



Bringing Marketing and IT Together with One Customer Data Platform

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EXPERIENCE MAKERS LIVE

Content

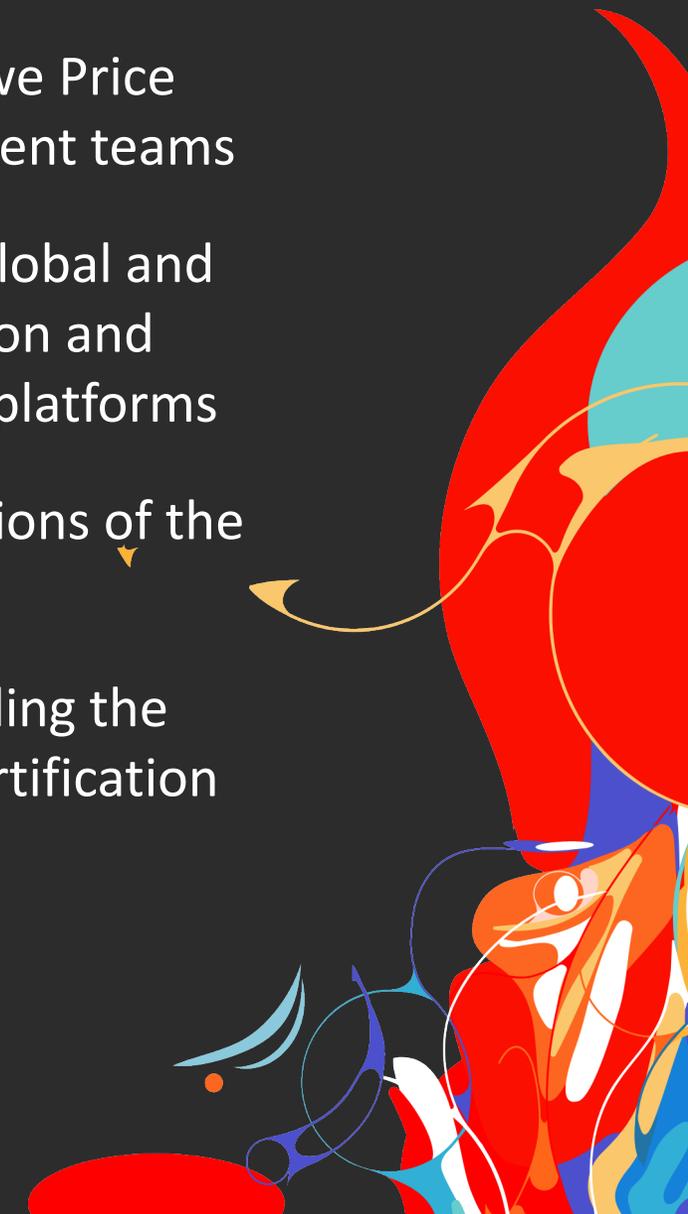
- Speaker Profile
- Business and IT Partnership
- Activating CDP/DMP Marketing Use Case
- High Level Technical Architecture



Speaker Profile



- Currently a Software Group Manager at T. Rowe Price leading the Marketing Technology Development teams
- Previously worked at Merkle, advised large global and fortune 500 companies on the implementation and architecture of the Adobe Experience Cloud platforms
- In 2014, lead of one of the first implementations of the Adobe Marketing Cloud
- Multiple Adobe Platform certifications including the Adobe Audience Manager DMP Architect Certification



Team Roles and Responsibilities



Business Units

- Each business unit has their own marketing team and own the execution of their marketing campaigns



Marketing Enablement (ME)

- Marketing operations center of excellence
- Supports marketing teams
- Product owners for IT Agile teams
- Responsible for collecting requirements from the business units



IT Agile Teams

- Architecting, implementing and enhancing the Adobe Experience Cloud platforms
- Kanban or SCRUM Agile teams
- User stories are prioritized by ME product owners

