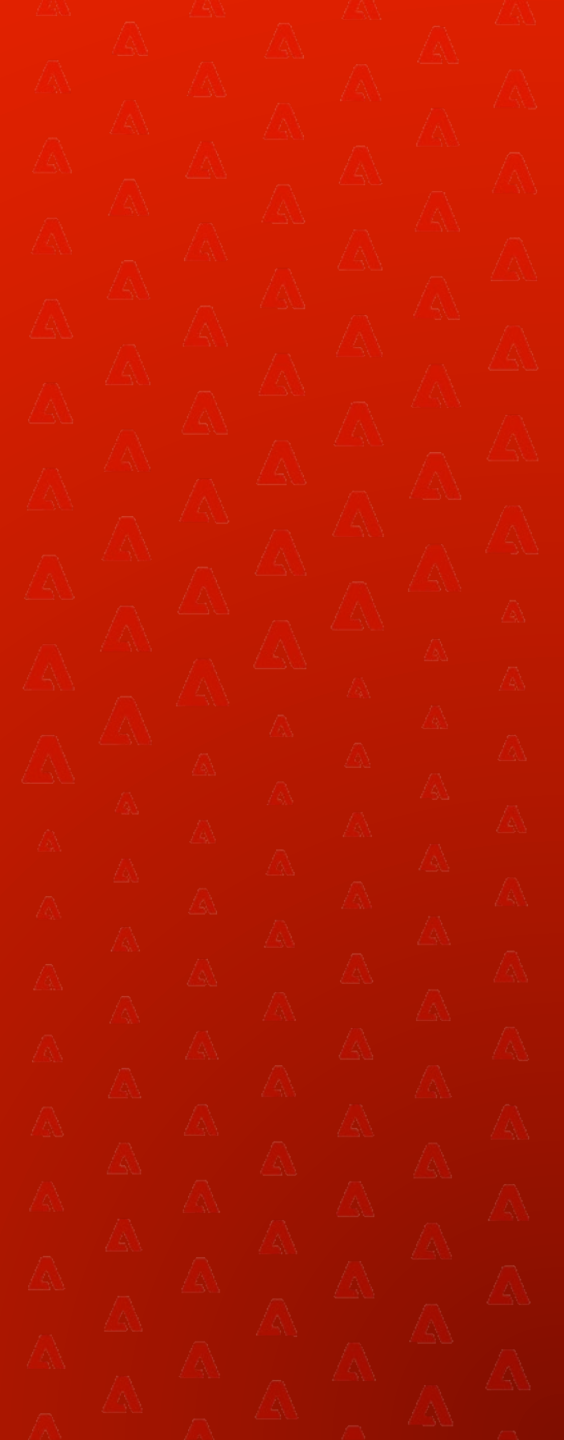




Adobe Analytics Challenge 2021

adobeanalyticschallenge.com

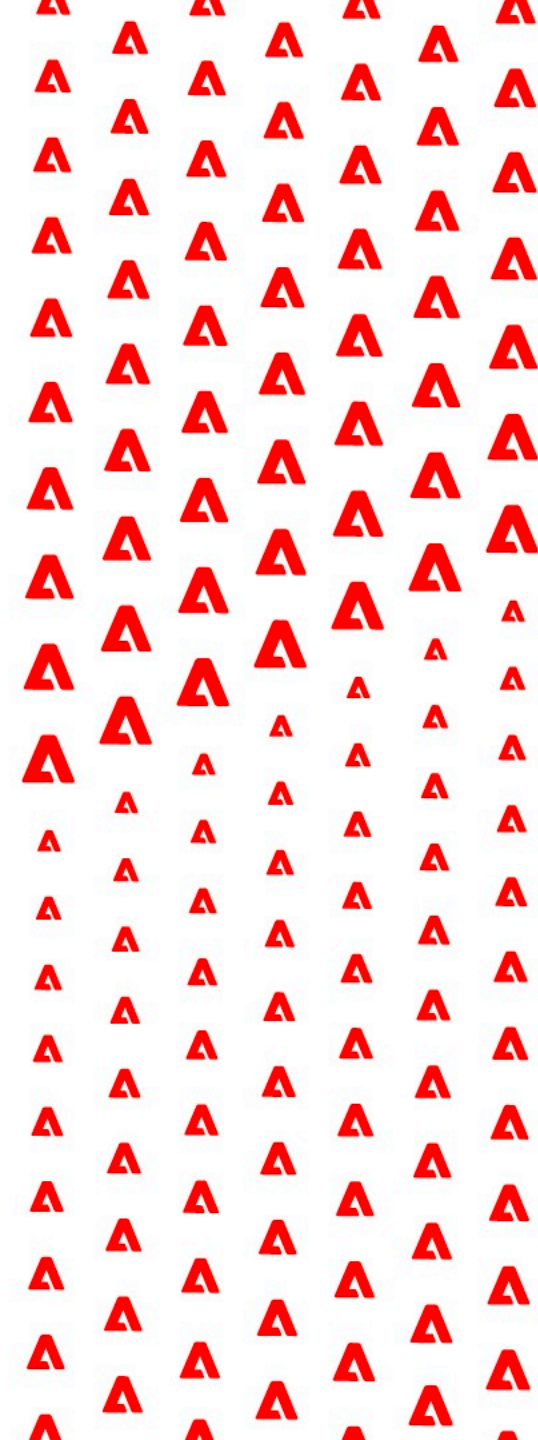


AGENDA

1 Introductions: Setting the Stage

2 Your Challenge: Customer Intelligence

3 Competition Details: Rules and Timeline



MEET THE ADOBE TEAM



Amber Thornton

Senior Manager
Product Marketing

LinkedIn: /AmberThorn10



Nate Smith

Director
Product Marketing

LinkedIn: /NathanSmith



Eric Matisoff

Senior Evangelist
Analytics & Data Science


LinkedIn: /EricMatisoff



Sandor Jones

Senior Manager
Product Marketing

LinkedIn: /SandorJones

A young woman with braids, smiling and looking down at a laptop in a library setting. The background is a blurred library 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 _____
2020 stats:

- 5,000 students
- 20 different countries
- 305 different schools

03 _____
Real data, real tool, real analysis

04 _____
Prior customer partners:

- Nike
- Major League Baseball
- T-Mobile
- Sony PlayStation
- MGM



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


NBC NEWS

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 50 past winners and participants have been hired by Adobe



