

# How an experience-driven business starts with you

Forrester conducted a survey with 434 global digital business decision-makers responsible for CX technology strategies and metrics to understand more about Experience-driven Businesses. [Read the full study.](#)



Experience-driven businesses (EDBs) commit equally to CX excellence across people, process, and technology pillars. CTOs and key decision makers should anticipate customer needs through solutions that facilitate personalization and efficiency.

## Decision-makers in EDBs are more likely to invest significantly in CX initiatives.

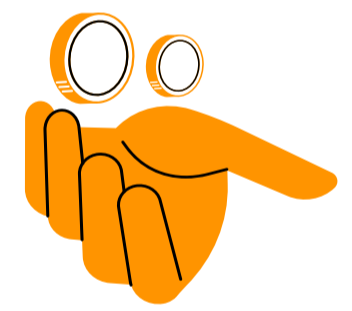
### Challenges for EDBs:

- Higher marketing costs.
- Slower time-to-market.
- Slower time-to-insight.

### EDBs are reaping the benefits:



Growing revenue 1.7 times faster than other companies in the past year.

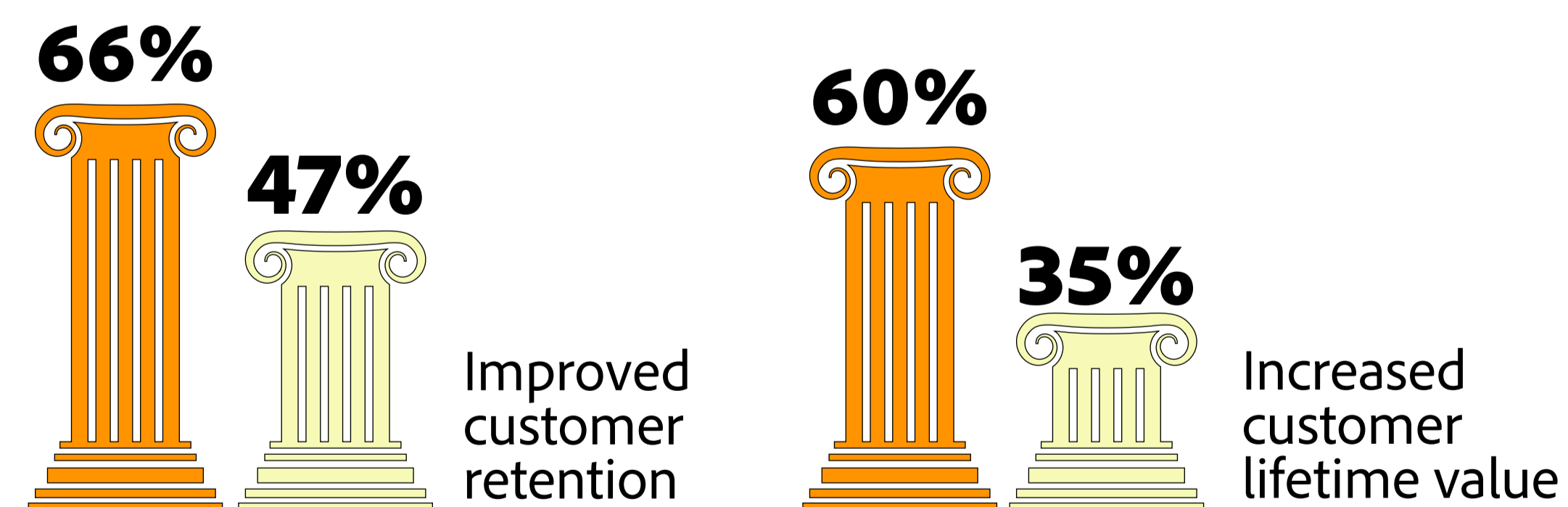


Investing in experience drives superior business impact.



Happier employees and superior performance across the entire customer life cycle.

## Benefits seen from investing in building better customer/prospect experiences



### Based on *The Business Impact of Investing in Experience - Forrester 2021* -

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## How key decision makers turn organizations into EDBs and transform creative workflows

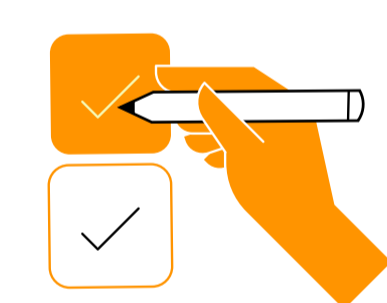
Engaging content, efficiency, and personalization are key for EDBs. With **Creative Cloud for enterprise Pro Editions**, team admins give creatives access to unlimited assets from Adobe Stock, and allow teams to:

- Get campaigns to market faster.
- Keep pace with customer needs and market dynamics.
- Deliver content at a scale.
- Unlock more revenue.

### Added benefits of Creative Cloud for enterprise are



**Increased compliance** – assurance that team members are allowed to use their unlimited entitlement.



**Console management** – in addition to a single Admin Console, admins no longer have to monitor their team's quota.



**Enterprise features** – such as SSO integration, admin sub-groups, and dedicated onboarding support.

