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Using Data and Insights as a Force Multiplier for CXM

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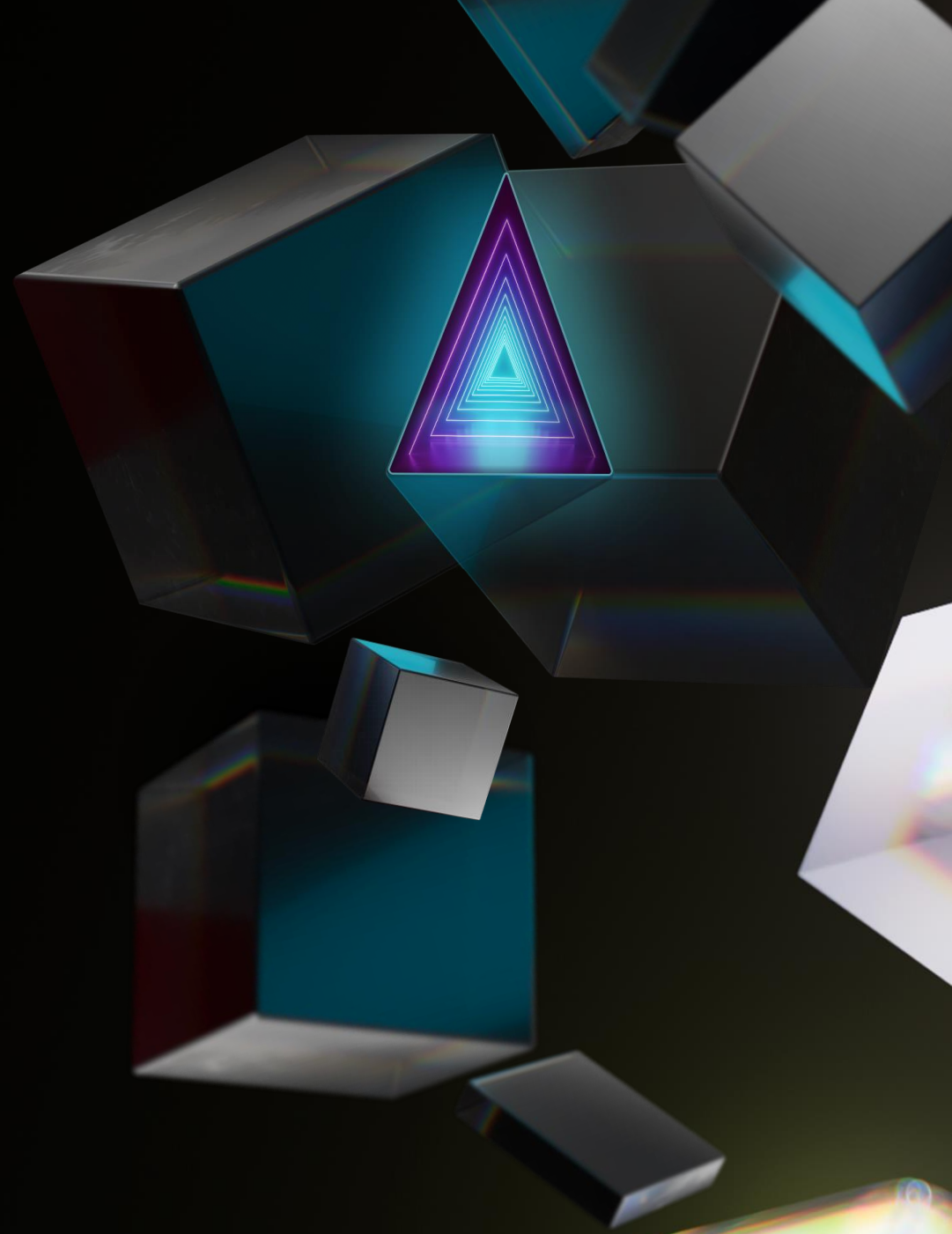
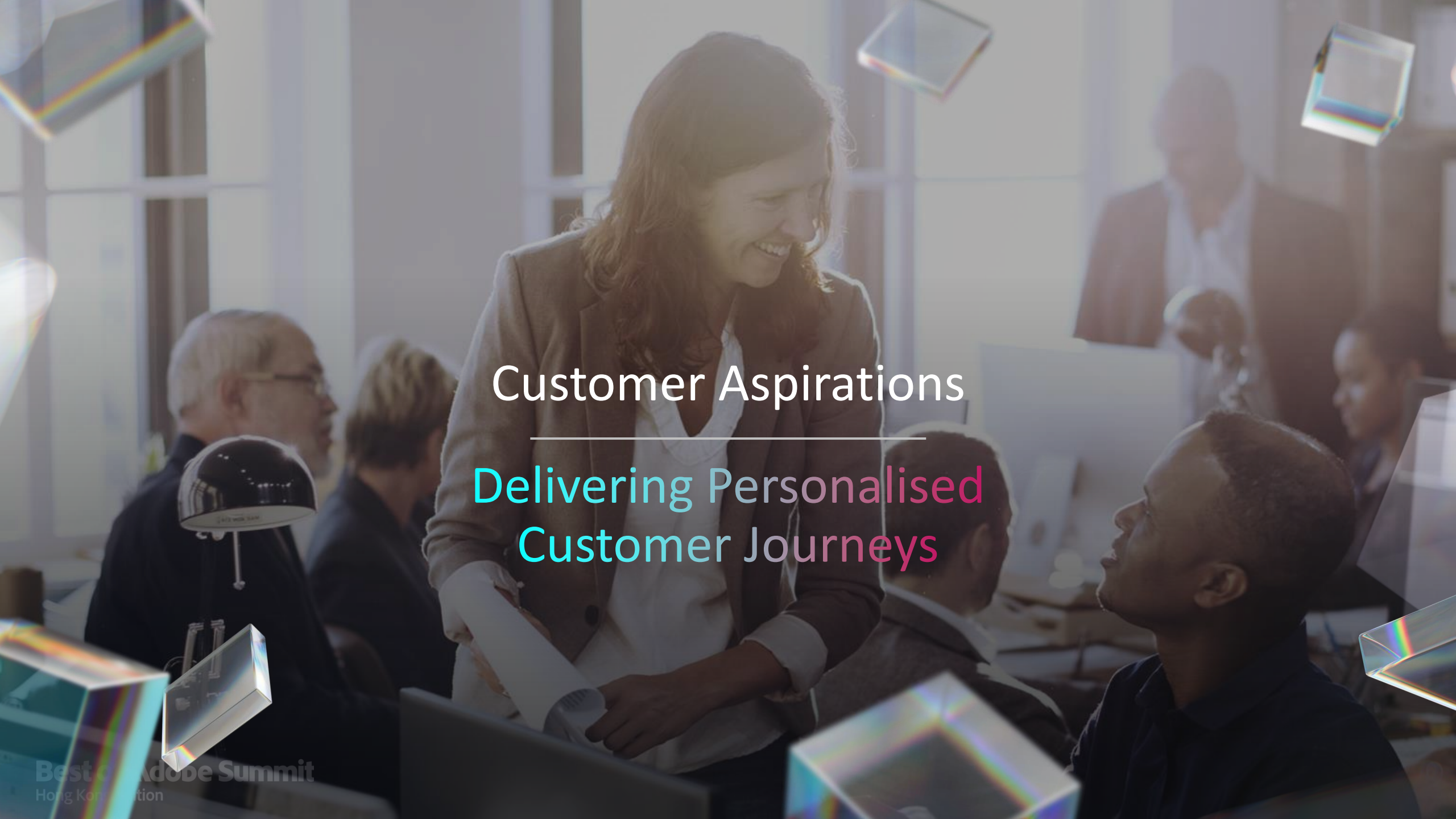
Data & Insights Innovation

