



Adobe Experience Manager



EVERY WIN COUNTS.

The ultimate guide for website personalization and optimization using Adobe Experience Manager

Strive for the greatest performance.

When athletes head to the Olympics, they often participate in both team and individual events that maximize everyone's skills and ensure an outstanding overall outcome.

Take a track and field team, for instance. They compete in multiple-person events such as relay races, where several runners contribute to the end result, and individual shorter races or sprints. Collectively, every win supports the overall performance and ranking of the team.

The same tactic can be applied to the optimization and personalization of your website. You and your digital marketing team can use Adobe Experience Cloud and solutions such as Adobe Experience Manager, Adobe Campaign, Adobe Analytics, and Adobe Target to achieve both team and individual wins. Collectively, each win contributes to your company's outdistancing the competition.

*"Don't think about the start of the race.
Think about the ending."*

— **USAIN BOLT**

Make every win count on your website.

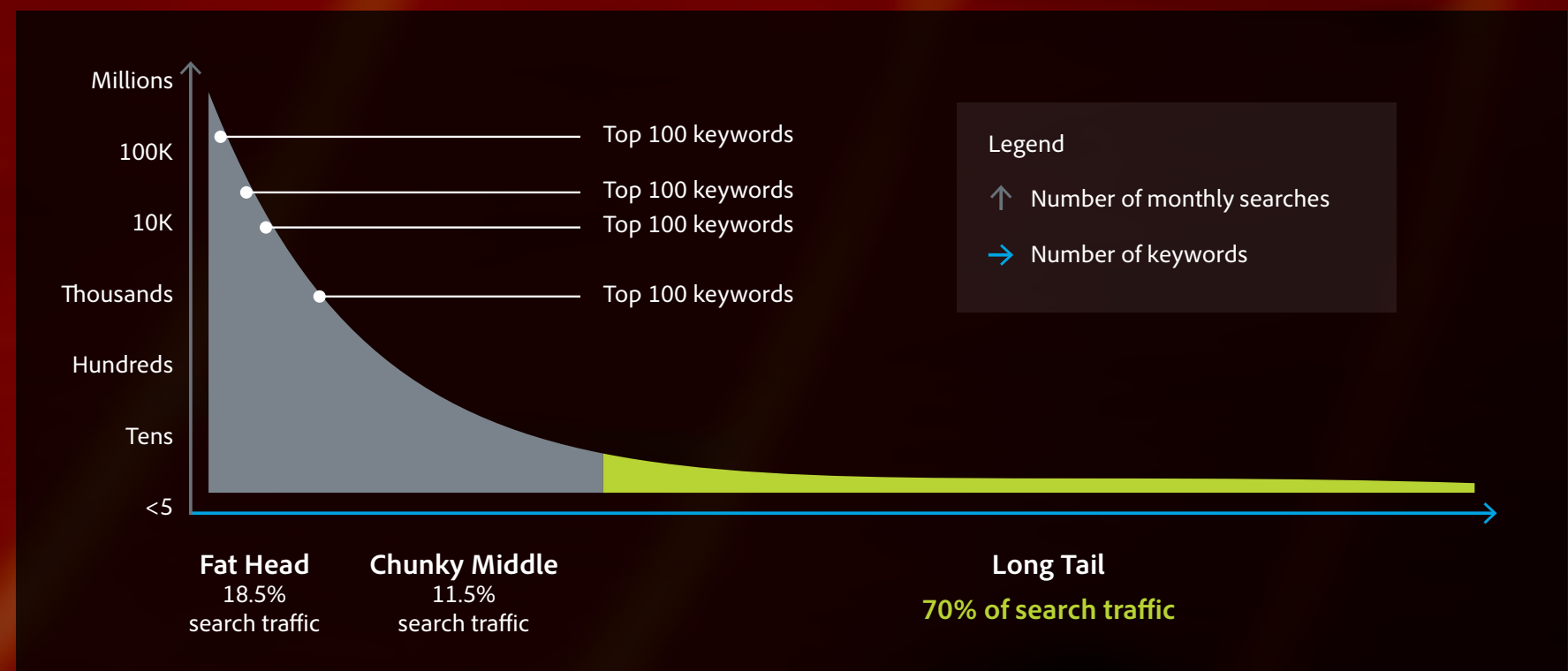
When developing a strategic approach to optimization and personalization, your digital marketing team most likely divides your company's website content into "fat head" and "long tail" pages. While the ratio of pages varies per company, the fat head typically drives the best performance for your most critical business metrics. Whether you measure search traffic, conversion rates, revenue, or some other criteria, the fat-head pages deliver the biggest wins.

Because of the importance of these pages, you'll want a team of highly skilled experts in various disciplines to optimize and personalize them. Through a relay approach, these runners can each use different Experience Cloud tools and then pass the baton from one person to the next, from start to finish, to ensure the win.

The rest of your site's pages, the long-tail ones, are often overlooked, even though they hold the potential to benefit your business. Marketing generalists using Experience Manager can easily optimize long-tail pages with individual sprints that can make a big difference.

"One chance is all you need."

