

# Here comes Customer Journey Management!

The next evolution of marketing automation



Jo O'Connor | Principal Solutions Consultant



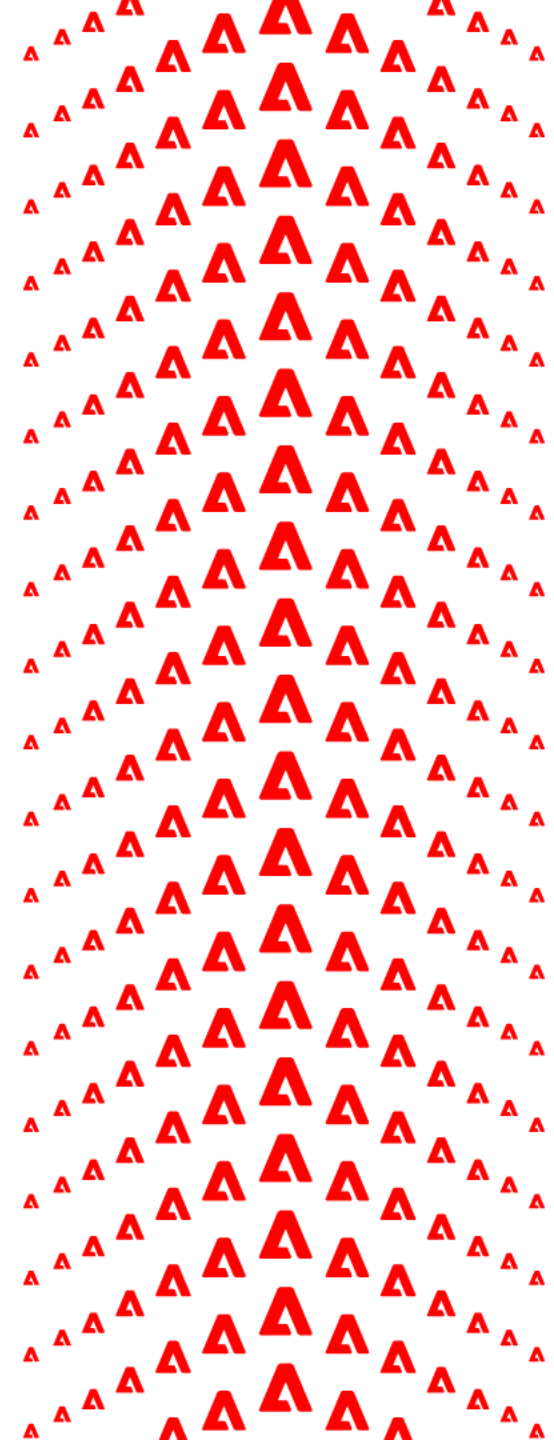
# Agenda

The Modern Customer Journey

Marketing Challenges

Introducing Adobe Journey Optimizer

Key Takeaways





# **The Modern Customer Journey**

A new normal...



Offer exclusively for members



**Stock up on something new?**

Lorem ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

**Try something new.**

Lorem Ipsum has been the industry's standard  
 dummy text ever since the 1500s, when an  
 unknown printer took a galley of type and  
 scrambled it to make a type specimen book. It  
 has survived not only five centuries, but also  
 the leap into electronic typesetting, remaining  
 essentially unchanged.



