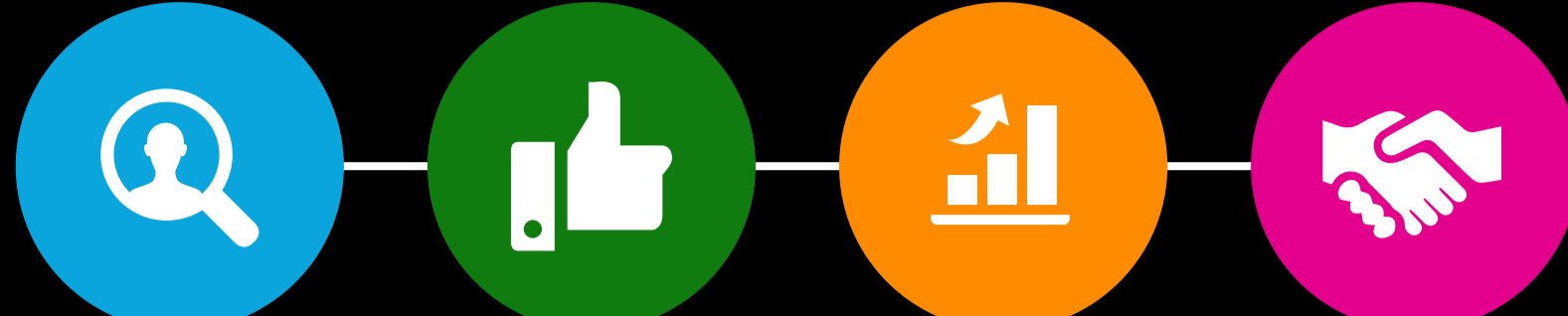


DELIVER A COMPELLING EXPERIENCE TO EVERY CUSTOMER



360-degree customer view

Get a complete view of each customer and visualize their entire journey

Bring all your customer data together

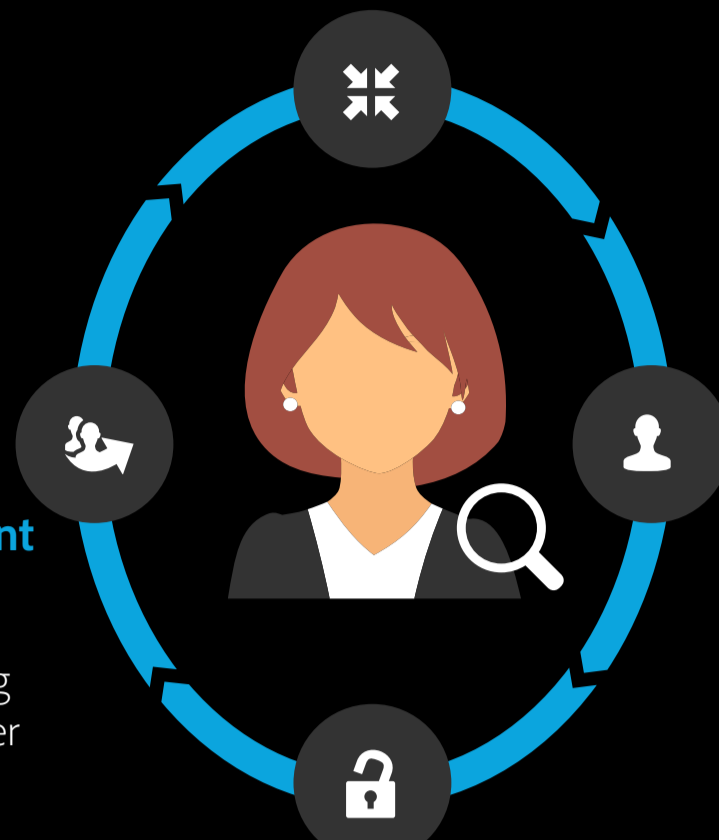
Unlock the value of your customer data.

Guide marketers and sellers to their next best action with embedded intelligence and insights.

Know your customers to deliver the most relevant experiences

Gather all data across marketing and sales into a shared customer profile.

Deliver consistent messages and content across sales and marketing intelligence and insights.



Unlock the intelligence in your data

Use AI and machine learning to uncover insights.

Consolidate all data using a common language and data model.

Nurture more sales-ready leads

Create multi-channel campaigns to attract the best leads.

Prioritize leads and identify those that are sales-ready.

67% percent of customers surveyed told Forrester that **“the ability to integrate is the most important feature of marketing tools”**



Better customer experiences

Anticipate customer needs, uncover insights, and personalize across all customer touchpoints

Deliver personalized experiences across all your touchpoints and channels

Deliver personalized experiences on every channel customers choose.

Create experiences and guide your buyer's journey based on their behavior.

