

# The Total Economic Impact™ Of Adobe Experience Cloud

Through four customer interviews, a survey of 116 global users, and data aggregation, Forrester concluded that Adobe Experience Cloud has the following three-year financial impact.

## FINANCIAL SUMMARY

ROI

333%



Net Present Value (NPV)

\$54M



Payback Period

&lt; 6 months



## VOICE OF THE CUSTOMER

“At Adobe Summit, we saw the significant investment Adobe was making and the benefit of native integration capabilities. It's ultimately what tipped the scales and pushed us from a best-in-breed strategy to a one solution to rule them all strategy.”



Head of martech platforms, financial services



Improved marketer efficiency on new projects by **30%** and iterations on projects by **45%**



**40%** greater efficiency in performance analysis with Adobe applications



Reduced developer time dedicated to supporting projects by **20%**

## IMPROVED BUSINESS PERFORMANCE



Improvement in digital conversion rate

15%



Gain in revenue per digital conversion

5%



Digital customer retention improvement

6%



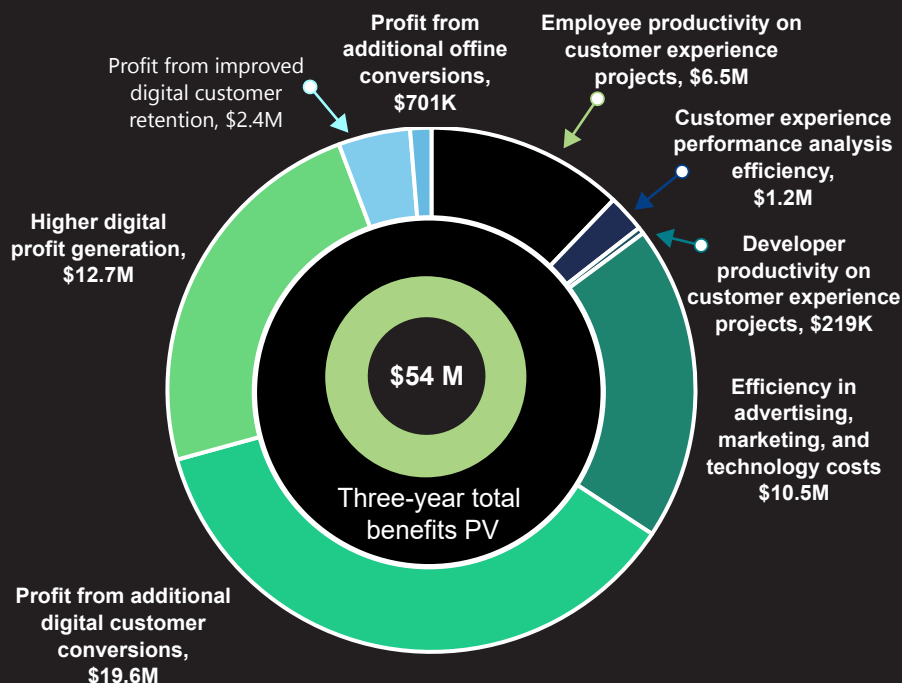
Increase in offline transactions

2%

“We’ve started to identify high impact customer segments where we can reach out with localized offerings for consultations on product offerings. We’re creating templates for that segment and we’ll do some offline analysis around that.”



Director of CX capabilities, retail



## COMPOSITE ORGANIZATION BENEFIT RESULTS



Read the full study

This document is an abridged version of a case study commissioned by Adobe titled: The Total Economic Impact Of Adobe Experience Cloud, June 2024.

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