

PERSONALIZATION AT SCALE

Dana Icikzone | Adobe

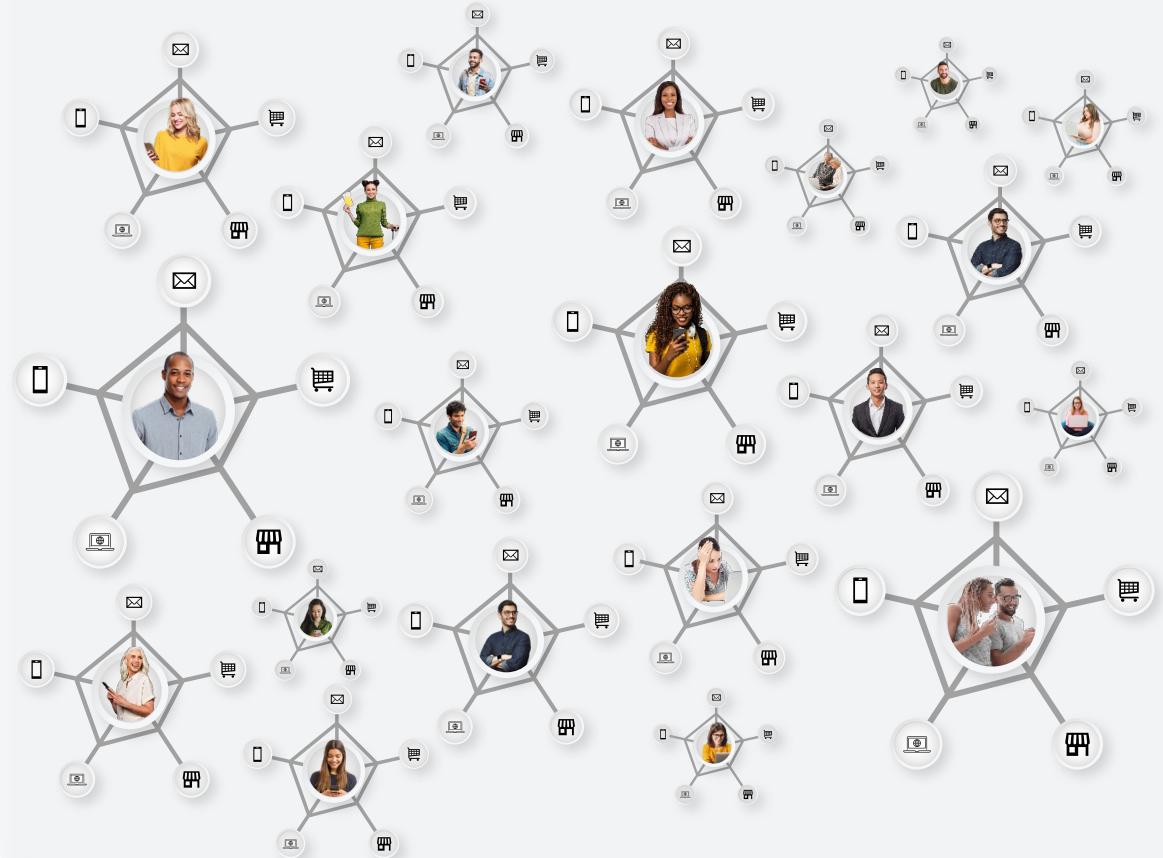


Personalization at Scale is a strategy to deliver contextually relevant experiences for every customer across all interactions and channels