Improve your customers' experience by anticipating needs

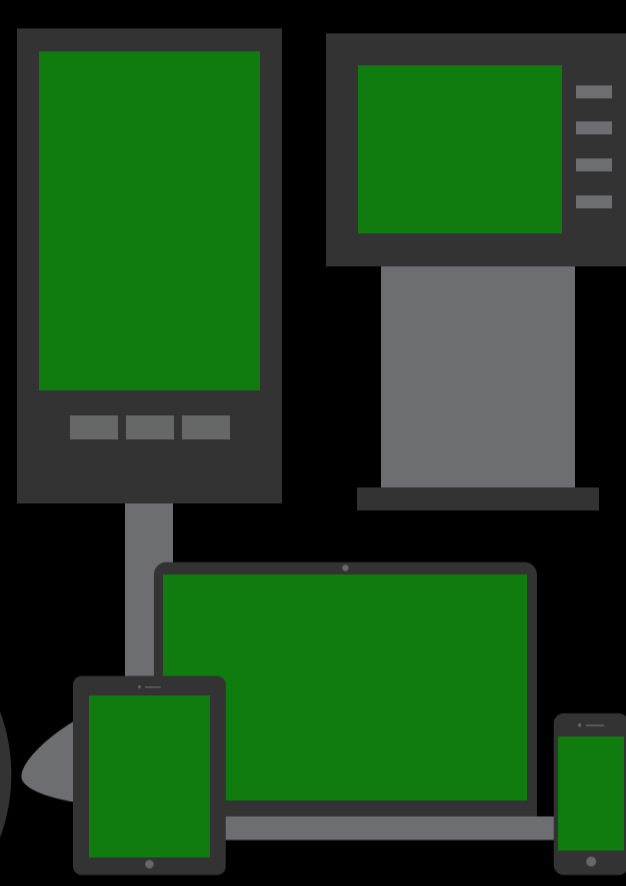
Deliver the right message at the right time.

Connect customers to sellers when they are ready to buy.

Connect experiences and get a better understanding of the customer journey

Connect experiences at every customer touchpoint.

Provide insights across the customer journey.



74% of business buyers say they conduct more than **half their research online** before making an offline purchase



Drive your business forward

Align sales and marketing with a common data model and connected processes

Align sales and marketing

Ensure sales and marketing use a common data model.

Get marketing and sales working in sync with consistent processes and insights that guide their next best action.

Sell faster and more efficiently

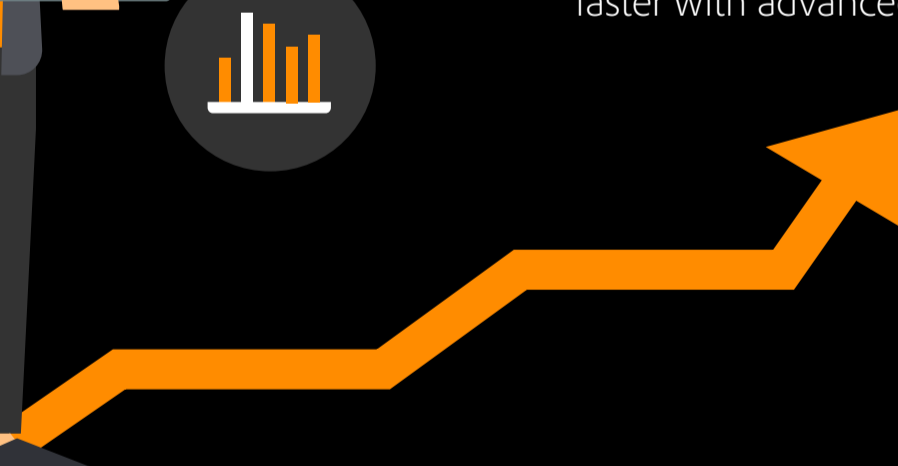
Close deals faster and drive more revenue with personalized campaigns and analytics.

Prioritize leads who are ready to buy.

Drive stronger results and ROI

Deliver sales results and proven marketing ROI with smarter decisions driven by data and insights.

Identify high-value customers faster with advanced analytics.



Three in five companies rate their alignment between **sales and marketing** as **“poor”**



Trusted partnership

Support your digital transformation strategy with the experience and innovation of Microsoft and Adobe

Leverage trusted partners

Work with trusted partners and market leaders who share a vision for the future.

Drive your digital transformation with partners with a long-term commitment to innovation and a history of working with companies like yours.

Leverage proven enterprise technologies and industry-leading cloud

Extend your global reach with a secure, trusted, scalable and intelligent cloud.

Our global data centers offer data sovereignty and compliance to meet your unique requirements.

Create additional value with Microsoft and Adobe's robust partner ecosystem

Create additional value with complementary offerings delivered by a robust partner network.

Leverage a vibrant pool of partner applications and deep solution development expertise for your industry.



58% of marketers want to minimize the number of vendors involved, but fewer than one-fifth believe they can get everything they need **from a single provider**