### More Detail



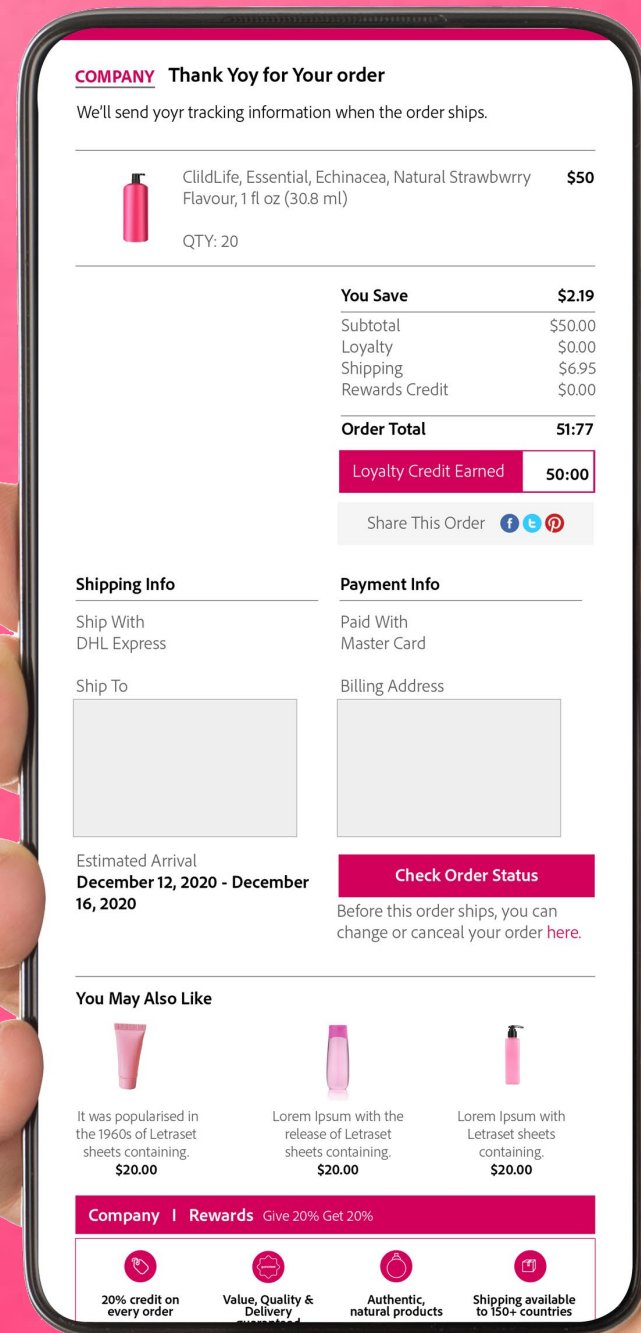
Lorenz Ipsum has been the industry's standard dummy text ever since the 1500s, when a unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

