

3 November, 2023

EXPERIENCE MAKERS 台灣站

The conference for digital leaders.

透過 **Adobe Experience Platform**
獲得個人化洞察和參與



Next-Gen Customer Experience imperatives

Keys to building the digital foundation to understand and optimize holistic customer journeys



Identity

Collect omnichannel data and stitch it to a single ID that can be used by other CX technology.



Analysis & Insights

Explore the customer journey in full context, across all data channels, to discover cross-channel insights in real time



First-Party Data Collection

Create a first-party data foundation and reduce dependencies on third-party cookies that will be deprecated in the coming 12-18mo.



Privacy & Trust

Market responsibly and comply with regional and organizational policies with Adobe's patented data governance framework.

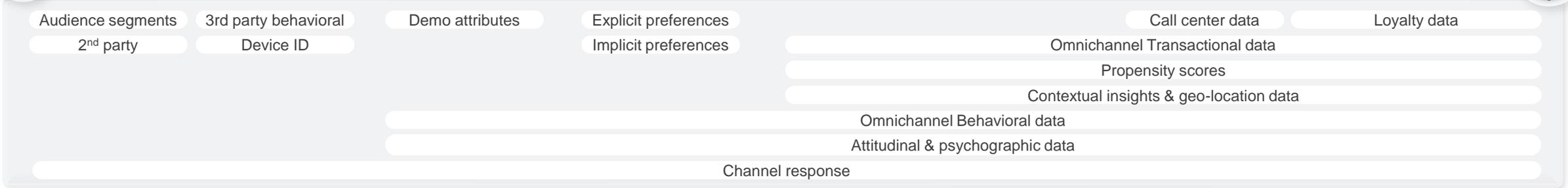
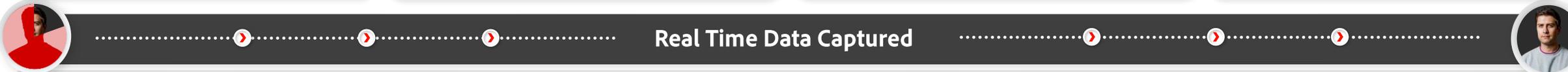
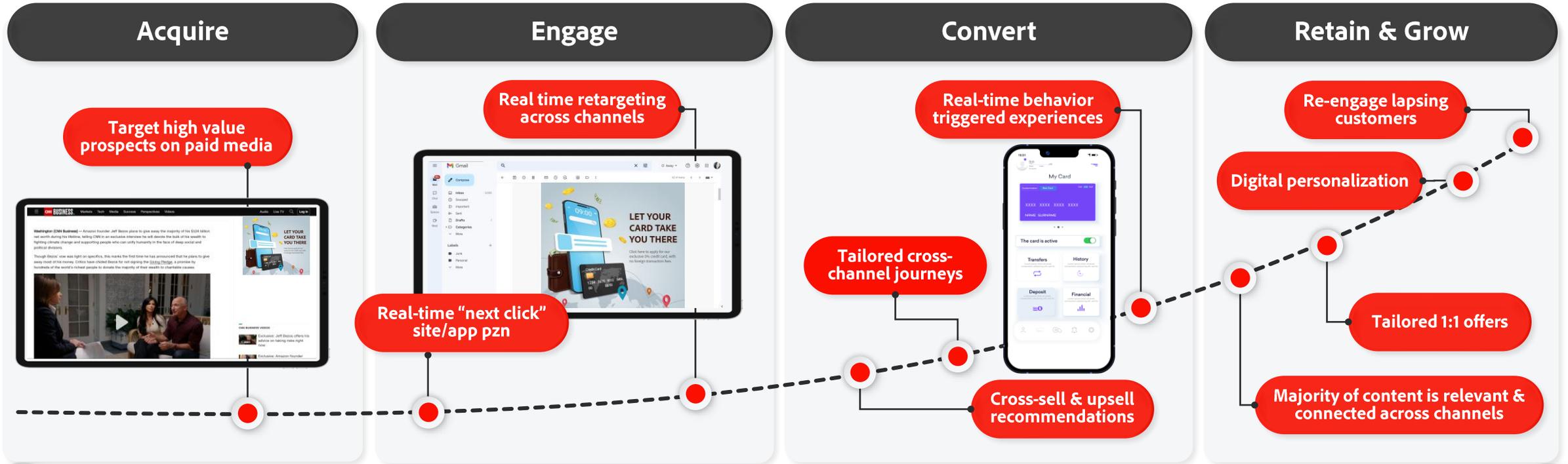


