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Dan Zhang

Principal Product Manager, Great China

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Transforming Omnichannel
Customer Engagement

Customer expectations resetting

89%

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

Prudential

Life changes. Now what?

These moments are the perfect time to ensure your family's financial future is protected. Get a quote in minutes with affordable, hassle-free term life policies – often with no medical exam required.*

Get an instant quote →

usbank   Personal   Wealth Management   Business   Corporate & Commercial   Institutional

PERSONAL BANKING

Savings made simple.

Planning for the future is easier with a guaranteed rate of return on a CD.

Start saving   Explore options

U.S. BANCORP INVESTMENTS
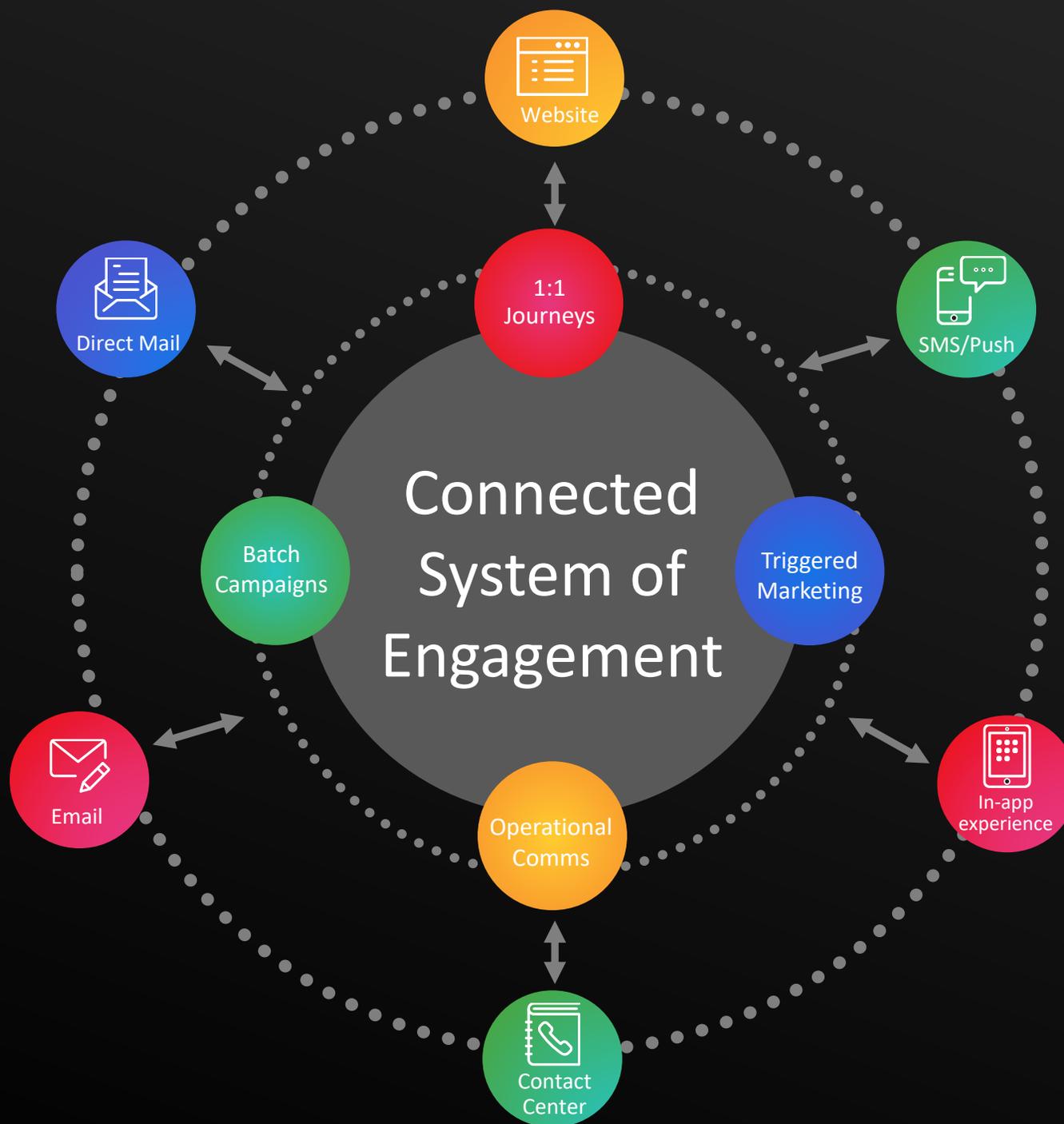Bonus? Refund? Put extra cash to work with Automated Investor.
Find out how ›

BANK SMARTLY™ CHECKING   WELCOME UNION BANK

B2C Customer Journey Innovations

1

Campaigns + real-time journeys

2

Disrupt the channel mindset

3

Generative Experiences and AI

4

Accelerating time to value

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Scheduled Campaigns with 1:1 Real Time Journeys

Brand-initiated Campaigns

Use Cases

- Promo Campaigns
- Announcements
- Newsletters
- Nurture Campaigns
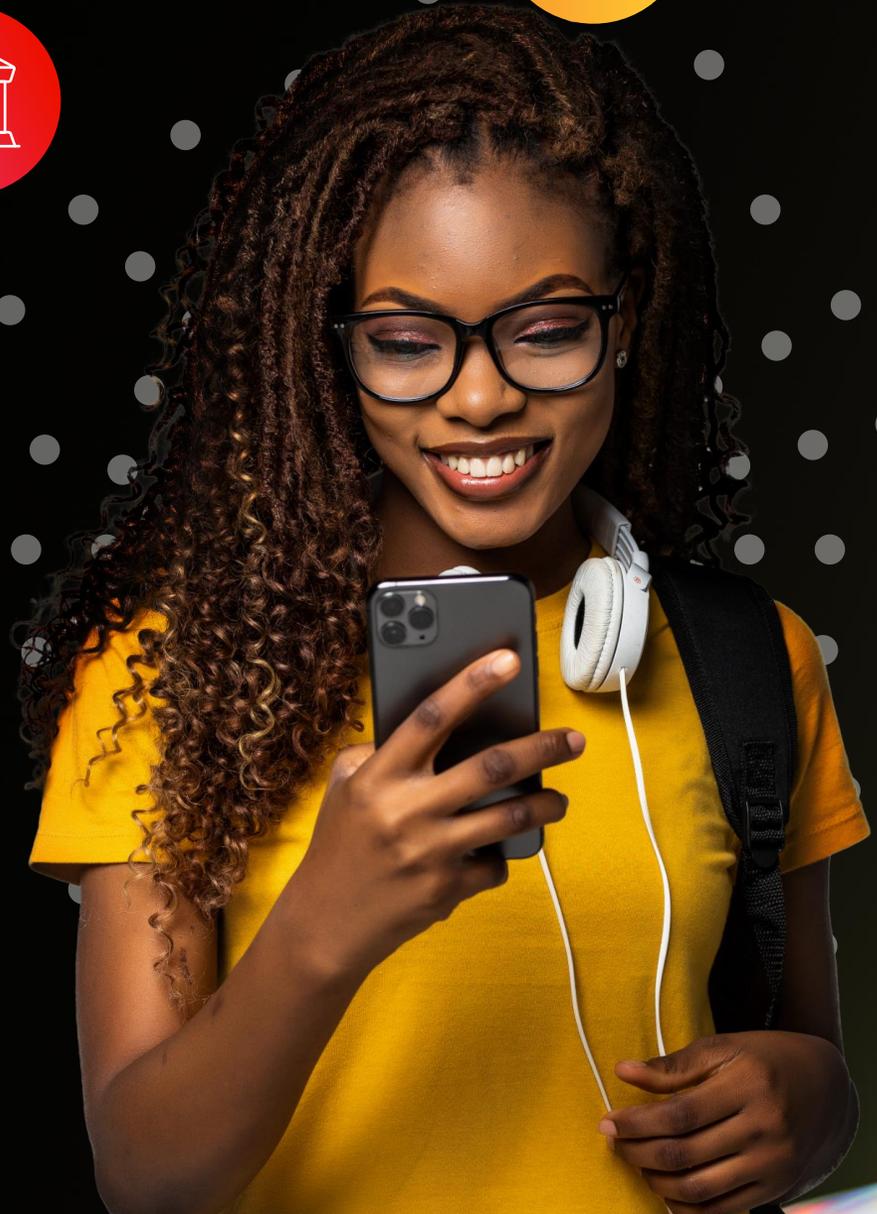- Weekly Deals