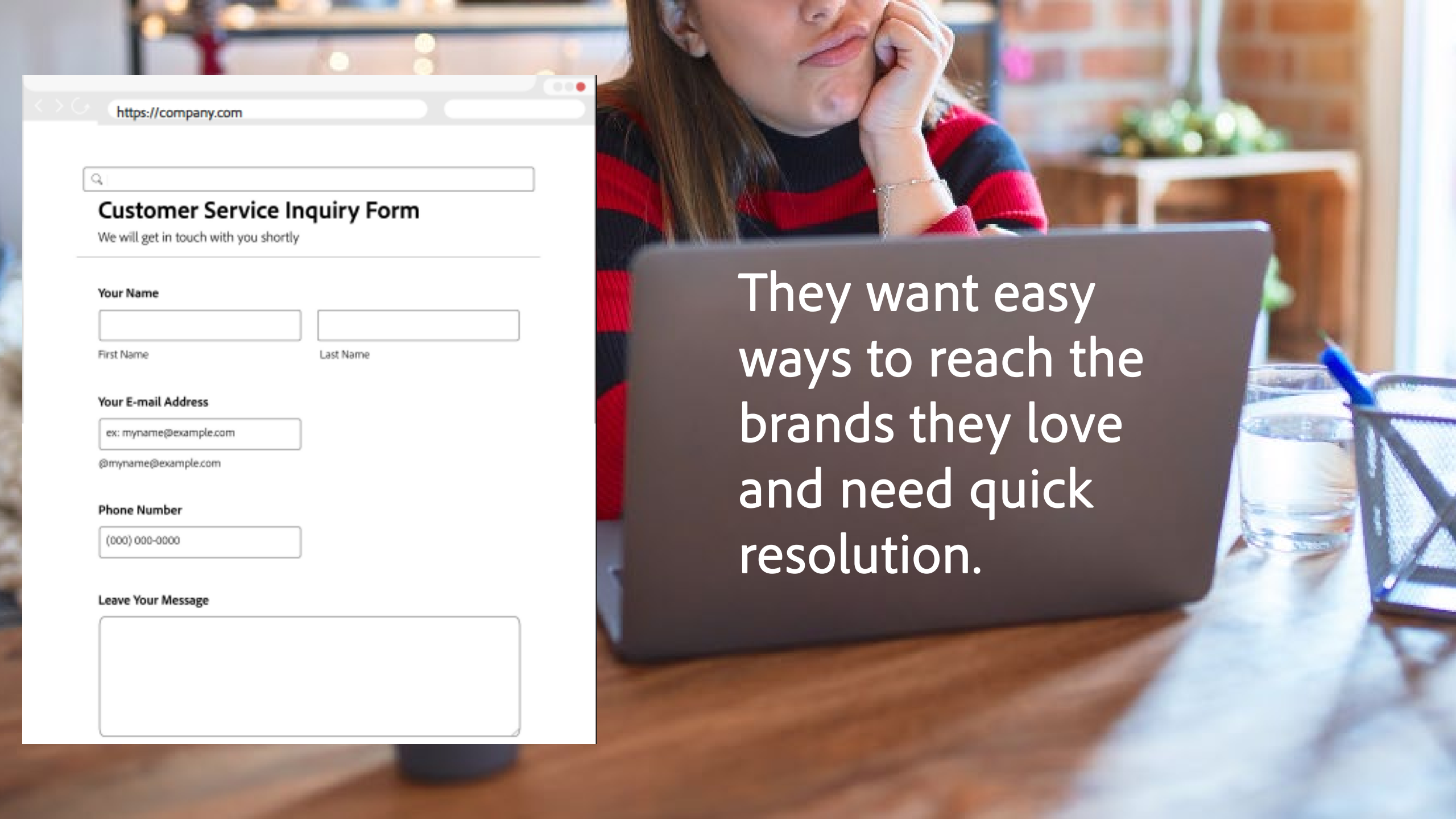
[Allure \(Detail\)](#)

Lorem ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries,

Promotional emails have a place in the customer journey, but they must be personalized and contextual

The customer owns  
their journey.





