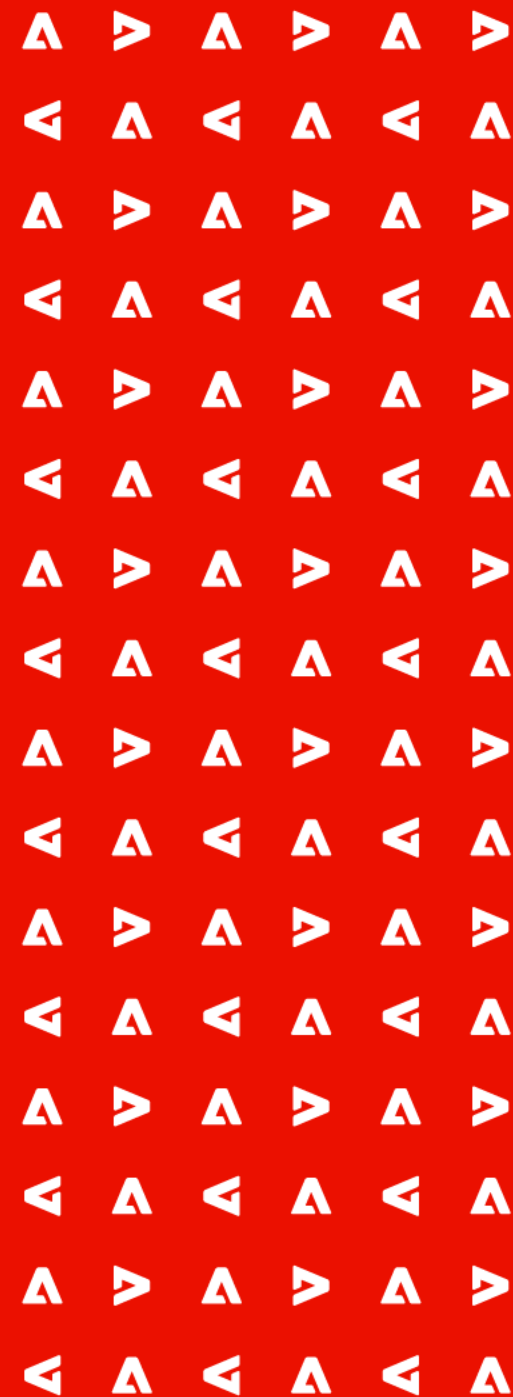




Adobe Campaign Update

January 2022



Agenda



GTM Update



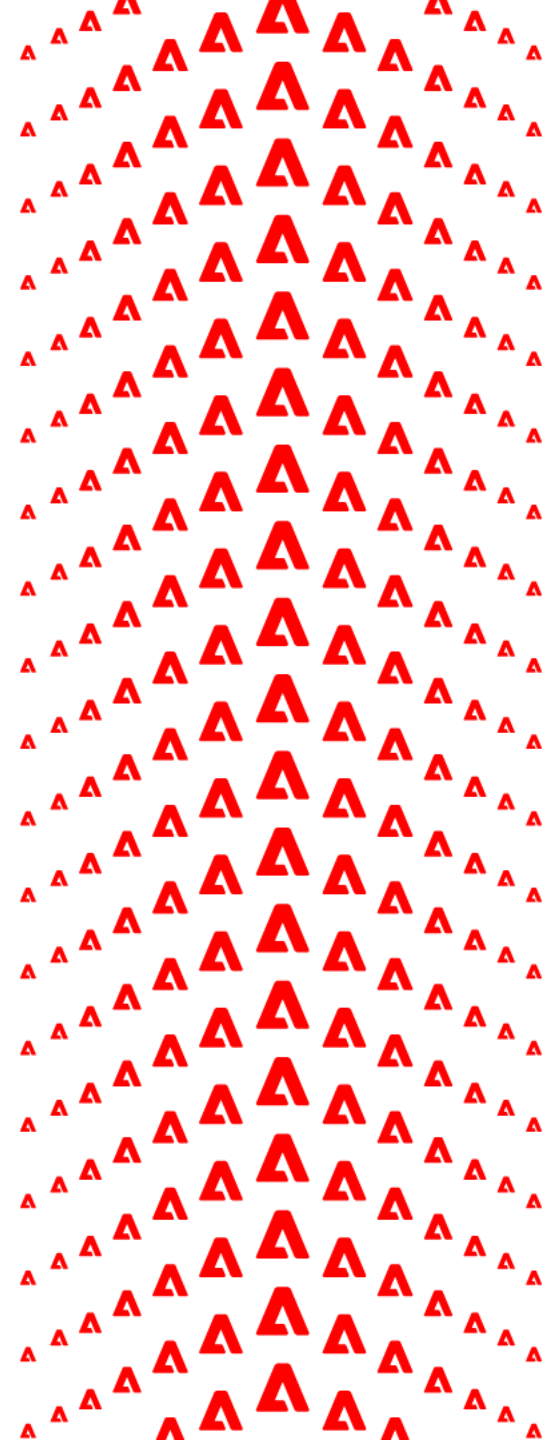
Roadmap



2022 Adobe Campaign Release Cycle



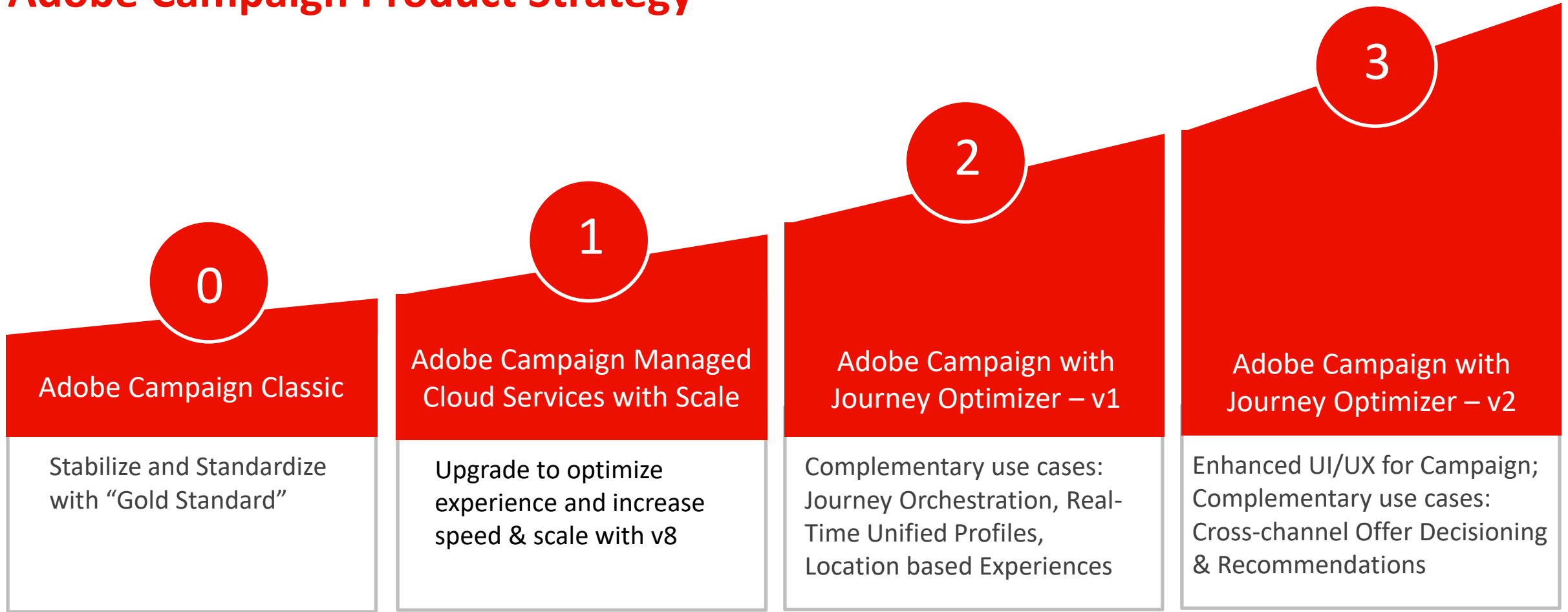
Q&A





Adobe Campaign GTM Strategy

Adobe Campaign Product Strategy



From Campaign Orchestration to Customer Journey Management: An Evolution

2022 Campaign Sales Plays

Sales Play	Adobe Solution	Description	Target Customers	Logos
<p>Modernize B2C Database Marketing</p>	<p>Adobe Campaign</p>	<p>Quickly and efficiently create and deliver cross-channel campaigns at scale, in less time, and more effectively.</p>	<ul style="list-style-type: none"> • Replacing legacy campaign management solution(s) • Modernize on cloud architecture • Cross-sell opportunity into DX and new logo in selected industries 	
<p>Maximize AC with Cloud Modernization</p>	<p>Adobe Campaign Managed Cloud Services</p>	<p>Managed Cloud Services will overcome challenges our clients may have with under-optimized platform, under-sized infrastructure, under-utilized features,..</p>	<ul style="list-style-type: none"> • <i>Upsell of Existing on-premises, hybrid and legacy managed services customers</i> • Enhanced speed, scale, support, and integrations • Improve total cost of ownership 	