Campaigns

- Audience focused
- Brand KPIs
- Episodic

Real-Time Journeys

- Individual customers
- Customer Journey Oriented
- Focus on Lifecycle

Customer-initiated Journeys

Use Cases

- "In-store" Experiences
- Intelligent Re-engagement
- In-app experiences
- Travel delay notifications
- Personalized Offers

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Customers
at the center
of your
engagement
strategy

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Engage across the customer lifecycle

Adobe Campaign

Adobe Journey Optimizer

Newsletters   Nurture Campaigns   Weekly Deals   Connected Engagement   "Live" Experiences   Location-based Offers   Next-best Experience

# Adobe Journey Optimizer

Engage across the customer lifecycle

Connected System of Engagement

- 1:1 Journeys
- Batch Campaigns
- Triggered Marketing
- Operational Comms

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Announcing!

Unified Experience

Unifying audience-centric campaigns with 1:1 real-time journeys

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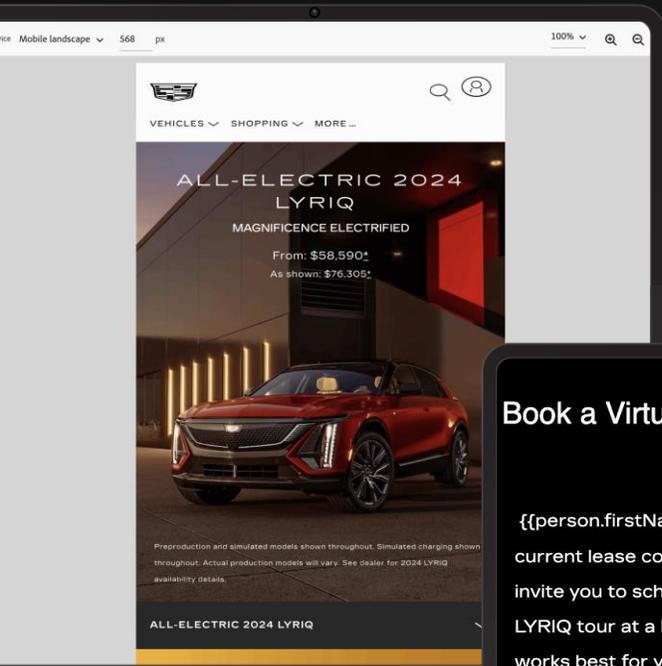Hong Kong Edition
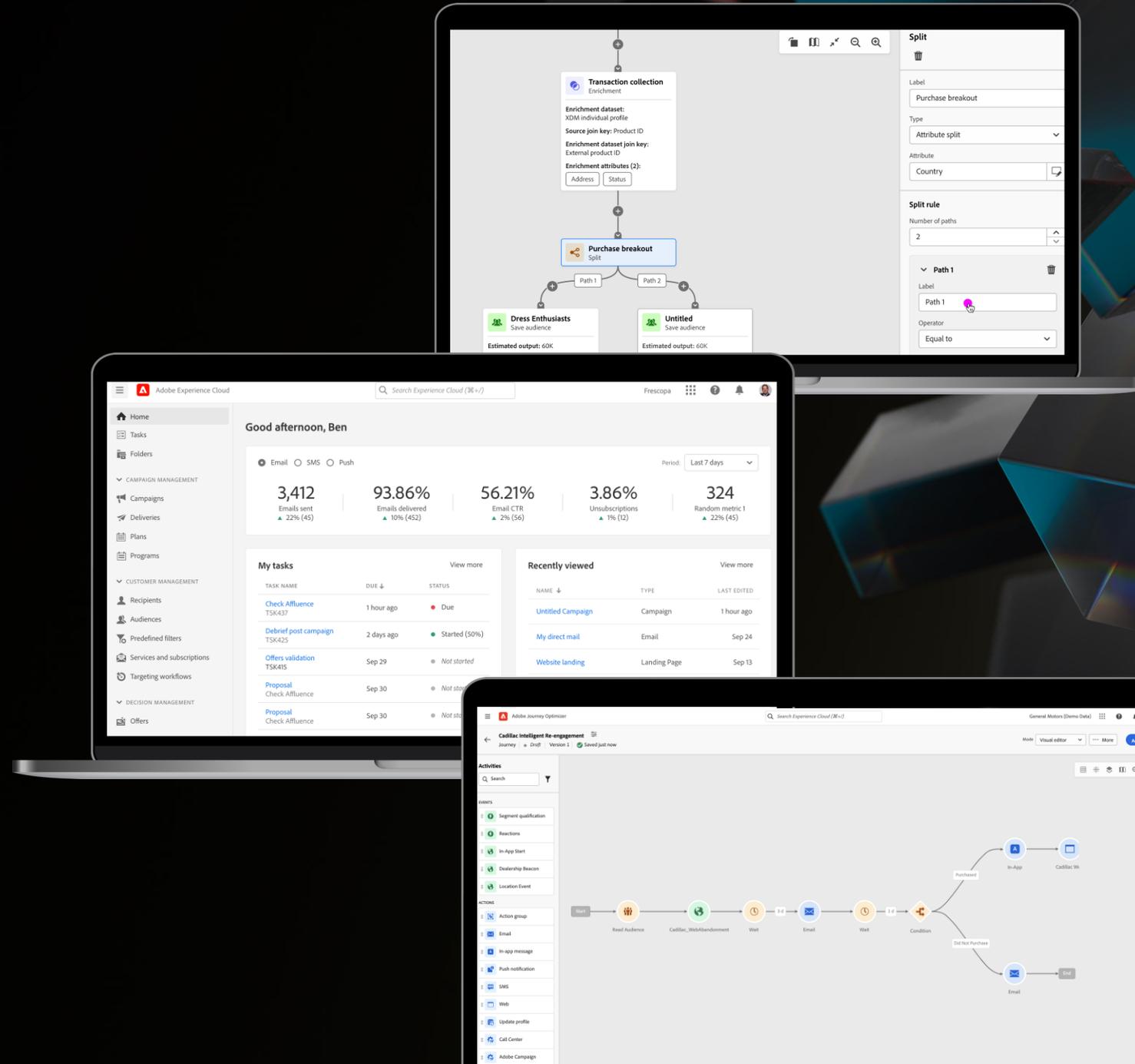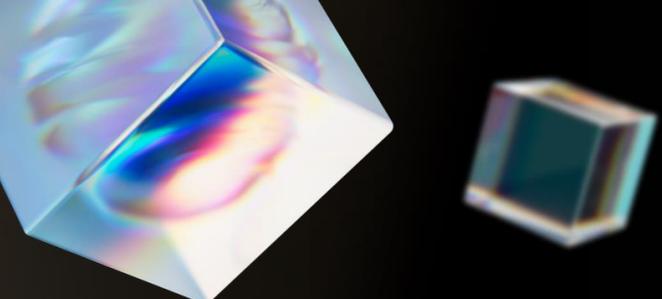
Meet your customers whenever & wherever they want to engage with you

