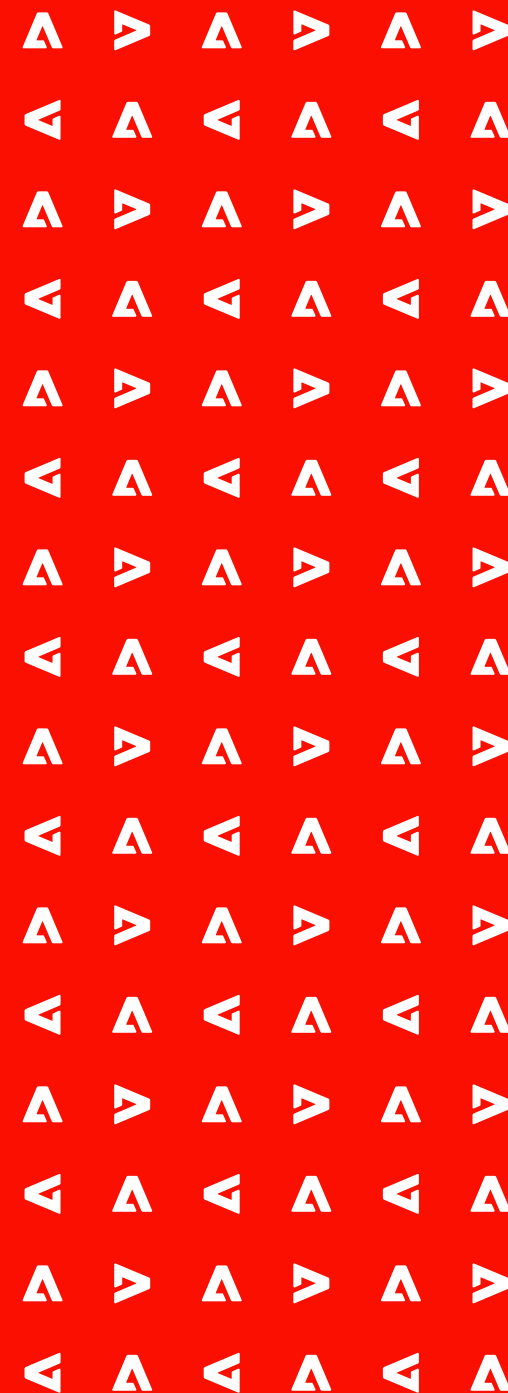# Building a sustainable and strategic customer data approach

