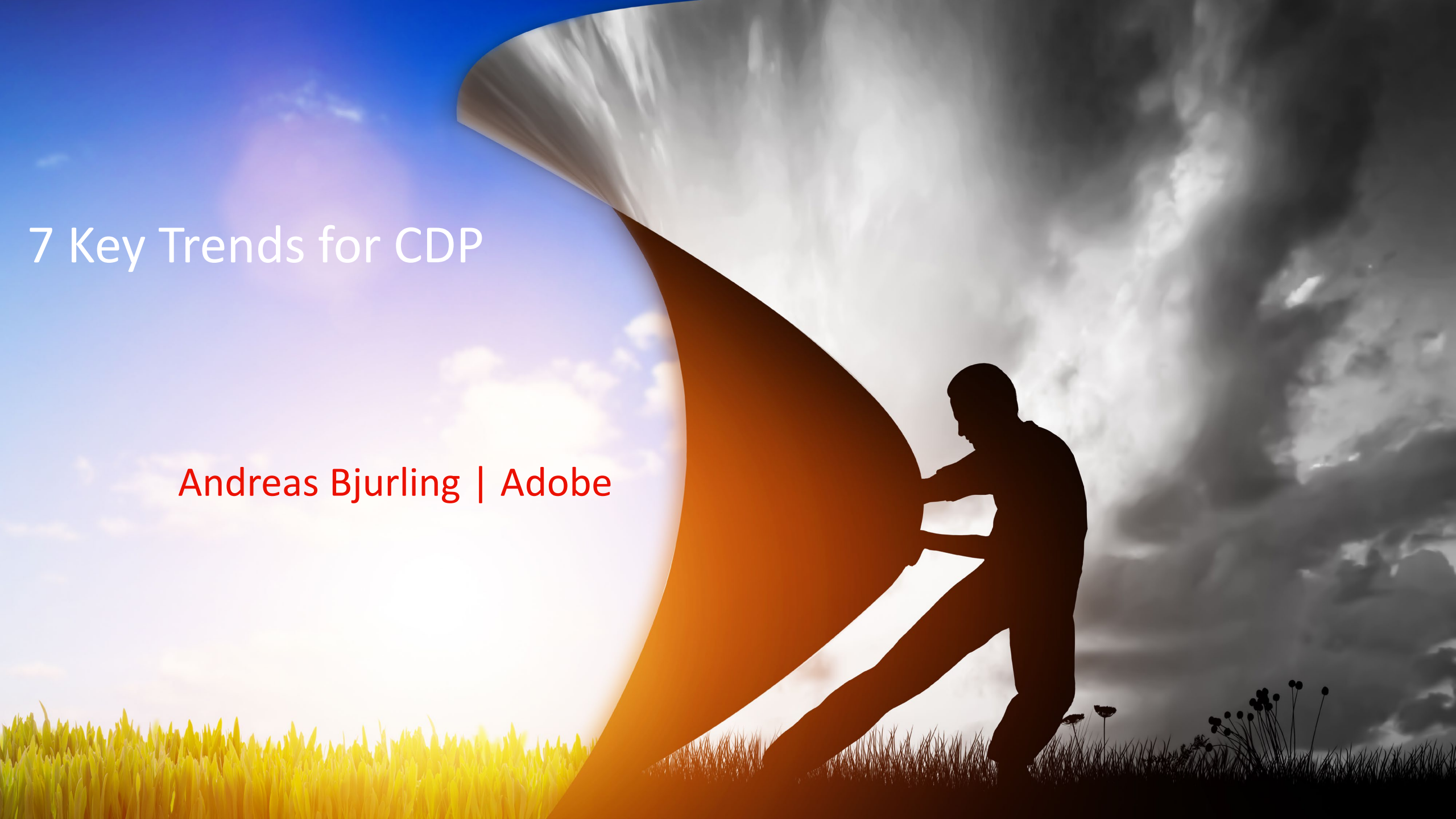


# 7 Key Trends for CDP

Andreas Bjurling | Adobe



# Trend 1: Change is Accelerating





# On most fronts companies say they have been racing

Over the past 2 years business have been forced to accelerate how they interact with customers





**Trend 2: The customer demands are increasing**

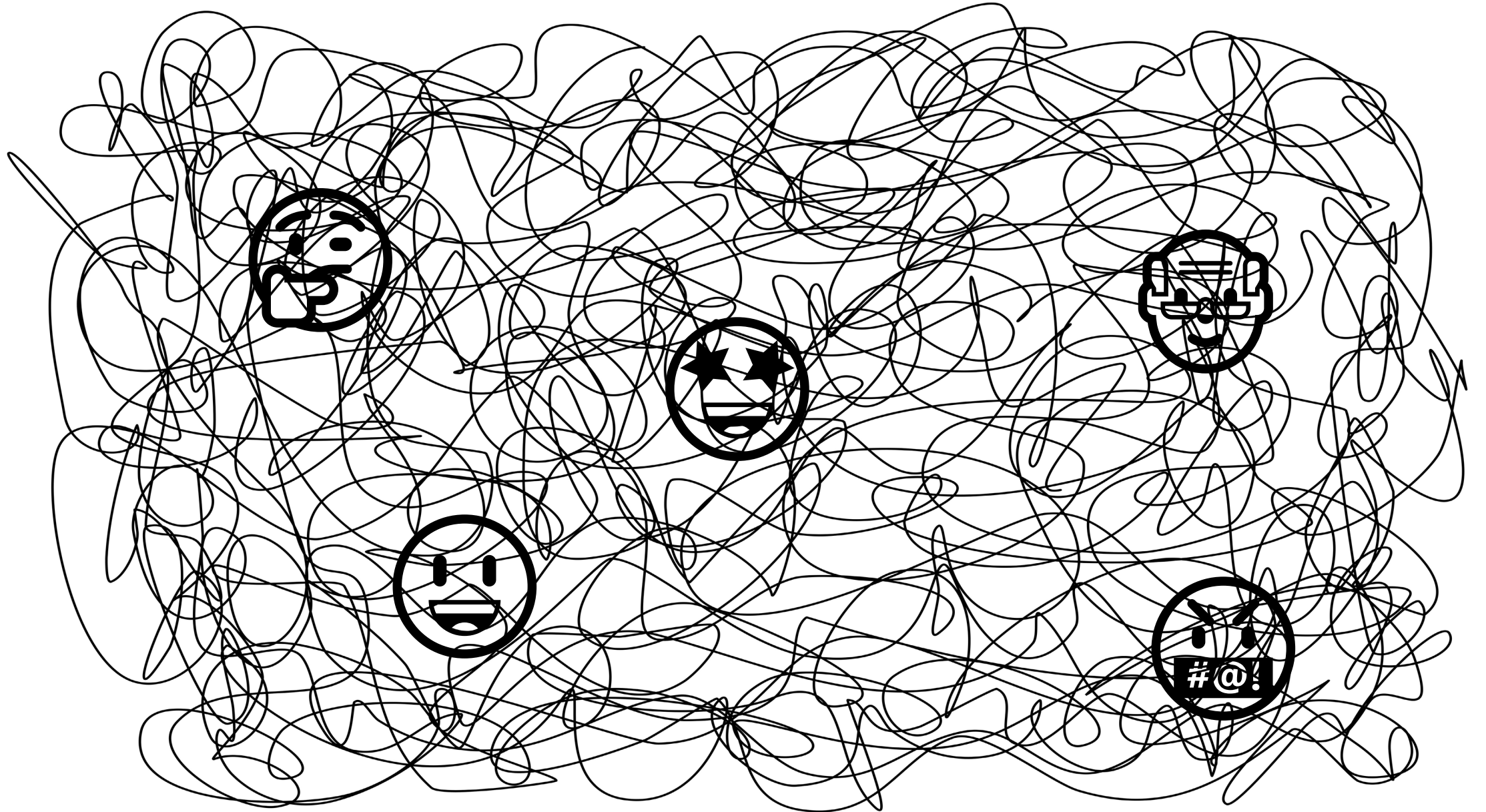


EXPECTATION:

# CUSTOMER JOURNEY



REALITY:





## Trend 3: Employees Experience and Organizational Change







**LESS**

**MORE**

## Trend 4: Regulatory Changes







RULES  
REGULATIONS  
COMPLIANCE  
POLICIES  
STANDARDS  
PROCEDURES



## Trend 5: Ecosystem Changes



THE GYM SHOES YOU LIKED IN OUR SURVEY ARE ON SALE.



**ZERO PARTY DATA**

THE GYM SHOES YOU BROWSED LAST YEAR ARE ON SALE.



**FIRST PARTY DATA**

I HEAR YOU HAVE A NEW GYM MEMBERSHIP. NEED ANY SHOES?