Changing the World through Digital experiences

**Adobe
Creative Cloud**



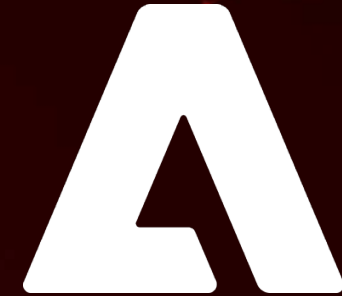
**Unleashing
Creativity**

**Adobe
Document Cloud**



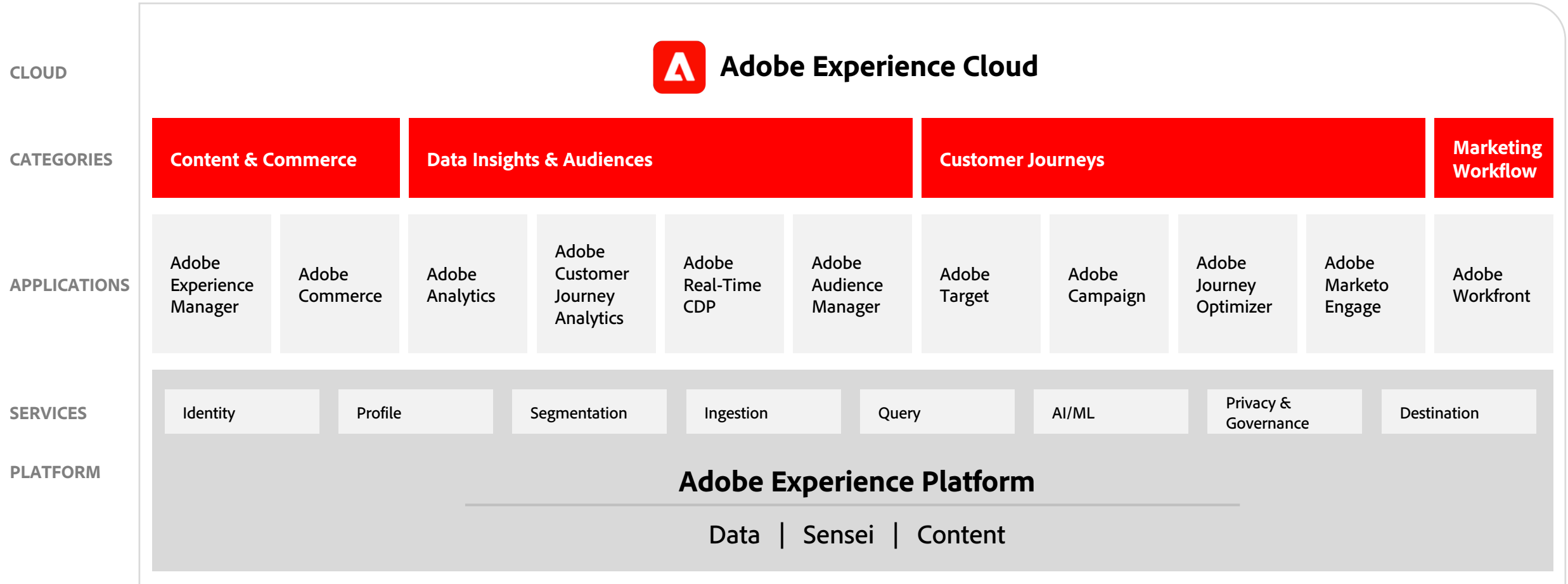
**Accelerating
Document
Productivity**

**Adobe
Experience Cloud**



**Powering
Digital
Businesses**

Power your digital business with next generation Customer Experience Management



ADOBE EXPERIENCE CLOUD KEY VERTICALS



FOCUSING ON EXPERIENCE IS VITAL

Deliver compelling experiences across engagement points in the moments that matter to customers.