Axel Schaefer | Head of Product Marketing –
Adobe Experience Platform, EMEA

Stockholm - Feb 21, 2023

Customer Experience

THE main driver for revenue, growth and culture, and a shared responsibility across the entire company
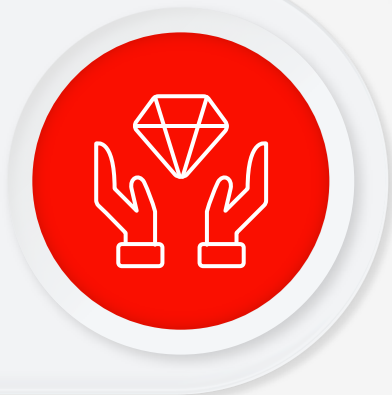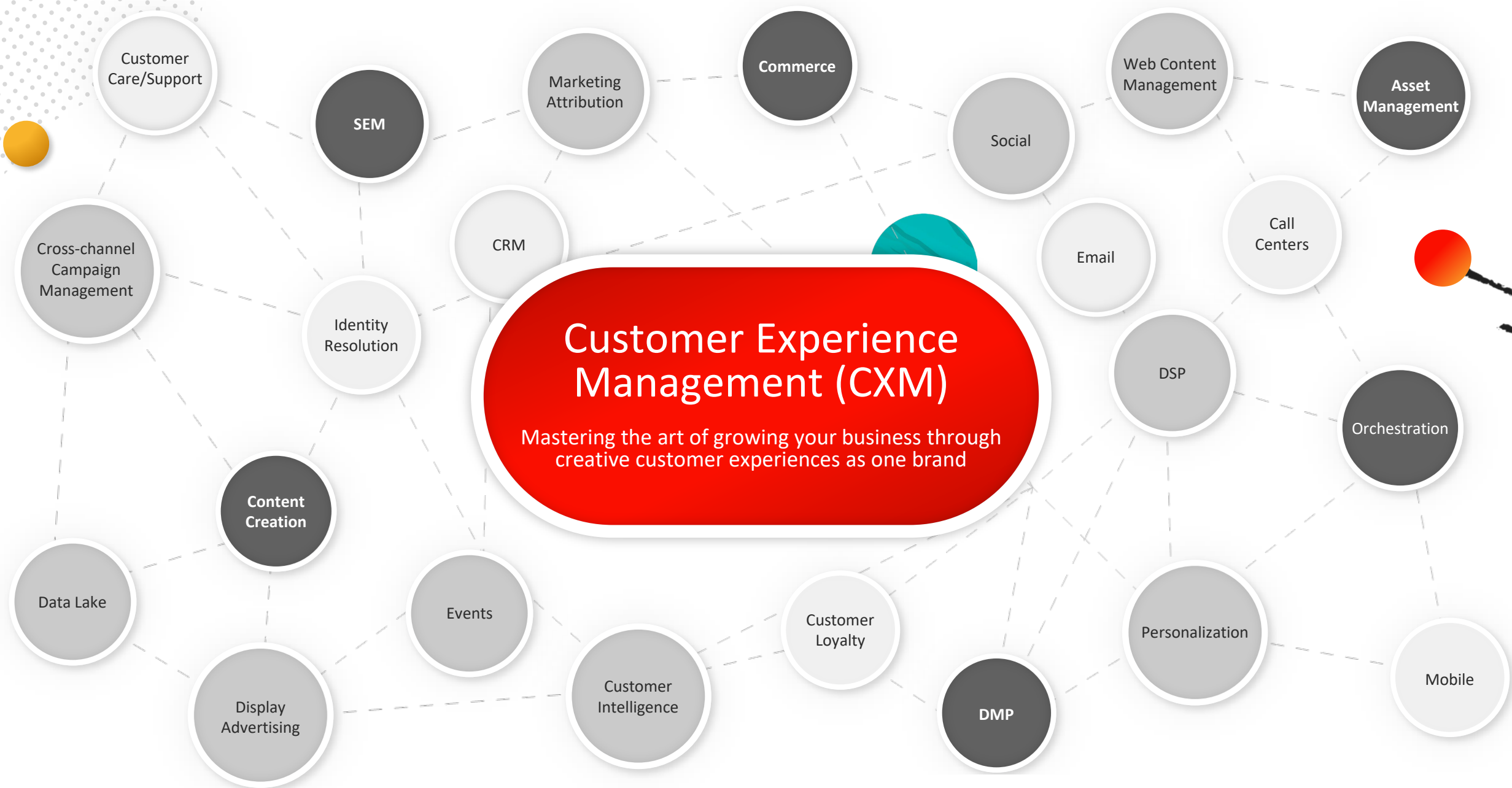
Welcome Back, Sverige!

Value Beyond Product

Showcase Brand Identity

Prove Differentiation & Legitimacy

Build Trust, Confidence & Advocacy

Customer Experience Management (CXM)

Mastering the art of growing your business through creative customer experiences as one brand

