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FOR IMMEDIATE RELEASE

Adobe and Advanis Global Survey: Use Data Effectively To Build Greater Trust And Loyalty With Consumers

It's time for brands to rise to a higher standard regarding how they collect, secure, and keep consumer data private

Hong Kong — July 8, 2020 — Adobe (Nasdaq: ADBE) and Advanis, a leading research firm, have identified three key tenets: transparency, empathy and value, in building consumer trust and loyalty, according to a new global [Adobe Consumer Unleash Data Survey](#) of more than 5,000 consumers and 2,000 businesses.

The survey finds that consumers generally don't have a problem sharing their personal data: more than three-quarters (76%) said they were comfortable doing so, if it meant a better customer experience (CX). But 67% of them also expressed concern about the possibility of identity theft, 57% had already experienced a data breach, and 48% said a data-security lapse was inevitable.

The survey, which was carried out in January and delayed by COVID-19, remains highly relevant when brands are facing the challenge of setting a new standard around data security and privacy practices. Organizations are recommended to consider the following principles:

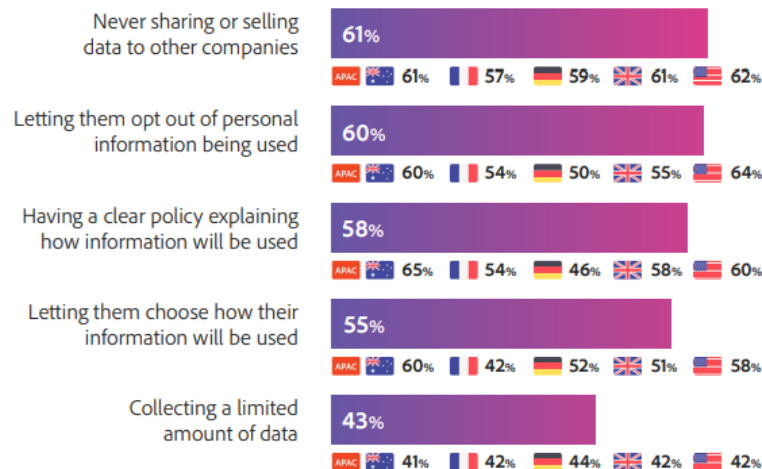
Tenet 1: Transparency

Openness is essential, especially when it comes to visibility into a company's data-collection practices and how the information is kept secure and private.

"[Organizations] need to help safeguard that data so that it's only available to individuals that need it to accomplish their jobs, and to better ensure that any data transferred across the internet is not available to any third parties," said John Bates, director of product management at Adobe.

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What consumers say companies can do to gain their trust



The Adobe/Advantis report recommends the best practices for organizations to demonstrate transparency about data security and privacy:

- Obtain appropriate consumer consent
- Audit and evaluate internal workflows and processes
- Provide a consolidated and clear experience for consumers
- Develop a data transparency strategy with an eye toward CX

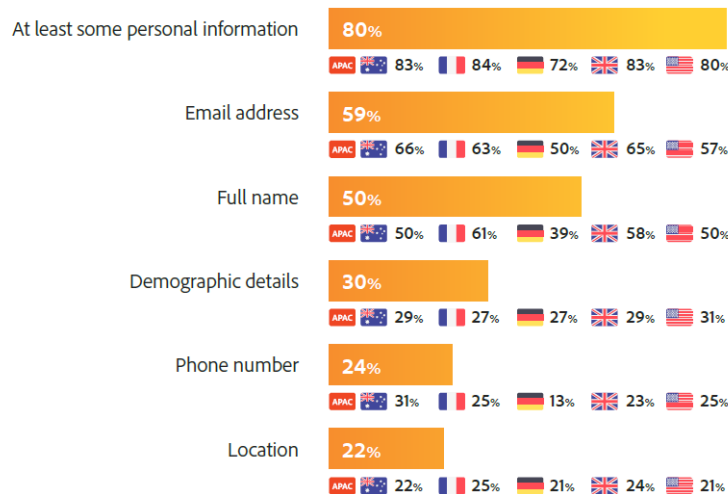
"That means enabling customers to have transparency into how data is being used, as well as control over how it's used," said Nate Smith, group manager of product marketing at Adobe. "If consumers don't see any value being offered by a brand in exchange for their data, they won't be giving that brand their data, and likely won't be an advocate for the brand either."

Tenet 2: Empathy

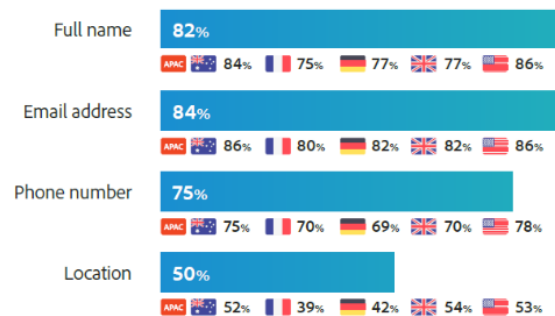
The types of personal information consumers are comfortable with sharing vary from country to country, yet across the board 85% said they had the right not to be tracked online. While an overall 50% of consumers said they were comfortable with sharing their full names, 82% of companies were collecting them, the survey revealed. In addition, only 25% of consumers said they were comfortable sharing their phone numbers, yet 75% of companies were collecting them.

