



Adobe Analytics Challenge 2023

Kickoff Meeting

adobeanalyticschallenge.com

AGENDA

- 1 Introductions: Setting the Stage
- 2 Your Challenge: Customer Intelligence
- 3 Competition Details: Rules and Timeline



Meet the Entire Adobe Team



Nate Smith
Director of Product
Marketing



Eric Matisoff
Principal Evangelist
Analytics & Data Science



Christos Voutsakis
Principal Multi-
Solution Architect




Amber Thornton
Senior Product
Marketing Manager



Sandor Jones
Senior Product
Marketing Manager



Anthony Ball
Event Production
Support

A young woman with dark braids is smiling and looking down at a laptop in a library or study hall. The background is filled with bookshelves. A red semi-transparent box is overlaid on the right side of the image, containing white text.

The Adobe Analytics Challenge is
an **exceptionally unique**
business competition where
university students are given the
opportunity to use Adobe's
industry- leading analytics
products and access **real-world**
data from leading, data-driven
organizations.

FAST FACTS

01

Started in 2005

02

2022 stats:

- 7,000 students
- 42 nationalities
- +600 different schools
- 24 different countries

03

Real data, real tool, real analysis

04

Prior customer partners:

- Hilton
- Disney
- Nike
- Major League Baseball
- T-Mobile



Forbes

FORTUNE

“The Analytics Challenge began as a recruiting tool to help uncover the brightest minds and most passionate talent in analytics. It has grown into one of the top business competitions in the country for college students.”

- **VentureBeat**

TC TechCrunch



WHAT'S IN IT FOR YOU?

\$60,000

1st Place: \$35,000 | 2nd Place: \$14,000 | 3rd Place: \$6,000

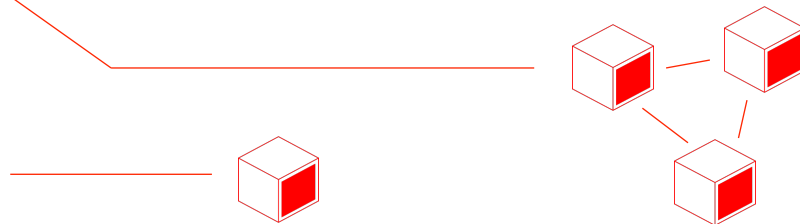
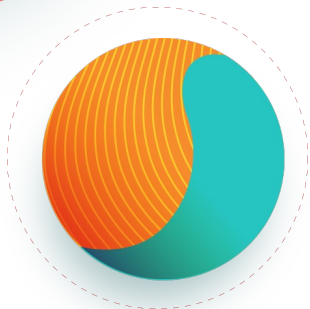
4th Place: \$3,000 | 5th Place: \$1,500 | 6th Place: \$500

RECRUITING OPPORTUNITIES

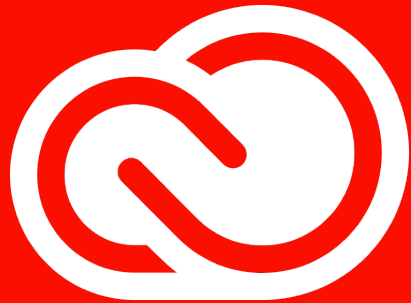
Over 60 past winners and participants have been hired by Adobe