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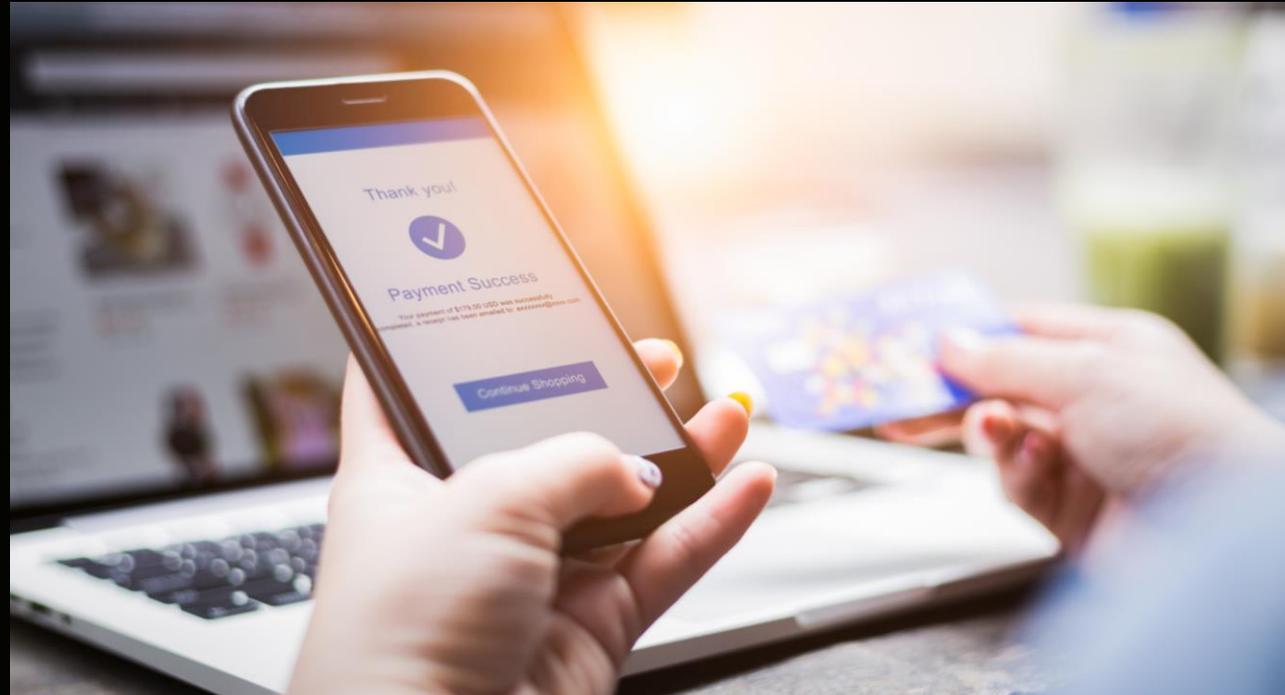
New Innovation!
Connecting inbound and outbound engagement
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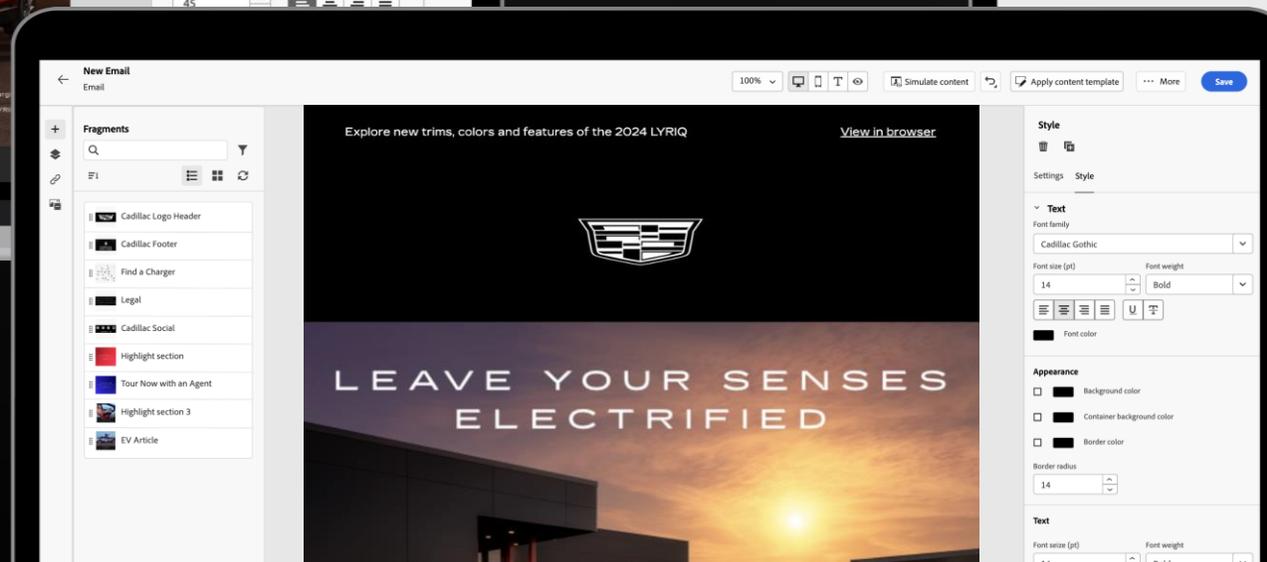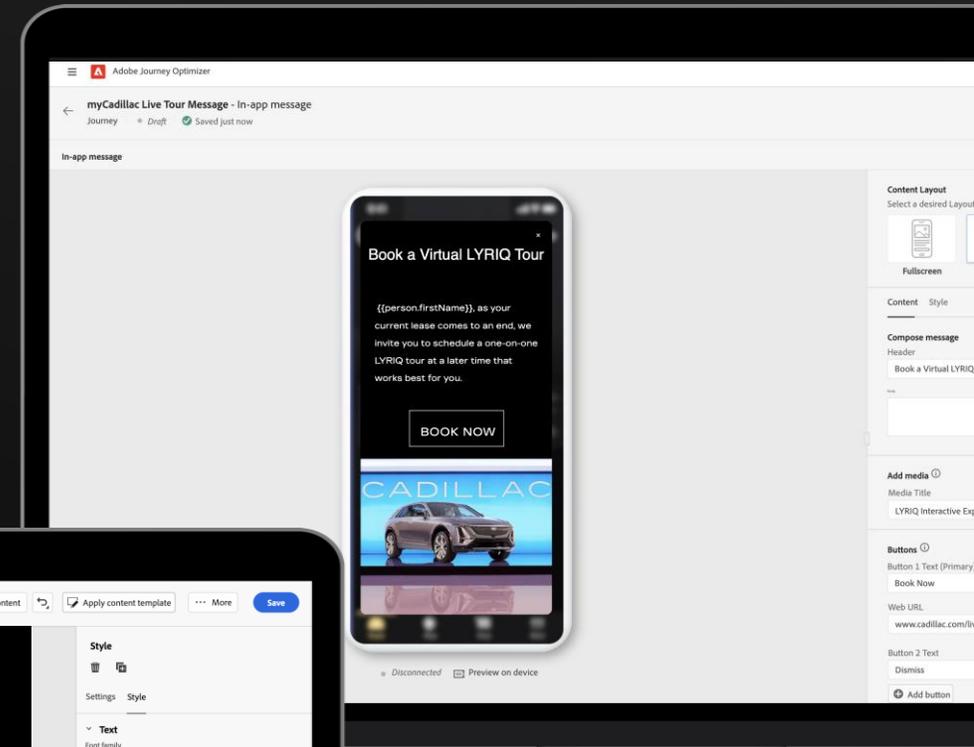