**SECOND PARTY DATA**

MAYBE YOU WOULDN'T HAVE SKIPPED YOUR WORKOUT TODAY IF YOU HAD NEW SHOES.



**THIRD PARTY DATA**









## Trend 6: Skills Demand is Changing



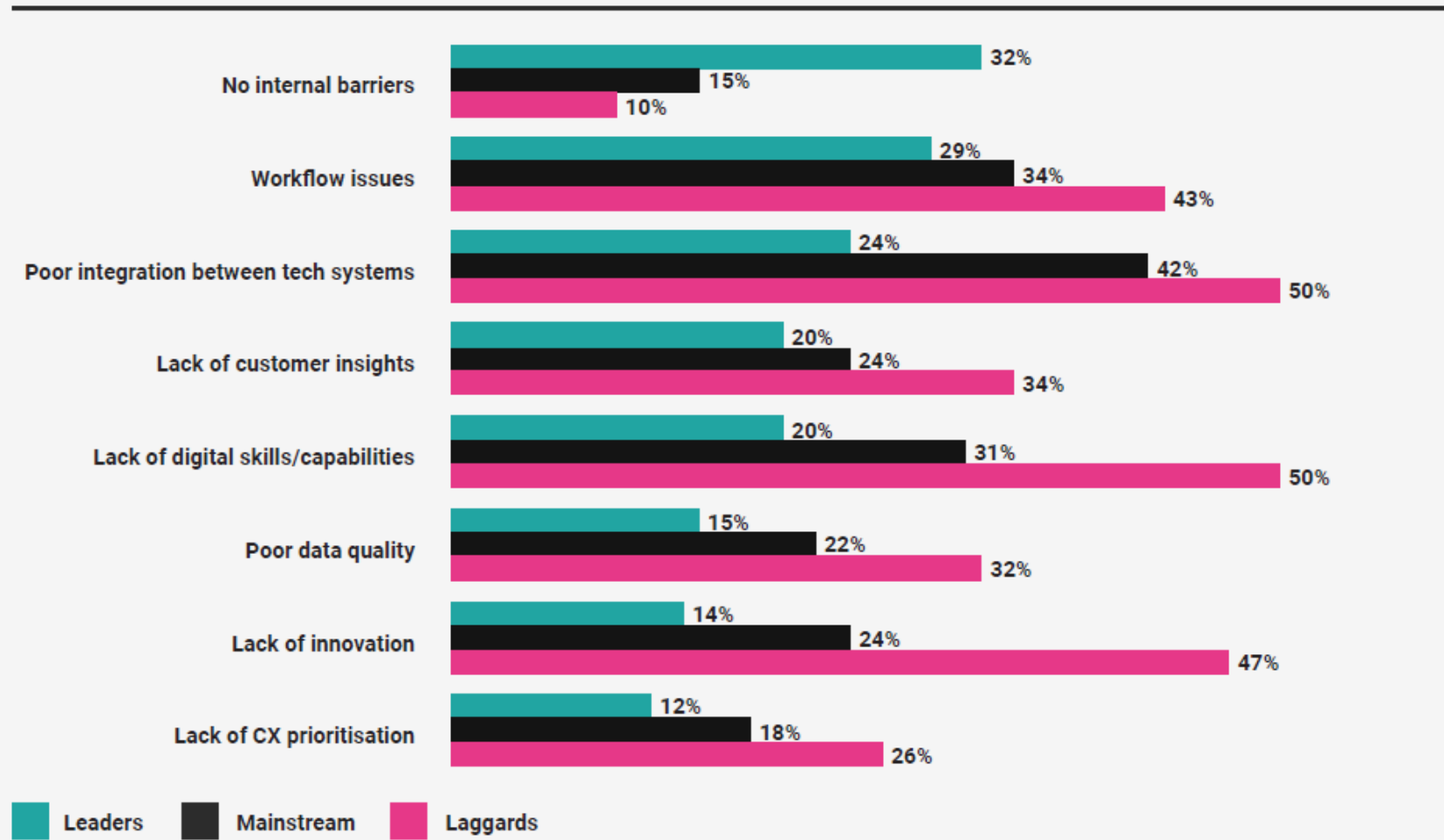


A 3D-rendered puzzle piece is the central focus, set against a background of other white puzzle pieces. The central piece is a vibrant red color and features the words "SKILL GAP" in bold, white, 3D block letters. The letters are slightly raised from the surface of the piece, creating a sense of depth. The puzzle pieces are arranged in a grid-like pattern, with the central piece being the only one of its color and containing text. The lighting is soft, casting gentle shadows that emphasize the three-dimensional nature of the puzzle pieces.

**SKILL  
GAP**

# What is holding your marketing/customer experience organisation back, if anything? Please check any internal barriers that your organisation is experiencing.

Please check any internal barriers that your organisation is experiencing.



Base: Leaders (1,235), Mainstream (2,279), Laggards (287)