Insights & Experience-led Growth

Analytics Product Strategy & Innovation

Fireside Chat with Blue Insurance




Customer Aspirations
Delivering Personalised
Customer Journeys

Challenges
Data, Systems, and Teams
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3 Concepts for Data & Insights Experience-Led Success

1

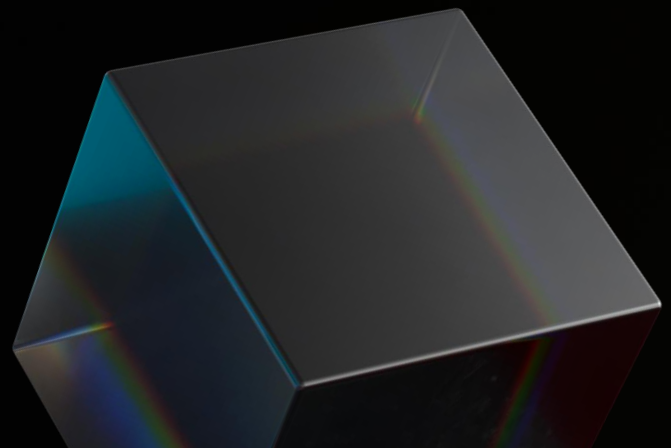
Cross-channel Insight

2

Seamless Actionability

3

Democratised Insight Discovery



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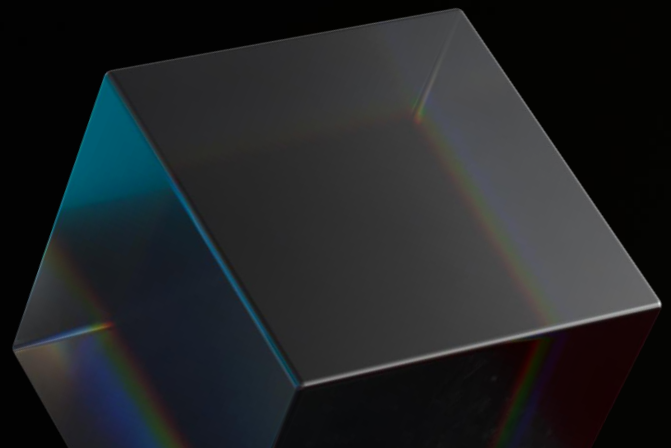