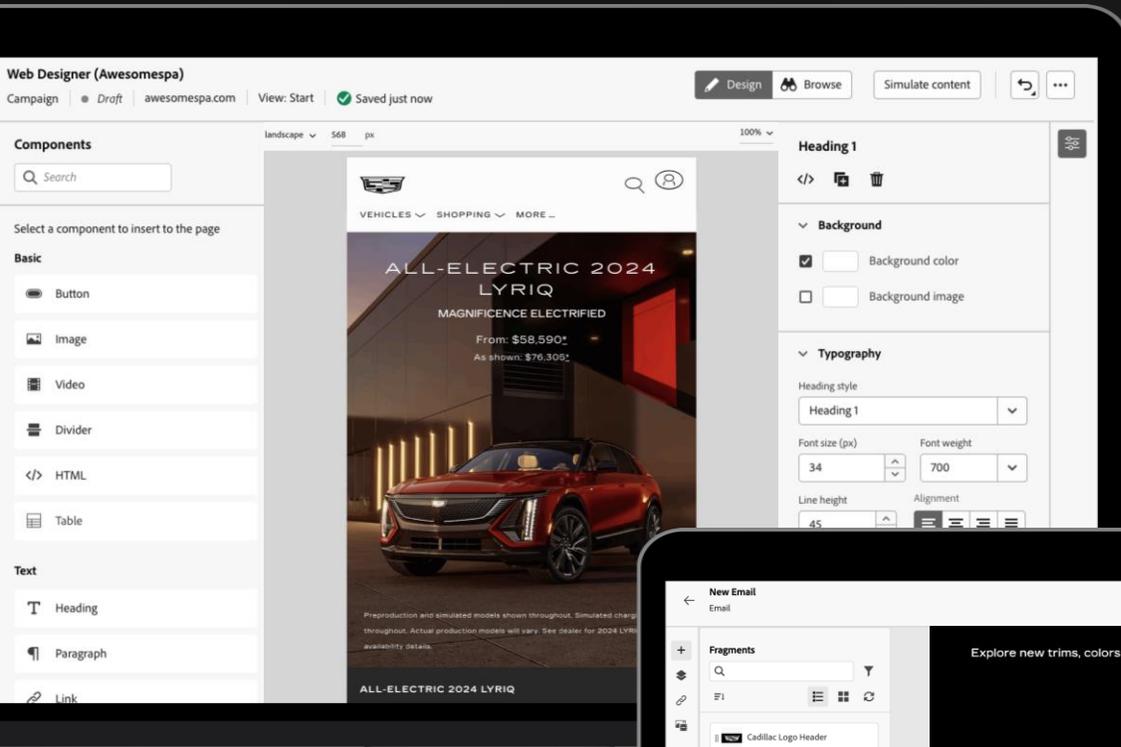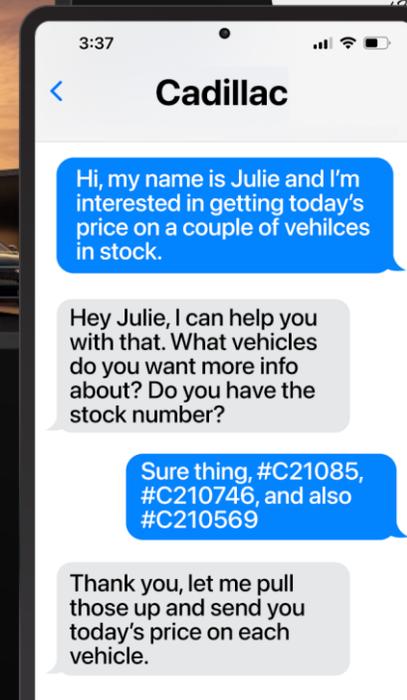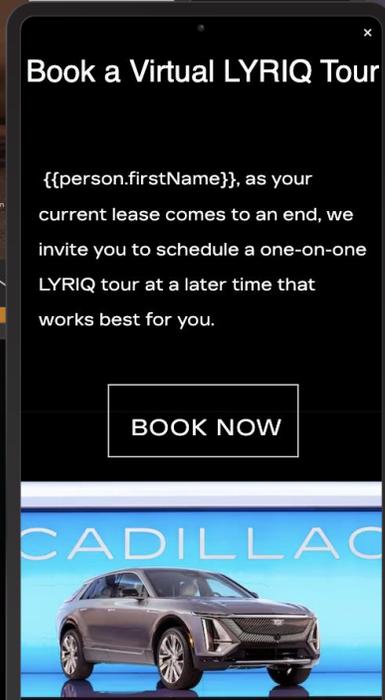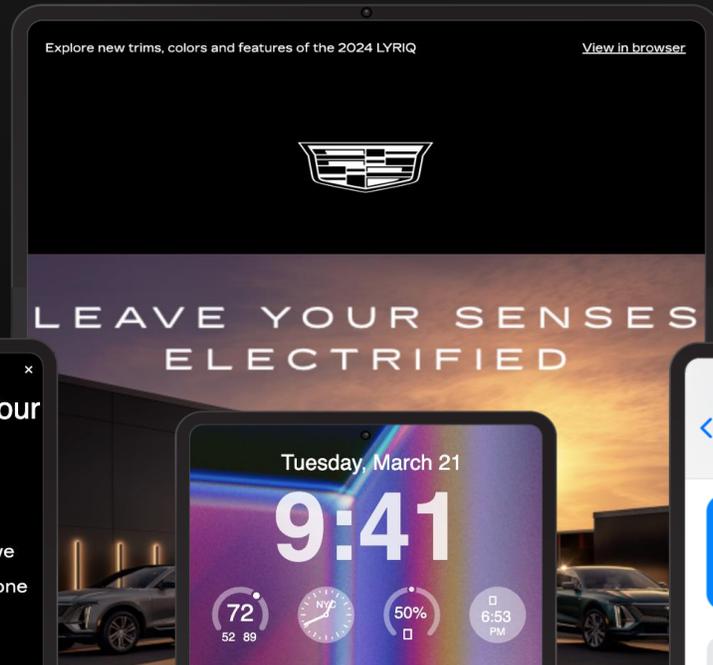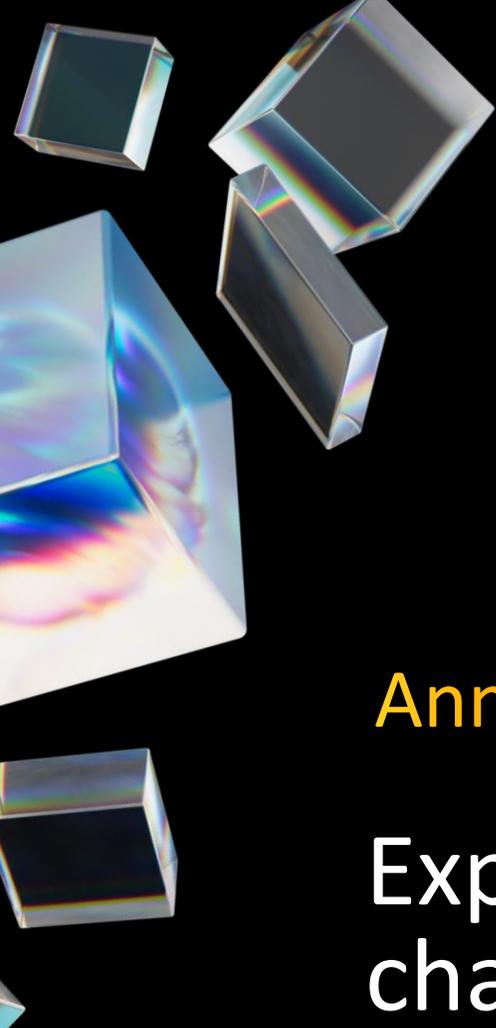
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Experimentation across channels & journeys