Source: Adobe/Econsultancy Digital Trends Survey, Q4 2021



## Trend 7: Collaboration

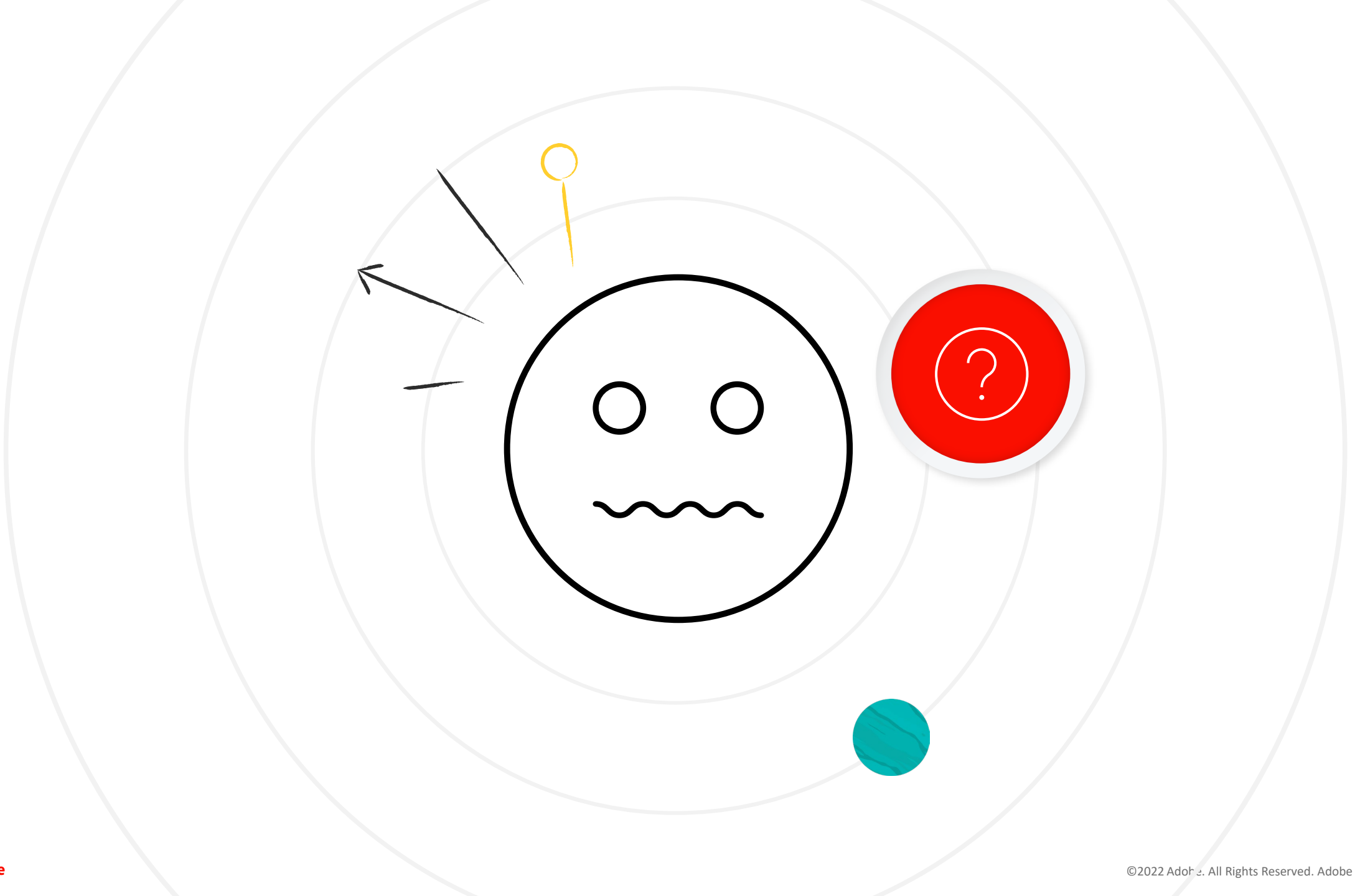


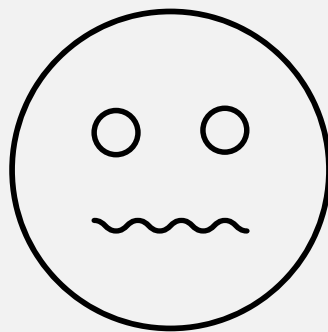
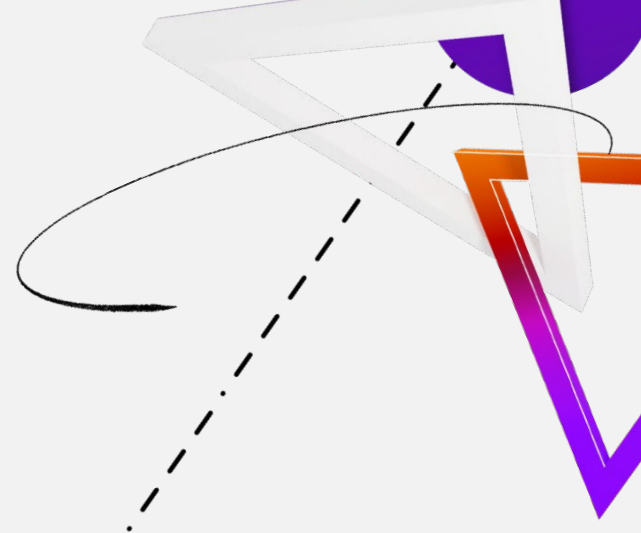


“What if we don’t change at all ...  
and something magical just happens?”