Cross-channel Fragmentation

Data | Systems | Teams

Mobile Team

Web Analytics Team

Mobile Team

Web Analytics Team

Personalization Team

Email Team

Mobile Team

Product / Channel Team

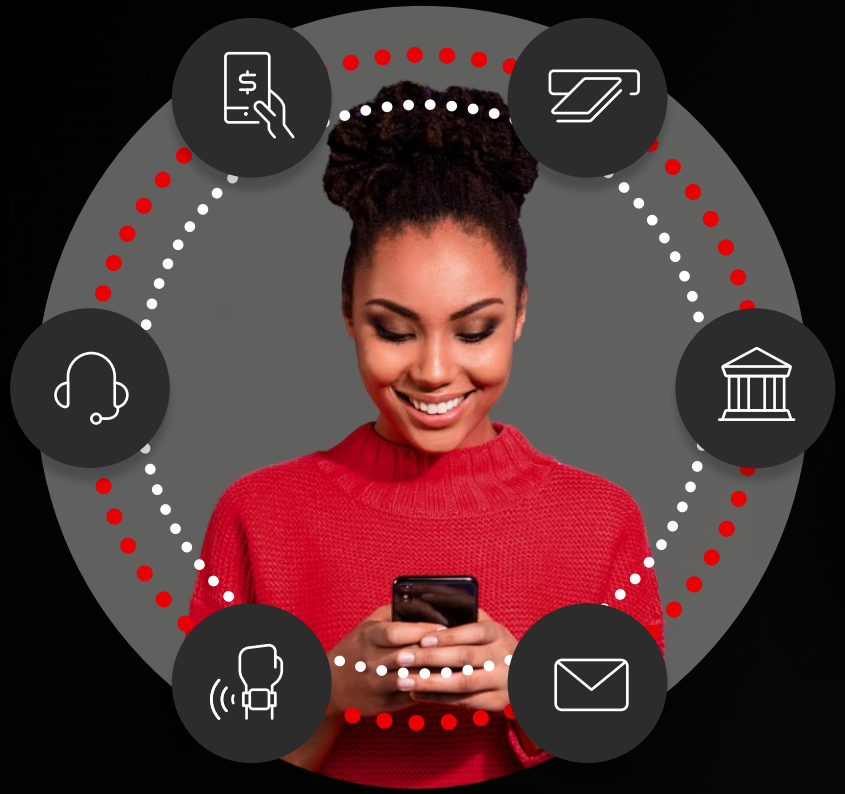
Call Center

CRM Team

Web Analytics Team

Cross-channel insight power in Adobe Product Analytics

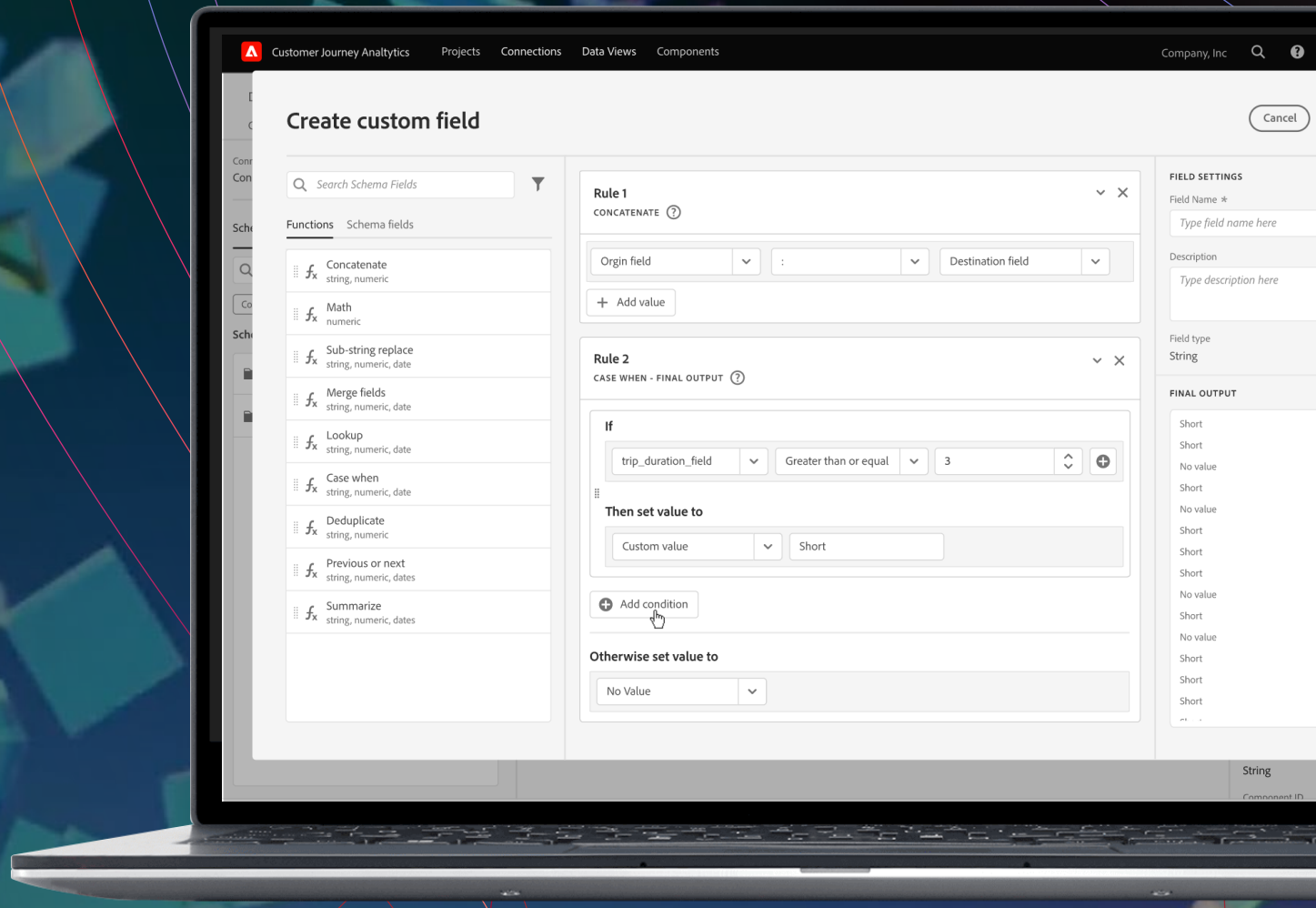
Enable real-time customer decision making and understand the impact of each customer touchpoint throughout journey.