Changing the World through Digital experience



Adobe Creative Cloud



Unleashing
Creativity

Adobe Document Cloud



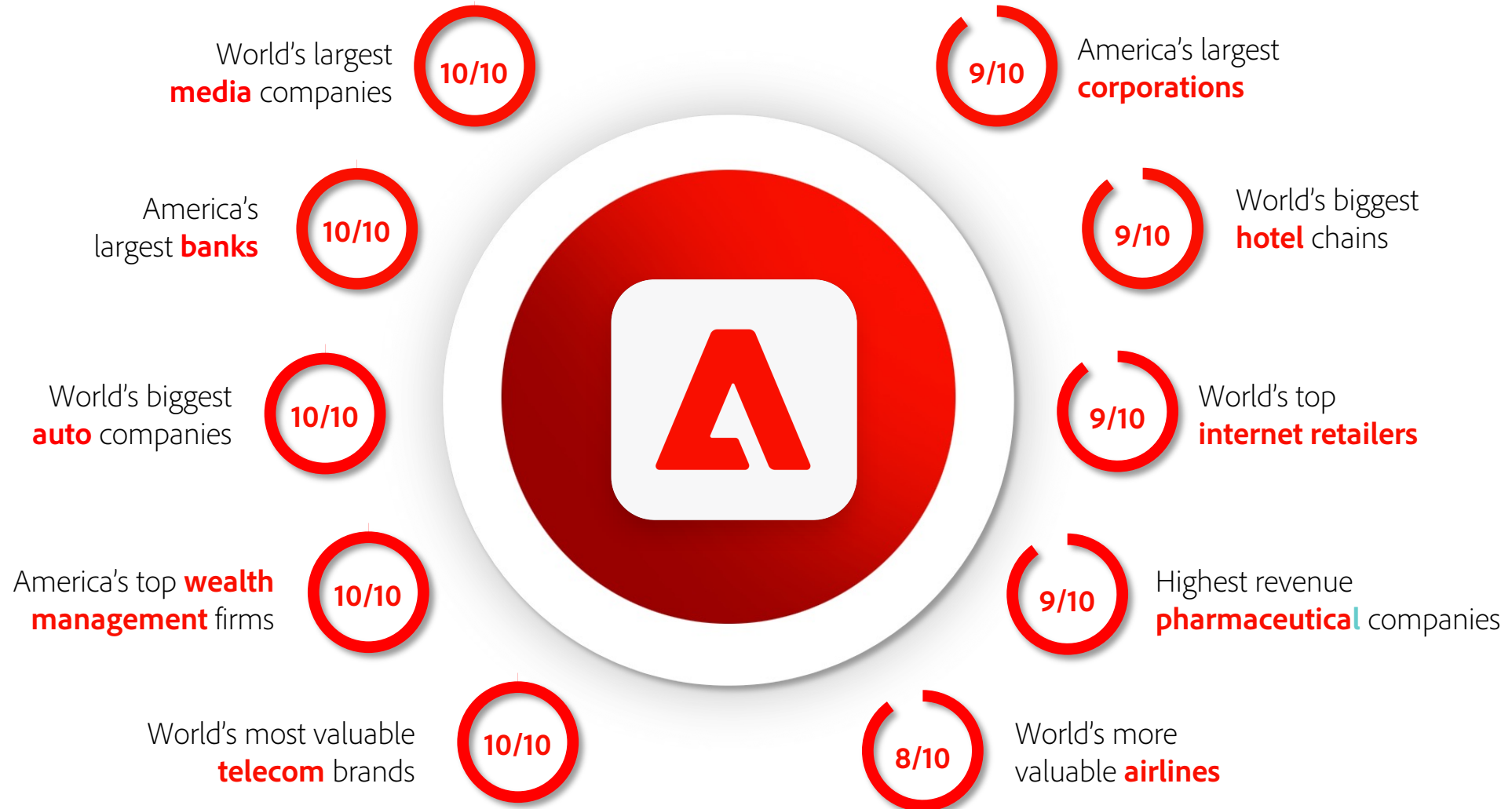
Accelerating
Document
Productivity

Adobe Experience Cloud



Powering
Digital
Businesses

Adobe Experience Cloud key verticals



Focusing on Experience is good for business

1.9x

Brand
awareness

2.2x

Email open
rate

1.7x

Return on
ad spend

2.3x

Customer
lifetime value

1.5x

Employee
satisfaction

1.9x

Customer
Retention

1.7x

Customer
satisfaction rates

3.1x

Repeat Visitors

FORRESTER®

AGENDA

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CUSTOMER INTELLIGENCE

FOUNDATIONAL TO GREAT EXPERIENCE

Customer Journey Analytics enables a full view of the customer journey