# Personalization at Scale vs Your Siloed Ecosystem







Email

SMS

Push

In app

Search

Social

Display

Web

Mobile

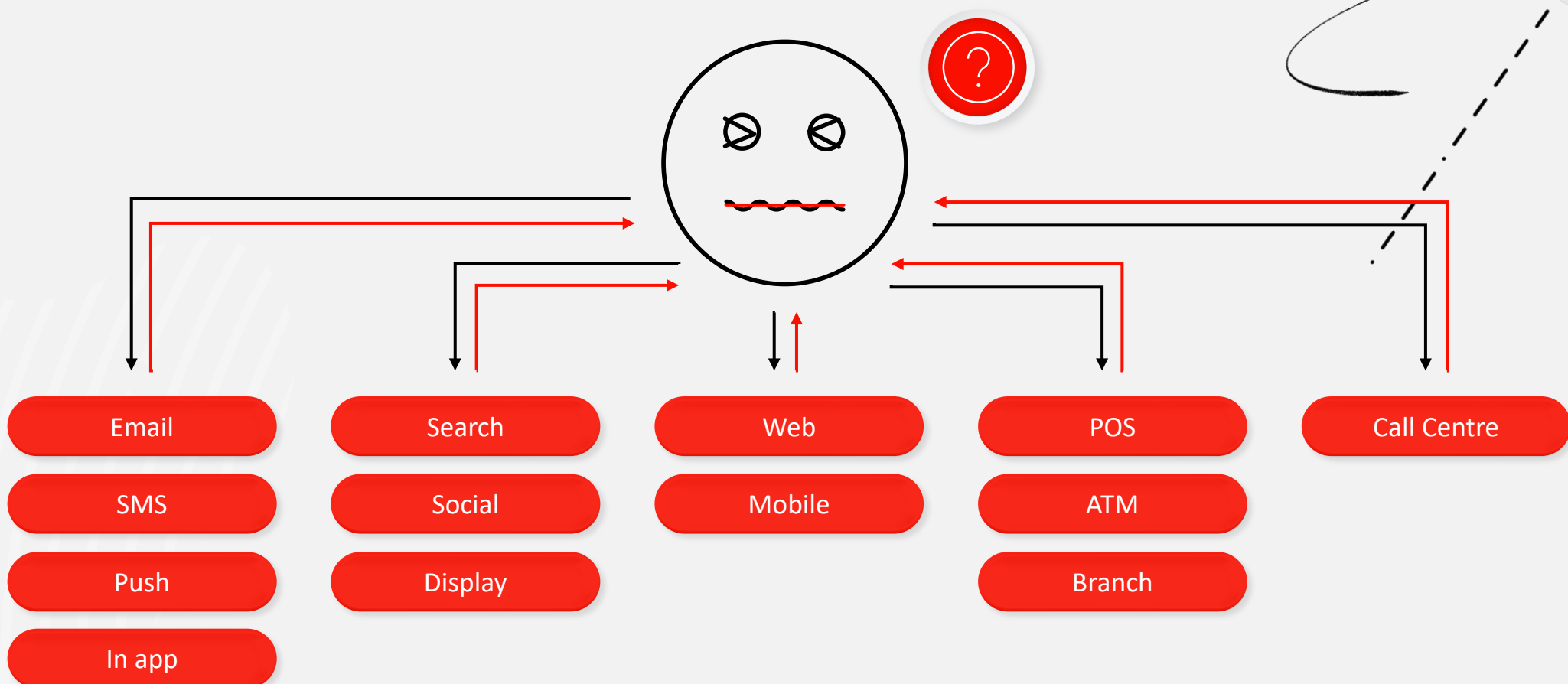
