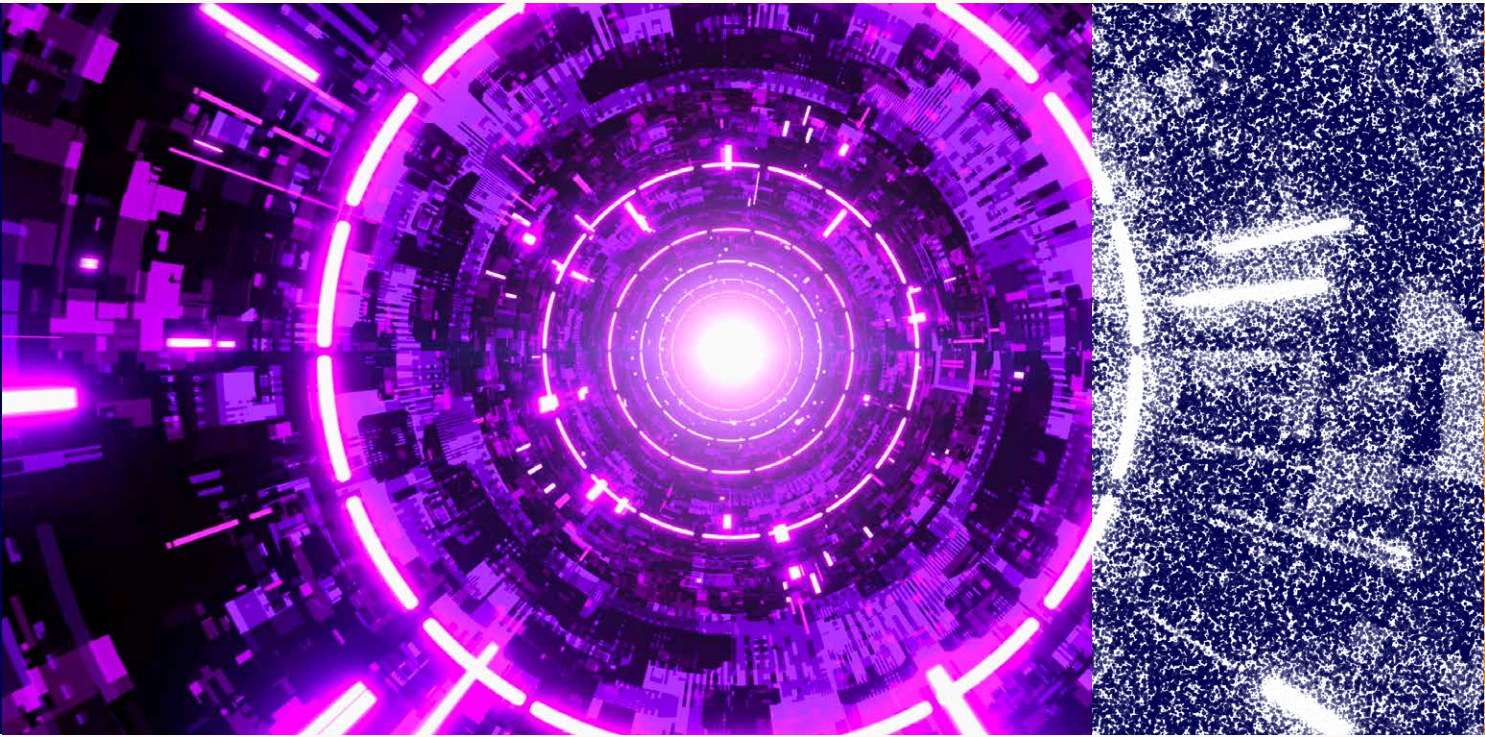


The Forrester Wave™: Adobe Services Q3 2024 – WPP is included among the 12 most significant Adobe service providers globally, with top scores in Adobe Commerce, B2B Automation, and Customer Data Management.



The Forrester Wave™: Commerce Services, Q2 2024 – WPP is named a Leader in The Forrester Wave™ for Commerce Services, and is recognized for its flexible and creative strategies.





CONTACT US

Contact us to talk about Unified Customer Engagement.



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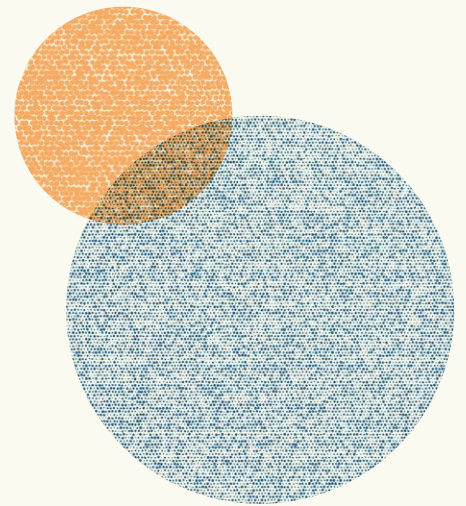
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ABOUT WPP ENTERPRISE SOLUTIONS

About WPP Enterprise Solutions

WPP Enterprise Solutions designs, builds, and operates the growth systems that competitive businesses rely on. In a world where AI is reshaping how companies drive growth, we lead clients in business transformation and marketing modernization, connecting strategy directly to execution. Our 12,000 experts in engineering and platforms, commerce, consulting, content transformation, CRM, and CX, work within a unified global operating unit across 40+ markets. WPP Enterprise Solutions works alongside best-in-class partners including Adobe, AWS, Braze, Google, Microsoft, Salesforce, and Shopify, as well as innovators in AI, to deliver growth solutions tailored to the needs of our clients' businesses. We have received distinction as a leader in Commerce Services and CX Strategy Consulting by the Forrester Wave™ reports and are designated by Gartner's Magic Quadrant™ as a Visionary in Digital Experience Services.

About WPP

WPP is the trusted growth partner for the world's leading brands. WPP combines cutting-edge media intelligence, world-class creativity, next-generation production, and transformative enterprise solutions to drive growth at scale. WPP is a publicly listed company (NYSE: WPP).

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