

2023 Digital Trends on CJM

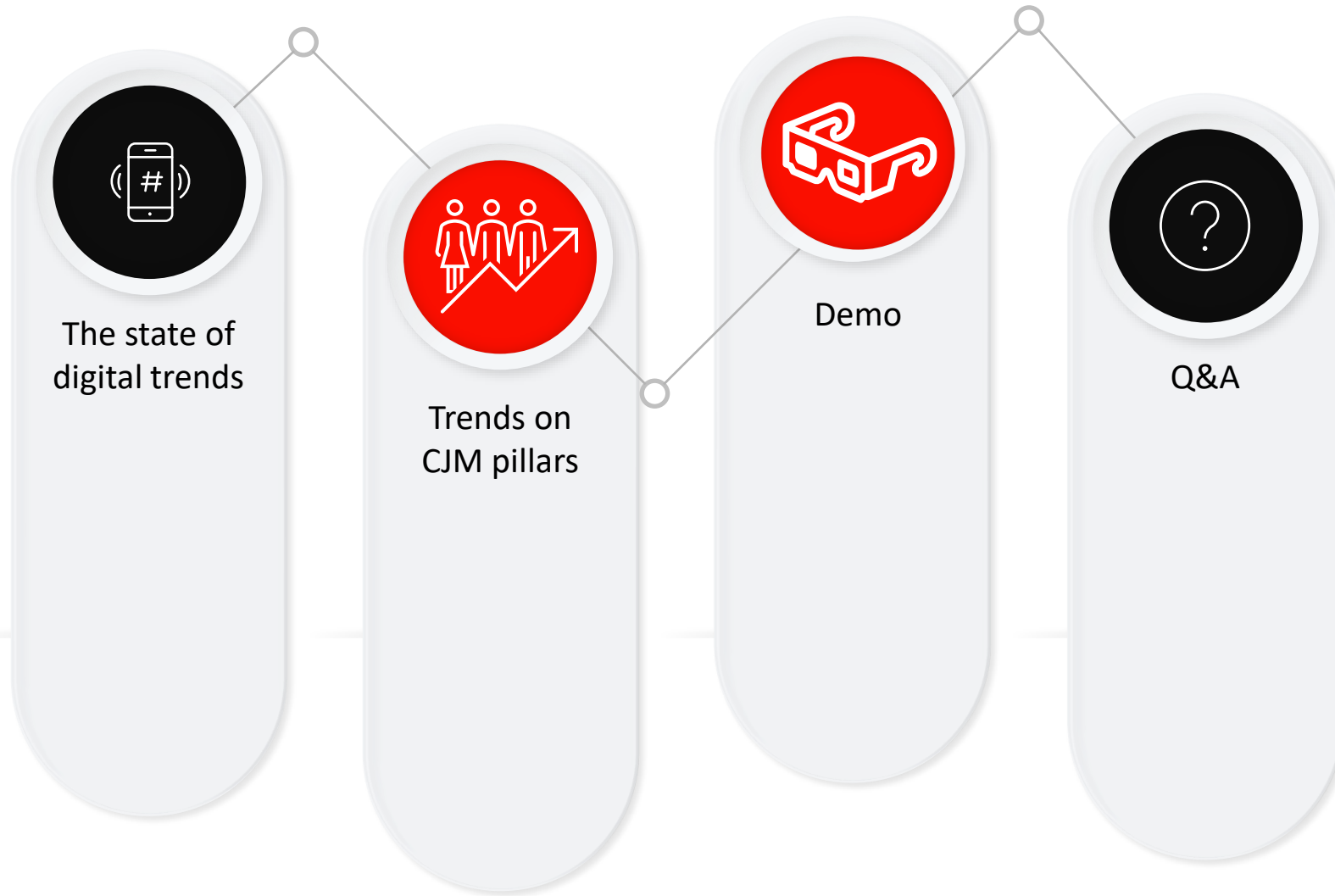
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August 2023