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New Innovation!
Generative Experiences

- Generate multi-model experiences

- Use natural language to provide input

- Leverage prior campaign content & performance data

- Ideate and receive recommendations a design time

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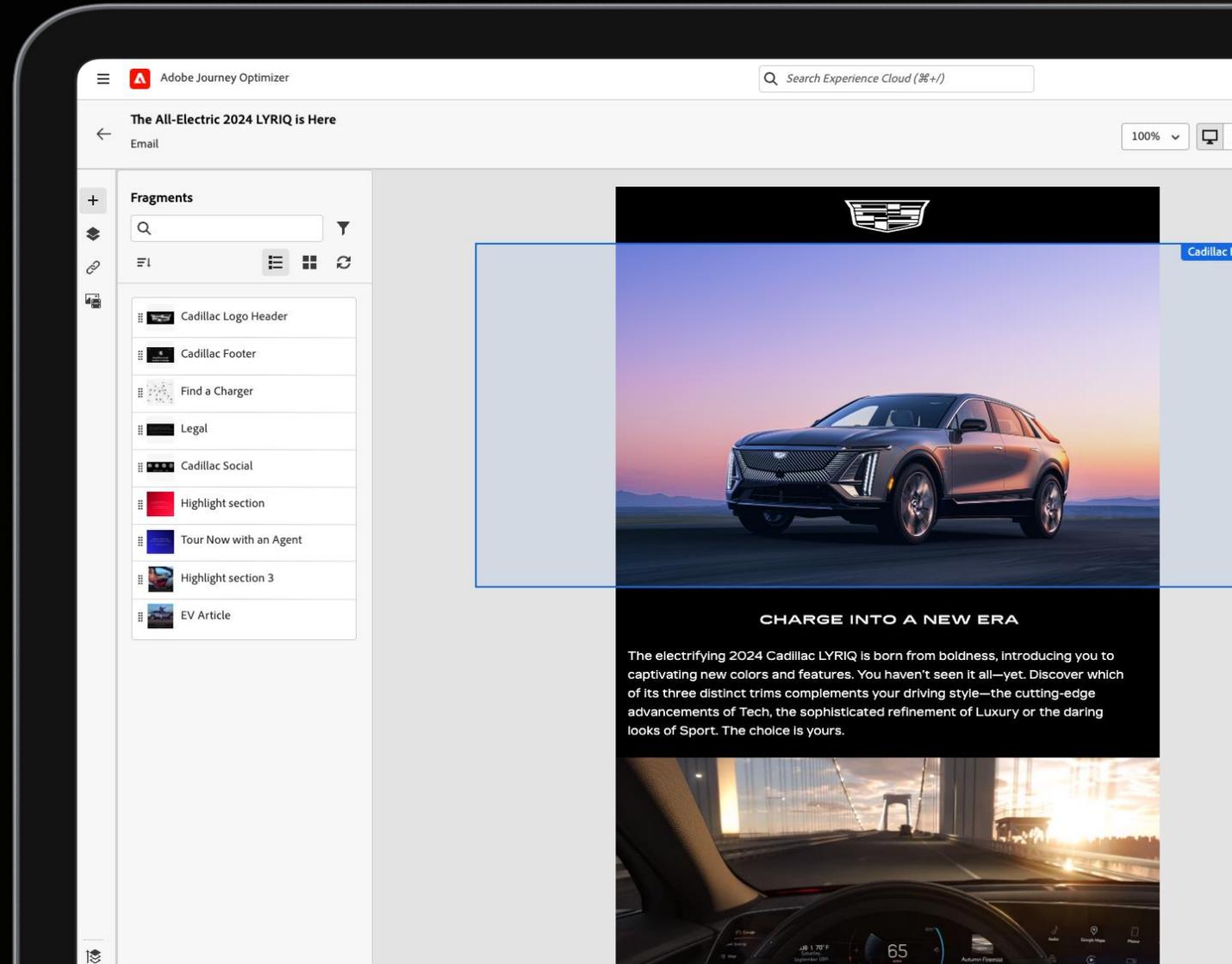
New Innovation!
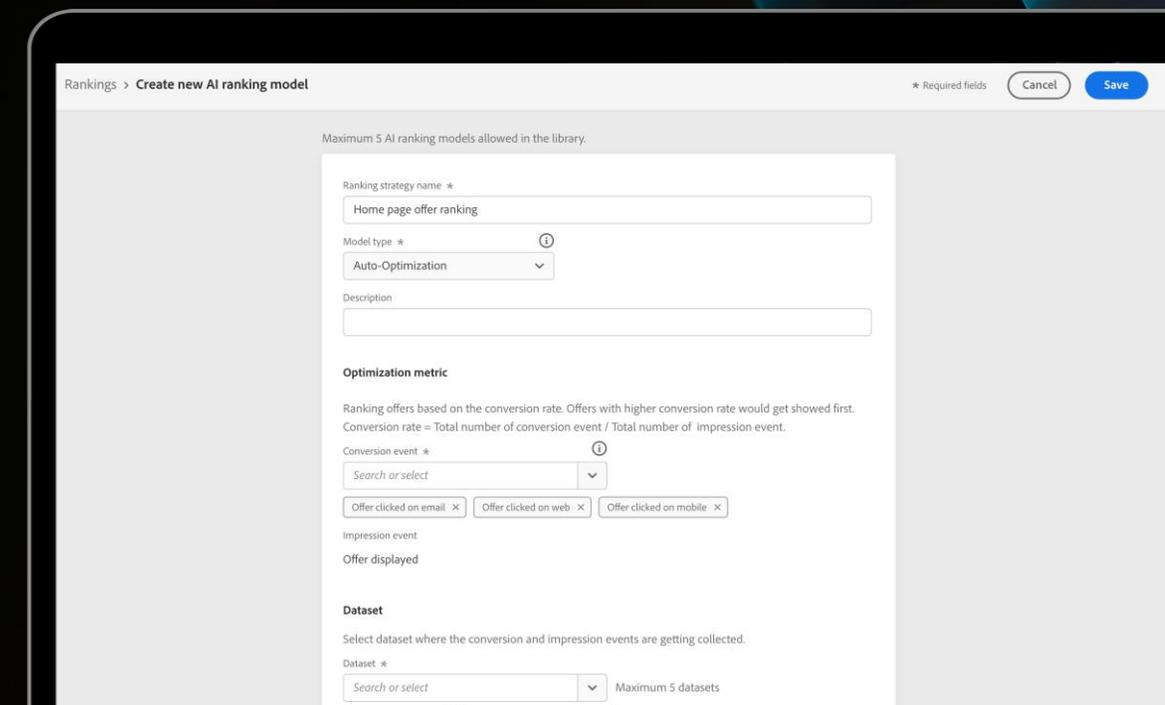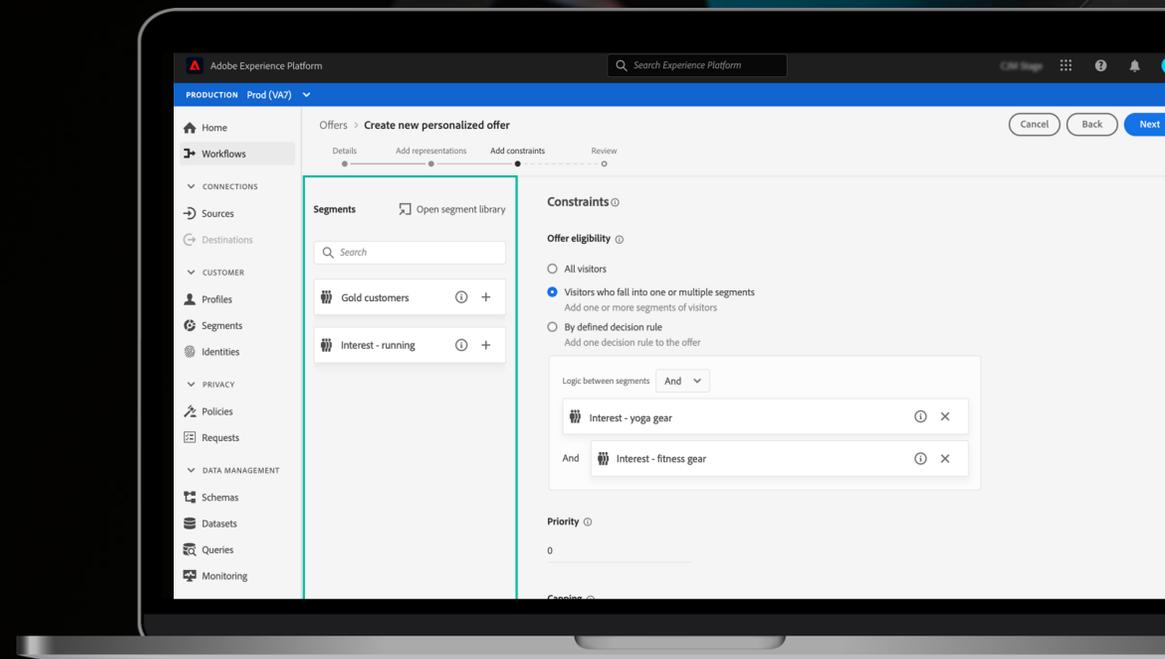
Generative Experiences