Team Interactions



Business Unit Marketing Team

Business Unit Marketing Team



Marketing Enablement



Architecture Agile Team

Digital Agile Team

Data Agile Teams

Campaign Agile Team

DMP/CDP Use Cases

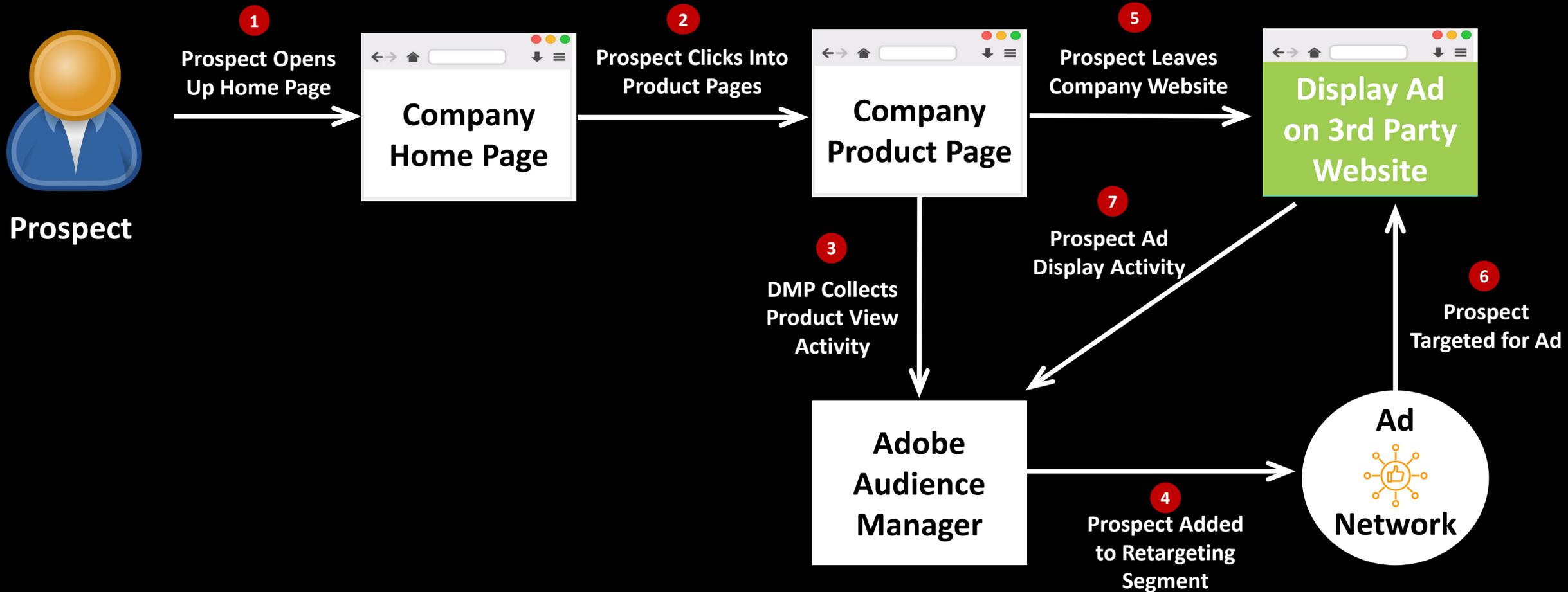
- Retargeting of prospects viewing products pages
- Retargeting of prospects abandoning the new account sign up process
- Optimize 3rd party website advertising media spend
- Prospect Omni-channel marketing
- Customer Omni-channel personalization



Unknown Prospect Use Case with DMP

Use Case Scenario

- Retargeting of prospects viewing products pages
- Optimize 3rd party advertising media spend