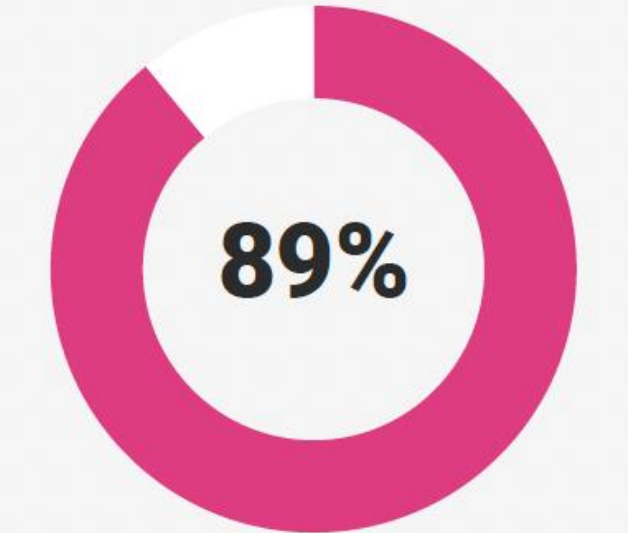


Agenda

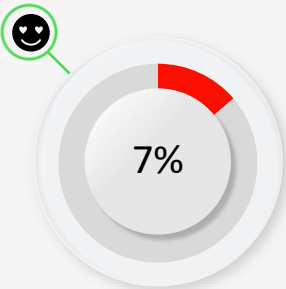


The State of Digital Experience

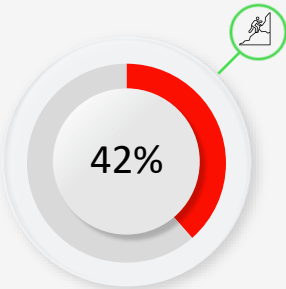
Customer bar is rising and organizations need to keep up



of senior executives believe customer expectations are constantly resetting to match their best omnichannel experiences



Of practitioners considering that their companies CX is exceptional and are able to delight their customers



of organizations believe their customer experience sometimes falls short of customer needs.

Success Factors



Gain customer trust

Customer trust is earned and lost with every experience- customers spend more with trusted brands



WOW your customer

Use data with rich human insights to anticipate customers' needs



Be creative

With budgetary constraints, companies are forced to do more with less

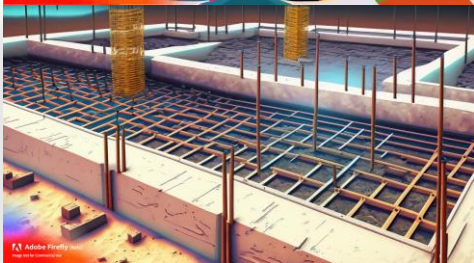
PILLARS IN CUSTOMER JOURNEY MANAGEMENT



CONTENT



SEGMENTATION



Data

Reimagine Your Data Relationship




Most organizations do not know their customers at individual level



CDPs recent developments

- 1 Low code “out-of-the-box” capabilities make it easier to fast track CX maturity
- 2 Aggregate RT customer behavior, from online, offline and 3rd party
- 3 Collect, organize, **govern** and surface critical customer insights as the foundation to make experiences personal and valuable.