- Generate and augment channel content

- Use natural language to personalize experiences

- Conversationally interact with campaign performance

- Ideate and receive recommendations for improved content

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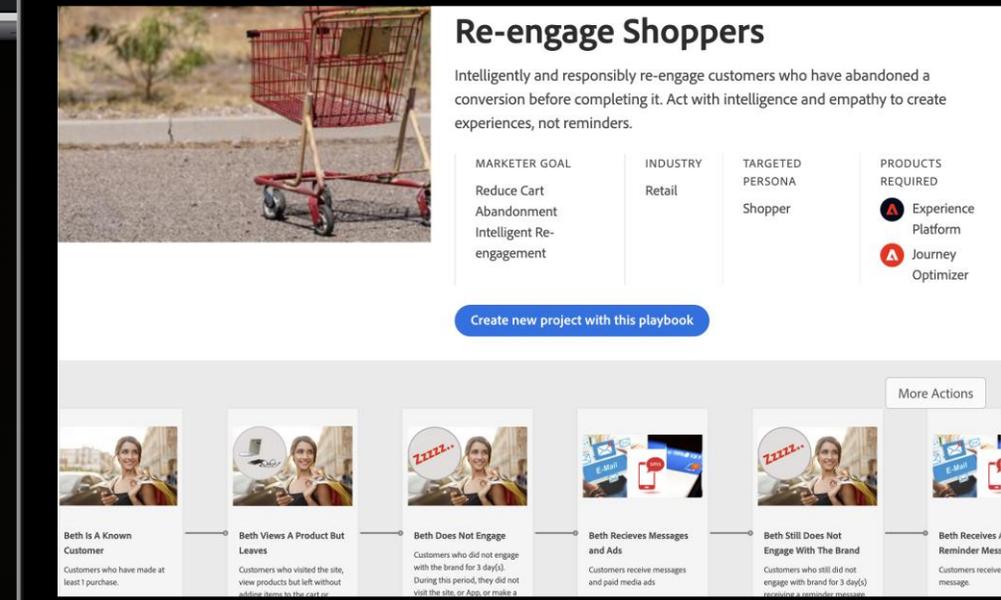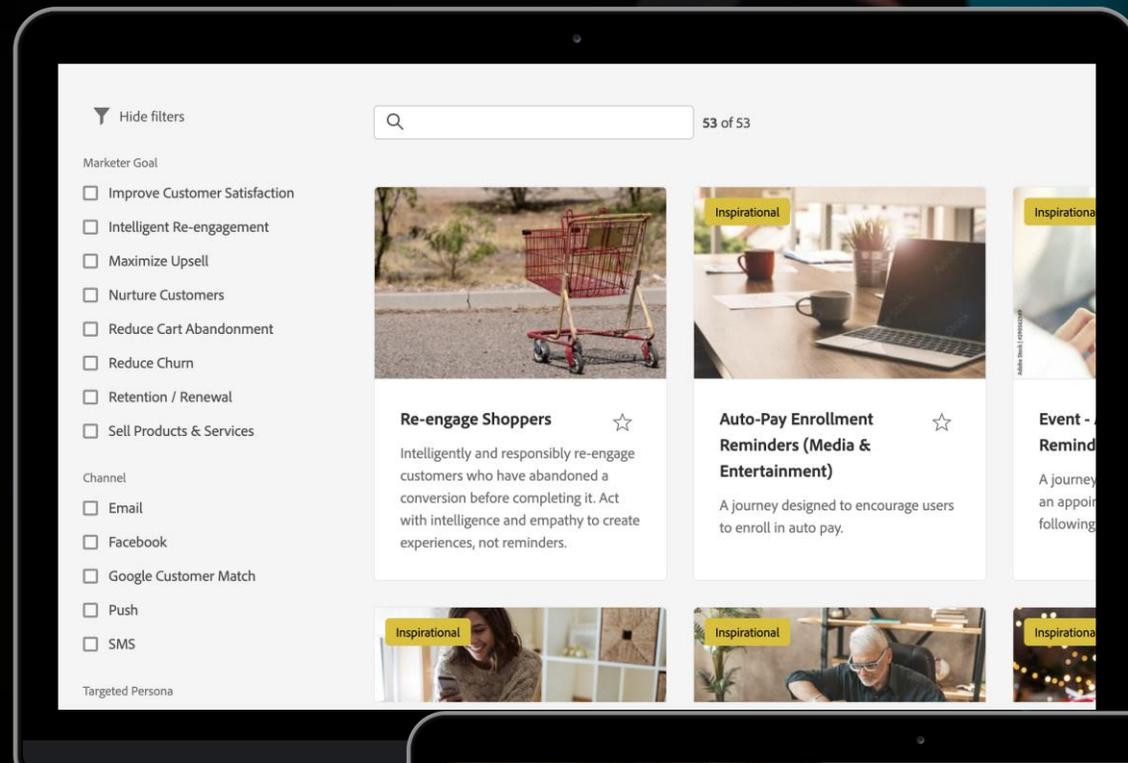Hong Kong Edition

Announcing!