Derived Fields

Instantly and retroactively apply complex data changes on-the-fly, without the need to rewrite and re-ingest data.

Significantly reduce costly IT cycles for sophisticated data updates – profitably speeding up time to insight for critical business questions.



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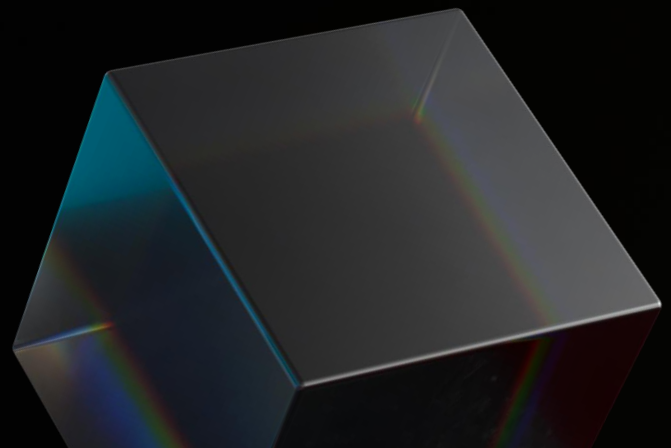
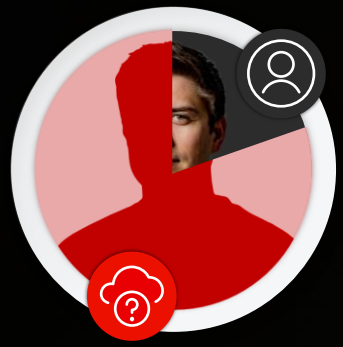


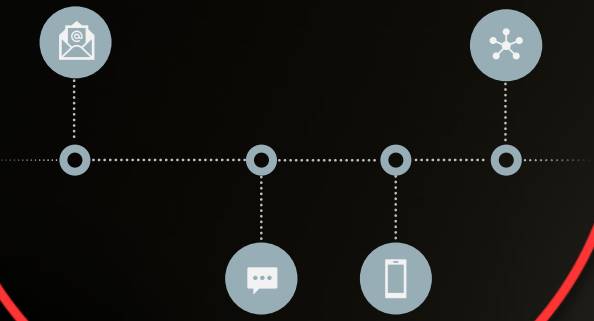
Seamless Actionability Across Adobe Experience Platform