Customer Care/Support · SEM · Marketing Attribution · Commerce · Social · Web Content Management · Asset Management · Cross-channel Campaign Management · CRM · Email · Call Centers · Identity Resolution · DSP · Orchestration · Content Creation · Data Lake · Events · Customer Loyalty · Personalization · Mobile · Display Advertising · Customer Intelligence · DMP
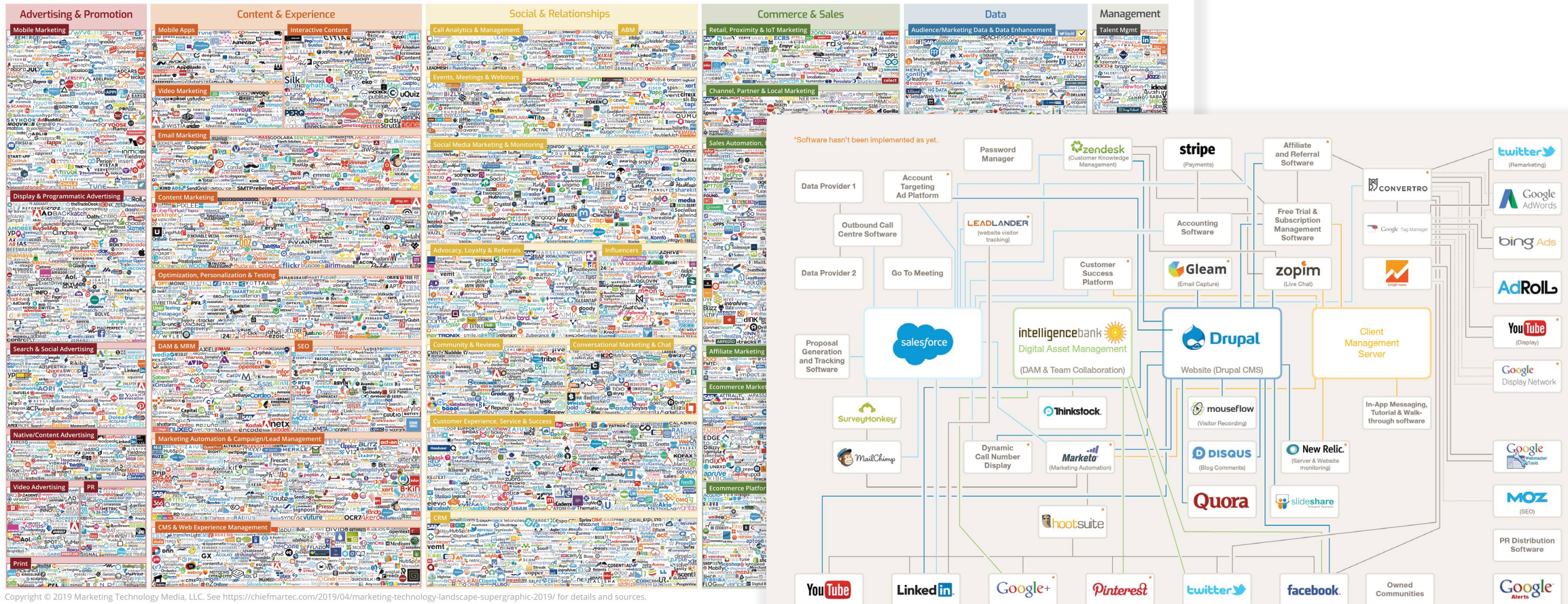
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Unifying data is the biggest and most important challenge to solve

Look Familiar?! Brands have reached a breaking point with their tech stacks containing applications and data models that weren't purpose-built to work with each other

Where to start

...with YOU!

Customer Data Platform

Is your organisation ready for "a" Customer Data Platform?