AI infused offers

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Accelerate time to value with use case playbooks

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Accelerate time to value with use case playbooks

B2C Customer Journey Innovations

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Customer Cases

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TSB Bank & Adobe:
Adobe Customer Journey Analytics, Real-Time CDP, Journey Optimizer and more

3 Year Strategy

"TSB will invest £120 million in digital solutions, products and services that will help deliver its renewed business purpose - Money Confidence. For everyone. Every day."

Established
2013

Employees: 7,000
5M consumer and business customers
London, United Kingdom

tsb.co.uk

Experience Inconsistency

"Our branches are open from 9am to 5pm today"

Uses calculator online

No cross channel personalization, customers receive a different experience at each touchpoint
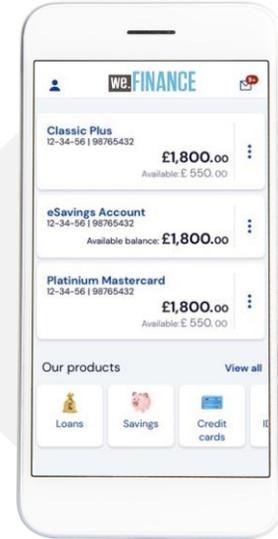
"Is there anything I can help you with?"

✗ High latency for customer profile data previously took **15** days to process, target segments in batch

✗ Inconsistent messaging for customers on each channel

✗ Unable to activate customer data easily or effectively

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TSB Objectives

- Unify banking experiences across channels as more customers go digital

- Deliver relevant content to customers based on real-time data about their needs

- Remove friction points from the customer journey to boost conversions

- Bring consistency to online and in-branch services by breaking down data siloes

Journey Optimization: Building blocks
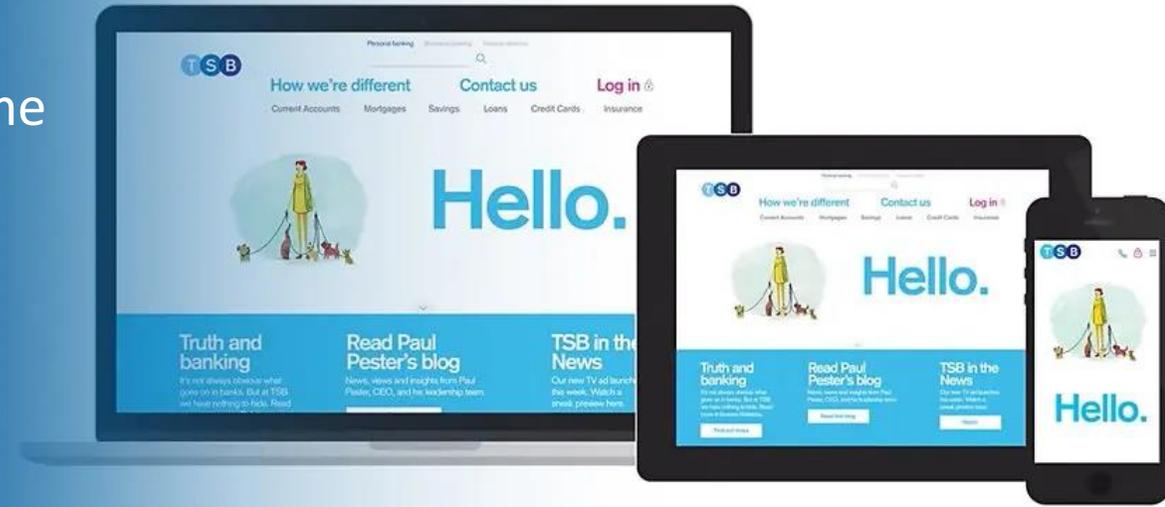
1

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.

2

Modern Omnichannel Orchestration & Execution

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

3

Intelligent Decisioning & Personalization

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

Deliver one-to-one individualized journeys, real-time and at scale

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TSB Bank & Adobe:

Adobe Customer Journey Analytics, Real-Time CDP, Journey Optimizer and more

400%

Boost in loan applications just one year after going live with Adobe Experience Platform
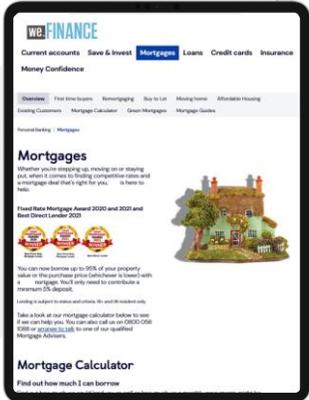
The rich insights we get from Adobe Real-Time Customer Data Platform informs our personalization strategy to enrich customers experiences. Most importantly, we can deliver that richness consistently online and offline because our decisions are based on every interaction in that customer's past.

Mike Gamble
Director of Analysis and Design, TSB Bank

- ✓ 7.5 million profiles on-boarded to a **centralized data platform**
- ✓ **200% jump in sales** nine weeks after switching on personalized digital experiences
- ✓ 92% of customers inspired to use **digital self-service**

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How MLB Is Revolutionizing Fan Personalization at Scale

MLB and Clubs – Collaborating Every Day to Delight Baseball Fans
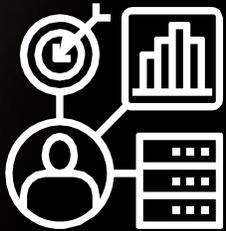
Fan Data, Segmentation, Performance Tracking

Digital Marketing Strategy, Tactics and Execution
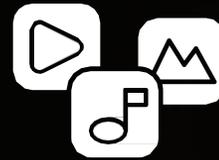
Content Creation and Distribution

MLB Apps, Core Technologies and Channels

Centralized Audiences at Scale

Real-Time Journey Orchestration
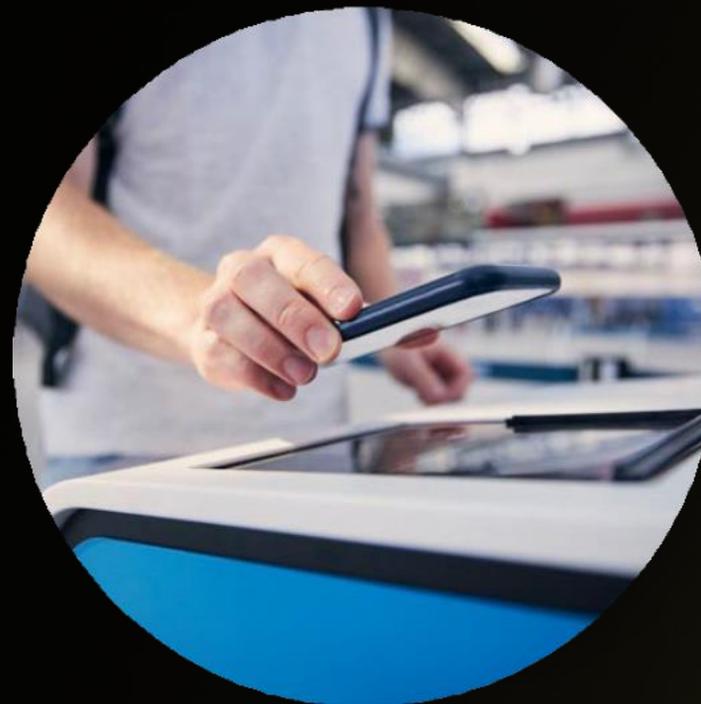
Centralized Audiences at Scale