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

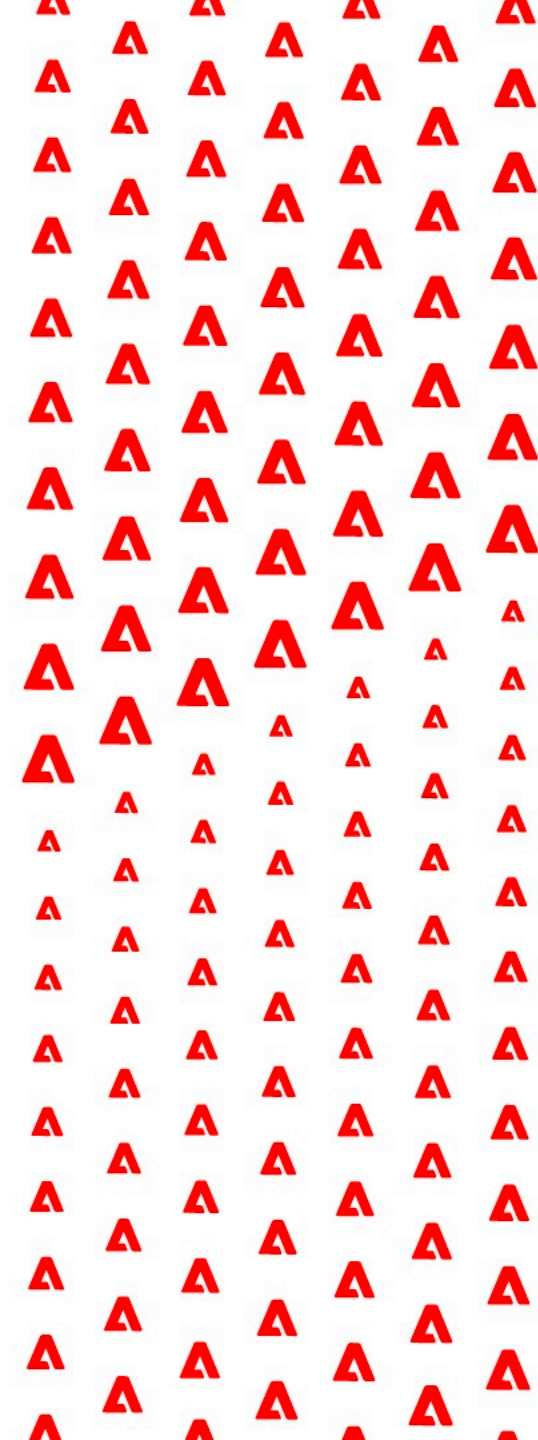
Repeat Visitors

AGENDA

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CUSTOMER INTELLIGENCE

FOUNDATIONAL TO GREAT EXPERIENCE

Disney



The



WALT DISNEY Company



PIXAR

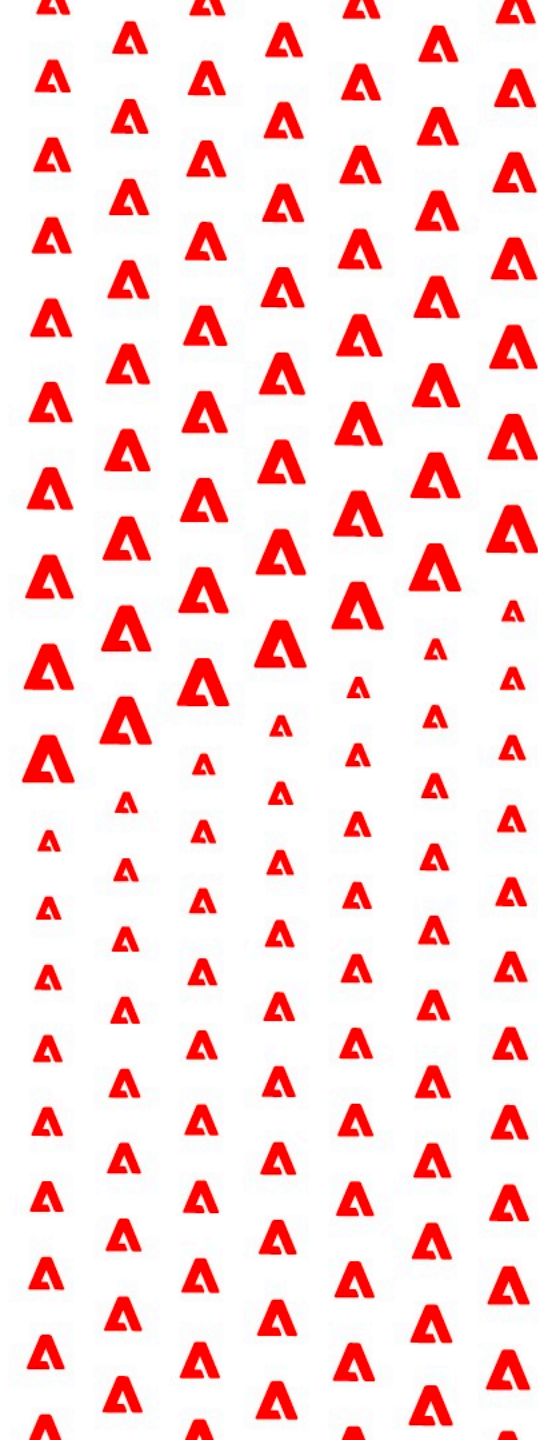


AGENDA

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 Disney 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 Disney 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 8	Kickoff meetings* (9-10am PT and 4-5pm PT)
Sept 21	Registration deadline (11:59pm PT)
Sept 23	Live training sessions* (9-11am PT and 4-6pm PT)
Sept 28	Q&A office hours (9-9:30am PT and 4-4:30pm PT)
Oct 5	Q&A office hours (9-9:30am PT and 4-4:30pm PT)
Oct 6	Presentation submission deadline (11:59pm PT)
Oct 7-8	Screening for first-round judging
Oct 14-15	Semi-final judging (virtual)
Oct 18	Finalists announced
Nov 9	Intercollegiate finals (virtual)

