Media Alert: The Warehouse Group, Tabcorp, HESTA and Total Tools recognised in Adobe Experience Maker Awards

SYDNEY, AUSTRALIA – 23 June 2023 – Adobe announced the winners of the annual [Experience Maker Awards](), where brands from Australia and New Zealand (ANZ) featured prominently, taking home a total of six awards.

The global awards program recognises and celebrates those using [Adobe Experience Cloud]() to reimagine customer experience and who have been innovative, bold, and made impactful achievements as customer experience drives digital transformation worldwide.

The awards feature twelve global and three regional awards. The ANZ region punched above its weight this year, taking out a quarter (three) of the global awards and all of the Asia Pacific (APAC) awards.

Global Winners: The Warehouse Group and Tabcorp
Leading New Zealand retailer, **The Warehouse Group (TWG)**, won two awards. The first was "The Maverick" for pushing the boundaries of innovation through bold, out-of-the box thinking. Using Adobe Experience Platform, TWG created a unified customer profile across three brands and 10 identifiers, building a single customer view across various channels. Next, it shared the unified profile with Snowflake for use in data models, then fed it back into Experience Platform for activation across destinations.

TWG was also awarded "The Transformer" for transforming its business across people, processes, and technology. It unified multiple brands, channels, and teams to successfully drive efficiency and experience-led growth. Specifically it used Adobe Real-Time CDP to scale personalisation initiatives for the business across brands. It implemented custom solutions, such as filtering data before loading into profiles, creating brand-specific CRM IDs, and exporting profile snapshots outside of Experience Platform.

TWG successfully delivered unique customer experiences and empowered its internal teams to drive cross-channel personalisation campaigns. Results from the initial trial phase saw a 147% increase in email open-to-purchase rate for iPhone sales, 9.8% online revenue growth in the new grocery category, and 2.5% in-store revenue growth across six stores.

Australian betting and gaming entertainment group, **Tabcorp**, took out the "The Magnifier" award for harnessing the power of multiple Adobe solutions to maximise delivery of exceptional customer experiences and drive measurable business impact.

Tabcorp is leveraging Adobe Experience Platform, along with seven other Adobe applications, to maximise engagement with customers at their physical venues. Tabcorp can now identify when a digital customer walks into a venue and serve relevant offers to activate customers where they are more likely to engage. Its use of actionable, real-time data across multiple channels has resulted in a 64% increase in digital in-venue revenue.

Regional Winners: HESTA, Tabcorp and Total Tools
Chris Evans, Digital Manager of Marketing Technology at Australian superannuation company **HESTA** won the APAC "Experience Maker of the Year" award. Evans was instrumental in ensuring HESTA has a single customer view, an insights program, real-time personalisation, and consistent one-to-one member experiences across channels. He built bridges across a disparate set of stakeholders, demonstrating that investing in people and process is an essential part of any digital transformation project. His team migrated AEM to a cloud service and drove a cutting-edge Real-Time CDP implementation, among other achievements. This resulted in a 40% increase in customer logins and delivered 60% and 80% growth for two key offerings.

Darren Gunton, General Manager of Marketing and eCommerce for Australian-owned **Total Tools**, was awarded "Experience Maker Executive of the Year". Gunton led a comprehensive strategy that uses Adobe Commerce technology to improve customer experiences and build new revenue streams for the extensive national store network. He has been at the helm of a huge

replatforming initiative to bring Total Tools into the future by providing a cloud-based infrastructure to service its B2B and B2C customer base. Gunton integrated Adobe technology with numerous third-party solutions and built a culture of experimentation that challenges and inspires his team. All this resulted in a 166% increase in online revenue over the last two years, and a 13% decrease in customer support requests.

Finally, **Tabcorp** was named the APAC "Experience Maker Team of the Year". The Tabcorp team stood out as they powered through a highly complex implementation that used their ubiquitous physical locations as digital-first hubs to engage customers to deliver significant business impact. Tabcorp's transition to Adobe Experience Cloud was driven by a cross-functional project team, consisting of subject matter experts from across the business (delivery, business analytics, data science and analytics), effectively collaborating to ensure success.

"The winners of this year's Adobe Experience Maker Awards have impressed us by pushing the boundaries of what's possible to enhance customer journeys, foster engagement, and create a lasting impact in their respective industries", said Katrina Troughton, Adobe Vice President and Managing Director for Australia and New Zealand. "Congratulations to Hesta, Tabcorp, The Warehouse Group and Total Tools. Their achievements are a testament to the exceptional talent and innovation present in Australia and New Zealand. As the region continues to shape the digital landscape globally, we're proud to celebrate their successes."

Learn more about the Adobe Experience Maker awards and see a full list of winners on the [Adobe blog](#).

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