

# Future-ready customer experiences start with a flexible approach to data composability.

Enterprises hold vast amounts of customer data — the key is accessing it quickly enough to deliver personalized experiences at scale, in the right moment.



Only **28%** of organizations feel confident their current CDP will meet their needs over the next 24 months.

Source: The State of Customer Experience in an AI-Driven World report

## Keep up with your customers.

Customers no longer settle for basic personalization. They expect brands to understand their needs, act in real time, and deliver value on their terms. For enterprises using cloud data warehouses, this means building audiences without duplicating datasets, all while keeping privacy risks in check.

“ With the acceleration of first-party data strategies — prompted by evolving privacy regulations and reduced reliance on third-party cookies — organizations are prioritizing data integration, security, and compliance more than ever.

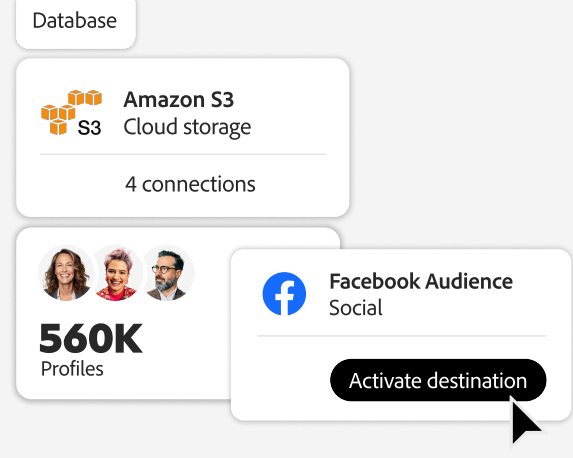
Source: Everest Group Customer Data Platform (CDP), Products PEAK Matrix Assessment, 2025 report

## Understanding the spectrum of warehouse usage.

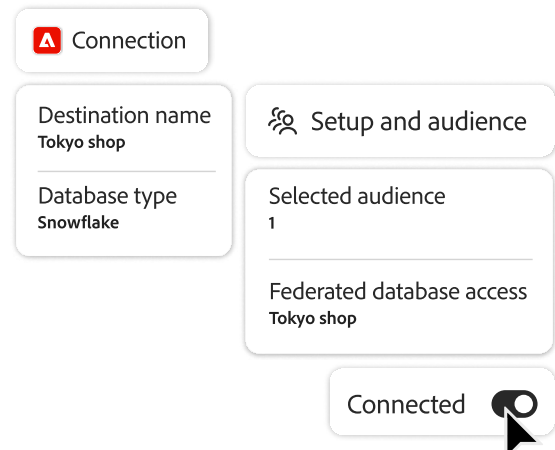
Managing customer data isn't a one-size-fits-all. Enterprises need a flexible approach to data composability in CDPs that accommodates different data structures and governance requirements, while still enabling activation of insights in real time. A flexible approach is a natural step in helping teams activate audiences directly from warehouses — while giving marketers agility and IT control.

### A best-in-class CDP supports any of these three approaches:

**100% ingestion:** Best for specific real-time triggers and low-latency decisioning. Some data moves into the CDP to enable immediate profiles and zero-lag activation.

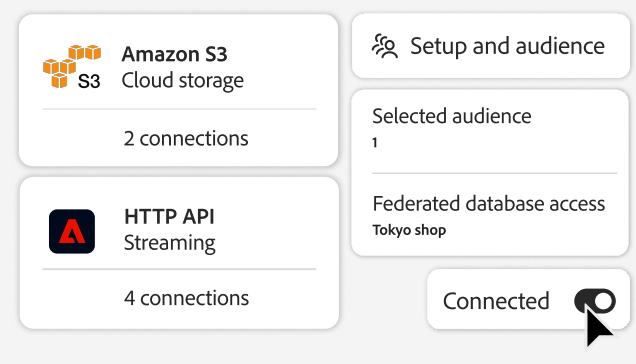


**100% federation:** The modern standard for zero-copy access and analysis at scale. Data stays in the warehouse, enabling governed audience building, reduced duplication, and lower storage costs.



**Ingestion and federation:** The most effective model for almost all organizations. Helps ingest what's needed for personalization and federate what's better accessed on demand.

*This flexible model of ingestion and federation is the sweet spot for most enterprises.*



Adobe offers all these approaches to provide customers the flexibility to meet their needs.

## Take the flexible path to faster decisions.

A best-in-class model with a flexible approach to data composability like Adobe Real-Time CDP treats data warehouses as strategic partners, not obstacles.

[Discover how](#) a flexible approach to data composability in CDPs reimagines the future of customer experiences.

## Customer spotlight: AT&T harmonizes data to accelerate personalization at scale.

AT&T needed a way to build and segment audiences across teams for consistent omni-channel targeting. With Adobe Real-Time CDP, they reduced reliance on multiple teams and scaled personalized experiences. Here's how:

AT&T's objectives	Outcomes achieved
Accelerated time to value	Initial audience build-out achieved within one day of establishing secure federated access.
Streamlined audience management	Audience activation reduced duplicate work and simplified workflows.
Personalization at scale	Millions of profiles richer in minutes, enabling richer omni-channel personalization.

Watch their [on-demand summit](#) session to learn more about their approach.

## Ready to transform your audience strategy?

Adobe Real-Time CDP helps activate critical customer data to drive measurable impact — without compromising speed or security.

[Explore Adobe Real-Time CDP](#)