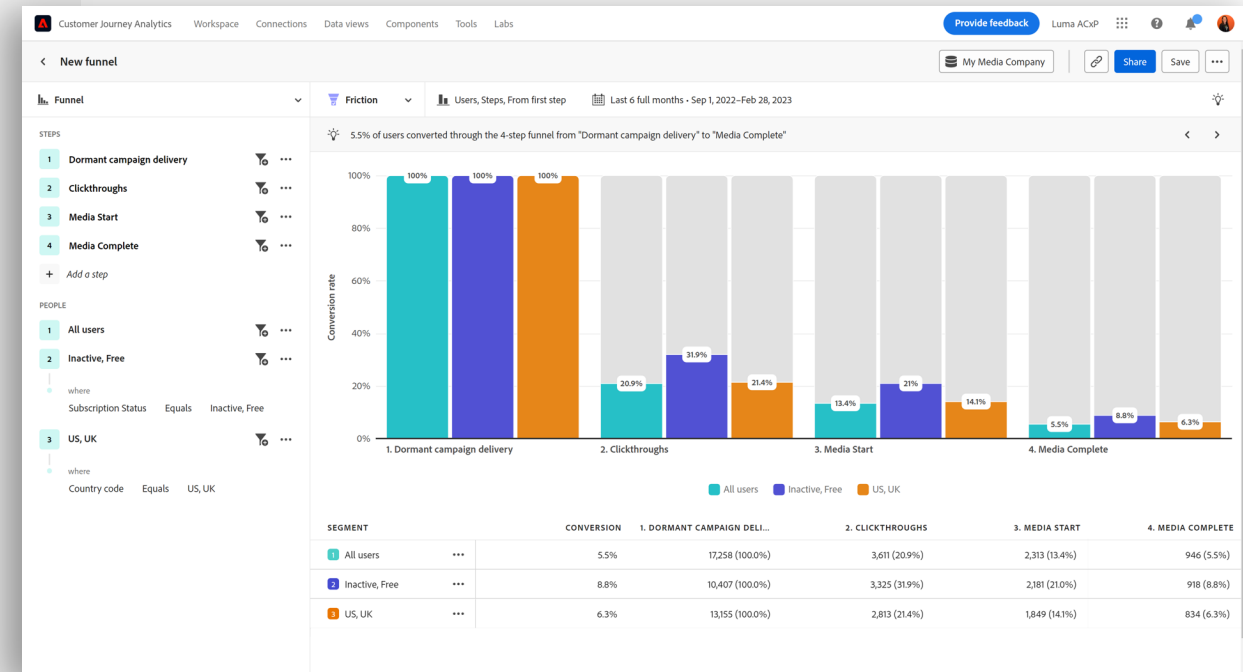
Customer Journey Analytics

Customer Journey Analytics combines data from disparate channels into a journey centric view that empowers Analysts and Marketers to quickly find answers to critical business questions.

Introducing Adobe Product Analytics

New guided analyses enable product teams to self-serve answers to questions in seconds

- Understand patterns in user engagement over time
- Analyze the growth of user base
- Identify areas of friction across a sequence of steps
- Measure the impact of feature releases
- Discover meaningful segments to engage and nurture throughout their lifelong journey with the product
- Open in Analysis Workspace for deeper analysis and collaboration with analysts
- And much more!



