



# Top 10 capabilities.

See how Adobe data, insights and audience solutions help you understand your customers better and create personalised experiences.



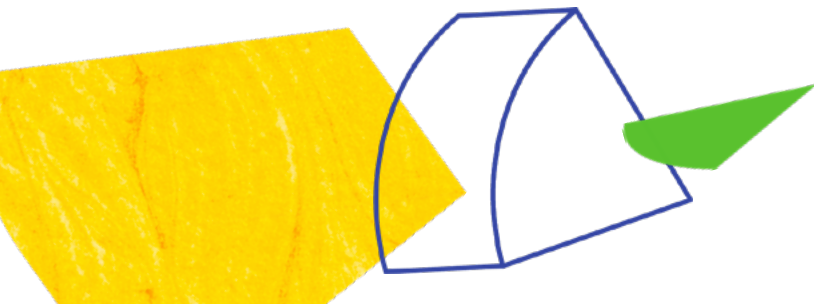
# Table of contents

<b>Connect with your customers.</b>	4
See online and offline data, all in one place.	4
Enhance trust with consumers.	4
Build unique profiles that update on the go.	4
Understand your customers' every move.	5
<b>Analyse and respond to customer activity.</b>	7
Analyse data in real time.	7
Keep it personal for every visitor.	8
Give them an offer they can't refuse.	9
<b>Activate insights to deliver better experiences.</b>	10
Keep improving the experience.	10
Be consistent with messaging.	10
Never miss the chance to wow.	11
<b>Take the next step.</b>	12

Delivering truly personalised experiences that show an understanding of your customers is the name of the game in digital commerce today. To differentiate your business and stay one step ahead of competitors, you need the right analytics tools. Adobe can help you get to know customers better and personalise their experiences by connecting with, analysing and acting on your data.

This guide shares the top 10 capabilities of Adobe data, insights and audience solutions and explains how they can help you dynamically deliver personalised experiences across the entire customer journey. We'll focus on three areas where key capabilities provide tangible value:

- **Connect**  
Create robust, real-time customer profiles.
- **Analyse**  
Access data and insights in real time across all channels.
- **Activate**  
Scale as needed to power enterprise use cases.





# Connect with your customers.

## 1. See online and offline data, all in one place.

A big part of understanding your customers is being able to see how and where they buy your products or services – ideally in a single, unified view. For example, you need an easy way to compare orders made on the web, in an app, at point of sale and through a call centre. **Adobe Customer Journey Analytics** lets you bring together all your data from every channel into a single interface so that you can analyse it in real time, which helps you make better decisions and understand the context behind customer actions.

## 2. Enhance trust with consumers.

Corporate and regional policies for customer data use will continue to expand and pivot. Marketers need help addressing constantly changing requirements for using customer data and honouring consumer privacy requests. **Adobe Real-Time CDP** gives marketers access to flexible controls out of the box to configure how customer data is managed, accessed and activated. Apply appropriate data usage labels, set role-based access and enforce key policies directly in the tool.

## 3. Build unique profiles that update on the go.

In most organisations, valuable customer data still sits in silos across systems spanning the entire enterprise. To create a complete customer profile, marketers need to access this data to integrate known and unknown information into a single,



manageable view across all marketing teams. With **Adobe Real-Time CDP**, you can combine individual and company data – internal and external, known and unknown – into a single, unified profile that can be activated in real time. Marketers can access robust profiles that update moment to moment, without having to manually stitch data together. The result: access to a golden customer record that marketing teams across the enterprise can use to power cross-channel marketing strategies.

#### 4. Understand your customers' every move.

You need the ability to track customers across all channels throughout their journey – from ad impression to web visit to in-store visit. With **Adobe Customer Journey Analytics**, you can build cross-channel visualisation for segments or individual customers. For example, let's say you want to understand why and when visitors to







### **Adobe Customer Journey Analytics**

It's clear that the customer experience (cross-channel and cross-device) has now become urgent for the C-suite, with new investment in developing 360-degree customer views and data-driven decision-making. But the challenges for teams trying to discover and deliver actionable customer insights are not trivial. Unconnected data silos, lack of context and data discovery capabilities, and limited ways to access, communicate and take action on insights leave most organisations unable to focus on better customer experiences.