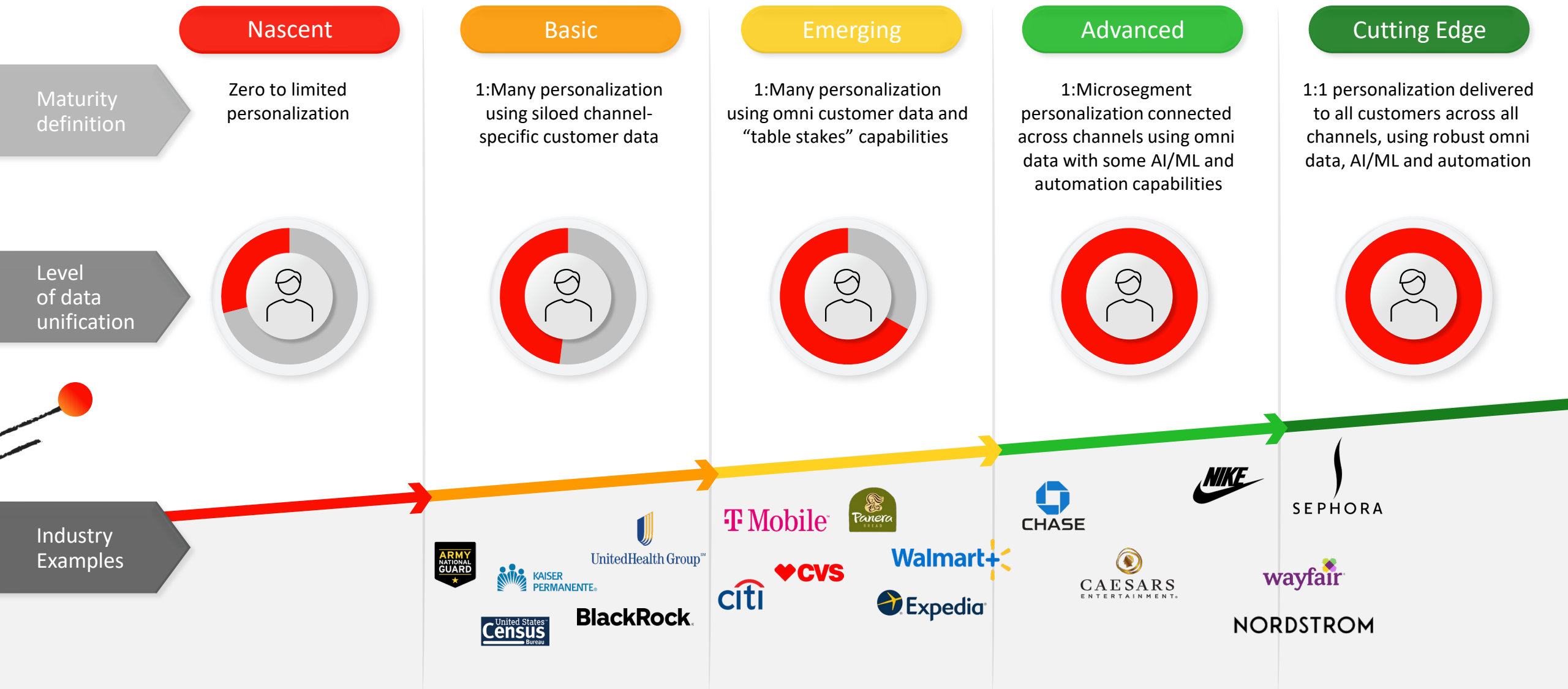
Personalization is delivering a tailored, relevant experience to the right customer on the right channel



Personalization at Scale is being able to do that for every customer on every channel in real time