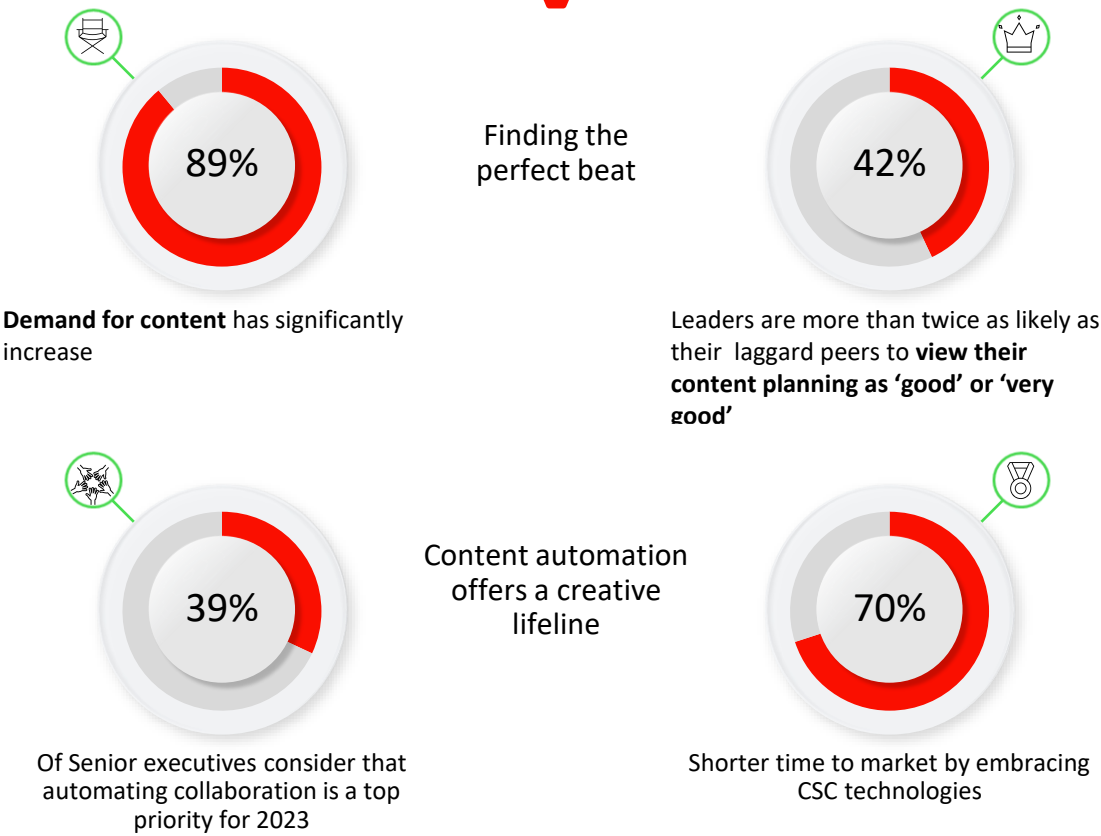
Success Factors

-  **Real time needs**
Understand customer to spot new opportunities to drive the business forward
-  **Target customers on intent**
Using customer data to fuel AI predictive models and anticipate to their needs
-  **Interconnection**
CDPs need to be able to successfully connect to the systems of engagement

Create time for creativity

Achieving greater efficiency through automation




Organizations struggle to meet mounting content demand



Tips and tricks

- 1 **Employees creative energies** are some of the most valuable yet under-utilized resources
- 2 Streamline content operations workflow
- 3 To direct creative energies,, team members need time to interpret real-time data, overlay data points with rich human insight, and explore innovative solutions to customers' problems

Success Factors

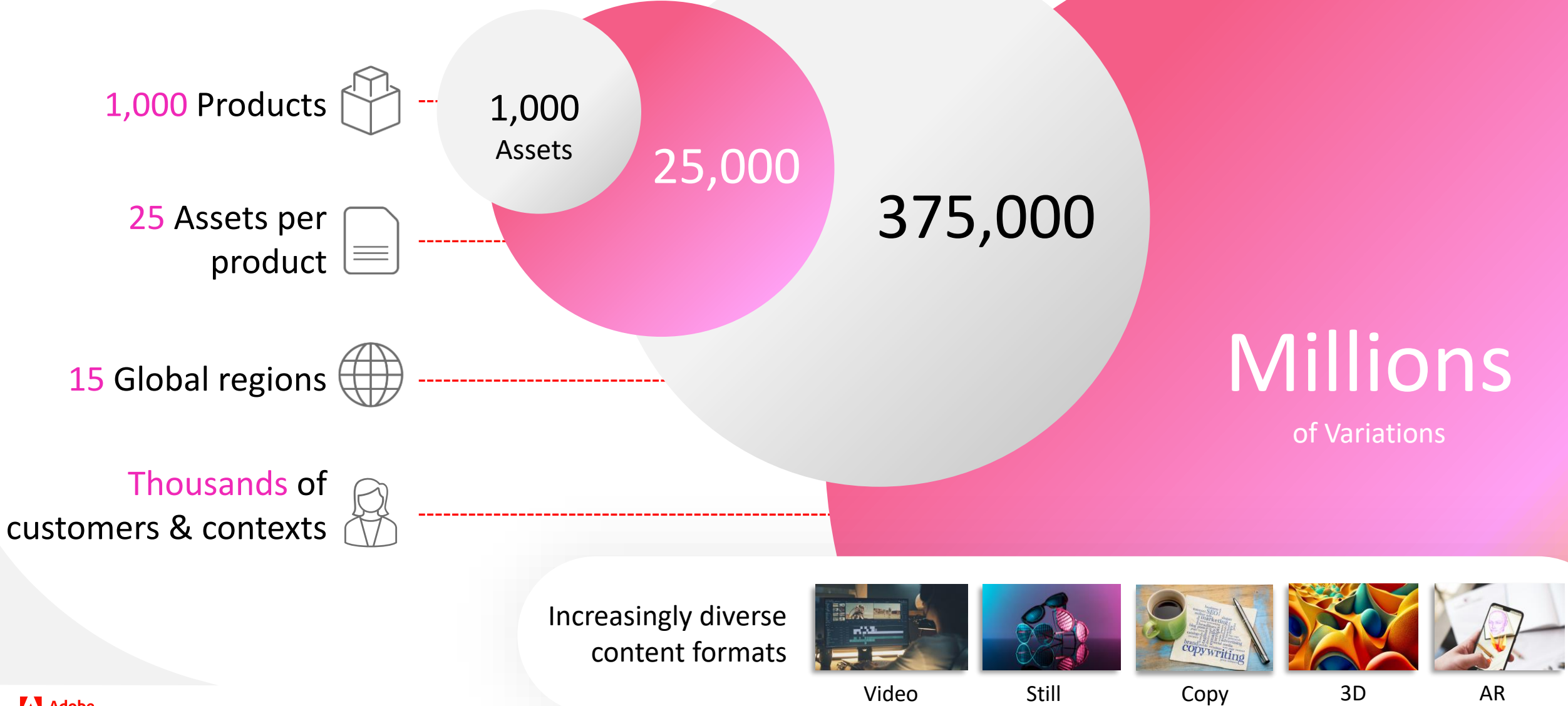
-  **AI as copilot**
Balance the data algorithmic "truth" with human insights
-  **Content Supply Chain**
Embrace content workflow automation
-  **Free teams of low value tasks**
Use automation to take time intensive creative minutiae off to-do lists