With **Adobe Customer Journey Analytics**, brands can adapt and understand consumer value shifts and new engagement patterns, creating value from behavioural data by connecting, contextualising and analysing a variety of engagement points.

your website call customer service. You can build a quick view of metrics that show which web pages are prompting the most calls to your call centre. You can also track product purchases across channels in a single interface with combined product, order and revenue metrics.

## How to create segments in Customer Journey Analytics.

 <b>Plan</b>	Have you asked all the right questions before building segments and setting up a segment management environment? Have you designed the segment with its intended purpose and distinct usage in mind?
 <b>Build</b>	Build and edit segments for use in all Analytics capabilities.
 <b>Tag</b>	Tag segments for ease of organisation and sharing. See how to plan and assign tags for simple and advanced searches and organisation.
 <b>Approve</b>	Approve segments to make them canonical.
 <b>Apply</b>	You can apply segments directly from a report, from the segment rail.
 <b>Share</b>	Share your segments with the intended audience in other Analytics tools and to Adobe Target and the Adobe Experience Cloud.
 <b>Store</b>	Filter by tags, owners and other filters. Marking segments as favourites is another way to organise them for ease of use.

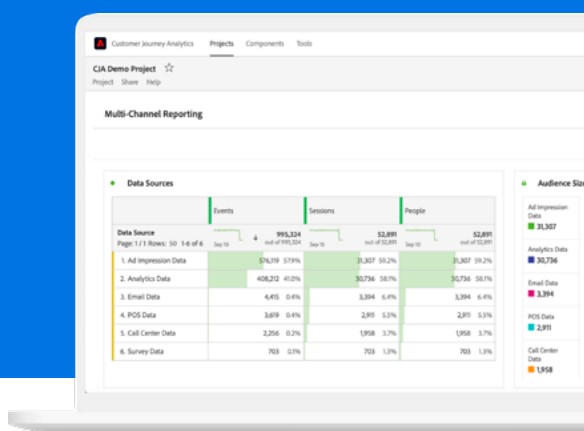
# Analyse and respond to customer activity.

## 5. Analyse data in real time.

Taking fast and definitive action in response to your customers' activities can make or break your business. You need a solution that lets you query data in real time, without help from IT. For example, you may want to check in-store and online traffic from a major sales event, like Black Friday or Cyber Monday, without performing a typical analysis that can take days or weeks to view. With **Adobe Customer Journey Analytics**, you can create easy-to-use, self-serve data views that update in real time.

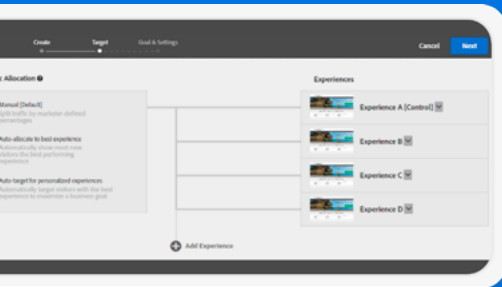
## Interpret your data your way

Combine data sets from Adobe Experience Platform and connect them to Customer Journey Analytics to create a data view.



## 6. Keep it personal for every visitor.

To increase customer engagement, you need to dynamically personalise your website for all visitors. **Adobe Target** provides sophisticated A/B and multivariate testing to understand the needs of different audience groups, while activity maps help marketers make actionable decisions during site authoring. These capabilities are extremely useful, for example, when you want to rearrange items on your web page and quickly test how effectively they work with certain groups. With Auto-Target – a feature of Adobe Target – you can enable machine learning to deliver rich and contextual personalisation for every visitor on your website.



## Use Auto-Target to drive conversions

Combine your marketing chops with powerful machine learning to serve up the most right content to the right people at the right time.





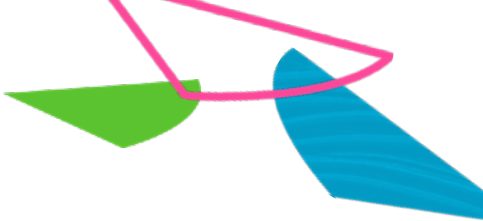
## 7. Give them an offer they can't refuse.

A great way to attract and retain customers – and build brand loyalty – is to frequently provide personalised offers and promotions. When sending offers to customers, you want to target the right individuals at the right time. The Automated Offers feature of **Adobe Target** uses artificial intelligence to help you find key attributes of customers and create automated segments, so you can deliver specialised offers that achieve optimal results. For example, a retail site might automatically offer visitors who have purchased hiking boots a special promotional price on backpacks.