Customer Journey Analytics

Real-Time Customer Data Platform



Journey Optimizer



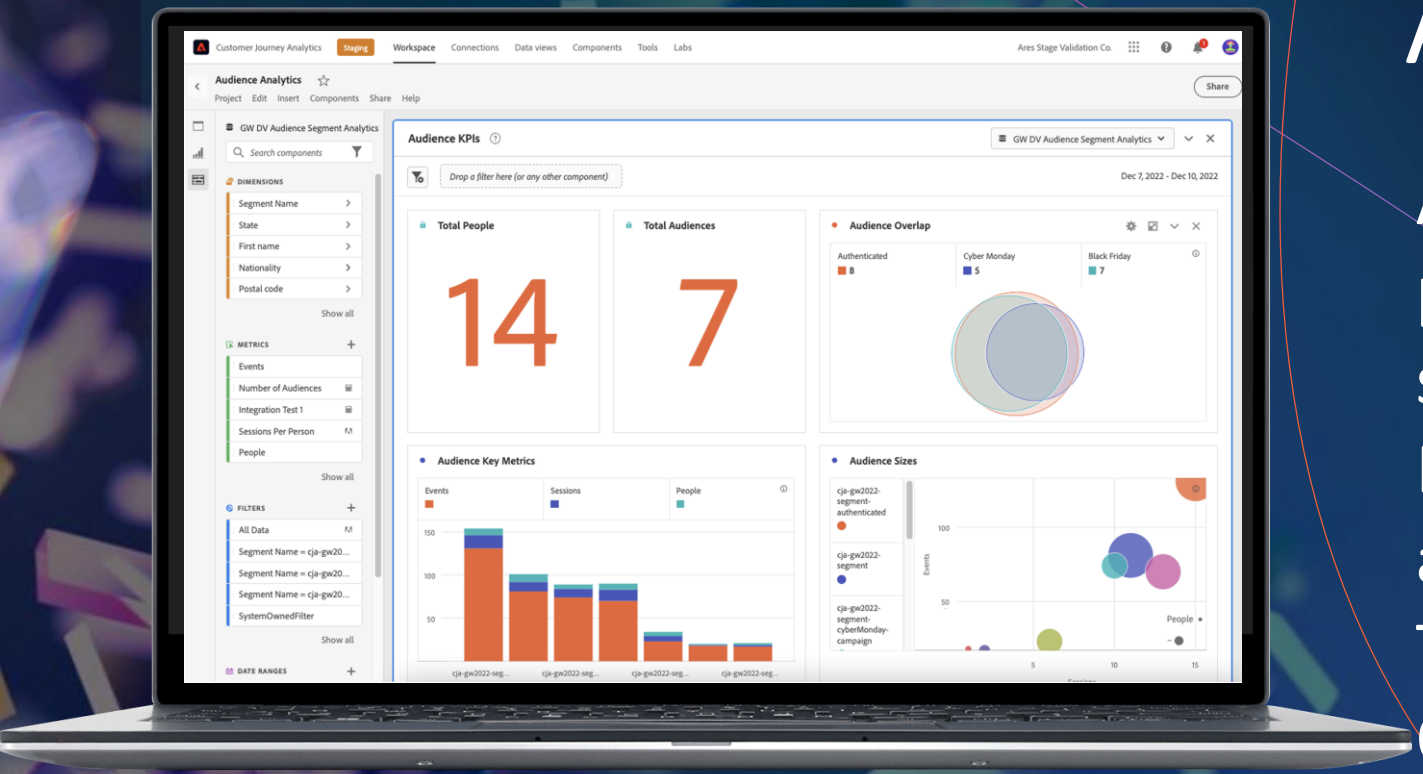
Adobe Experience Platform

Real-Time Customer Profile | AI & Machine Learning | Open Ecosystem | Cloud Extensibility

A Real-Time Experience Layer

Faster Time to Value

Limitless Evolution



Audience Analysis

Analyse the behaviors and performance activity of segments created in Adobe Experience Platform and activated through Adobe Real-Time CDP or Adobe Journey Optimizer

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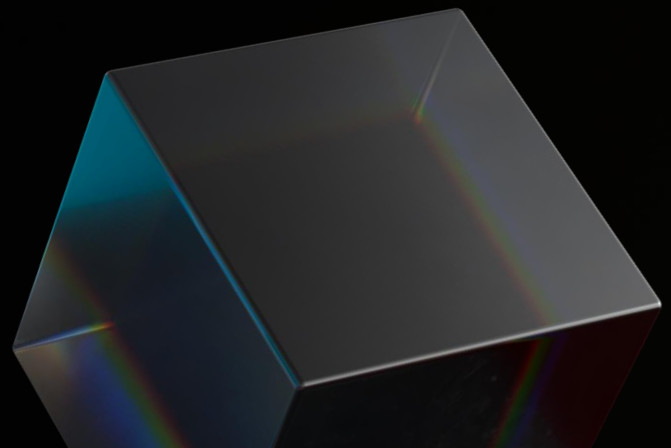