AGENDA

1 Introductions: Setting the Stage

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COMPETITION RULES

- Teams consist of 1–3 students currently enrolled in a full-time academic undergraduate or graduate program
- All team members must be from the same university
- All students must register and sign a non-disclosure agreement (NDA) on adobeanalyticschallenge.com
- All teams need a faculty mentor
- Retain confidentiality of customer data as you will be signing an NDA
- No current/past Adobe employees/interns or past prize-winning finalists



COMPETITION RULES (CONTINUED)

- You may consult published works in the field of digital analytics
- You may not contact customer employees during the competition
- You may not consult with or solicit help from Adobe employees or contractors, competing groups, other students, or professionals
- Individual countries may require additional conditionals to participate – please visit adobeanalyticschallenge.com for full Official Rules
- All submissions and presentations must be delivered in English





FACULTY MENTORS

- Each team must have a faculty mentor
- Faculty mentors can mentor more than one team
- Any faculty member currently employed by university your team attends is eligible (includes adjunct professors)
- Mentors must register and sign an NDA on adobeanalyticschallenge.com
- Faculty mentor registration remains open for the entirety of the competition
- Only teams assigned to faculty mentors will be eligible to advance to the semi-final and final rounds
- Mentors provide encouragement, advice, and feedback
- Mentors will be given access to Adobe Analytics and customer data but are not allowed to run analysis, find insights, or create content for slides

SCHEDULE & DATES

Sept 6	Kickoff meetings* (9-10am PT and 2-3pm PT)
Oct 17	Registration deadline (11:59pm PT)
Oct 18	Live training sessions* (9-11am PT and 2-4pm PT)
Oct 24	Q&A office hours (9-9:30am PT and 4-4:30pm PT)
Oct 31	Q&A office hours (9-9:30am PT and 4-4:30pm PT)
Oct 31	Presentation submission deadline (11:59pm PT)
Nov 1-3	Screening for first-round judging
Nov 13-14	Semi-final judging (virtual)
Nov 15	Finalists announced
Nov 29	Intercollegiate finals (virtual/in-person - TBD)

*recorded for on-demand viewing

HOW TO REGISTER

Deadline Oct. 17 at 11:59pm PT

- Each team member must register at adobeanalyticschallenge.com
 - Must agree to non-disclosure document and upload a copy of your résumé (PDF only)
- One team member registers as team leader first
 - Team leaders needs to share the email used to register with their team
- Each team member must register using the team leader's email
- Each team must have faculty sponsor register using team leader's email
- Registration process drives access to the tools

Register

[Create a Team](#)[Join a Team](#)[Faculty Mentors](#)

Welcome to the 2023 Adobe Analytics Challenge



To register for this year's competition, choose one of the following options:

Register Your Team

Team Name *

Team Name

First Name

First Name

Last Name

Last Name

Password *

Password

Password is Required

Password Confirmation *

Password Confirmation

Your Email *

Your Email

Email is Required

Confirm Your Email *

Email Confirmation

Country of Residence *

Select a country



Major/Program *

Major/Program

Country of Education Institution *

Select a country



Educational Institution *

Please select Country of Education Institution

Graduation Year *

Select Year



Your Résumé *

Drag and drop your resume here or click to upload (PDF only)



☐ I agree to the [competition rules](#) and [non-disclosure agreement \(NDA\) terms](#).

Register Team

©2023 Adobe. All Rights Reserved. Adobe Confidential.

Team Amber 2



Team Members

TL Amber Thornton

amber@email.com

Invite a teammate

SEND INVITE



Faculty Mentor

⌚ Invite a faculty mentor

SEND INVITE



Messages

No messages available.



Your Presentation:

- Your team's presentation must be created and uploaded as a PowerPoint file.
- Presentations must be uploaded before **Tuesday, October 4, 2022 at 11:59 PM Pacific Daylight Time.**

Drag and drop a .PPT file, or click here to upload.

☐ Our team has reviewed this presentation and agree that it is ready to submit. We acknowledge that this action cannot be undone.

Submit Presentation

Register

[Create a Team](#)[Join a Team](#)[Faculty Mentors](#)

Join a Team

Use this option to join an existing team. Search by team name below.
You will need the team leader email to join.



Goodwin Test 4

Luis Test Team 1

Luis Test Team 2

Team Amber 2

Team Sandor 2

Team Sandor 4

Team Sandor 7

The Mighty Ducks

Important things to remember

- All students must upload a PDF of their solution.