Demand for high-impact content continues to rise to drive personalization at scale

Over the past 2 years, demand increased **2X** and is expected to grow between **5X** to **20X** in the next 2 years¹



More content than ever is needed to drive experiences



“Companies who don’t embrace generative AI will see their multiples compress by 50% over the next 5 years.”

- RBC Capital

Multiples like the P/E ratio are used to analyze a company's relative valuation in the market.

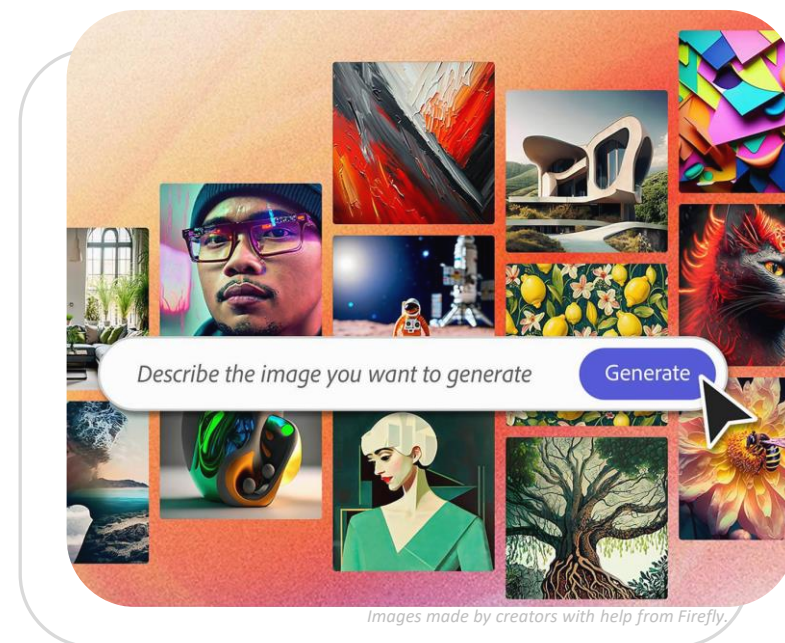
Creative and generative AI tools are being investigated for deployment.

