**Microsoft**

Transform your customer journey

To help businesses transform their customer journey, we've formed a strategic partnership with Adobe to offer joint technology solutions.

"Customers today expect a well-designed, personalized and consistent experience every time they engage with a brand, Adobe and Microsoft will bring together the cloud horsepower and end-to-end capabilities brands need to design and deliver great digital experiences."

Shantanu Narayen
President and CEO, Adobe
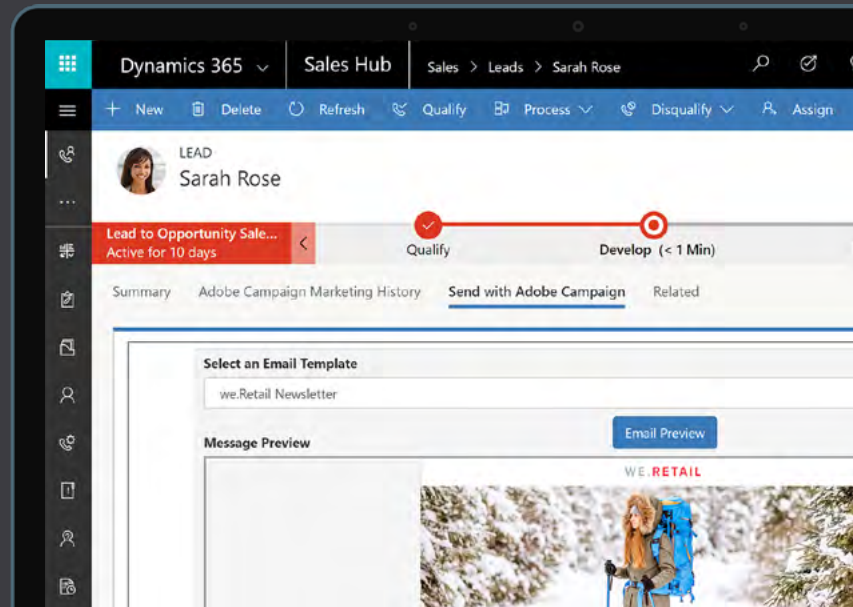
Dynamics 365 for Sales + Adobe Marketing Cloud enables businesses to deliver seamless, more personalized buying experiences for their customers, driving better relationships and increased sales.

By integrating the Adobe Marketing Cloud with Microsoft Dynamics 365 applications, businesses can leverage integrated tools and unified data to get a 360-degree view of their customer, orchestrate personalized campaigns, and better evaluate business performance.

Benefits of transforming your customer journey

Create seamless customer experiences
Maximize marketing ROI with sales infused data. Get a complete view of customers for cross-channel campaigns with integration between Adobe Marketing Cloud and Microsoft Dynamics 365.

81% of buyers are willing to **pay more** for a **better customer experience**.[1]

Deliver the right content at every touchpoint
Captivate audiences across every device and channel with rich, relevant, and personalized content delivered at the right moment, and based on unified sales and marketing data.

66% of buyers **won't make a purchase** if digital content **isn't personalized** or optimized.[2]

Get a 360-degree view of the customer
Leverage unified data across marketing and sales platforms—including Dynamics 365, the Adobe Marketing Cloud, and Office 365—to deliver a consistent experience across the buyer's journey.

Almost 65% of buyers **walk away** frustrated from **inconsistent experiences**.[3]

Unify sales and marketing
Move prospects more efficiently through the marketing and sales funnel with automated workflows that optimize the buyer's journey using marketing automation software.

Tightly aligned sales and marketing functions experience 36% higher customer retention rates and 38% **higher sales win rates**.[4]

Transform your customer journey with Dynamics 365 + Adobe.
Visit the Dynamics 365 for Sales website today to learn more.

1. Capgemini, "The Disconnected Customer." 2017.   2. Adobe, "2018 Adobe Consumer Content Survey." 2018.   3.McKinsey, 2015.   4. MarketingProfs, "B2B Content Marketing Benchmarks, Budgets, and Trends." 2016.