*recorded for on-demand viewing

HOW TO REGISTER

Deadline Sept. 21 at 11:59pm PT

- Each team member must register at adobeanalyticschallenge.com
Must agree to non-disclosure document and upload a copy of their résumé (PDF only)
- One team member registers as team leader first
Leader needs to share personal email and team password
- Each team member must register using leader email and team password
- Each team must have faculty sponsor register using same email and password
- Registration process drives access to the tools
Teams login to their team profiles using team leader's email and team password

TRAINING & OFFICE HOURS

Adobe Analytics Training Session

- September 23 at 9-11am PT and 4-6pm PT
- 2-hour live Adobe 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 Adobe Analytics and the data set

Office Hours

- Session #1 September 28 at 9-9:30am PT and 4-4:30pm PT
- Session #2 October 5 at 9-9:30am PT and 4-4:30pm 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

Virtual Final Event

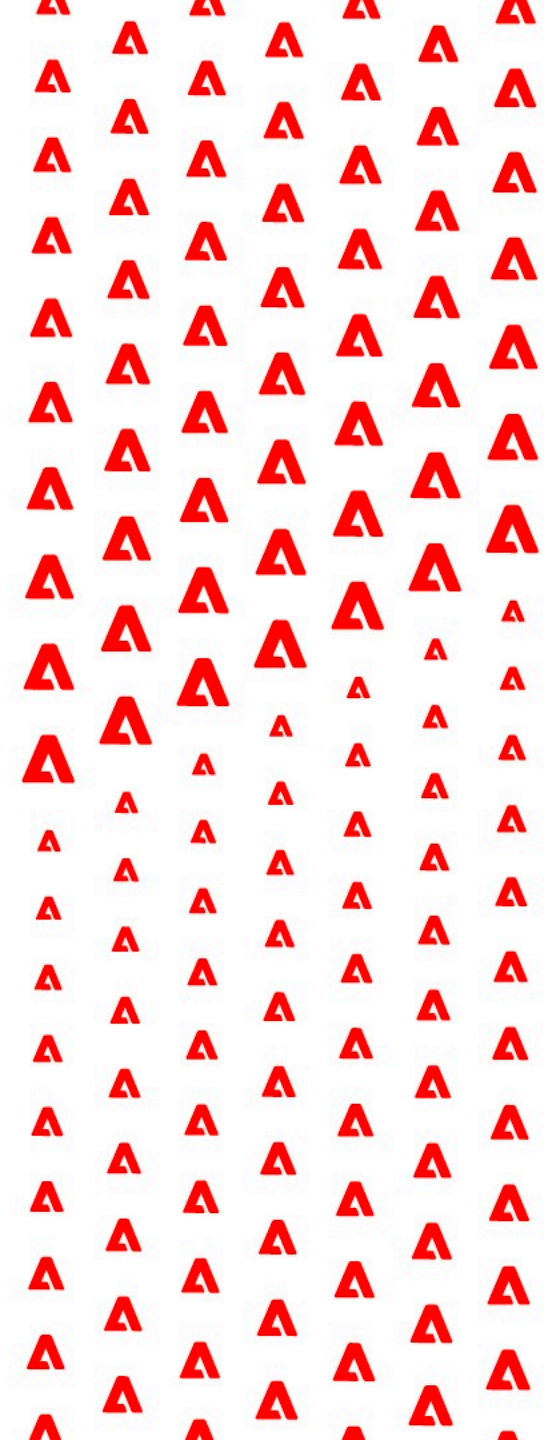
- Presentations to panel of judges on October 25 via web conference
 - 15 minutes to present (12 minutes using slides and 3 minutes live in Analysis Workspace)
 - 5 minutes for Q&A with the judges
 - Judging panel will include representatives from Adobe, the customer-partner, as well as other industry experts
 - Live event with Adobe and customer-partner executives on November 9 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





Adobe

adobeanalyticschallenge.com

Questions?