At Adobe, we look at 3 levels of maturity when we address a CDP with organisations:

No defined use cases yet

Little experience in AI&ML adoption

Low team maturity

Business ownership of CDP

No strategy, goals or compelling event defined

Curious customers

Defined standard use cases

1st experience in AI&ML adoption / basic team maturity

Business-led ownership of CDP

Strategy and defined goals for opportunity in development / need shaping

Prepared customers

Highly defined custom use cases

experience in AI&ML adoption / high team maturity

IT and Business joint ownership of CDP

Strategy and defined goals for opportunity in place

Advanced customers

Major Challenges

Complex tech stacks cause data challenges for marketing teams that prevent effective CX and business growth

Marketing

Disconnected Tools
- ❌ High latency, siloed activation
- ❌ Manual, time-consuming workflows
- ❌ Slow time-to-market, -react & -adapt

> **60%** of marketers struggle to personalize content in real time" [3]

Fragmented Data
- ❌ Incomplete, duplicated records
- ❌ Inaccessible data lakes, different models
- ❌ Unstitched known and anonymous

> **57%** of marketers are missing important data points to obtain a full view of their customer [2]

Inaccurate Insights
- ❌ Out-of-context reporting
- ❌ Misinformed AI models
- ❌ Untrustworthy executive-level reporting

> Only **45%** of retailers believe they can understand the connection between online touch points and in-store behavior [1]

Complicated Governance
- ❌ High risk of liability
- ❌ No visibility of data lineage
- ❌ Lack of usage alerts

> **50%** of marketers have inadequate tools for privacy management [4]

Sustainable CDP Differentiators – that allow you to scale your CX vision

Collect, normalize, and govern B2B and B2C data into real-time profiles for activation across any channel

Simplified sources to power a Real-Time Customer Profile

Workflows, dashboards, and AI/ML for audience creation and collaboration

Consolidated governance of unknown and known customer data

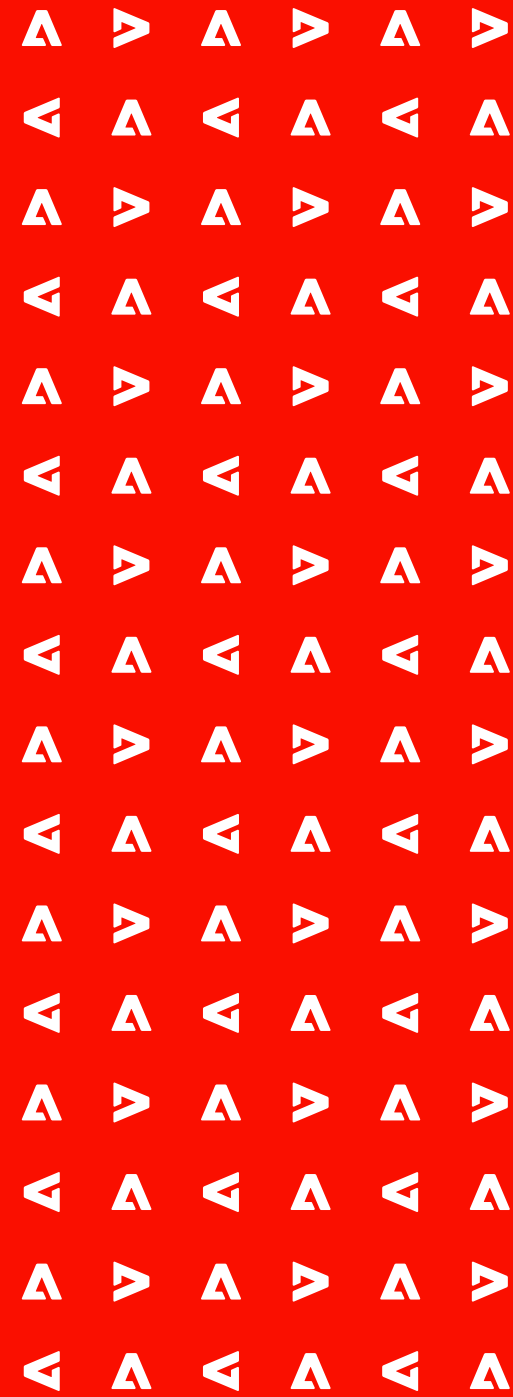Flexible destinations for scalable personalization across channels

Fast, flexible data connections

Actionable unified Profiles

Productized governance, security, privacy

Activation anywhere

So, where to start...?