85% of workers

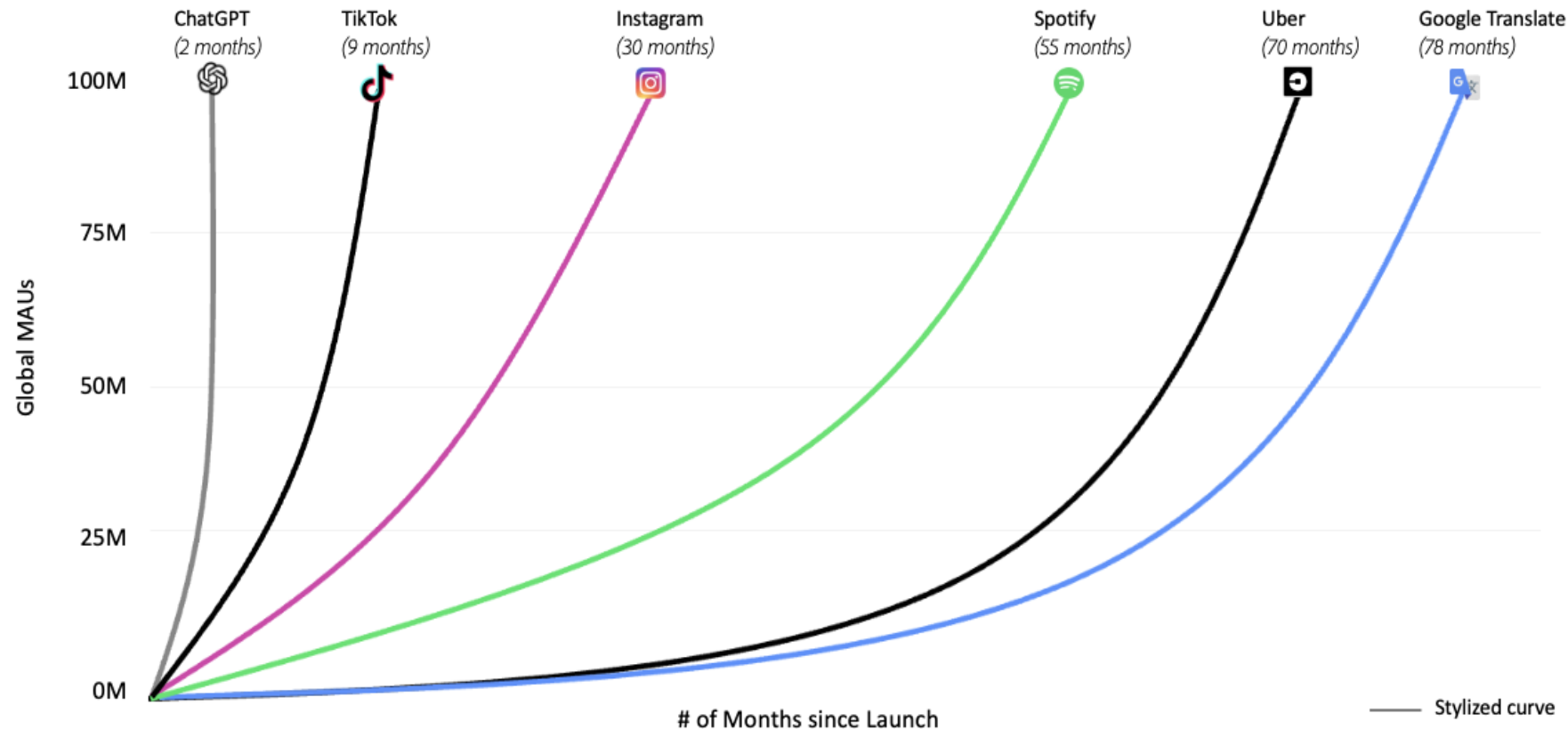
have used AI tools to perform tasks at work.

69% of workers

are afraid or on the fence of being afraid to tell their managers about AI use at work.