https://company.com

Customer Service Inquiry Form

We will get in touch with you shortly

Your Name

First Name Last Name

Your E-mail Address

ex: myname@example.com

@myname@example.com

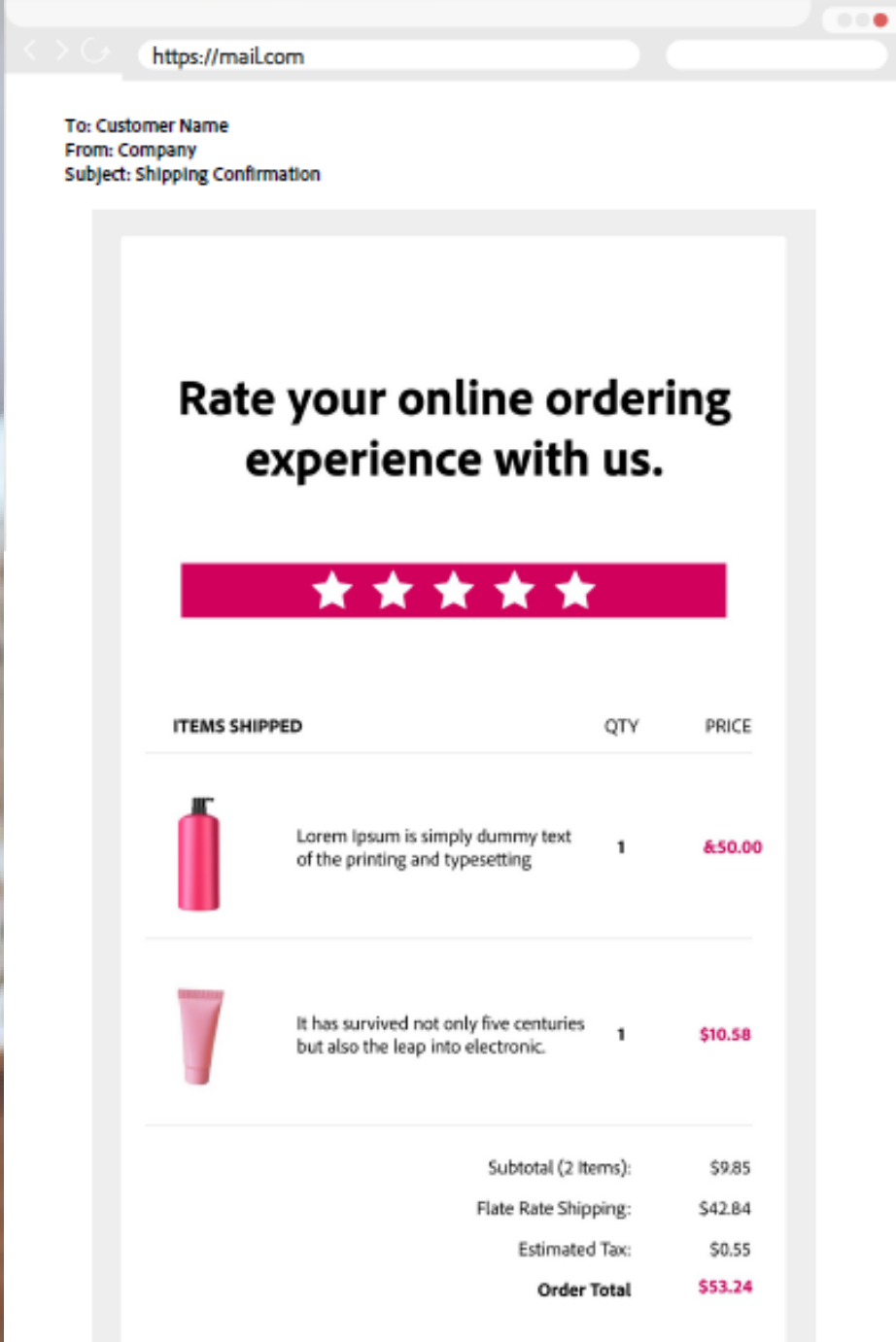
Phone Number

(000) 000-0000

Leave Your Message

They want easy ways to reach the brands they love and need quick resolution.







Marketers must find ways to meet customers in real-time with personalized messages & offers and in context of their customer journey.

**BUY MORE  
SAVE MORE**  
ON QUALIFYING  
BEAUTY ITEMS

**Buy 3+, Save \$35.**

Offer exclusively for members

[Shop Now](#)

### Buy more of what you love

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

### Have you tried these great new products?

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.



[More Detail](#)



Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

[More Detail](#)

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries.

[More Detail](#)



# Key Customer Challenges



Lacks a single organizational truth for the customer.



Current mar-tech stack cannot meet data management, and integration requirement.



Disconnected mar-tech & customer experience applications to manage the customer journey.



Unable to react to behavioral and engagement data in real-time.



No centralized decisioning, insights, or prediction to drive process and personalization.



# Introducing Adobe Journey Optimizer

For customer obsessed brands, Adobe Journey Optimizer is an agile and scalable application built natively on the Adobe Experience Platform for orchestrating and delivering personalized, connected customer journeys across any app, device, screen, or channel.