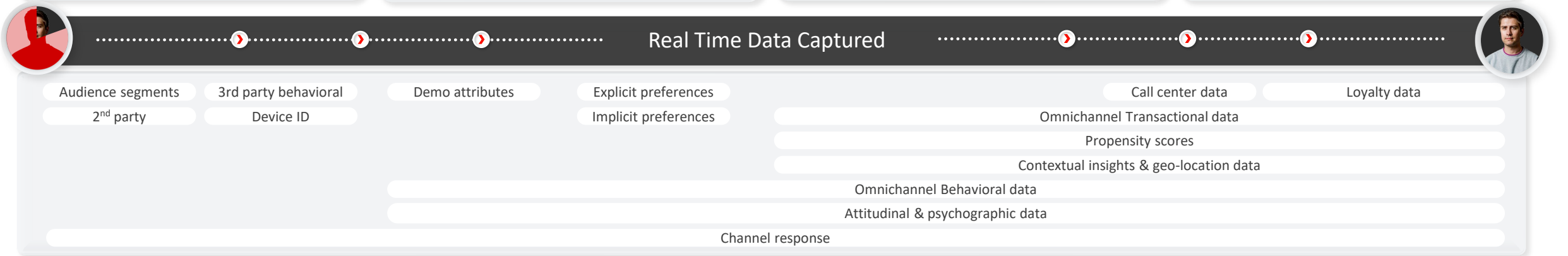
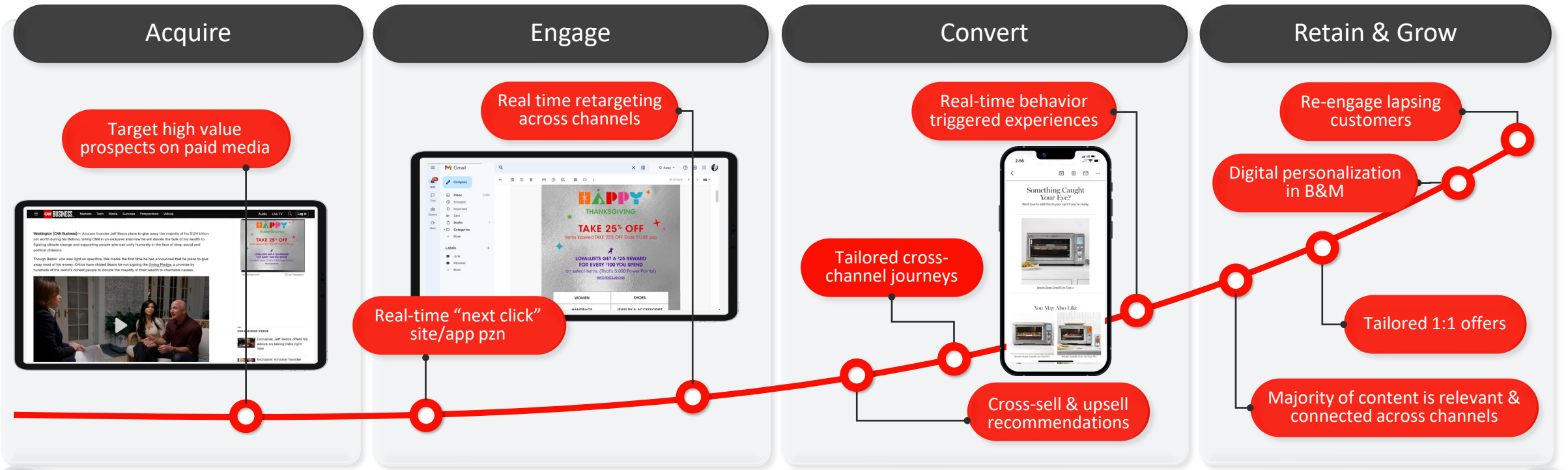
Personalization at Scale Maturity



Personalization tactics evolve to become more robust as customer engagement (and data) increases throughout their lifecycle



Customer Lifetime Value ↑



3 Pillars of Personalization at Scale

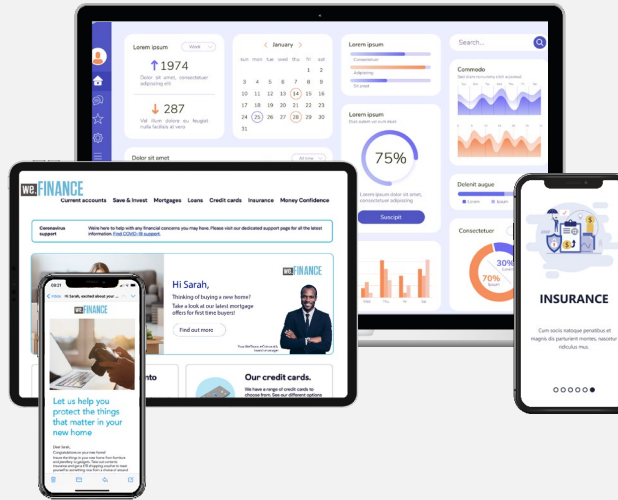
Deliver intelligent, contextual and relevant one-to-one experiences in real-time at every meaningful touch point in the customer journey.



