



# 4 Ways to Build your DX Foundation for a World-Class Customer Experience

Renew your digital experience  
for tomorrow.



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Adobe

# 1. Build a digital experience foundation to last, fast

Your digital experience platform could make or break the engagements you have with customers and your overall success in a competitive and fast-paced market. Digital experiences need to start from a strong platform. [Read more.](#)

## 2. Offer a tailored online experience to meet customer expectations

Brands aiming to deliver personalization at scale realize the need to mature their content capabilities through a new combination of skills, workflows, and technologies. Having an enterprise “content stack” that supports personalized experiences — advertising, engagement, commerce, customer service, and loyalty — is critical to success. [Read more.](#)

### 3. **Personalization matters** most for a good digital customer experience

The effect of Covid-19 has presented businesses with challenges for rapid migration to digital technologies with a competitive advantage. Discover how personalization can increase customer loyalty, create a good digital customer experience, and create continued business growth.

**[Read more.](#)**

## 4. Rethink the role of digital assets in your experience strategy

Superpowered digital asset management (DAM) next-generation features include metadata capabilities baked into many platforms that can transform your DAM from being an asset repository into a personalization powerhouse. [Read more.](#)

# Avanade + Adobe Partnership

Avanade is a strategic Adobe partner with specializations in Adobe Analytics, Adobe Campaign, Adobe Experience Manager, and Marketo Engage.

We work with Adobe to design, build and run transformative customer experiences and use our global creative and technology expertise to improve experiences and accelerate businesses ahead of competitors to help companies achieve stellar digital marketing effectiveness.

**Learn more** about our partnership.



# Discover more with Avanade + Adobe

## Get in touch

If you're looking to evolve your digital strategy, get more returns from your technology investment and extract more insights from customer data, our award-winning team of digital marketing experts can help.

Talk with us to learn how we can help you build a better customer experience. **Avanade** is the how and now of digital marketing effectiveness. Personalization at scale. CX that glides. Smarter data. Avanade knows how. And with Adobe, we can help clients deliver instant impact and long-term value – fast. Discover [avanade.com/adobe](https://avanade.com/adobe).

**Request a 1:1 meeting or demo** with a global digital marketing expert today.

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