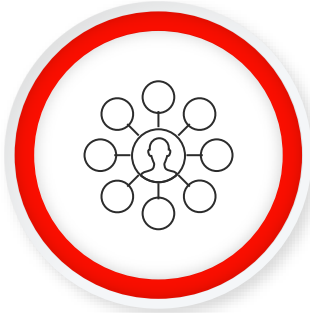


# Adobe Journey Optimizer



## Real-Time Customer Insights & Engagement

Integrated profile fuses live data from all sources across customer touchpoints to optimize personal and contextual experiences for customers in their time.



## Modern Omnichannel Orchestration & Execution

A single canvas on which to harmonize and optimize the customer journey for 1:1 customer engagement and marketing outreach—to help brands deliver more value across the customer lifecycle.



## Intelligent Decisioning & Personalization

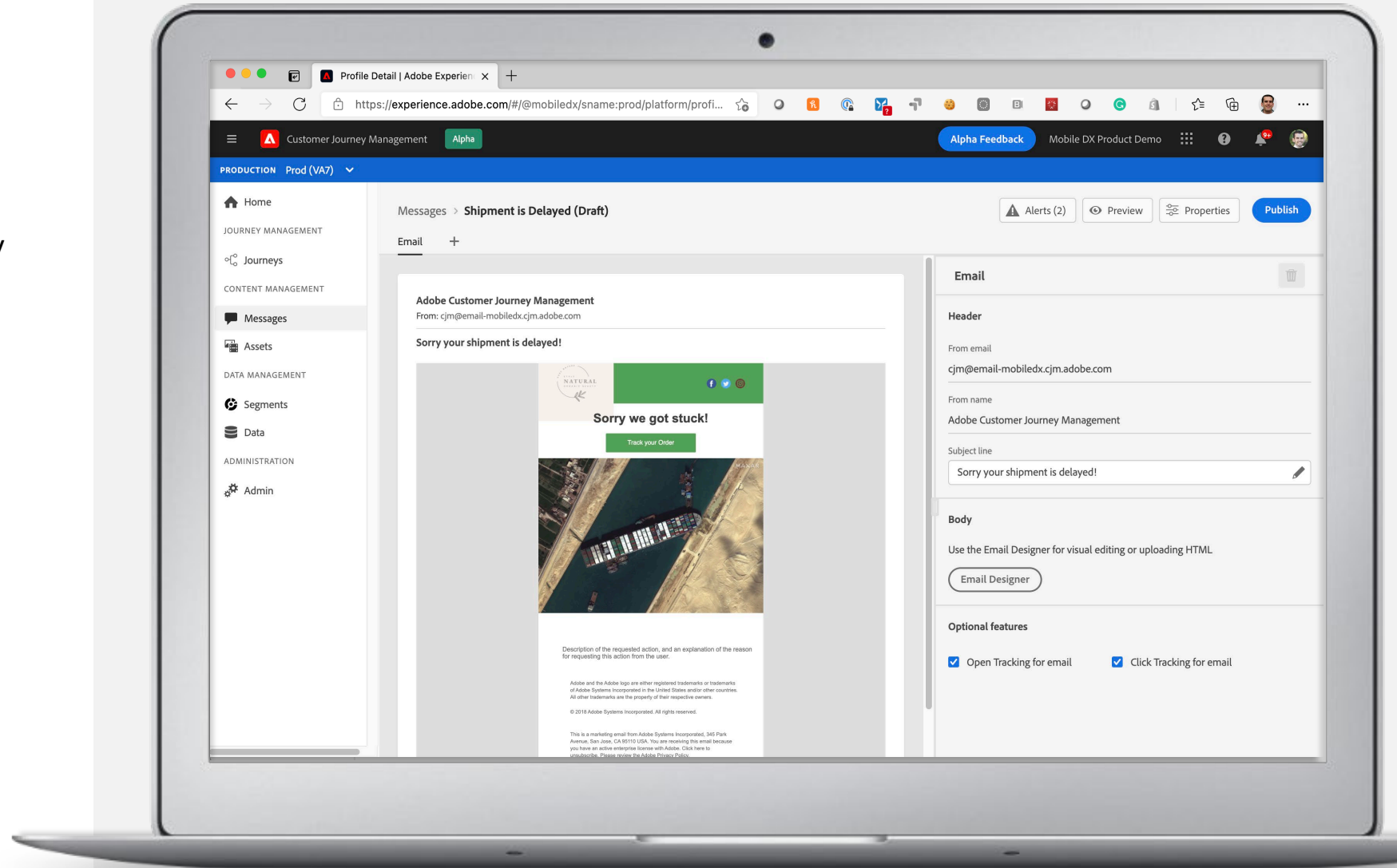
Apply intelligence & gain predictive insights throughout the customer journey to automate decisions and optimize the experience.