Data

Management & Activation

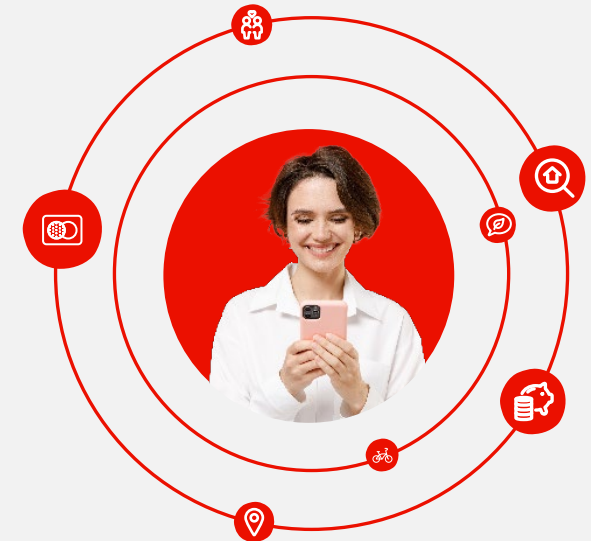
Collect and analyze data to generate actionable customer insights



Content

Management & Collaboration

Cross-enterprise ability to efficiently produce content and experience needed for engagement



Journeys

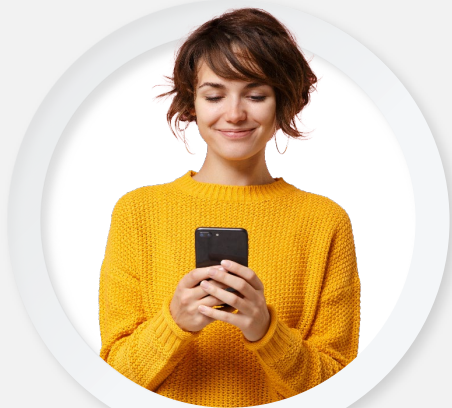
Orchestrated & Omnichannel

Connect data and content to successful effect in the moment of need in the customer journey

ORG & OPERATING MODEL

3 Pillars of Personalization at Scale

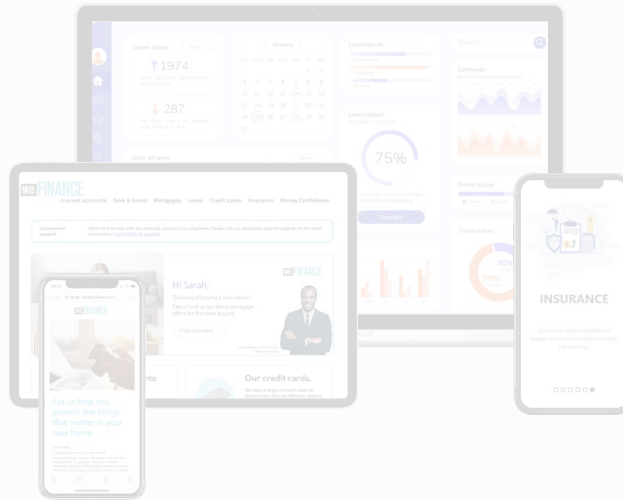
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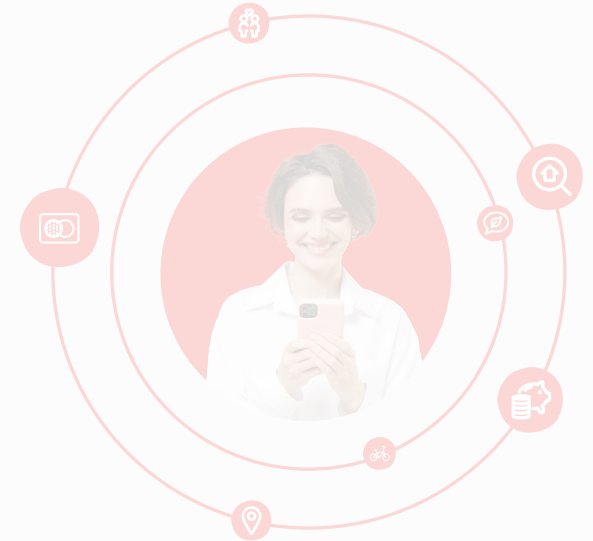
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ORG & OPERATING MODEL