POS

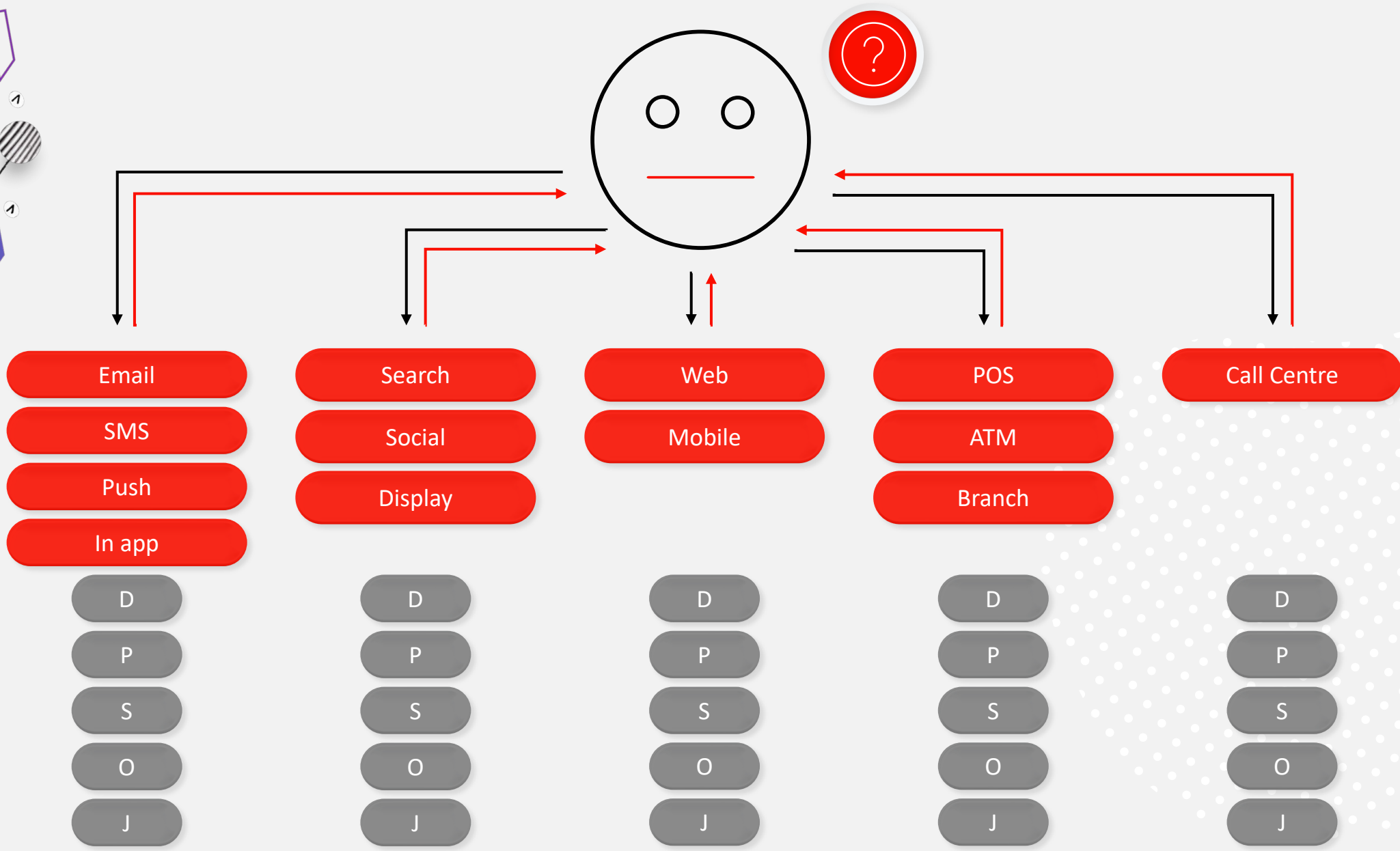
ATM

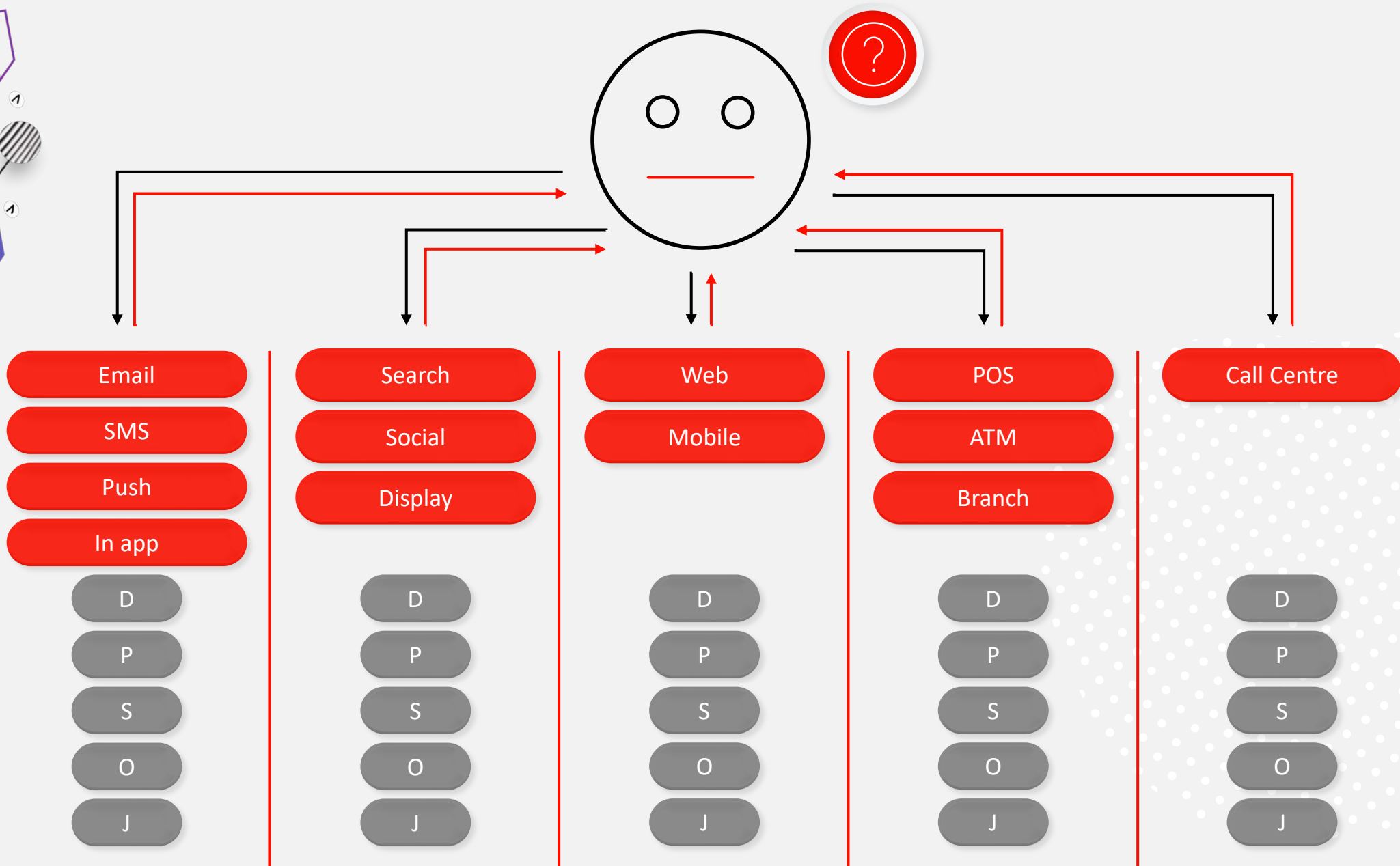
Branch

Call Centre

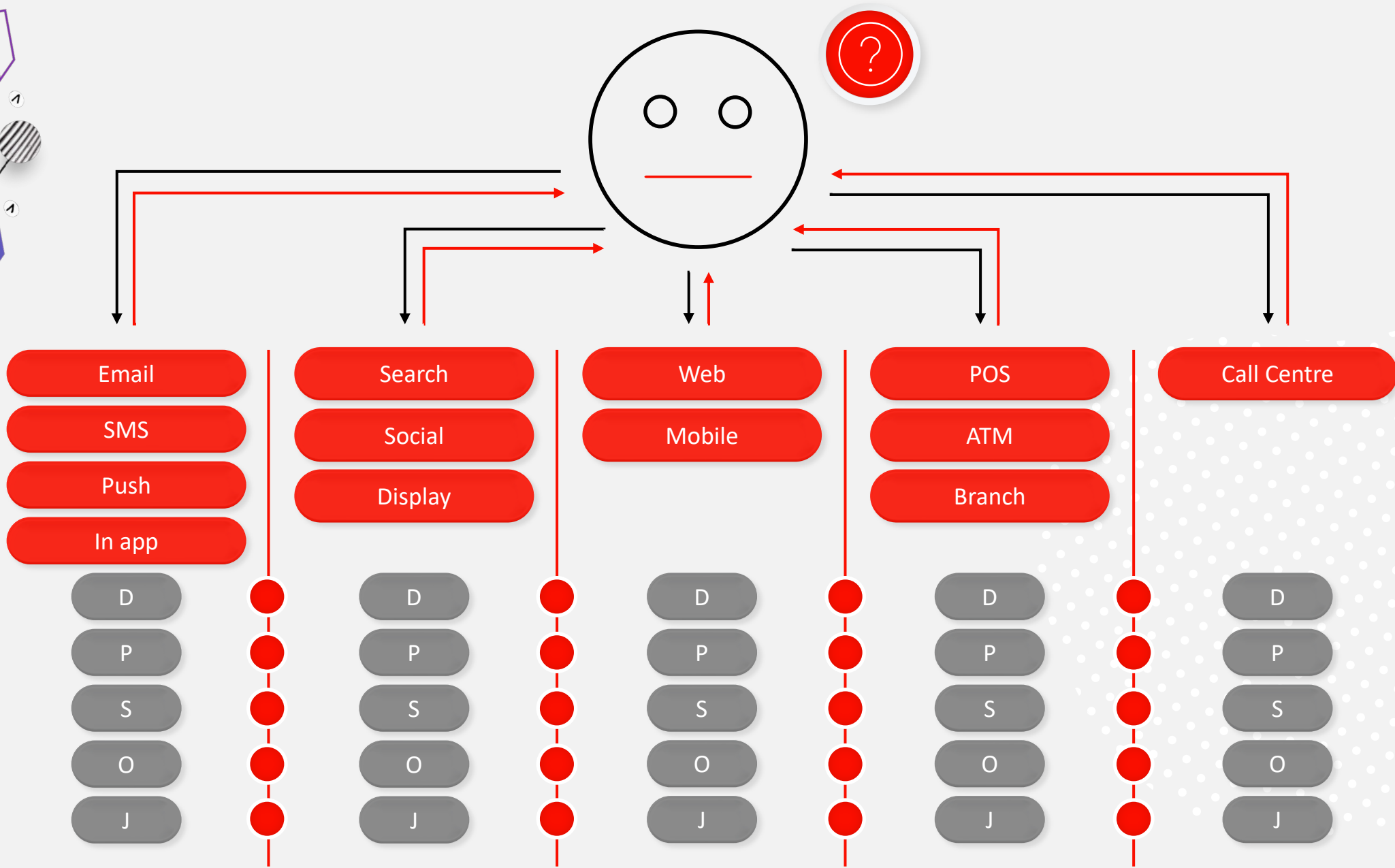