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It all starts with actionable unified profiles

Person Attribute Data:

Who are they?

Name	Gender
Address	Loyalty status
Phone number	Email address

Behavioral Data:

What do they do?

Search Ad clicked	Website visit
Call Center Interaction	Opened email offer
Click-thru to site on mobile	In store activity

Preferences

Which segment do they qualify for based on what they do?

Consent by use case	Opt-in programs and offers
Data sharing transparency	Communication frequency

Audience

How do you build trust with them?

Eligible for upgrades	Propensity for churn
Cross channel shoppers	Loyalty by genre (gold/silver/bronze)
New product prospects	Suppression audience

Customer Data Platform (CDP) – building blocks

Data Collection

Known Customer Data

CRM

Authenticated Profile

Email

Customer ID

Account Association

Partner ID

Unknown Data

Behavioral Events

Advertising Data

First-Party Cookies

Pseudonymous IDs

Device ID

Profile Management

Identity

XDM

Unified People & Account Profiles

AI/ ML

Segmentation

Activation

Advertising Ecosystem

Paid Media

Social Media e.g., Facebook

Personalization

On-site Personalization

In-app Personalization

Customer Systems

CRM

Call Center

Email

Data Lake

SFTP/S3

Open APIs

Consent & patented data governance

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Pre-built Data Sources & Activation Destinations

Hundreds of pre-built integrations for people and account-based data ingestion and activation

Sources

Adobe Analytics*	Azure Event Hubs	HP Vertica	Salesforce
Adobe Audience Manager*	Azure File Storage	HubSpot	SFTP
Adobe Campaign Standard*	Customer Record Service	Marketo Engage	Salesforce Service Cloud
Adobe Tag	Data Landing Zone	MariaDB	ServiceNow
Amazon Kinesis	FTP	Microsoft Dynamics	Shopify
Amazon Redshift	Google Ads Connector	Mixpanel	Teradata Vantage
Amazon S3	Google Cloud Storage	MySQL	Snowflake
Apache HDFS	Google PubSub	OneTrust	Veeva CRM
Azure Data Lake Storage	GreenPlum DB	Oracle Eloqua	Zendesk
Azure Blob	Hive (HD Insight)	PayPal	Zoho CRM

Destinations

Adform	Criteo	Google Universal Analytics	Pega Customer Decision Hub
Adobe Advertising Cloud*	Confirmit	InMoment	Pinterest
Adobe Analytics*	Contentsquare	Invoca	Qualtrics
Adobe Audience Manager*	Decibel Insight	LinkedIn	Quantum Metric
Adobe Campaign*	Demandbase	Lotame	Salesforce CRM
Adobe Target*	Facebook	Marketo Engage	SessionCam
Airship	Flashtalking	Medallia	SFTP
Amzon Kinesis	Foresee	Microsoft Bing Ads	Snap
Amazon S3	Gainsight	Nielsen	The Trade Desk
Azure Blob	Google Ads	Oracle Eloqua	SendGrid
Beemray	Google DV360	Oracle Responsys	Snap
Branch	Google Ad Manager	Parse.ly	Twitter
Braze	Google Customer Match	PebblePost	Yext
			Yahoo!/Verizon DataX
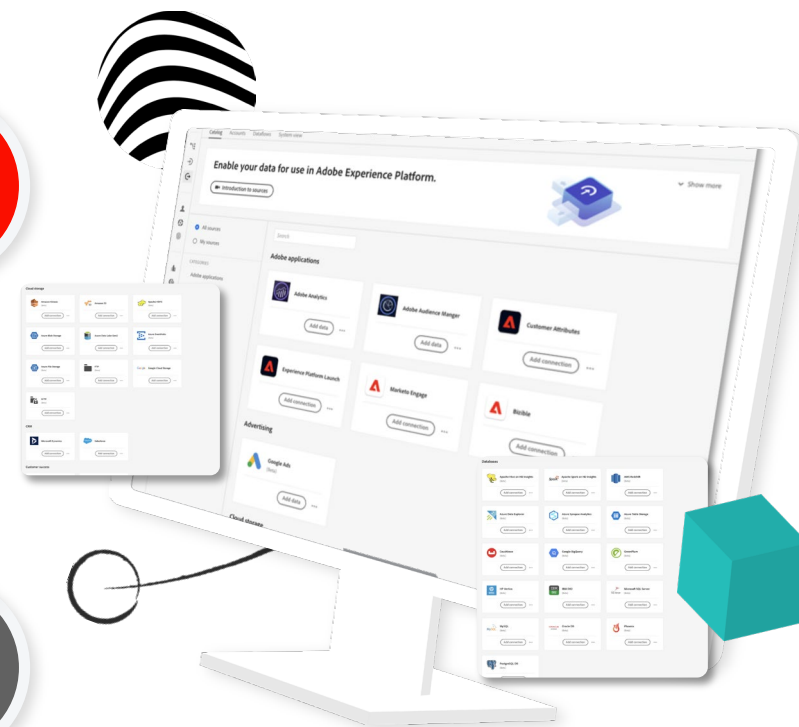
...any many more.