The operational profile stitches contextual and behavioral signals in real time to seamlessly activate personalization consistently across channels



Capture customer info from multiple sources and systems, ingest and stream in real-time

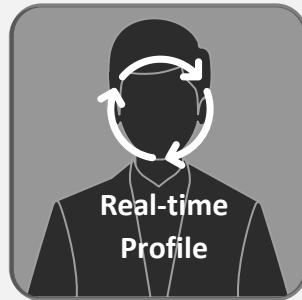
Build unified operational profile in real-time using data across channels and devices

Algorithmically generated segments are calculated in real-time

Activate instant personalization across hundreds of destinations

Measure campaign performance at individual customer profile levels

- Audience segments
- Channel response
- 2nd party
- 3rd party behavioral
- Omni-transactional data
- Behavioral interactions
- Implicit preferences
- Explicit preferences
- Contextual insights
- Geo-location data
- Attitudinal & psychographic data
- Call center interactions

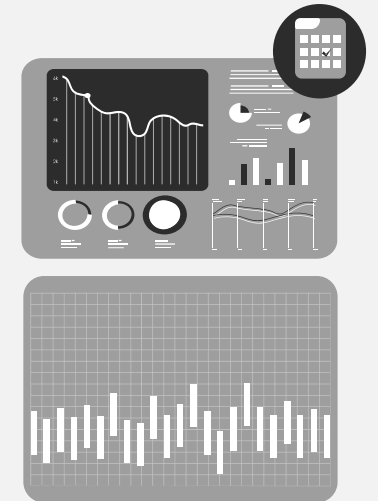


- ▶ **Name** Jane Rose
- ▶ **Gender** F **Age** 33
- ▶ **Email** JR77@gmail.com
- ▶ **Address** 345 Park Ave
- ▶ **Life Time Value** \$9382.97
- ▶ **Preferred Size** Small
- ▶ **Preferred channel** App
- ▶ **Contact frequency** 2x/wk
- ▶ **Main store** Shanty Sq



- ▶ **Shops:** women's contemporary, athleisure, baby girl, luxury beauty, designer shoes, home
- ▶ Loyalty platinum tier
- ▶ Buys premium price points
- ▶ New mom
- ▶ New home owner
- ▶ Fashion forward style
- ▶ Frequent BOPIS shopper

- Paid Media
- Social Media
- Email, SMS, Push
- Web & Mobile Site
- Mobile Apps
- Dynamic Forms & Docs
- IoT Apps
- Connected Screens