Value of Democratisation

Companies that democratise insights are…

2.5X More likely to have a customer-centric culture

AND

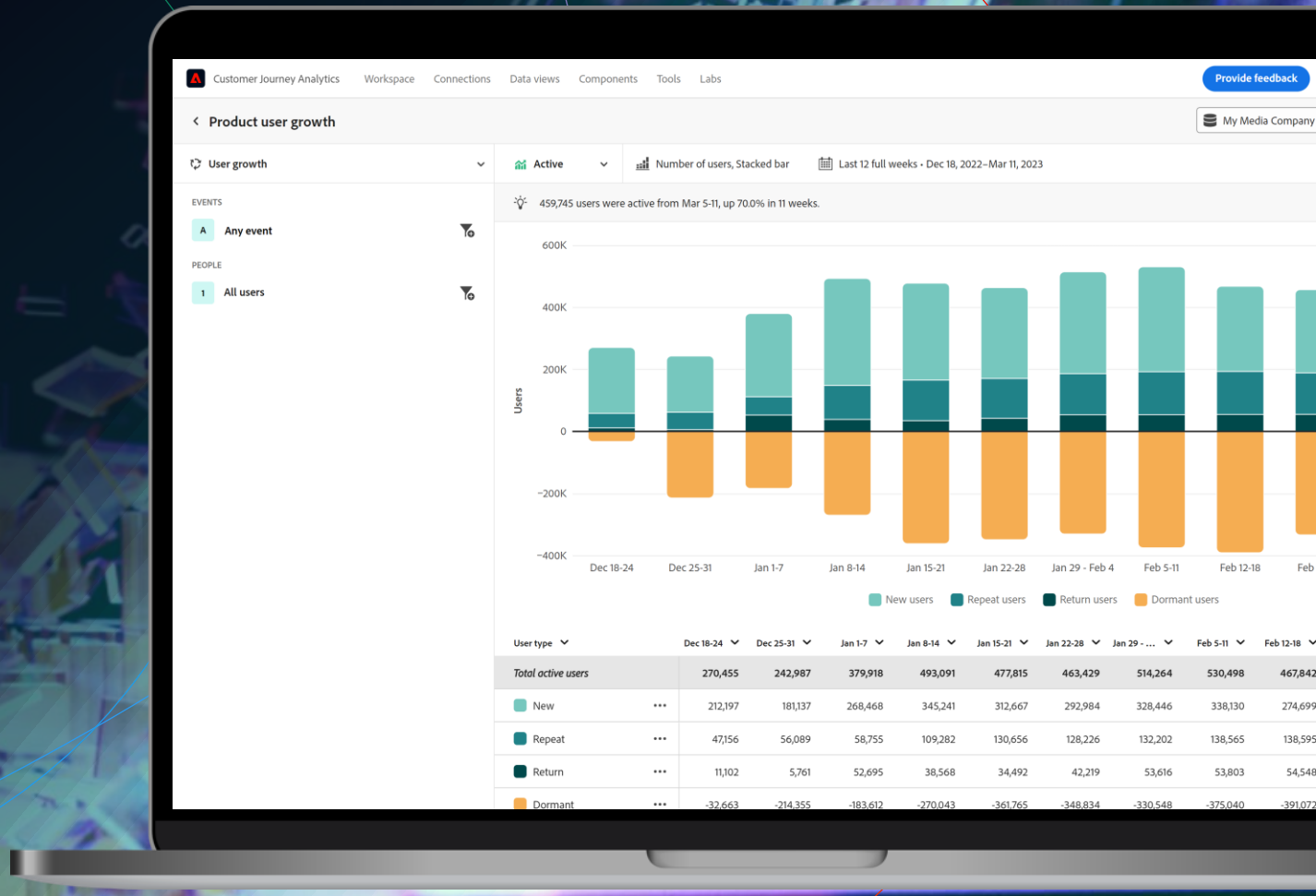
1.6X More likely to meet or exceed their customer experience goals

25% Able to **increase** their customer retention rates **by up to 25%**

(Aberdeen Group, Forrester, McKinsey)