Gen AI is being adopted faster than *any other new wave of tech* in history



73%

Marketers are now using
generative AI tools

65%

Consumers say they will trust
businesses who use AI

64%

Business owners say AI will
increase productivity

79%

Leaders report a cost
decrease via AI adoption

But generative AI carries concerning business risks

Will our business be **protected from issues around copyright?**

How do we ensure **data privacy and security?**

How do we navigate issues around **model bias and AI ethics?**

How does our company embrace AI as an **opportunity not a threat?**



Practical Steps

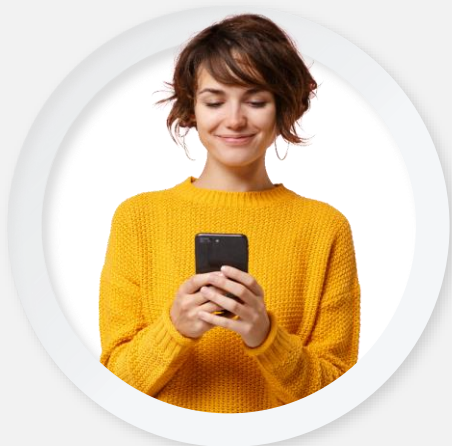


A young girl with brown hair in two pigtails, wearing blue-rimmed glasses and a red backpack, is seen from behind. She is looking out at a blurred background of green trees and a path, suggesting a park or schoolyard setting. The lighting is soft and warm, typical of late afternoon or early morning.

First Things First

3 Pillars of Personalization at Scale

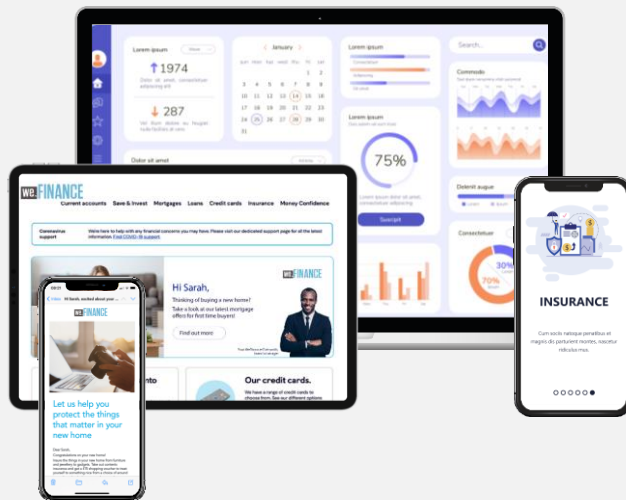
Deliver intelligent, contextual and relevant one-to-one experiences in real-time at every meaningful touch point in the customer journey.



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



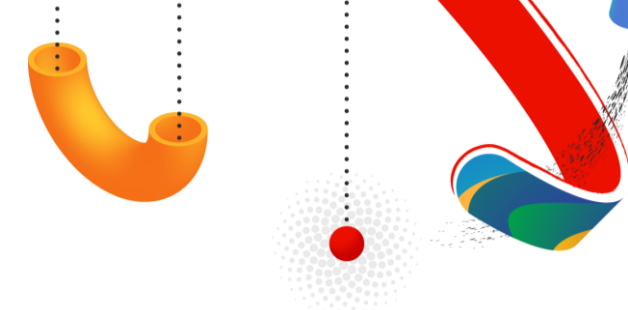
Journeys

Orchestrated & Omnichannel

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

PEOPLE, PROCESS & TECHNOLOGY

Multiple data tools help organisations collect customers' data, each having distinct purpose and benefits



Solution	Definition	Core data competencies	Known data	Unknown data	Real-time ingestion	Unified profile	friendly UI	Real-time Activation
CDP	Centralized storage of real-time customer profiles to drive unified segmentation and audience-based activation	1 st / 2 nd / 3 rd party	✓	✓	✓	✓	✓	✓
DMP	Primarily collects cookies and segmented customer IDs and stores them for the life span of cookies	1 st / 2 nd / 3 rd party	✗	✓	✓	✗	✓	✓
Data Lake / Warehouse / MDM	Stores raw and unprocessed data in its native format, used for big data exploration and ML tasks	1 st / 2 nd / 3 rd party	✓	✓	✓	✓	✗	✗
CRM	A system of record to manage all relationship and interactions with prospects and customers	1 st party	✓	✗	✗	✗	✓	✓

CDP's ability to execute customer experience management as well as to integrate with external systems (including data lakes) makes it the most powerful data management and activation tool

Scalability and real-time data processing are the key requirements for comprehensive collection of customer data on a single platform



Spectrum of data sources

Leverage pre-built connectors from variety of sources and platforms

Cloud storage

CRM

Databases

Marketing automation tools

eCommerce

Bespoke connections



Multiple methods of ingestion

Types of data collected
(in order of complexity)



3rd party (e.g., demographic, attitudinal, psychographic)



Omni-transactional data



Zero party (explicit pref)