Adobe Campaign Investment Themes

Key Focus Areas for Adobe Campaign



User Interface Enhancements

New user interface for the marketing practitioner



Individualized Customer Journeys, Cloud Agility

Enable a larger set of cross-journey use cases, combining outbound and inbound customer interactions



Managed Cloud Services

Cloud experience, higher availability, expanded services, predictable upgrade and maintenance model



Adobe Experience Cloud Integrations

Additional integrations with Adobe Experience Cloud solutions.



Modernize Hybrid & On-Prem Models

Fully containerize the stack, allowing customers to run in private cloud or on IaaS platform of choice



Customer Value Acceleration

ed Gold Standard upgrade efforts evolve into enabling upgrades at scale, predictable maintenance model





Adobe Campaign Classic 7.1+ Upgrade

Adobe Campaign Product Strategy

ACC release branches are merged into 7.2

- V7.2 is the latest, secured and most stable build recommended by Adobe
- Subsequent bug fixes, security & hotfix releases will be made only on 7.2
- No new Gold Standard version will be released.
- Customers on any version of Gold Standard will need to upgrade to this v7 version.

Adobe Campaign Classic 7.1+ Highlights



Security

Upgrade to the latest security features, including tracking signature and restricting database access to admin users



Analytics Connector

Ability to migrate to the new Analytics Connector



Momentum Upgrade*

Send transactional emails through momentum



Enhanced Reporting*

Fix synchronous bounces reporting delays



New Deliverability Server*

Deliverability service hosted on AWS, which addresses security compliance issues

Improved Security, Performance, Supportability and Modernized Deliverability

**Feature enablement is not in scope*

Improved Upgrade Experience

- 50+ customers using 7.1 in prod. 7.2 includes targeted fixes to provide high quality upgrades
- Reduced Precheck Failures by 90%
- No stack upgrade, for the majority of customers
- Downtime will be limited to 4-6 hours
- Adobe Upgrade team is committed to own the upgrade end-to-end for successful delivery

Summary

- Shut down legacy datacenters
- Bring all customers to the latest stable, secured and better performing Platform with 7.1+ and Modernized Deliverability
 - Date to complete: August 2022

Resources

- Adobe Campaign Sales Plays on Partner Portal:
 - <https://adobe.ly/3Kk4UU1>
- Adobe Campaign Build Upgrade FAQ:
 - <https://adobe.ly/3AfXUTn>
- Getting Started with Adobe Campaign Upgrades:
 - <https://adobe.ly/33swiP9>