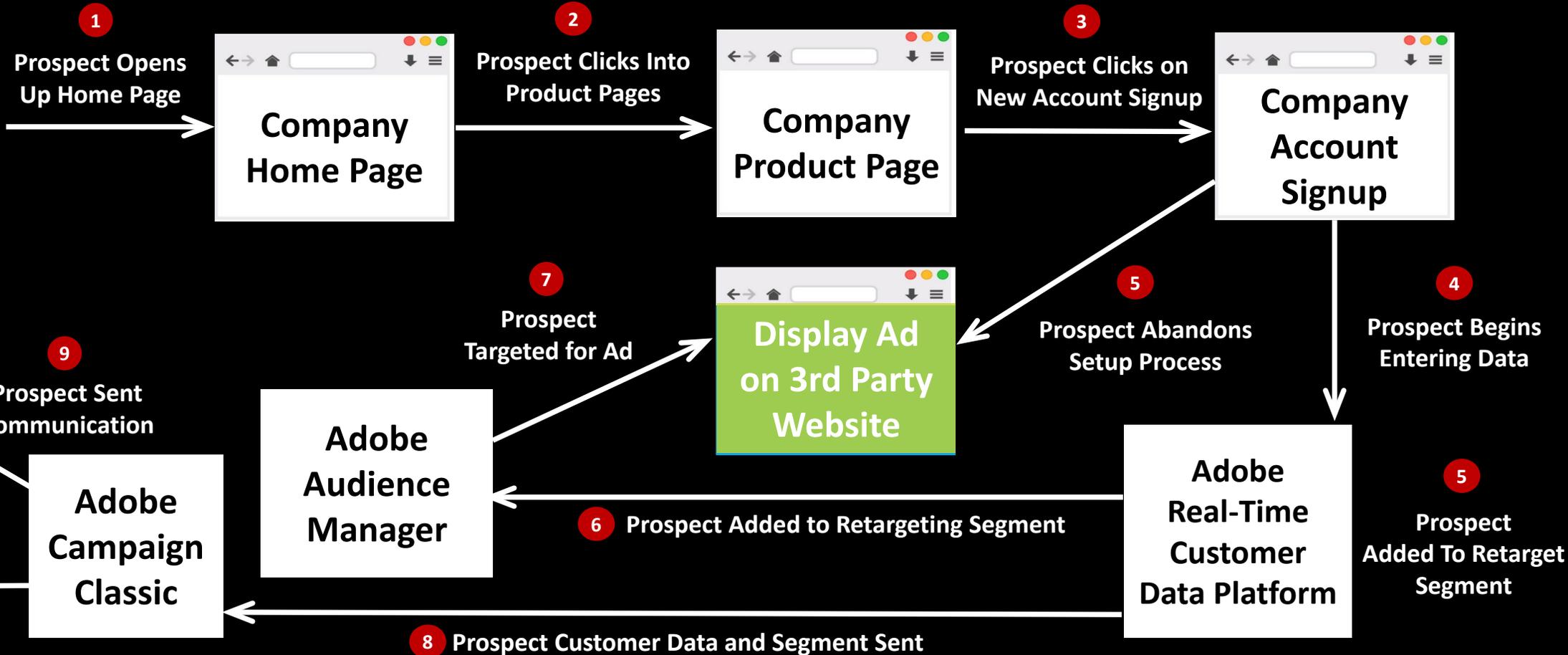
Known Prospect Use Case with CDP (In Progress)

Use Case Scenario

- Retargeting of prospects abandoning the new account sign up process
- Prospect omni-channel marketing



