![Adobe logo]

What customers really want from your digital experiences.

State of Digital Customer Experience
How Generative AI and Personalization Are Transforming the Digital Customer Experience Landscape

Customer expectations and preferences are evolving rapidly — at the same time, our research shows there are critical gaps between executive perceptions and customer needs.

Check out the State of Digital Customer Experience report to discover what C-level executives, organizations, and consumers are saying about what's important to them in their buying process — and get insight into what will close the gap between what customers expect and what executives are prioritizing.