Join Team

First Name *

First Name

Last Name *

Last Name

Last Name is Required

Password *

Password

Password is Required

Password Confirmation *

Password Confirmation

Your Email *

Your Email

Confirm Your Email *

Email Confirmation

Country of Residence *

Select a country

Team Leader Email *

Team Leader Email

Please include email address from the team leader as provided to you.

Major/Program *

Major/Program

Graduation Year *

Select Year

Country of Education Institution *

Select a country

Educational Institution *

Please select Country of Education Institution

Your Résumé *

Drag and drop your resumé here or click to upload (PDF only)

☐ I agree to the [competition rules](#) and [non-disclosure agreement \(NDA\) terms](#).

Join Team

TRAINING & OFFICE HOURS

Adobe Analytics Training Session

- October 18 at 9-11am PT and 2-4pm PT
- 2-hour live Customer Journey Analytics training session
- Delivered by customer and Adobe experts
- Recorded for on-demand viewing in case of scheduling conflict
- After the training session, all registered team members will receive access to Customer Journey Analytics and the data set

Office Hours

- Session #1 October 24 at 9-9:30am PT and 2-2:30pm PT
- Session #2 October 31 at 9-9:30am PT and 2-2:30pm PT
- Open Q&A session with Adobe experts



SUBMISSION PROCESS

Presentation Guidelines

- Slide quantity is not limited but must represent the actual content you plan to present in 10 minutes
- Include a photo of your team
- 2-3 sentences of notes per slide to explain your findings are encouraged and will be considered part of the presentation. No supplemental materials will be reviewed

Presentation Submission

- Upload a final copy of your PowerPoint slide presentation in .ppt or .pptx formats only (no Keynote files)
- Please use the following format for your PPTX file name: school acronym_team name (e.g., MyU_thundercats.pptx)
- Upload file to team profile on adobeanalyticschallenge.com

Selection Process

- All presentations will be screened by a panel of judges and notifications will be sent to the 20 semi-finalist teams to schedule their presentation slots

SEMI-FINAL CRITERIA

Establish key objectives and success metrics	15%
Analyze factors impacting success metrics	35%
Recommend opportunities for business improvement	35%
Professionalism and communication skills	15%

- 10-minute presentation of your content to Adobe judges (no changes)
- *PLUS* 3-minute live walkthrough of Analysis Workspace project (13 mins total)
- Each team member must present a portion of the content
- Anticipate questions from the judges after the presentation
- Remember to be brief, concise, and compelling – your time is VERY short
- Judges will determine the top teams to advance to the finals (up to six teams)

FINAL CRITERIA

Watch the final event live at adobeanalyticschallenge.com

Final Event

- Adobe will cover all expenses for finalist teams to travel to Adobe headquarters in San Jose, California
- Virtual option available for those unable to travel
- Presentations given to panel of judges on November 29
- 15 minutes to present (12 minutes using slides and 3 minutes live in Analysis Workspace)
- 5 minutes for Q&A with the judges
- Judging panel will include representatives from the customer-partner, as well as other industry experts
- Live virtual event with Adobe and customer-partner executives on November 29 to announce winners

TIPS FROM A FORMER COMPETITOR & JUDGE

1. Be clear on the site goals and KPIs
2. You need steak and sizzle
3. Dig deep: the onion rule
 - What's happening?
 - Why is it happening?
 - So what if it's happening?
4. Monetize and connect recommendations to analysis
5. Go beyond descriptive reporting
6. Ten minutes \neq 60 slides
7. Listen to feedback between rounds



To learn more go to:
adobeanalyticschallenge.com

Two last important items

- There will be no confirmation email after creating a new team.
 - You can log in immediately after registration.
- If you are having issues registering, please reach out to aac-registration@adobe.com



adobeanalyticschallenge.com

Questions?