Built with end-to-end scale, speed and flexibility to meet the expectations of any enterprise and with the ease of use to meet the needs of the modern lifecycle marketer and customer experience practitioner teams.



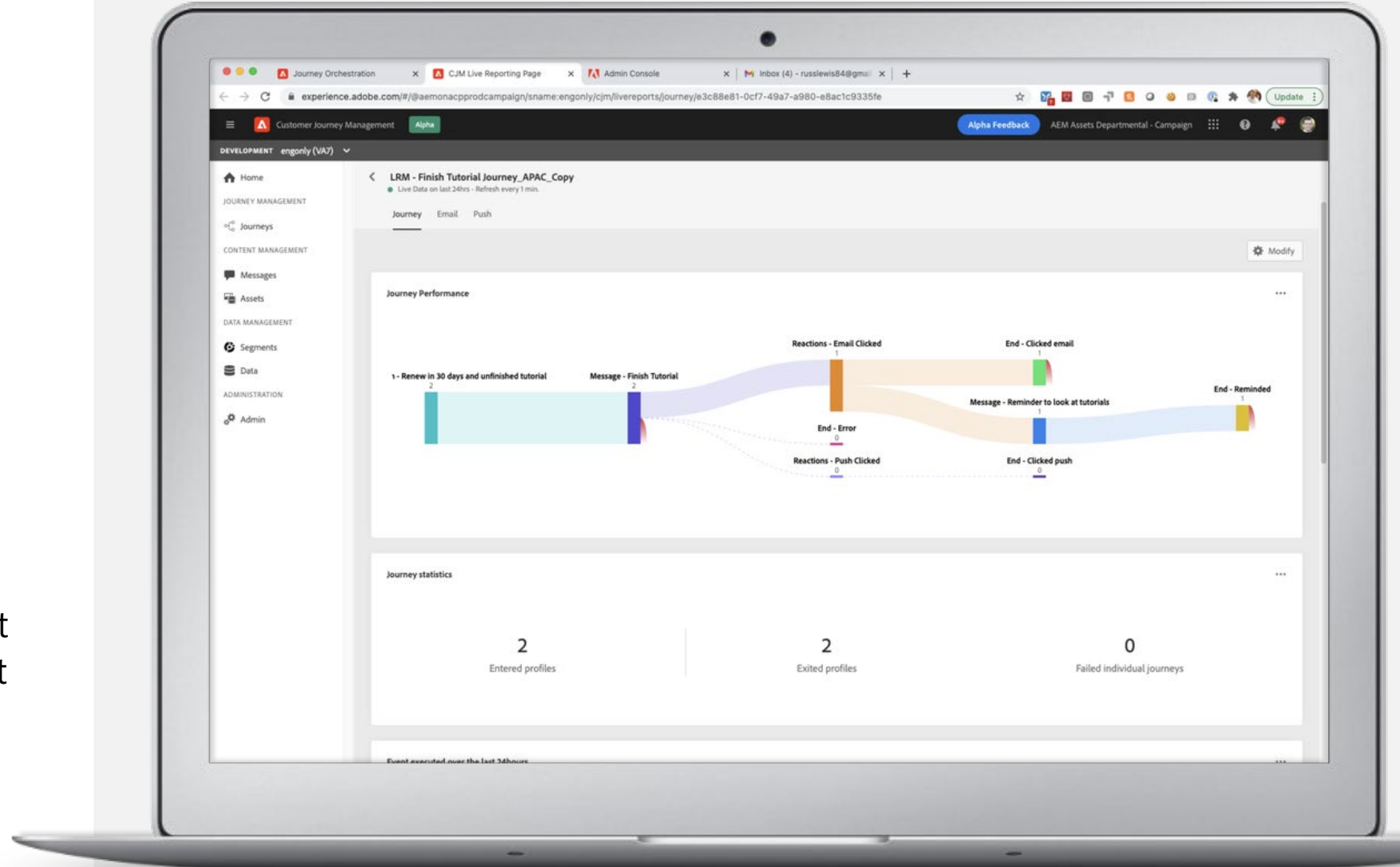
# Modern Omnichannel Orchestration & Execution