Data privacy and consent managed and maintained throughout customer journey

3 Pillars of Personalization at Scale

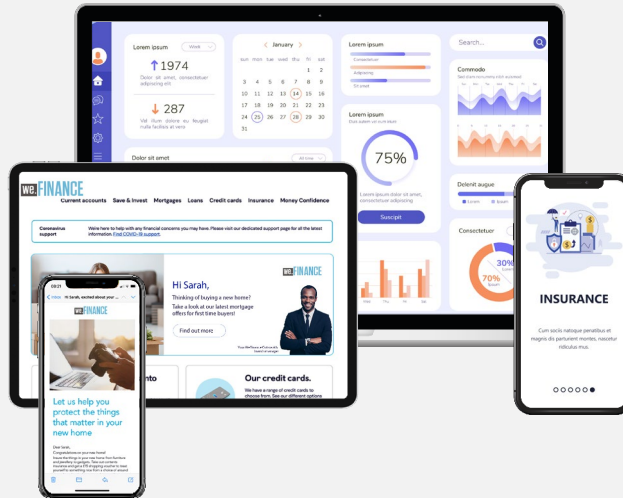
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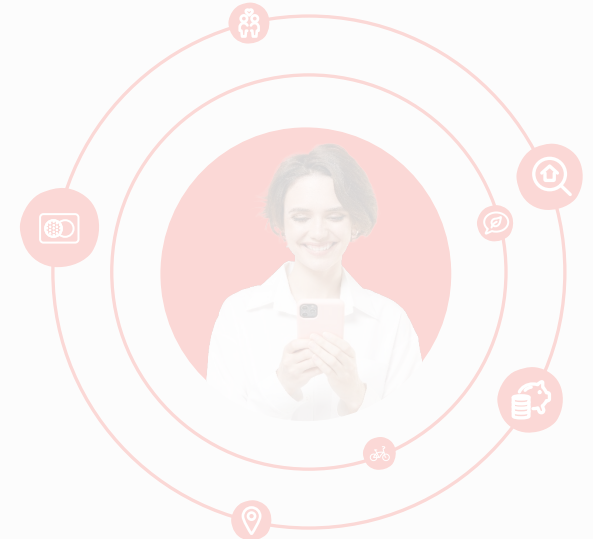
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Personalization @ Scale requires a significant increase in relevant content to meet the needs of individuals/microsegments

Challenges

- 10x more assets are needed to support personalization¹
- High content waste from assets stored in multiple repositories
- Difficult to scale or accelerate content creation:
 - 8-12+ week highly manual process
 - Multiple teams and handoffs
 - 50% of time spent on manual non-core tasks in disparate systems²

Best practices



Tag assets with metadata and store in an enterprise DAM to promote searchability & re-use



Leverage AI/ML to automate repetitive, or time consuming creative tasks



Produce content modules that are assembled into fully personalized experiences by microsegment



Streamline end-to-end process with an integrated workflow tool, allowing creatives to work natively in design tools

Value

- **20-35%³ increase creative production throughput**
- Reduction in **content waste**
- Faster **time to market** by optimizing creation and collaboration processes

1. IDC 2017

2. Center for Generational Kinetics

3. A global mass merchant retailer realized 30% increase in creative content throughput using Adobe Workfront as their work management & collaboration solution

3 Pillars of Personalization at Scale

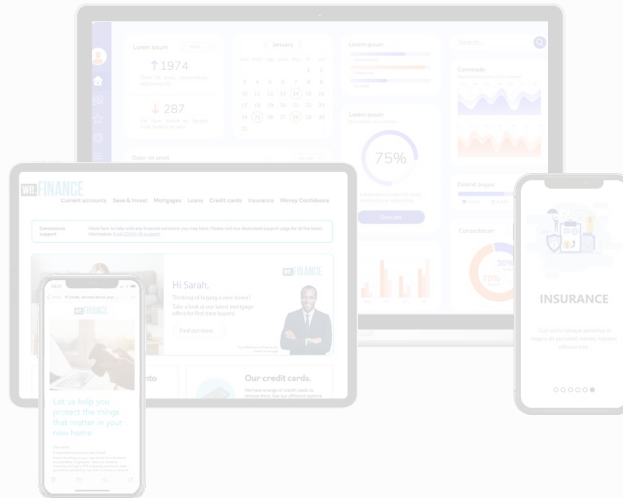
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Personalization leaders adopt advanced journey management methods to seamlessly deliver relevant message across all touchpoints



Contextual omni-channel experiences

- ▶ Identify highest value cross-channel journeys, and keep them running by building multi-touch campaigns



Real-time triggered journeys

- ▶ React to real-time contextual and behavioral signals to deliver experiences at the optimal moment



Modern Omnichannel Orchestration

- ▶ Manage cross-channel experiences in a single tool



Intelligent Decisioning

- ▶ Drive engagement by leveraging AI/ML to decide who gets what message or offer, over which channel in the right frequency



Testing & optimization

- ▶ Continually experiment new use cases and operationalize to drive value



Most customers interact with multiple channels in their purchase journey, and capturing those who purchase in 2+ channels drive 2-3x more value to the company