2nd party



Omni- behavioral/event



Implicit preferences



Contextual insights



Geo-location data

Ingest both attribute and event data from all devices and channels

Batch Data Collection

Data that describes a customer and typically doesn't change frequently



Real-time Streaming

Dynamic data captured in real-time based on customer's interactions



Omni-channel

Tracked across multiple devices (desktop, laptop, mobile, app) and in-store

Profiles > Profile BVpqCwhuzXGq2vnGq_8Hgmq_nKJg

DetailAttributesSource recordsEventsSegment membership

Profile using merge policy Default Timebased

Customize profile details

Customer Profile

Jo O'Connor

Profile ID ⓘ
BVpqCwhuzXGq2vnGq_8Hgmq_nKJg

Personal Attributes

Address ⓘ
jo@adobedemo.com

City ⓘ
Stockholm

Gender ⓘ
Female

Country ⓘ
Sweden

Birth Day and Month ⓘ
12/04

Postal Code ⓘ
103 16

Phone Number ⓘ
46 771 793 336

Linked Identities

CRMID
3FEE4BEB960D61095A0A7E63B18A17D2ACD62725

ECID
75443838168507531524534711962621365573

Email
jo@adobedemo.com

smart-ID
3-98712841421

Phone Number
078-536 44 16

VIN
3GYFNFE35G5S17387

View identity graph

Channel Preferences

@ Email ✓

Push ✓

SMS SMS

Phone ✓

Fax

EV Newsletter ✓

Direct mail

Vehicle Profile

Model ⓘ
smart Fortwo

Year ⓘ
2020

Drive ⓘ
AWD

Last Actions and Offers

Channel ⓘ
Web

Channel ⓘ
Mobile Push

Page ⓘ
Reserve My Seat

Page ⓘ
Local Inventory

Engagement Status ⓘ
Abandoned

Engagement Status ⓘ
Ignored

Next Best Offer ⓘ
Inventory message

Next Best Offer ⓘ
"Reserve My Seat" Re-engage

Propensity Scores

Propensity for Lease over Own ⓘ
77.55

Propensity for Selecting an EV ⓘ
87.74

Propensity to Renew Lease ⓘ
84.31

The content landscape is changing... fast



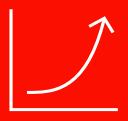
Customers expecting more and more personalized experiences



Number of supported channels, devices, markets and formats is exploding



Gen AI and automation promise radical change and efficiency, along with risks



Increased pressure to optimize spend and demonstrate impact of content



What we see

Demand for content is rising exponentially

Customers are expecting more and more personalized experiences

5x increase in assets to support growth in formats, channels, geos by 2024¹

Organizations are not set up to scale production

Creative teams, tools and workflows are siloed and fragmented

70% of creatives time spent on non-core work, managing manual tasks²

Budgets are not increasing relative to demand

Content costs routinely in the hundreds of millions of dollars

Little visibility and oversight of agency spend

Urgency to act, yet little clarity on an enterprise approach to GenAI

85%+ believe GenAI will help create better content, experiences and efficiency³

Unknowns on privacy, copyright and governance limiting enterprise adoption



Common struggles in delivering content at scale



Disjointed execution within internal and external teams

“Feedback happens via phone, email or slack. **A lot of things get lost**”

“Review and approval cycles for new content can take well over a month”



Time lost to manual, fragmented workflows

“Content rendering & resizing is painful, especially when it involves geos”

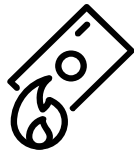
“We have multiple in-house and 3rd party tools; I wish they were **all integrated**”



Tech roadblocks for delivering and optimizing experiences

“We don’t use 50%+ of assets we create; it is a **tremendous amount of waste**”

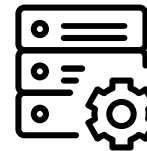
“We’re missing KPIs on the effectiveness of content; I have **no visibility into ROI**”