- **Journey Canvas** Pair the real-time customer profile with message orchestration & delivery for consistent experiences.
- **Message Designer** Create and personalize email & mobile messages with a drag & drop interface & easy-to-edit templates.
- **Adobe Experience Manager Assets Essentials** Centralized location for asset management, making it easy to reuse assets needed for personalized messages and offers.



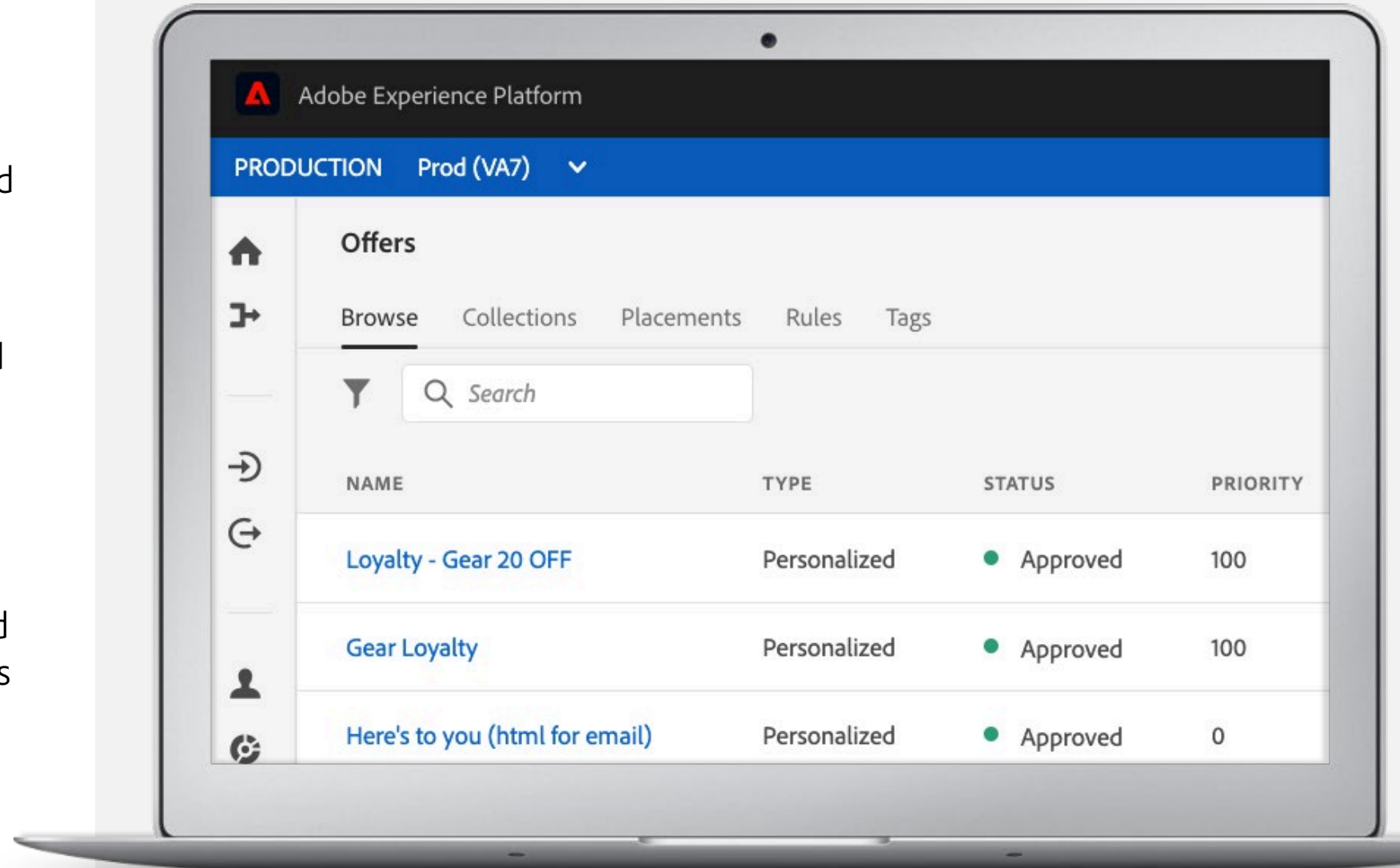
# Intelligent Decisioning & Personalization

