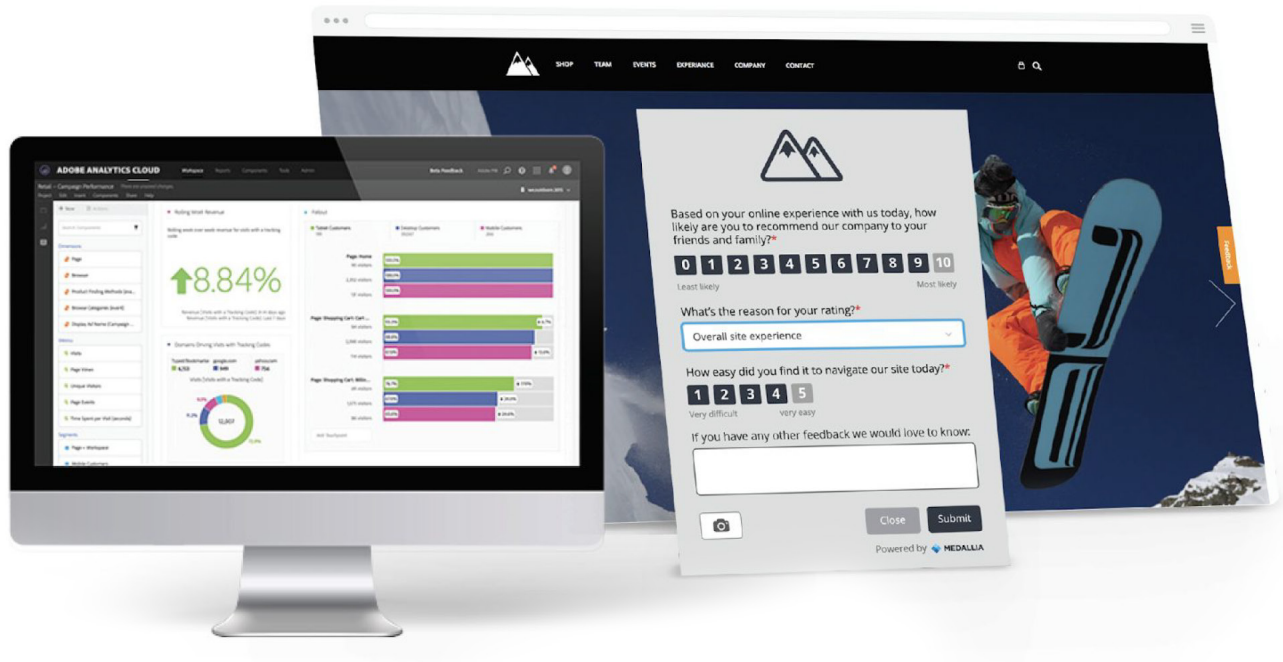


Medallia Experience Cloud Integration for Adobe



Transform Omni-Channel Experiences with Customer Feedback Management

The Medallia Experience Cloud is a customer experience management platform, bringing together comprehensive engagement capabilities for collecting voice-of-customer feedback, analyzing experience signals and delivering insights to employees for customer-centric action.

In today's world of omni-channel interactions, CMOs cite visibility into customer journeys as a top challenge¹. Through Medallia's integration with Adobe Experience Cloud, you gain actionable intelligence into cross-channel customer journeys, uncovering opportunities to increase acquisition, accelerate conversion, and drive repeat engagement.

1. Source: Deloitte CMO Survey <https://www2.deloitte.com/us/en/pages/chief-marketing-officer/articles/cmo-survey.html>

Benefits of the Medallia Integration Application



Digital Experience Optimization

Optimize your Digital Experience Continuously

Medallia Digital enables context-based feedback across the customer journey, intercepting customers at key moments in the digital experience (e.g., checkout). Medallia's ability to discover how customers feel about their experiences can be brought into Adobe Analytics, accelerating identification of areas for improvement.



Personalization

Deliver Tailored, Personalized Digital Experiences

By combining feedback data and insights from Medallia with Adobe's digital behavioral analysis, your digital teams can precisely segment customers. With Medallia's Adobe Launch integration, you can quickly deploy and refine personalized web experiences through solutions like Adobe Target and Campaign.



Omni-channel Experience Management

Orchestrate digital and physical interactions

With Medallia's comprehensive digital and physical feedback insights, you are able to understand experiences across end-to-end customer journeys. Combined with Adobe's experience solutions, brands can deliver highly relevant, real-time experiences across any channel that customers choose.

"Thanks to the voice of customer data captured by Medallia, we are able to identify and eliminate bottlenecks in our digital customer journeys."