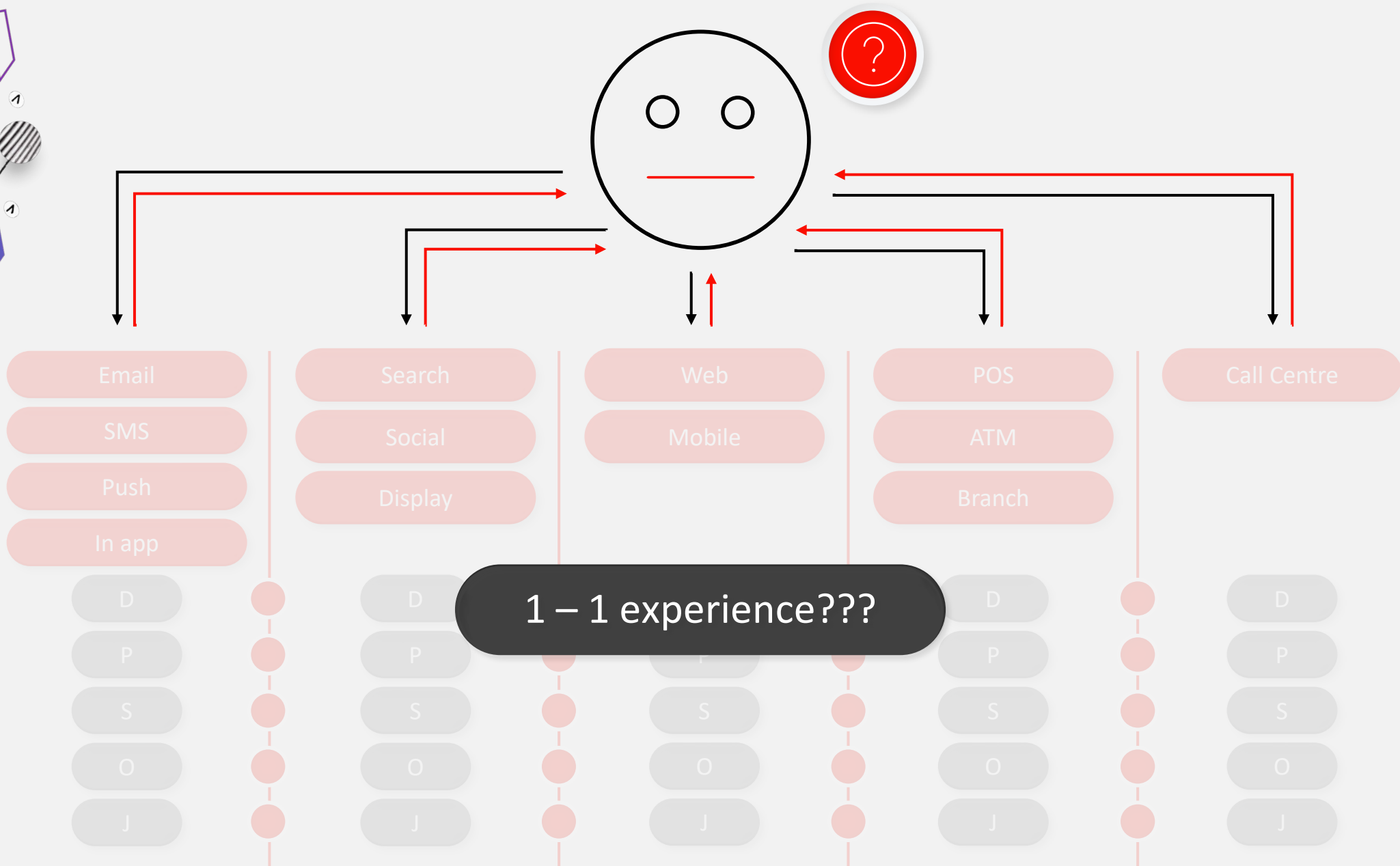


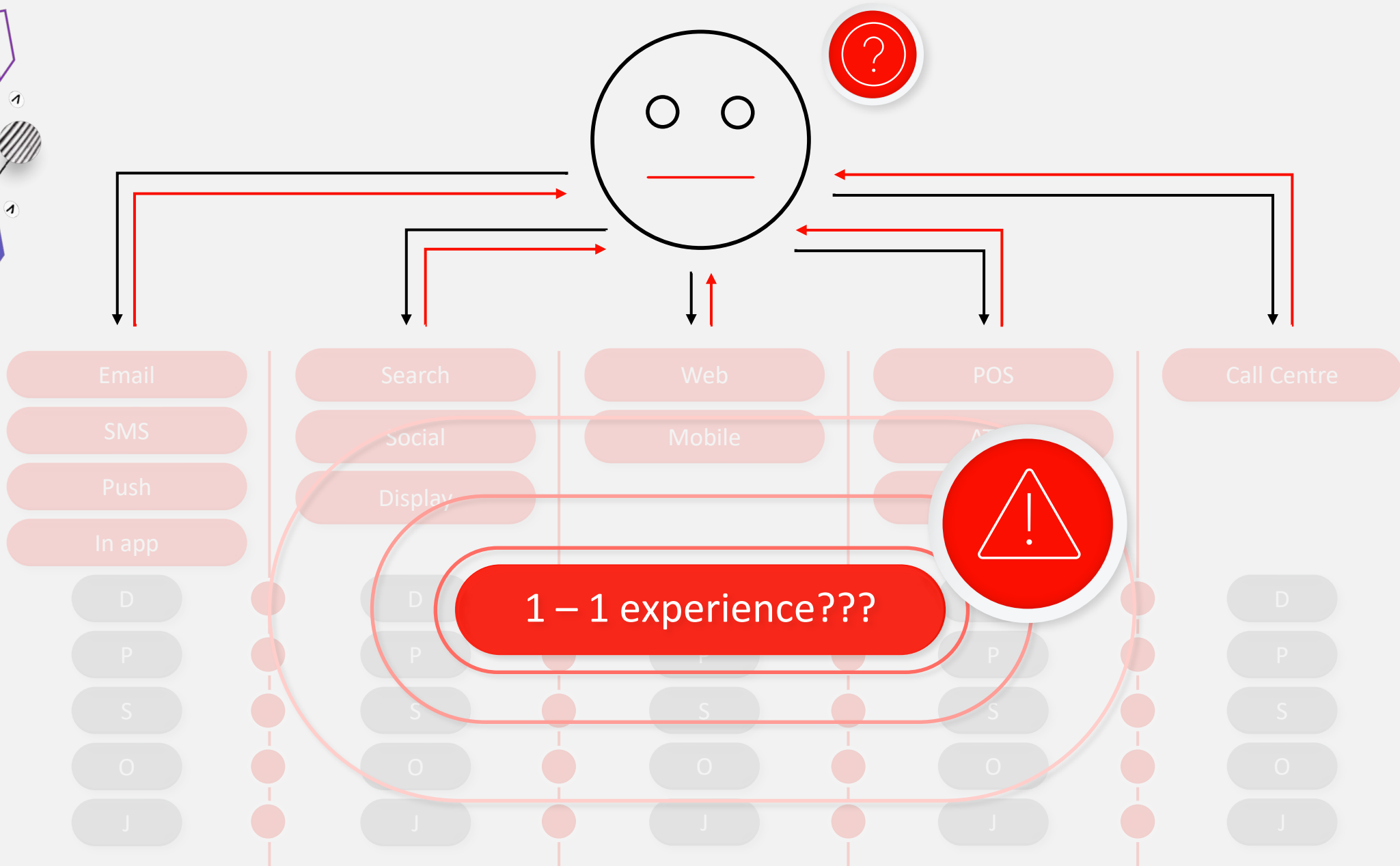




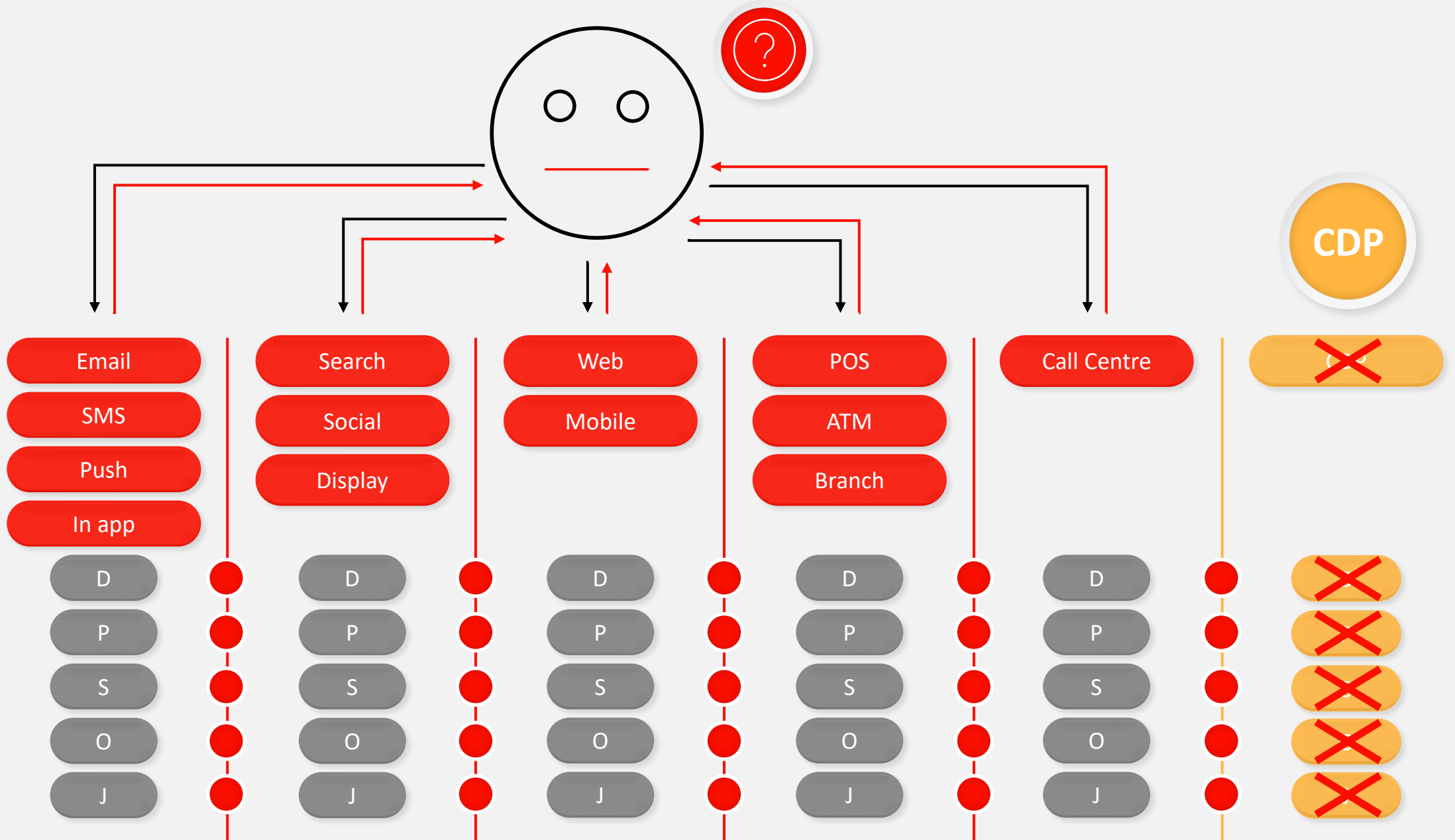


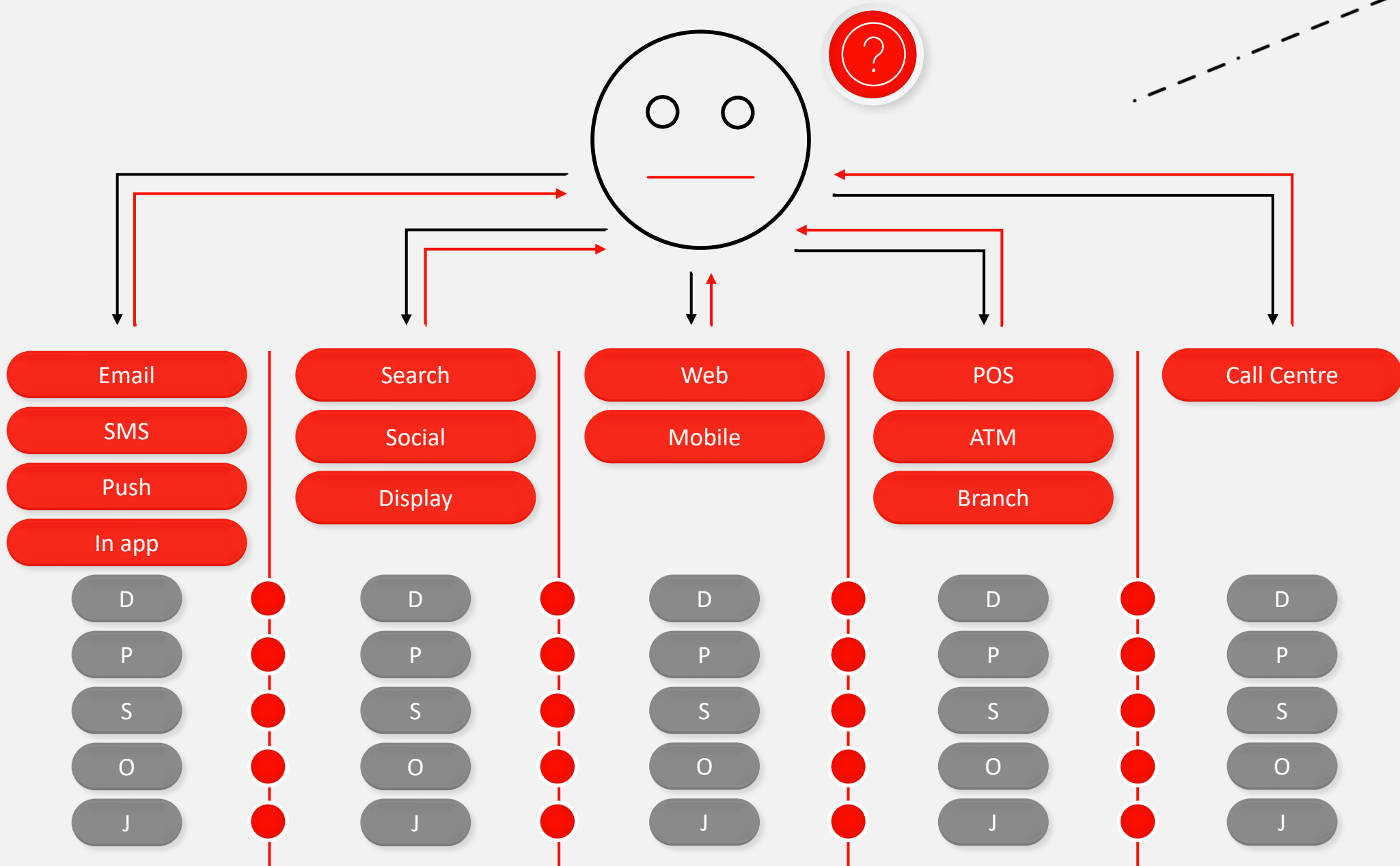