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What consumers are willing to share



What info businesses collect



"Not only do companies need to respect this desire, but they also need to engage in their entire data practice with empathy and respect to the consumer as the foremost concern," the report stated.

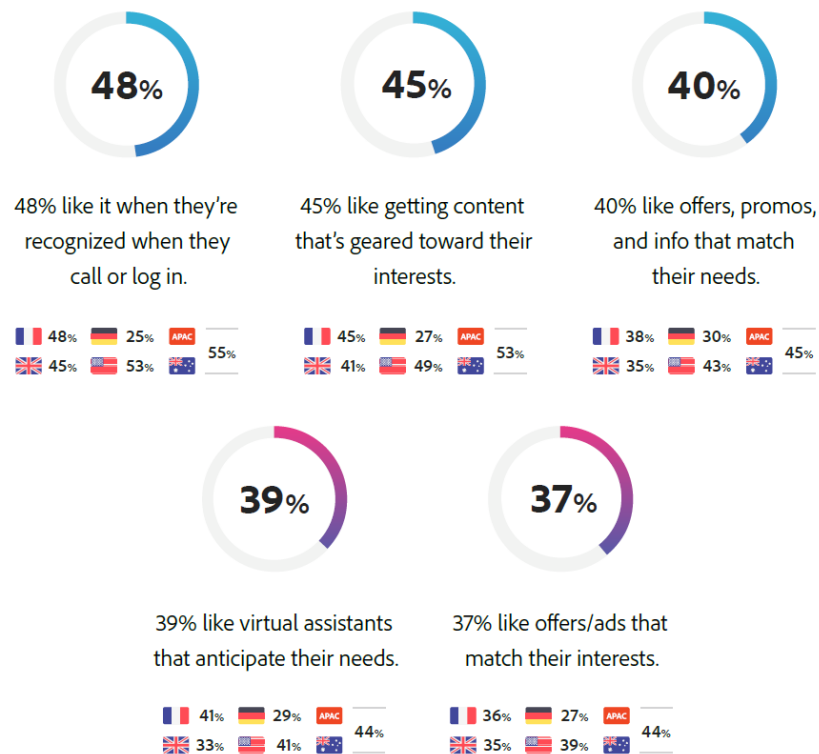
Respect and empathy for consumers' preferences, which also include the digital channels on which they want to communicate, will go a long way to improving the customer experience, according to the report. And it begins with a customer-centric company culture that asks consumers what they want and then feeds this insight into its data-collection strategy.

Tenet 3: Value

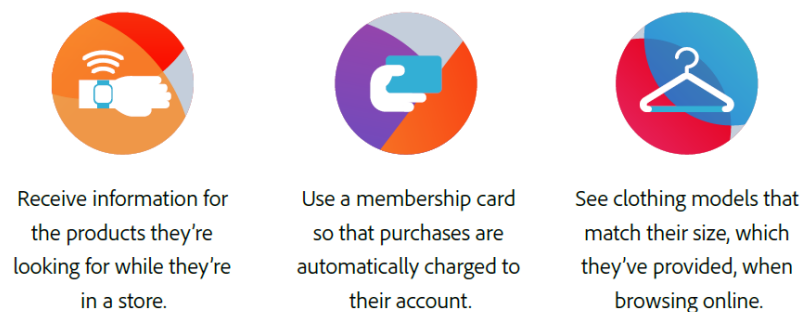
Consumers look at data collection as an exchange: "Here's my information, now deliver something of value in return" — revolving around personalization, targeting, and a better, overall CX. For 48% of survey respondents, that means being recognized when they call or log in; for 46%, it's about receiving news or articles in line with their interests.

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What consumers love about personalization



Top three compelling experiences for consumers

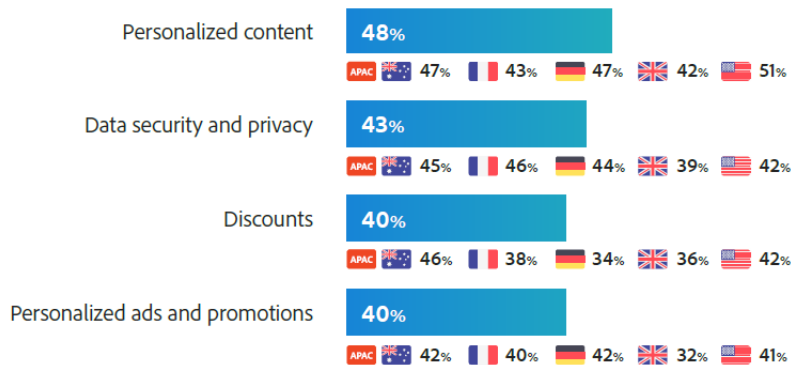


Nonetheless, companies seem to think they're doing a better job at providing value than consumers do, according to the report.

To close the gap, the report suggests organizations make better use of the data they've collected. Data integration across disparate systems is key to developing a single [customer profile](#), which in turn leads to the development of a more tailored [customer journey](#). Also important is presenting content in a manner that helps further its reach, and tracking metrics to gauge effectiveness and pivot as necessary. Encouragingly, 76% of companies do understand the benefits of providing a personalized CX. However, the burden is on them to bridge the divide and demonstrate to consumers the value of sharing their data.

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Benefits businesses claim customers get from data collection



To learn more about the report, including how well-known brands have embraced the new standard around data security and privacy practices, please visit [here](#).

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