### Adobe Target

New research from Harvard Business Review Analytic Services (HBRAS) shows that customer experience is a top-five business priority, but few businesses claim to be great at it today. In fact, an HBRAS survey of more than 1,100 executives reports that only 15 percent say they have both a single (360-degree) view of customer data and the organisational structure to make use of those insights. Similarly, only 17 percent say their organisations are excellent in insight, engagement or both. That's where the AI within **Adobe Target** can help. It facilitates real-time personalisation at scale, which lets you act quickly on insights and audiences in the moment – so you can determine and deliver the next best experience, content or offer.





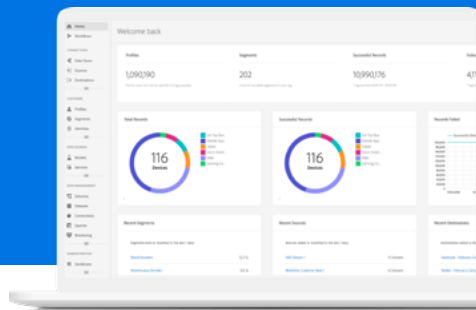
# Activate insights to deliver better experiences.

## 8. Keep improving the experience.

Whether you're selling directly to customers or B2B, you need rich insights into buying preferences and behaviours so that you can better engage with customers. With **Adobe Real-Time CDP**, having all customer information in a unified view makes it possible for your marketing teams to access consistent profiles in real time. This data enables richer customer insights and helps you deliver a better B2C and B2B buying experience. For example, data about the actions your customers have taken recently online might prompt you launch a new campaign immediately.

### Active all your data with Real-Time CDP

Collect, normalise and unify data into real-time profiles that power great customer experiences at scale.



## 9. Be consistent with messaging.

Personalisation matters more than ever in today's highly competitive online market. It's essential that you personalise



customer experiences in a consistent and efficient way. With pre-built integrations across paid media (including social) and owned channel (e.g. email, on-site, in-app), **Adobe Real-Time CDP** helps you activate personalised campaigns consistently across channels so that your messaging remains stable and clear.

#### 10. Never miss the chance to wow.

Let's say you're running a new campaign and need up-to-the-minute audience segments so that you can target precisely the right individuals. **Adobe Real-Time CDP** allows customers to flow in and out of key segments as they go, providing you the data you need to create the right audiences. You can react instantly to customer events and deliver timely experiences to any destination – including web, email, mobile and IoT devices.

### Adobe Real-Time CDP

It's an understatement to say that the market for customer data platforms (CDPs) is growing rapidly. According to Valuates Reports, the global customer data platform market size is expected to grow to £3.02bn by 2025 (from just £0.81bn in 2019) at a CAGR of 24.19 percent. This growth is in large part fuelled by the desire of organisations to provide improved customer experiences. CDPs meet this desire by unifying customer data from across the organisation so that it's easy to power personalised, multichannel experiences.

**Adobe Real-Time CDP** qualifies visitors for audience segments as event data is collected, allowing you to deliver just-in-time relevant customer experiences. Updated audiences are available to use in other channels such as advertising, social media, websites and email, ensuring consistent personalisation.

# Take the next step.

No question, the success of your business depends greatly on your ability to use customer data and insights to deliver compelling, personalised experiences. Taking the time to find the right set of resources and tools to facilitate this effort is essential. After all, the payoff can be huge – resulting in higher customer retention, a greater ability to attract new customers and an increase in brand loyalty and relevance.

Adobe provides superior capabilities to harness the power of customer information through sophisticated data, insights and audience solutions. Find out how these capabilities can address the specific needs of your business.

[Learn more](#)

[Request a demo >](#)

[Adobe Target >](#)

[Adobe Customer Journey Analytics >](#)

[Adobe Real-Time CDP >](#)

# Sources

Brian Solis, "Why Going Digital Isn't Enough to Meet the New Customer Experience (CX) Imperative," *Harvard Business Review*, July 2021.

"Customer Data Platform (CDP) Market Size is Projected to Reach USD 4,117.87 Million by 2025," Valuates Reports, September 2020.



© 2022 Adobe. All rights reserved.

Adobe, the Adobe logo, Adobe Customer Journey Analytics, Adobe Target and Adobe Real-Time CDP are either registered trademarks or trademarks of Adobe in the United States and/or other countries.