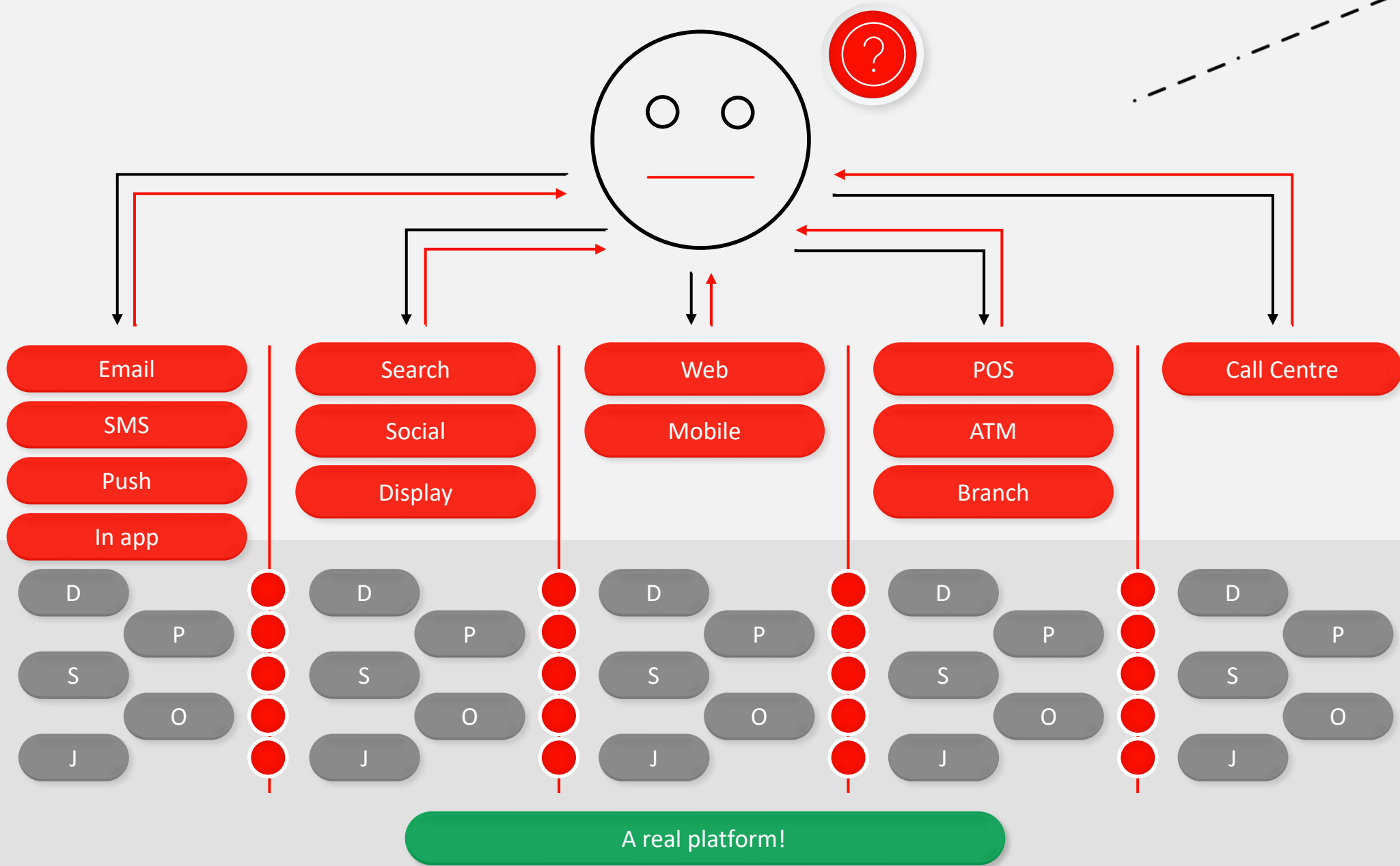




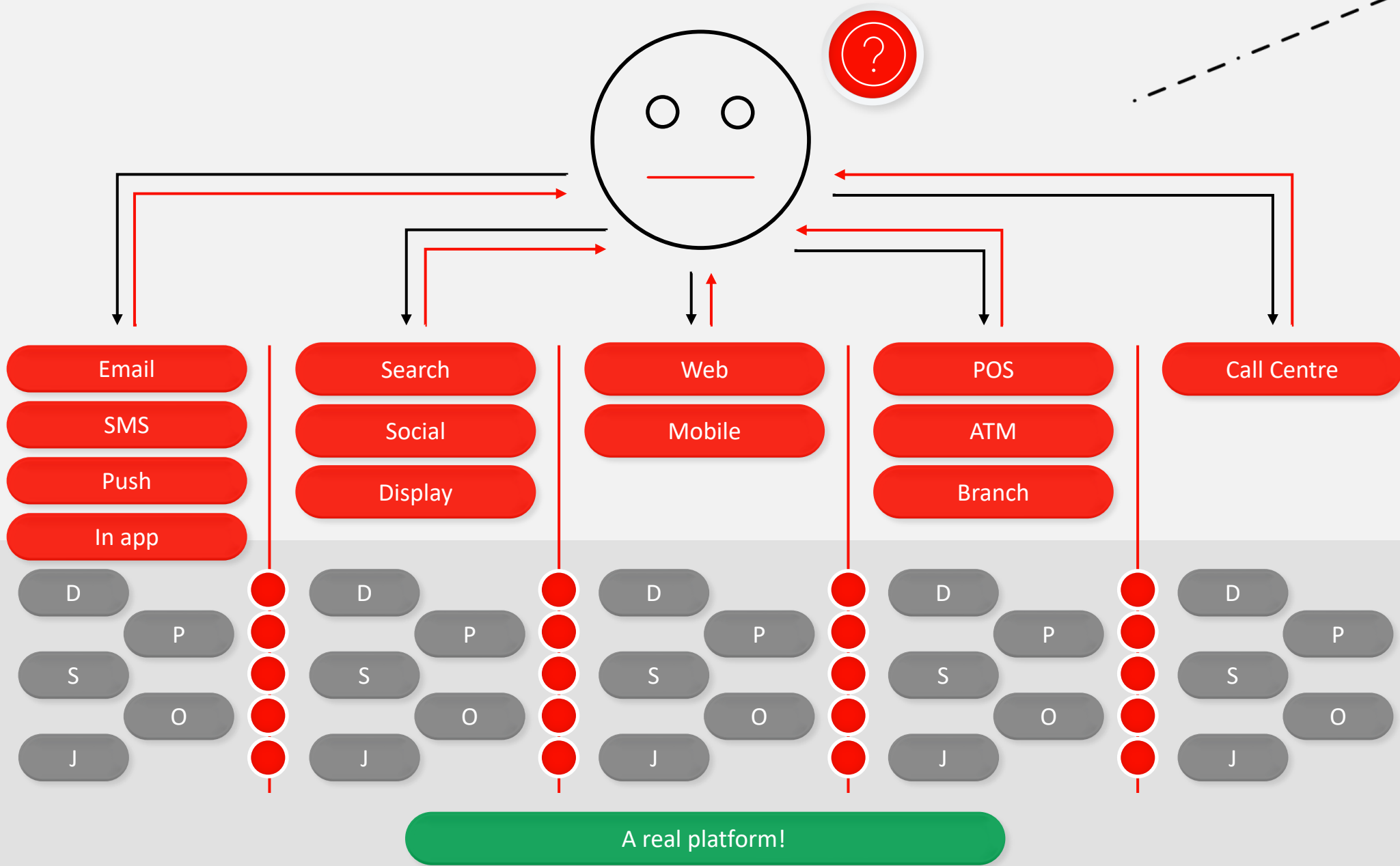


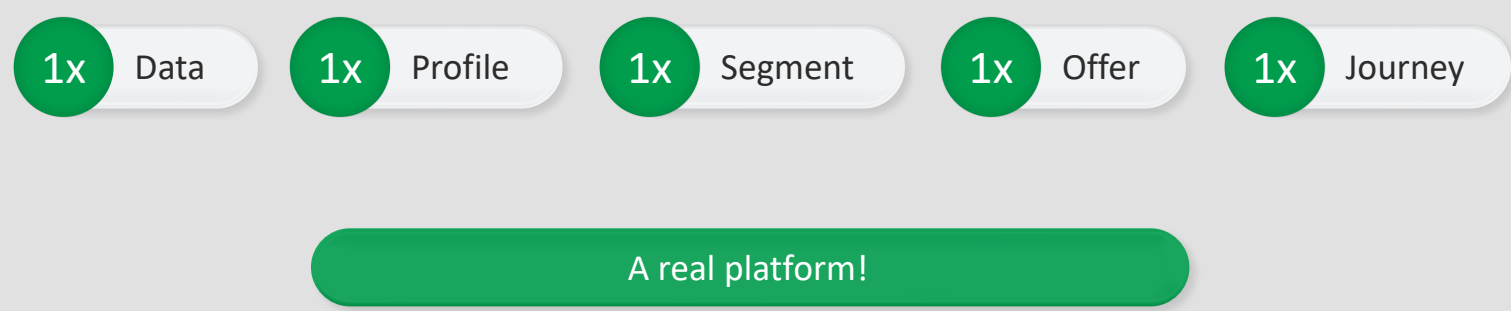
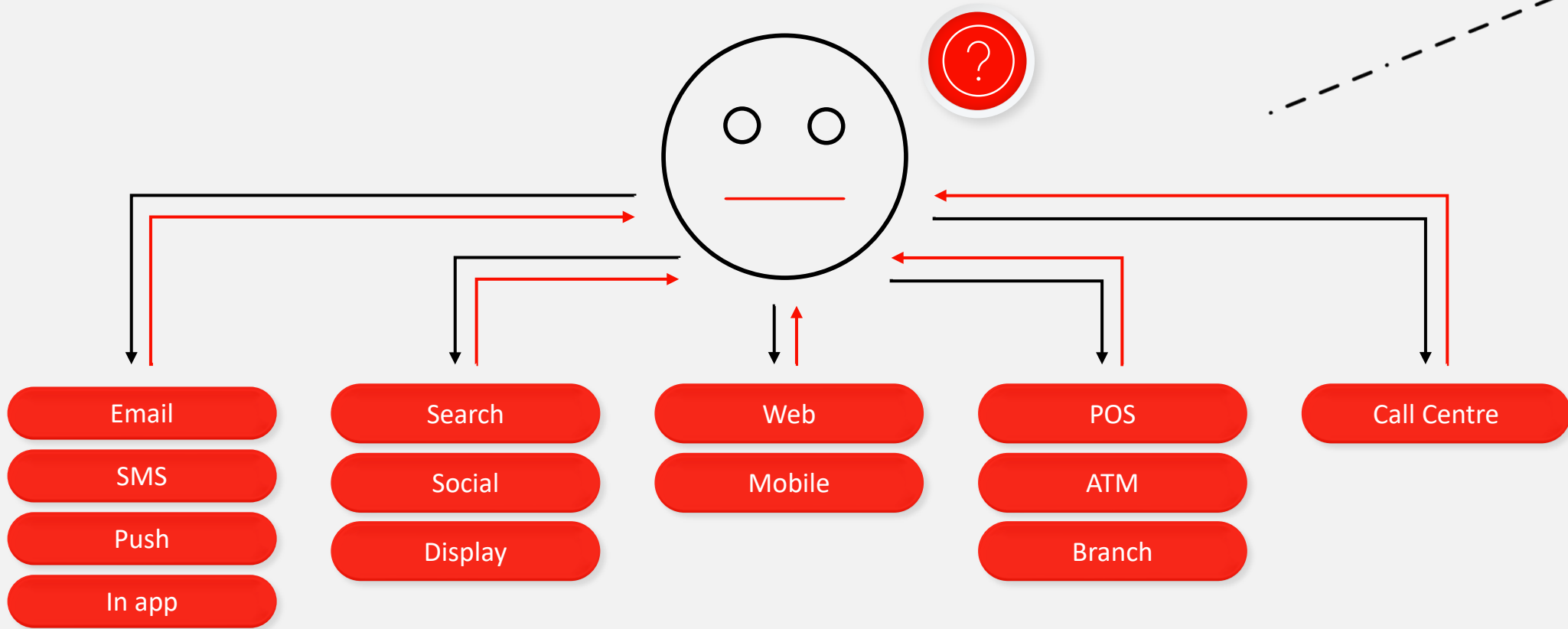


