

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.](#)



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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.

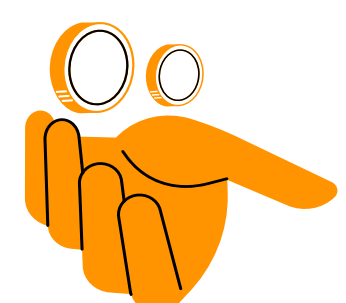
Challenges for EDBs:

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

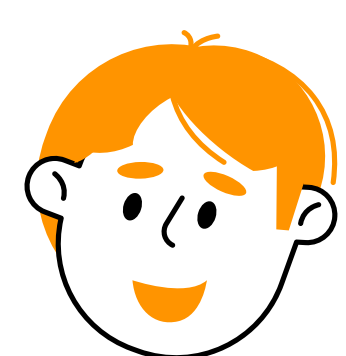
EDBs are reaping the benefits:



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



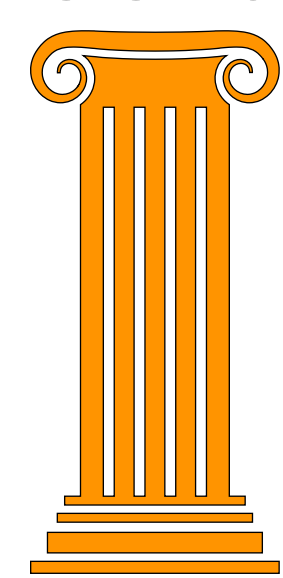
Investing in experience drives superior business impact.



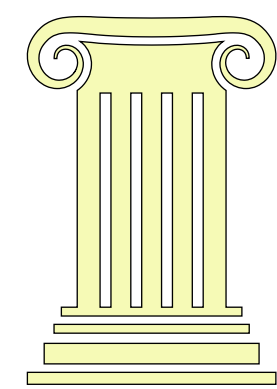
Happier employees and superior performance across the entire customer life cycle.

Benefits seen from investing in building better customer/prospect experiences

66%

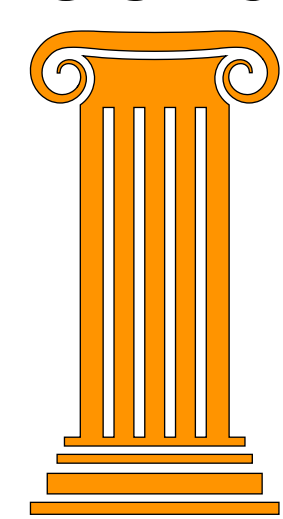


47%

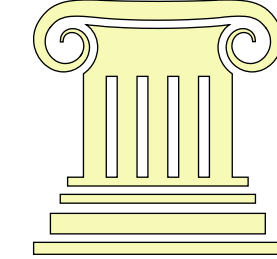


Improved customer retention

60%



35%



Increased customer lifetime value

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

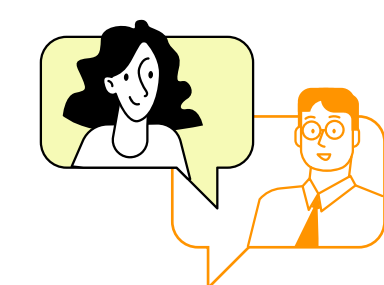
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How key decision makers turn organizations into EDBs and transform creative workflows

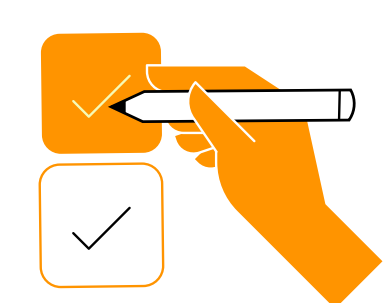
Engaging content, efficiency, and personalization are key for EDBs. With **Creative Cloud for enterprise Pro Editions**, team admins give creatives access to unlimited assets from Adobe Stock, and allow teams to:

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

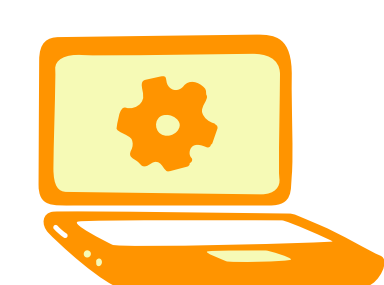
Added benefits of Creative Cloud for enterprise are



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.