Real-time

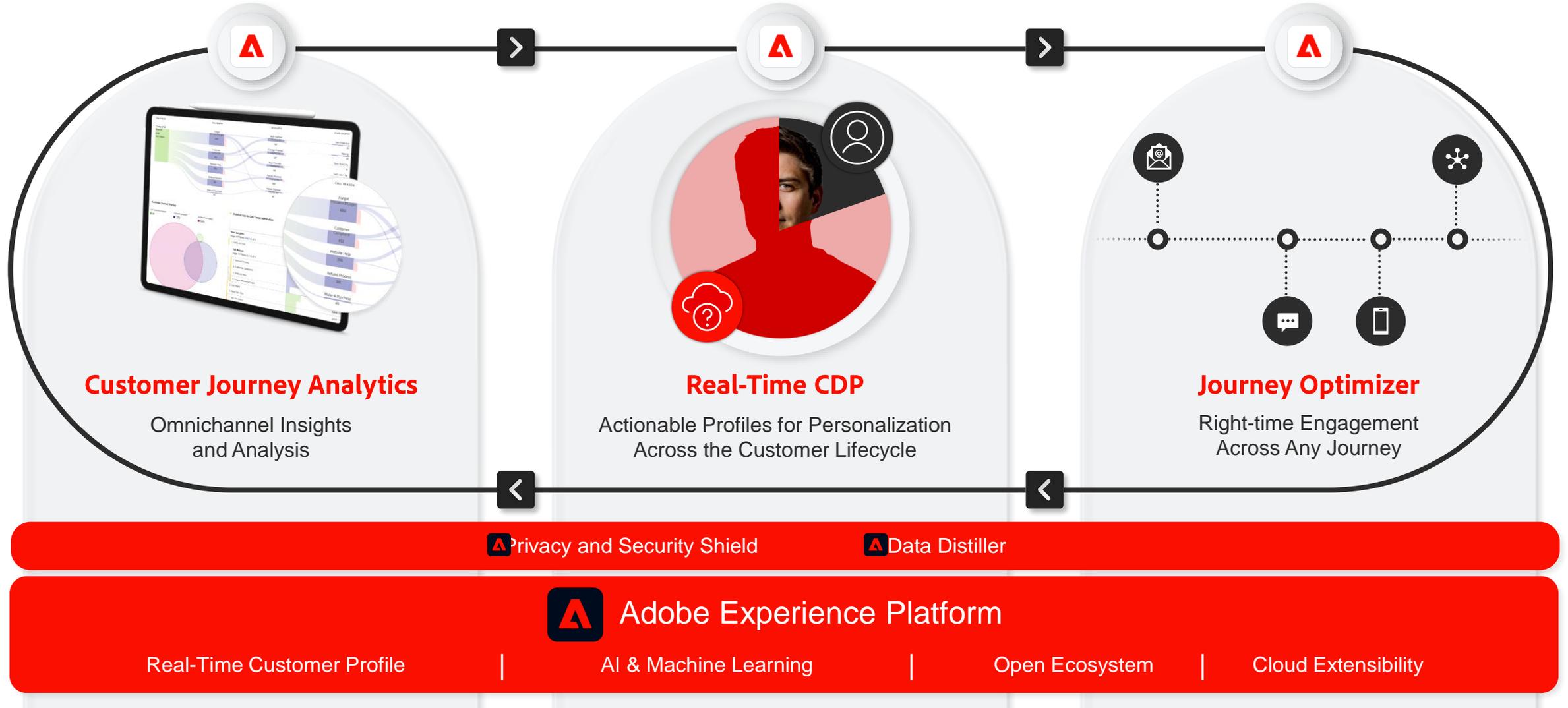
Architecture built from the ground up to process data immediately and deliver personalized customer experiences in milliseconds.

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

Customer Lifetime Value ↑



Personalized Insights & Engagement, Powered by Adobe Experience Platform



Adobe