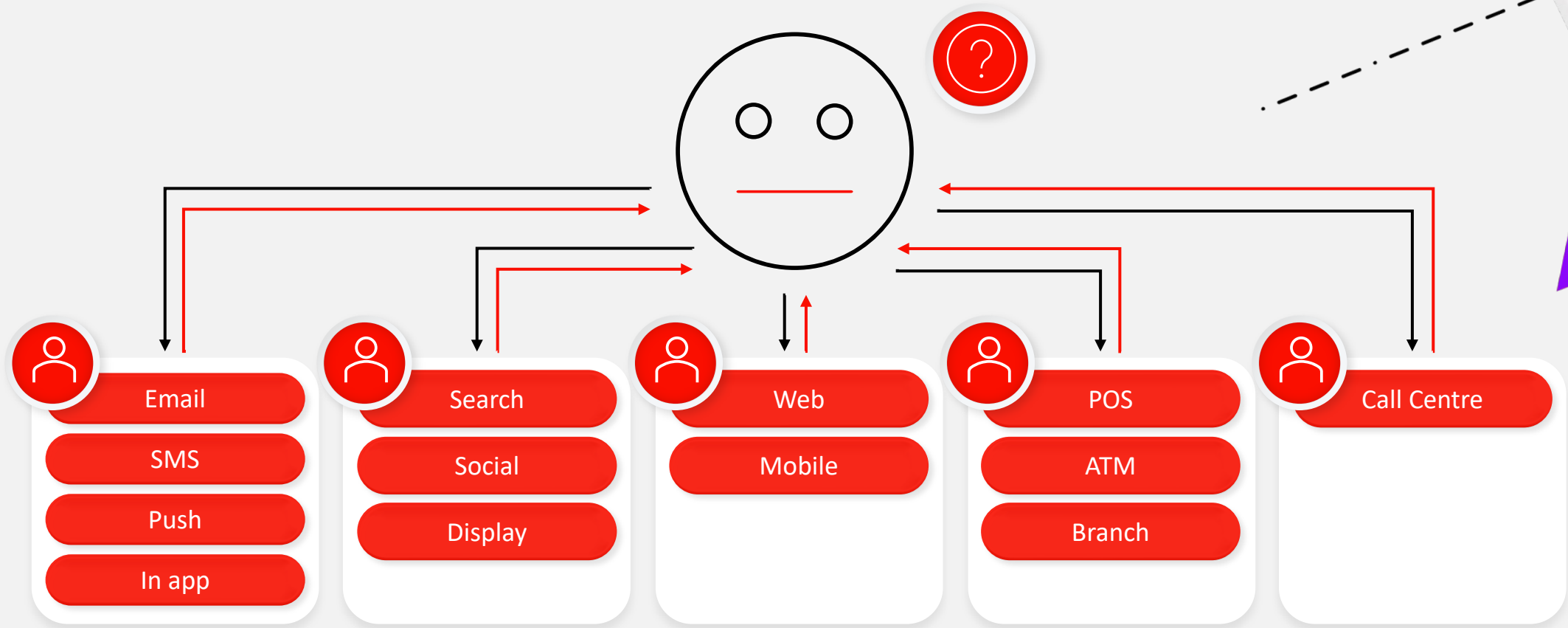












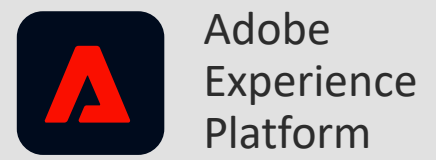
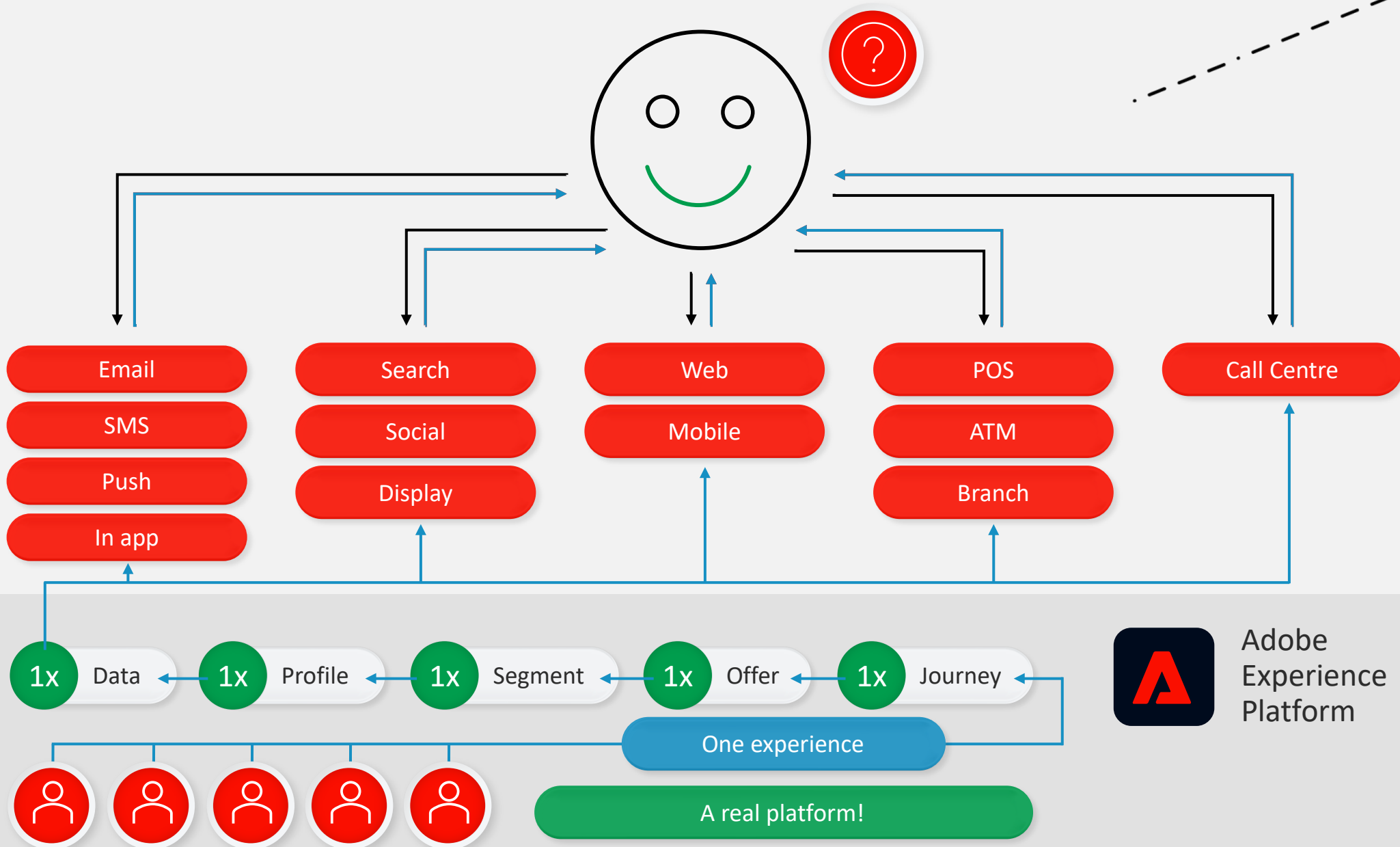
- 1x Data
- 1x Profile
- 1x Segment
- 1x Offer
- 1x Journey



Adobe Experience Platform

A real platform!





Thank  
You



Linkedin andreasbjurling