From 7 Days to 1 Across 30 Ball Clubs

The Challenge: Fragmented Segmentation

Data

League Fan Data

Club Fan Data

Consent

Web & App Behavior

Email Behavior

Ticket Sales

Ticket Scans

Marketing & Execution Teams

Channels

Paid Search

Paid Social

Email

Web & Mobile

it took up to 4 people across different teams Up to 7 days to define, build and activate on a segment

The Solution: Centralized Segmentation at Scale

Data

- League Fan Data
- Club Fan Data
- Consent
- Web & App Behavior
- Email Behavior
- Ticket Sales
- Ticket Scans

Marketing & Execution Teams

Activation

Adobe

Channels

- Paid Search
- Paid Social
- Email
- Web & Mobile
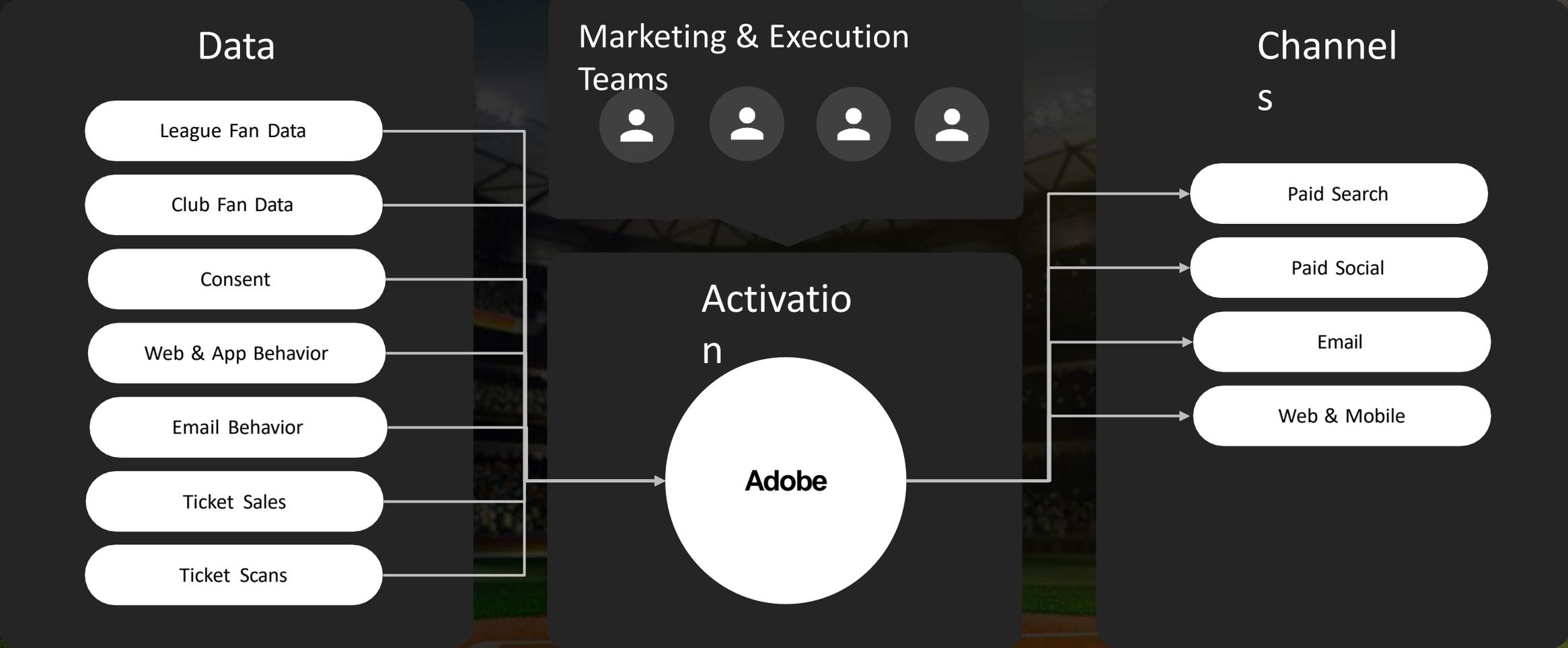
Massive Scale Across 30 Club Sandboxes

Multiply the approach by 30 and you have massive value realization at incredible scale.

1DAY

By implementing AEP, we took 30 MLB clubs and reduced a 7 day segmentation process down to less than a day.

1 Resource now does the work of 4 people in 1/7 the time.

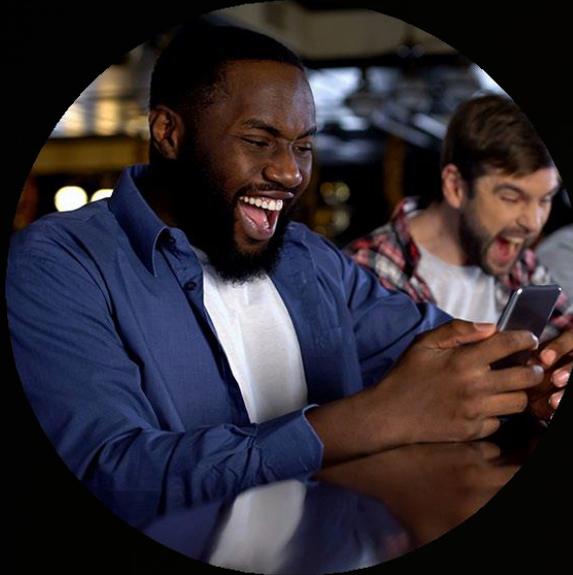**7,200** Est. Hours Saved Each Season

Real-Time Journey Orchestration
Powering In-Person Fan Experiences

Why In-Park Experiences

Live In The Moment

Talk to fans about
what's happening
NOW,
not yesterday.

Surprise & Delight

Deliver unexpected
experiences to make
their day special.

Drive- In-Park Engagement

Promote vendors,
sponsors, ticket sales &
rally the crowd while the
game is happening.

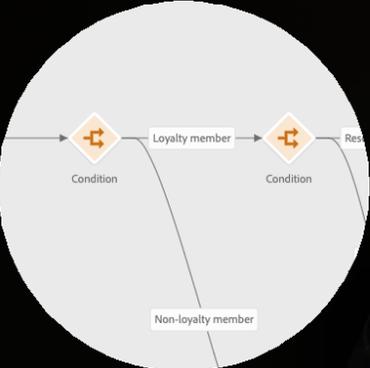# The Use-Case: Real-Time Scans
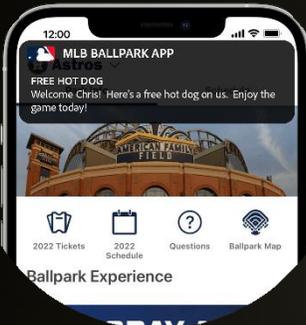
EVENTS (ENTRY)   CONDITIONS   ACTIONS

| Ticket Scanned | → | Check The Profile | → | Make Decisions & Split | → | Send Messages |