3 Pillars of Personalization at Scale

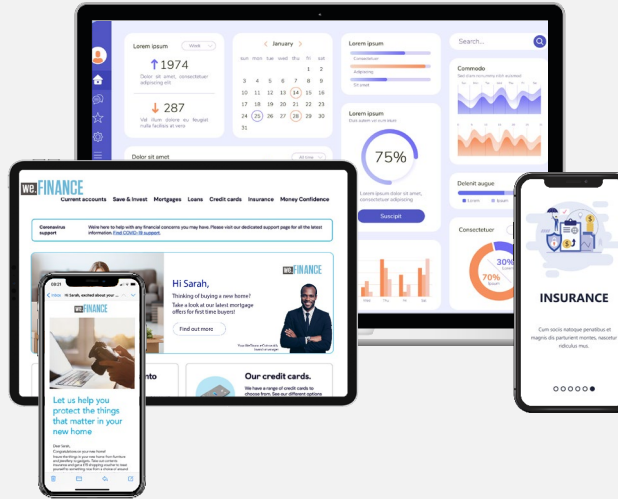
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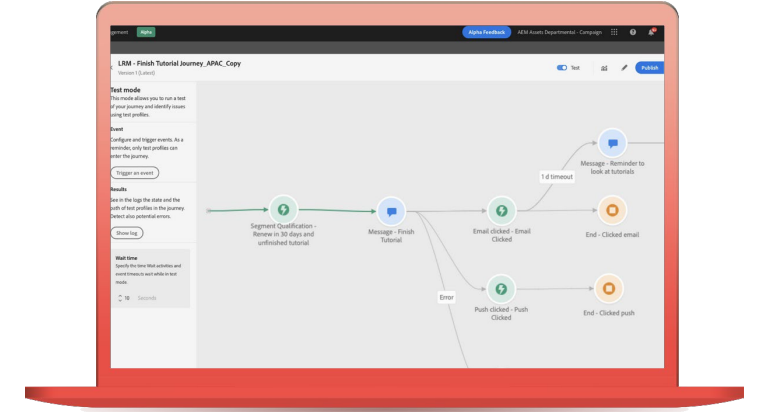
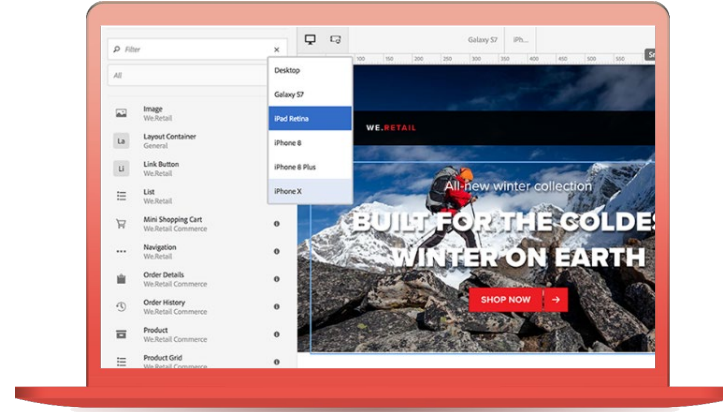
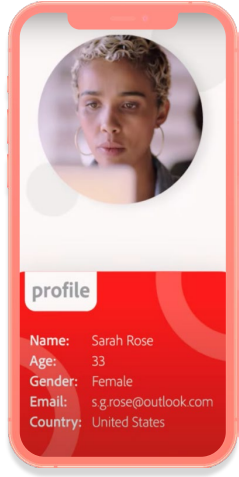
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Adobe's Personalization at Scale Solution



Simplified Data Management & Activation
Single view of the customer



Adobe Analytics



Adobe Customer Journey Analytics



Adobe Real-Time CDP



Adobe Experience Platform

Enterprise Content Management
Unified content that is searchable, actionable



Adobe Experience Manager Assets



Adobe Experience Manager Sites



Adobe Experience Manager Forms



Adobe Workfront

Omni-channel journeys
Seamless, connected customer journey



Adobe Target



Adobe Journey Optimizer



Adobe Campaign



Adobe Marketo Engage



Adobe Customer Journey Analytics



Adobe Experience Platform