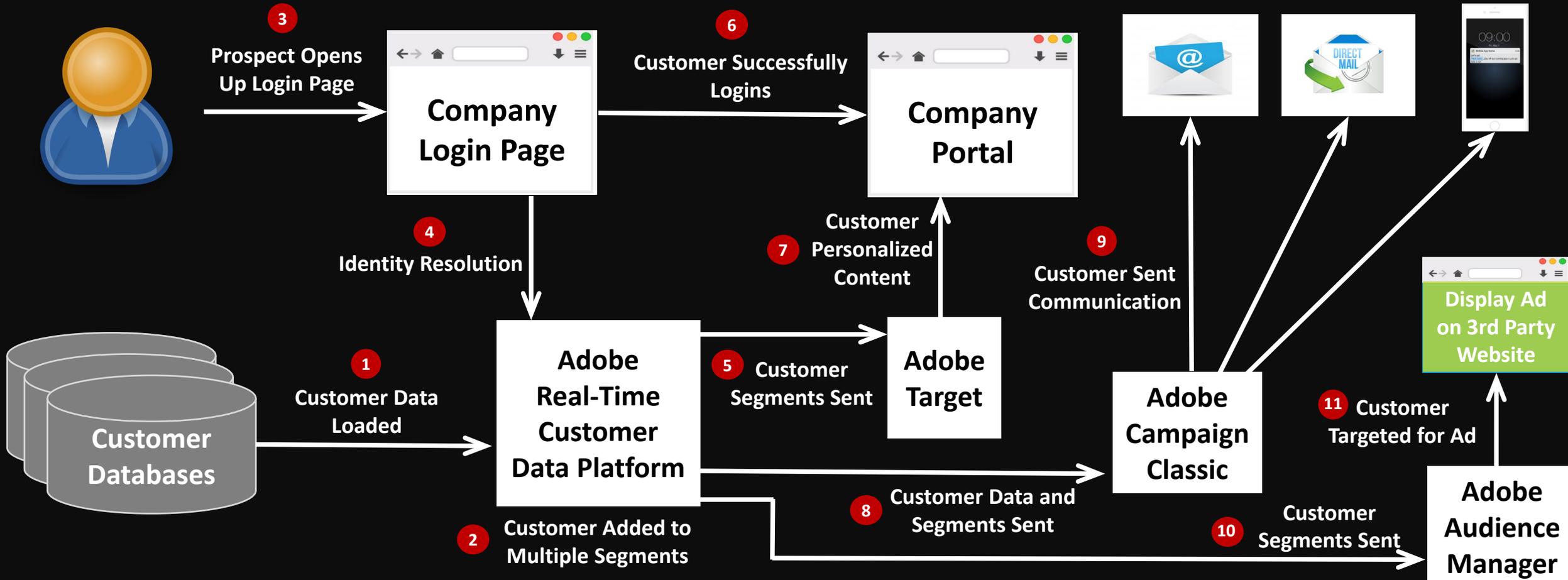
Prospect



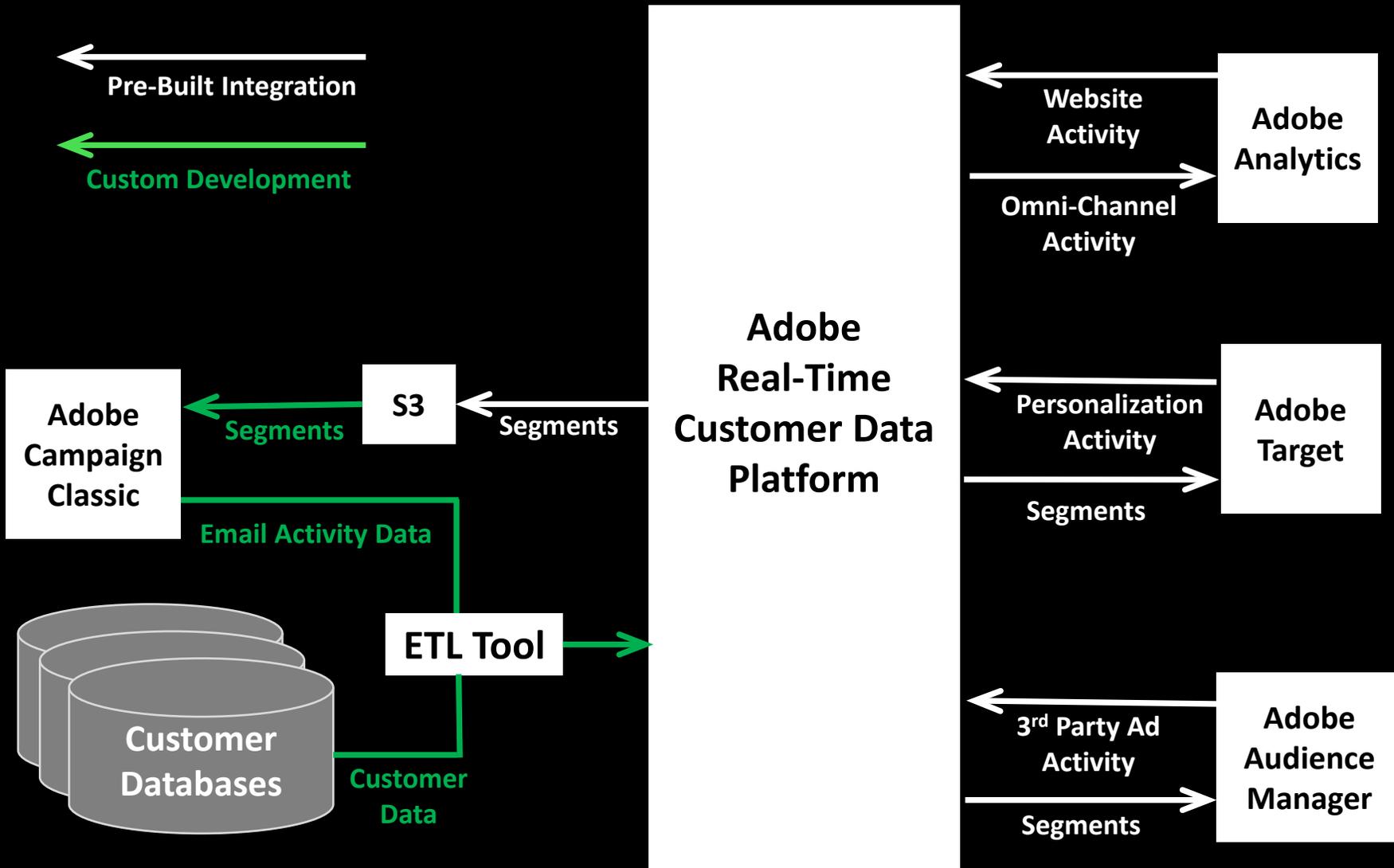
Customer Use Case with CDP (In Progress)

Use Case Scenario

Customer omni-channel personalization



High Level Technical Architecture



Key Points

- Data ingestion is pre-integrated and activated by Adobe
- Pushing segments into activation channels are pre-integrated and configured by the client
- Identity graph is automatically generated through configuration
- Unified profile automatically populated through configuration
- Custom ETL for Adobe Campaign Classic and Company Data
- Pre-integration saves months of custom development efforts

Summary Slide

- Organize our teams for success
- Discussed prospect and customer use cases
- High level technical architecture to implement use cases



