

# Future-ready retailing is the new way forward

## Are you ready?



There has never been a tougher time to be in business...



### New ideas are changing the face of retail

69% of CEOs are pursuing opportunities for novel, nontraditional forms of growth



### While data is everywhere, insight can be elusive

75% of organizations lack the skills and technology to use their data to gain an edge on competitors



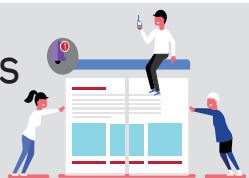
### Customer experience is more vital than ever

Today, more than 50% of organizations are redirecting their investments to customer experience

## Struggling to satisfy and retain customers in today's fast-changing retail landscape?

# See how Adobe Campaign with Microsoft Dynamics can differentiate your business

Deliver exceptional customer experiences at all parts of their journey



Create a unified customer profile by aggregating real-time data



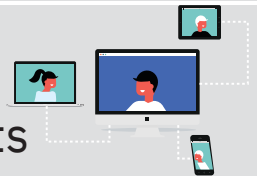
Achieve the next level of customer interaction through omnichannel marketing



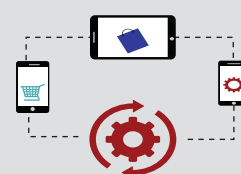
Identify high-value customers and optimize every interaction



Engage audiences across every device with cognitive insights



Cultivate brand loyalty while boosting revenue and customer satisfaction



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