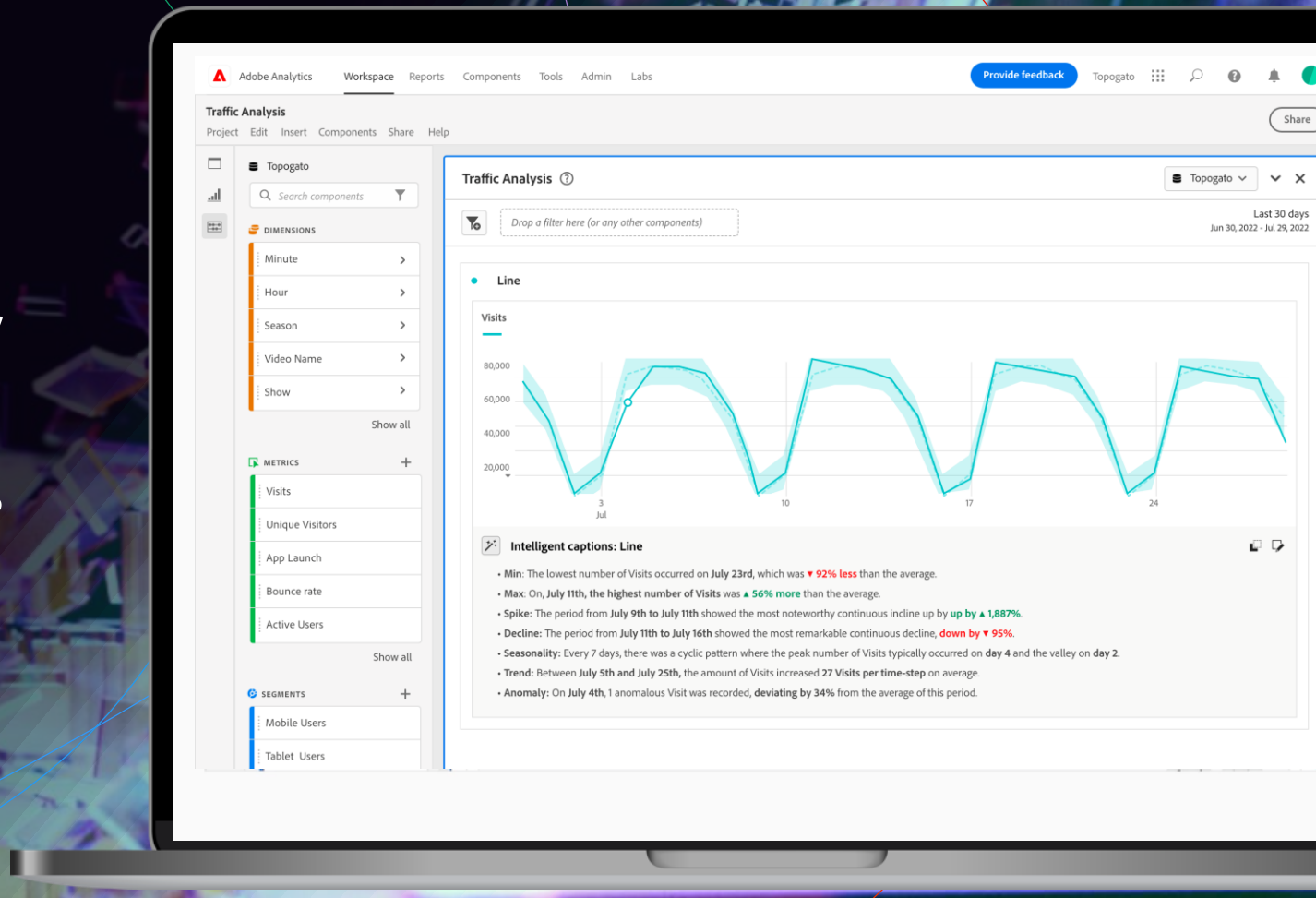
Adobe Product Analytics

Enabling product teams to quickly self-serve without the assistance from an analyst, leading to quicker data-driven product decisions.



Intelligent Captions

Natural language captions generated on demand to quickly gather insights from data visualizations for novice analysts and business users.



Adobe Data & Insights Innovations to Drive Experience-Led Growth

1 Cross-channel Insights

Derived Fields

Data Views

Field-Based Stitching

Experience Data Model

Analysis Workspace

2 Seamless Actionability

Audience Analysis

Audience Publishing

Experimentation Panel

Bulk Export and Cloud Destinations

3 Democratised Insight Discovery

Adobe Mix Modeler

Intelligent Captions

Adobe Product Analytics

Mobile Dashboards

Adobe