JESSE OWENS



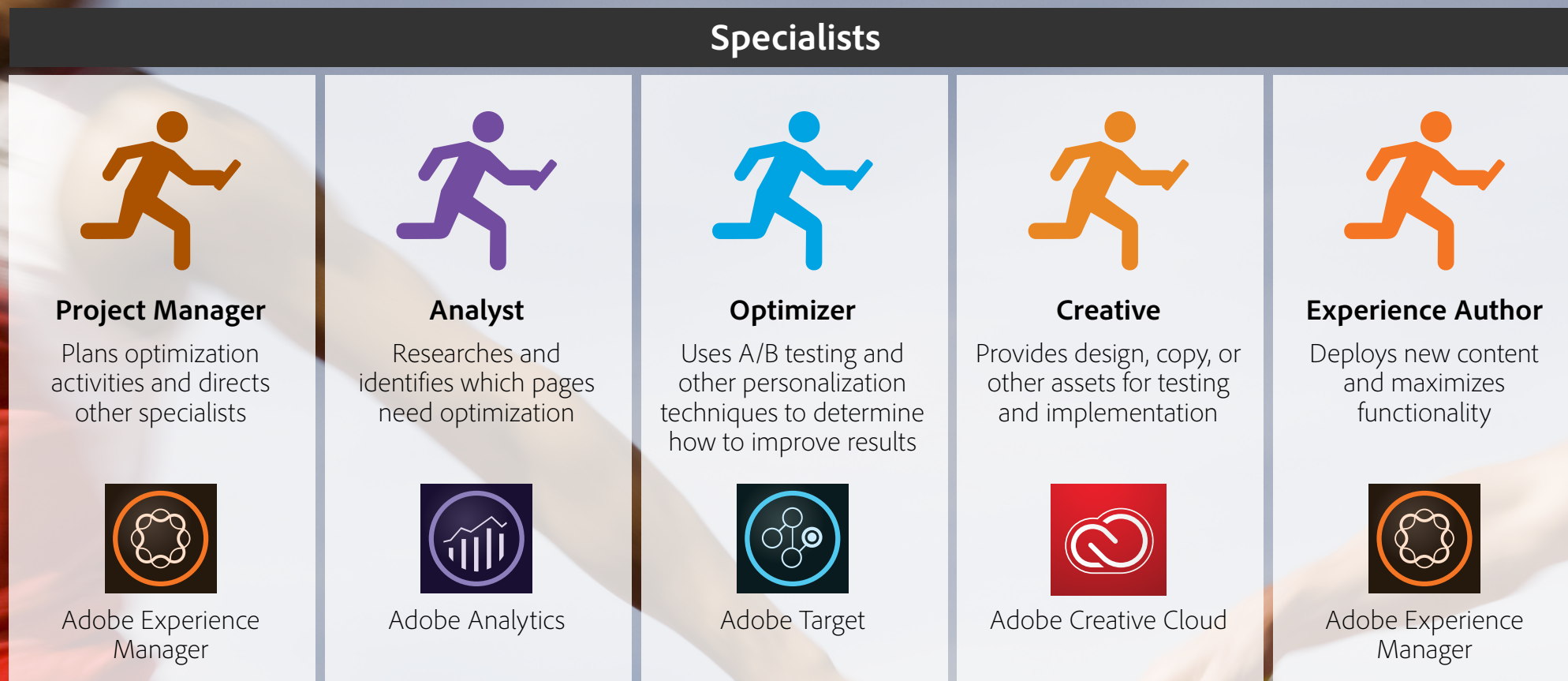
Pass the baton from expert to expert.

Because of their critical nature, the fat-head pages require significant time, expertise, and overhead, as small improvements can reap significant results, and continued fine-tuning can ensure there is no costly downtime or lost business.

Here is a quick look at the team of specialists that are best equipped to tackle your fat-head pages. Working together, they can make the most of their expertise and use solutions in Experience Cloud to achieve win after win.

*"It's better to look ahead and prepare
than to look back and regret."*

JACKIE JOYNER-KERSEE



Line up your best sprinters.

For quick improvements on the long-tail pages, marketing generalists can use the analytics, design, and optimization capabilities that are built right into Experience Manager. Based on Target and Analytics, this functionality provides marketing with all they need to improve the long-tail pages quickly and easily.

For instance, marketers can use the analytics capabilities in Experience Manager to identify and make optimization and personalization improvements on under-performing pages. They can also use the targeting workflow to test, configure, and deploy changes without the need for help from a developer. These marketers can then measure the results and repeat the process for other long-tail pages with high potential.

Because Experience Manager offers a quick, lightweight process for optimization and personalization, a marketer can tackle quite a few long-tail pages in a short period of time for a big overall impact.

"I know my weaknesses and I know my strong points. I had to execute my race and hold on with what I have."

TORI BOWIE

Marketing Generalists



Plans optimization activities and directs other specialists



Researches and identifies which pages need optimization



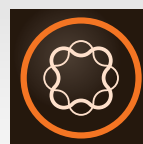
Uses A/B testing to determine how to improve results



Provides design, copy, or other assets for testing and implementation



Deploys new content and maximizes functionality



Adobe Experience Manager

Go the distance for winning results.

Adobe solutions are critical for website optimization and personalization, not only for team relays, but also for individual sprints.

Experience Manager is a digital experience management solution that helps your entire team deliver compelling content across channels—such as web, mobile, in-store, and the Internet of Things (IoT)—at the scale you need to build your brand and drive engagement.

When integrated with Analytics, Experience Manager helps your team analyze and gain actionable intelligence on the best digital strategies and marketing initiatives for performance improvements. Add Target, and your team has the best personalization capabilities for identifying content that works optimally.

Individual sprinters get to use these same capabilities through Experience Manager on a smaller scale, with no expert guidance needed.

To achieve big wins, sign your team up for [Experience Cloud](#) today.

“Pressure is nothing more than the shadow of a great opportunity.”

— **MICHAEL JOHNSON**



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