- **Offer Decisioning** powers personalized offers across channels at scale through Adobe Journey Optimizer.
- **Predictive Engagement** scores help you avoid losing subscribers and targeting your high value ones.
- **Send Time Optimization** helps you send the message at the right time when your customer is most likely to engage.



# Offer Decisioning

- **Offer Library** Create and manage offers, eligibility rules and associated objects.
- **Rule Engine** Apply extensive business rules for eligibility based on ranking, constraints, frequency, deduplication and capping.
- **Open & Extensible** Customize decision engine constraints based on business requirements such as channel and lifecycle.







With millions of visitors annually, at multiple entertainment parks, a Leading Global Amusement Park Corporation increases guest engagement and delights them with real-time, in-park journeys

## Challenges & Goals

- Create real-time, behavior-based experiences tied to mobile apps with little to no involvement from Developers
- Encourage and drive desired guest behavior to increase attraction visits, promote new attractions, increase utilization around the park(s), promote mobile ordering, etc.
- Increase direct and/or in-direct revenue associated with different activities
- Introduce multi-step and more complex achievements and badges to reward guests

## Key Results



Implement multi-step Journeys to reward guests where Journey Orchestration fetches past behaviors and tracks progress through a multi-step path to achievement (Ex: Visiting same attraction 3 weeks in a row for an annual pass holder)



Initial use-cases have unlocked ideas for future development of multi-step achievements, multi-park achievements, time-based journeys, and support for cross-selling



Journey Orchestration encouraged desired behavior: guest visits ROSE at promoted attractions; mobile orders INCREASED; new achievements were AWARDED



*We were never able to launch a multi-step or complex achievement before. Now, with Journey Orchestration we not only can, but we can launch more complex activities without involving developers or spending months creating them. We spun up a mobile order related journey in days, with zero dev support."*

Product Manager at a Leading Global Amusement Park Corporation

# Key Takeaways



## It's all experience

---

Lack of centralized management and decisioning results in disjointed experiences.



## The personal matters

---

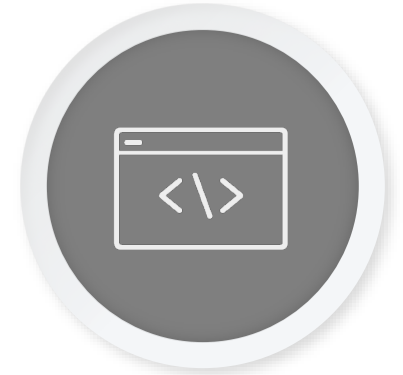
Personalized offers drive revenue, customer experience, and loyalty.



## Real-time is not optional

---

Responding to customer actions is becoming the least you can do.



## The future is now

---

Customers expected this yesterday – we're all playing catch-up.

