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The Prada Group Expands its Collaboration with Adobe

The Prada Group will increase the integration between offline and online channels for greater personalisation and a more analytical approach to customer experience

MILAN and LONDON, UK – May 16, 2019 – At Adobe Summit EMEA, the Prada Group and Adobe today announced the next step in strengthening their collaboration, with the deployment of advanced customer experience management solutions on a global scale.

The Prada Group will adopt Adobe Experience Cloud to support its marketing and multi-channel communications with consumers and across its global retail network to help integrate offline and online channels and deliver a more personalised experience to customers.

Customer experience is the focus of the Prada Group's strategy. Understanding customer needs, offering personalised services and improving one-to-one relationships with the consumer are the strategic objectives, underlying the digital transformation process first launched by the Group in 2017.

With Adobe Analytics Cloud and Adobe Marketing Cloud - part of Adobe Experience Cloud - the Prada Group will analyse the interactions between brands and consumers across all of its online properties, including social networks and the Group's global retail network, which comprises 634 stores worldwide.

The expanded adoption means the Prada Group is able to optimise the processing of digital content using Adobe Experience Manager, deepen the analysis of consumer interactions with Adobe Analytics, personalise communications to customers through Adobe Audience Manager and the Data Management Platform, and carry out targeted contact actions using Adobe Campaign and Adobe Target.

A dedicated internal team of data scientists at the Prada Group will use Adobe Sensei, Adobe's artificial intelligence (AI) and machine learning solution to gain deeper and richer customer insights, and deliver high-quality content faster.

Lorenzo Bertelli, Head of Marketing and Communication at Prada Group, commented: "With the deployment of Adobe Analytics Cloud and Adobe Marketing Cloud, we're expanding our collaboration with this strategic partner in order to maximise the value of Adobe's technological solutions, which will be progressively adopted to back up the entire Group's marketing and communications activities. It's undeniable that the volume of data collected each year is growing exponentially, which generates a very high level of complexity. It's now crucial to dominate Big Data and, thanks to Adobe Sensei, combined with the professionalism of the team dedicated to this activity, we will reach the goal to improve relations with our consumers and offer solutions that are increasingly personalised and in line with their needs."

Paul Robson, President of Adobe EMEA, said: "The Prada Group is synonymous with innovation and creativity, and our partnership will play a pivotal role in the Group's global digital strategy. Customer needs and expectations are constantly evolving, and luxury brands are at the forefront of creating greater cross-channel personalisation and delivering engaging customer experiences, which ultimately build trust and loyalty on a

global scale.”

The Prada Group

The PRADA Group is one of the world’s leaders in the luxury sector, owning the Prada, Miu Miu, Church’s, and Car Shoe brands, and producing and marketing bags, leather goods, footwear, clothing and accessories. The Group also operates in the food sector with the Marchesi 1824 brand, and in the eyewear and perfume sector through a series of licensing agreements. Its products are sold in 70 countries worldwide through 634 directly operated stores (DOS) as of 31 December 2018 and via a selected network of luxury department stores, e-tailers, multi-brand, and franchise stores.

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