Real-Time CDP is more than features and capabilities

The best Adobe application to start with to power your customer experience management strategy and digital transformation
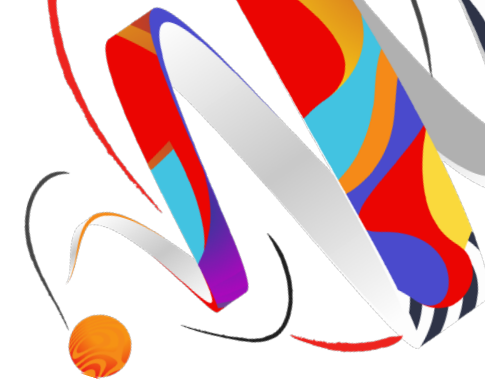
Strategy Enabler

Great step towards enabling your CXM strategy due to the strong data and identity management foundation that it provides

Power & Scale Enhancer

Great step towards enhancing the power and scale of your customer experience
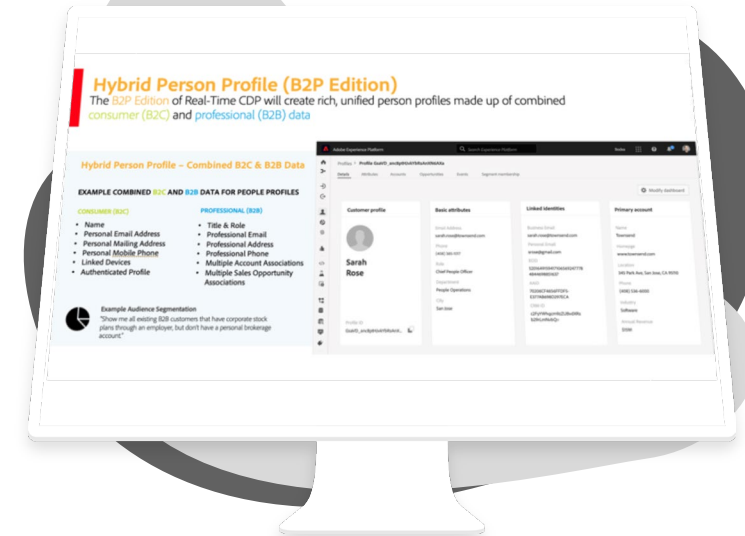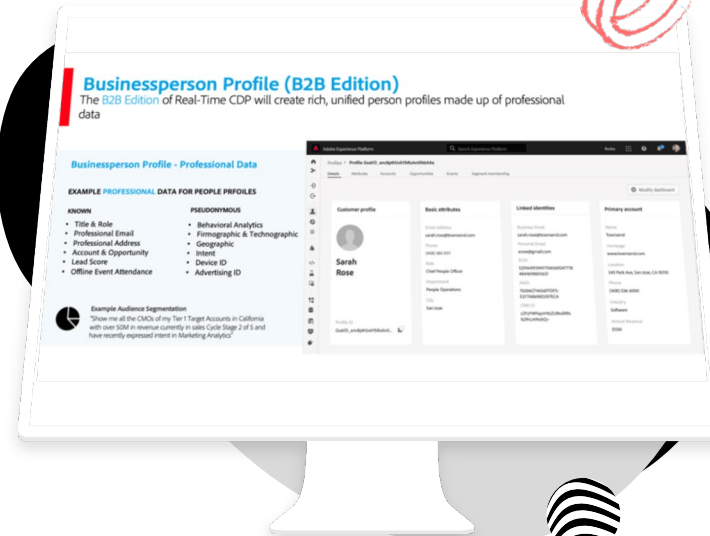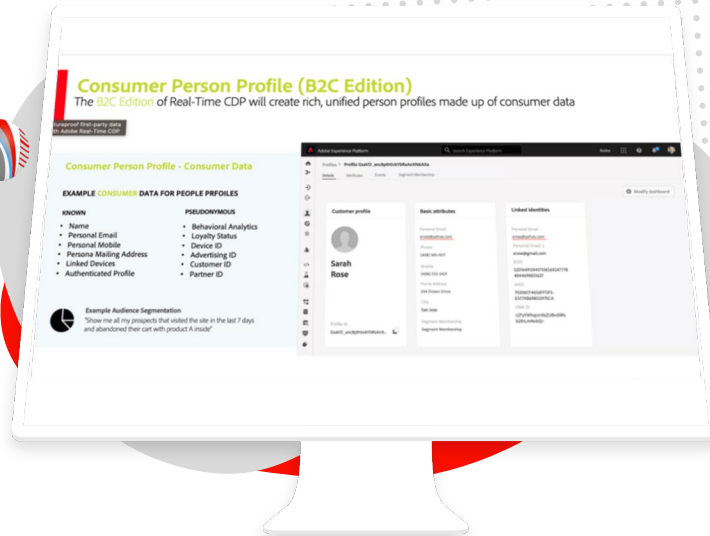
Tech Stack Organizer

Great step towards supporting your tech stack and data organization efforts for Adobe and non-Adobe tech

Real-Time CDP

Suitable for every business model – B2C, B2B, Hybrid/B2P

Drive Value across Departments and Use Cases

Improved audience creation drives more customer engagement.	Reduced latencies in connecting online and offline data.	Advanced privacy controls to market responsibly.	Refreshed and resolved audiences drive improved customer experiences at scale.	Propensity insights drive better segmentation and targeting.
3x	**7 day**	**50%**	**14 seconds**	**385%**
Engagement lift in email campaigns.	Reduction in latency of reporting online conversions.	Reduction in manual effort to fulfill data privacy requests.	Data refresh cycle, down from 72 hours.	Lift in conversions using Customer AI.
			970+ million	
			Unique profiles.	
Engagement Lift	Faster Time to Market	Workflow Efficiency	Unified, Up-to-Date Profiles	Democratized AI/ML

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Your advantage for sustainable and scalable data management

Data management built from scratch to fit your unique customer experience management strategy

Data flexibility
Proprietary experience data model (XDM)

Reach
Activation online and offline

Accuracy
Centralized AI-powered identity resolution

Compliant
Patented data governance

Connectivity
Adobe & non-adobe connectors

Utility
Combined B2B & B2C data

Ease-of-use
Intuitive user interface

Scalability
High-volume activity

Compatibility
Native, name-branded adobe connectors

Complete
Part of an end-to-end, named-branded solution

Efficiency
Adobe sensei for all aspects of CXM

Accessibility
Built for real-time streaming

Integrated AI
Integrated models powered by unified data

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Tack!

(Q&A)

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