Cost and waste



Missed revenue

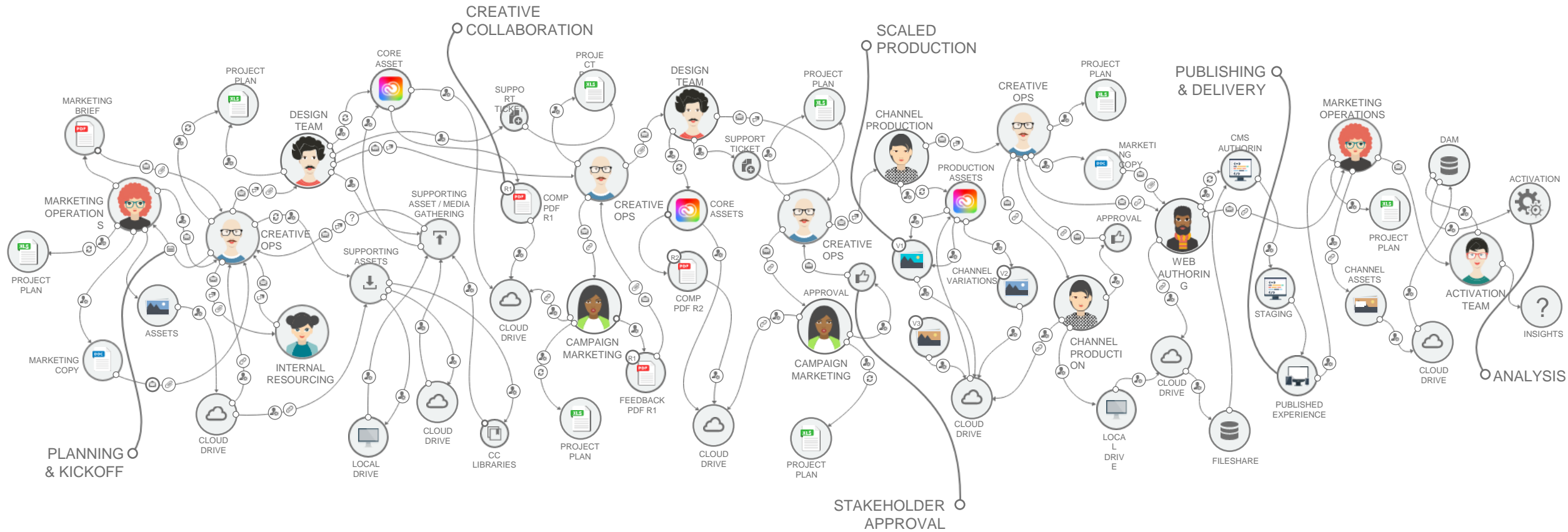


Duplicative tech



Employee churn

This leads to complex, costly, and business-limiting workflows



WORKFLOW

- MANUAL STEP
- QUESTIONS / FEEDBACK
- MULTIPLE CYCLES
- APPROVAL

COMMUNICATION

- EMAIL
- CHAT / MESSAGING
- TICKET
- MEETING
- ATTACHMENT
- LINK

Solving this requires mindset shifts and agile integration of new technology



Elevate content to a strategic priority

Leadership must recognize content as the vehicle for delivering high-impact, personalized experiences

Intentionally plan and measure content development KPIs to optimize for speed, quality and cost



Radically rethink operations and automation for scale

Advance GenAI adoption to boost the pace and breadth of content

Change ways of working across teams; democratizing creation to all

Make every asset reusable across channels, campaigns and geos



Reimagine content as data-informed objects

Embrace metadata strategy throughout the content lifecycle

Leverage AI/ML to find customer insights and generate new assets

Use data-driven insights on asset components to boost performance

Key Takeaways

- Data tools like CDP are becoming more “friendly” to marketers
- We need to free up time to allow creativity to flourish
- Data foundation is becoming ever more important
- Generative AI is a trendy buzzword, but will become part of the efficiency toolset
- Customer centricity demands attention to data AND content, which requires streamlining processes across organizations



The Biggest Personalization at Scale Hurdles



Data Silos

How do you structure and unify all of your data?

Unstructured and siloed data makes it very difficult to draw insights and activate it into personalized experiences



Privacy and Security

How do you ensure proper data governance, privacy, and security?

Massive amounts of data and continually evolving regulations make it challenging – and all the more critical – to make sure you are properly managing data privacy and security



Content Velocity

How do you keep up with the massive content requirements for Personalization at Scale?

Having the right content in the right format at the right time is critical for meeting one-to-one personalization needs



Cross-channel coordination

How do you make every step in the journey feel connected?

Being able to deliver experiences to any channel is one thing. Making them feel consistent and connected at every step is a different challenge



Knowing the right next step

How do you move from experimenting with personalization to operationalizing it?

For brands already doing personalization, it can be a challenge to know what it takes to scale – the right systems, technology, operating model, etc