TODD BARNETT, Customer Experience Strategist, Dick's Sporting Goods



DECREASED
bounce rates by 50%



INCREASED conversions
on exercise equipment in-cart
from 25% to 46%

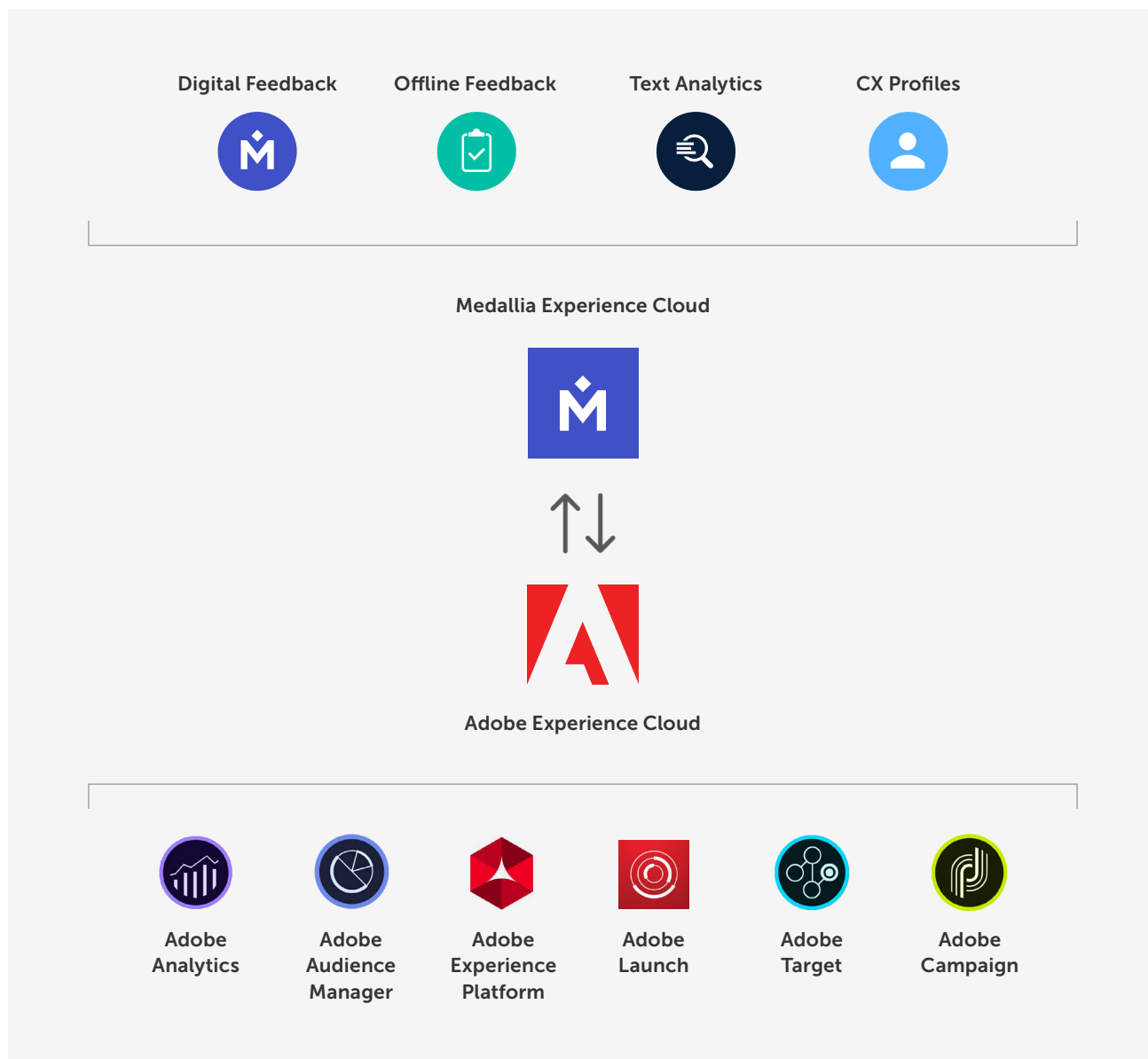


LOWERED exit rates
by 40-basis points

Experience Cloud Actioning

By combining rich, detailed behavioral data on digital interactions from Adobe, with physical and digital customer feedback insights from Medallia, brands can take action through either platform.

On the Medallia Experience Cloud, customer feedback is democratized to frontline employees, executives, and broader support organizations. With insights from Text Analytics, Feedback Scores, and CRM data points, brands have a complete view of the customer journey to support end-to-end customer journeys.



With Adobe Experience Cloud, brands can use Adobe Analytics to action on the digital experience. By bringing enriched data sets to the broader Adobe Experience Platform (Campaign, Target, Audience Manager), digital teams can provide more precise, relevant and meaningful customer experiences.

Deploying Medallia with Adobe Launch

Deployment of the Medallia + Adobe integration across digital properties is simple and painless with Adobe Launch. By allowing brands to share collected behavioral and feedback data with any 3rd-party applications, Adobe Launch gives strategic optionality for which apps to take action in.

Adobe Launch also directs dataflows on web properties from Medallia, giving digital teams granular selection of data elements to refine noise-to-signal ratios.

Starting your Medallia + Adobe Journey

With Medallia's integration to Adobe Experience Cloud, your organization is provided an industry-leading understanding of omni-channel customer journeys, and optionalities to take action. Brands can now continually evolve their customer experiences in order to drive higher customer loyalty, and improve business outcomes such as increasing acquisition, accelerating conversion, driving lifetime value.

Get Started with Medallia for Adobe

If you are interested in learning more about how Medallia can bring voice of the customer insights and actions into Adobe Experience Cloud, please go to medallia.com/contact-us.

About Medallia

Medallia is the pioneer and market leader in Experience Management. Medallia's award-winning SaaS platform, the Medallia Experience Cloud, leads the market in the understanding and management of experience for customers, employees and citizens. Medallia captures experience signals created on daily journeys in person, digital and IoT interactions and applies proprietary AI technology to reveal personalized and predictive insights that can drive action with tremendous business results. Using Medallia Experience Cloud, customers can reduce churn, turn detractors into promoters and buyers, and create in-the-moment cross-sell and up-sell opportunities, providing clear and potent returns on investment. Medallia has offices worldwide, including Silicon Valley, Buenos Aires, London, New York, Tel Aviv and McLean, Virginia. Learn more at www.medallia.com.

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