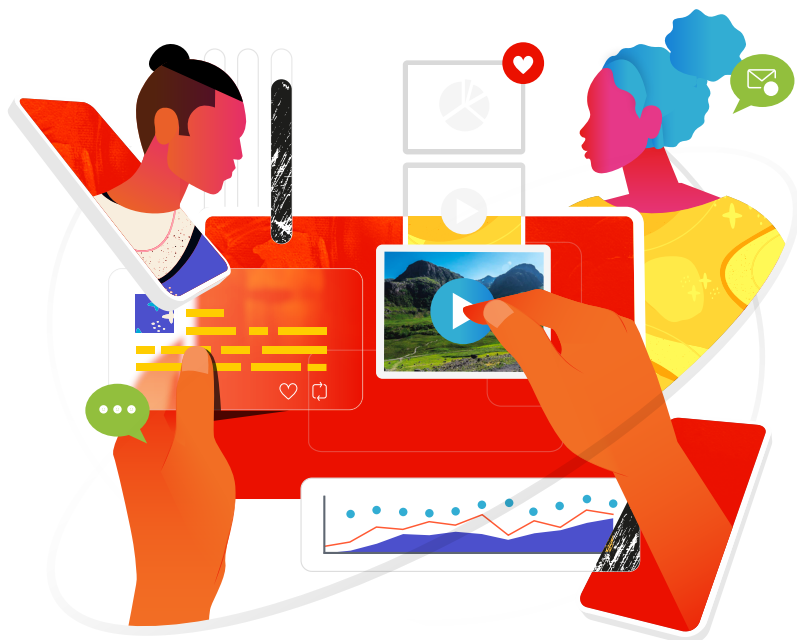




Go from siloed to sophisticated.

Assess how well you deliver
omnichannel campaigns and journeys—
and how AI-powered orchestration
from Adobe can help.



Today's customer journeys are becoming more complex—more like squiggles than straight lines. Consumers are shopping in a growing number of digital channels as well as in person. They might do their research online and then buy in store—or the opposite. They might toggle between your website and your mobile app. The possibilities are endless. And marketers are struggling to keep up.

They know the answer is to deliver thoughtful, personalized omnichannel campaigns. However, for many firms, this is easier said than done. Most of today's marketing platforms evolved to address the needs of a particular channel, such as direct mail, email, or ecommerce. Customer data is thus stored in multiple locations. To orchestrate an omnichannel campaign, marketers may need to build custom applications or put in long hours of manual work.

To make omnichannel campaigns really work, you must be able to unify experience data from all your channels to get a complete picture of the customer journey. It should be easy to build campaigns in which behavior in one channel triggers an event in another. All your content assets should be accessible in one place. And all of this should happen within the larger context of an agile, data-driven marketing function.

Fortunately, marketing technology is evolving fast, and platforms now exist specifically to support the orchestration of omnichannel campaigns. These platforms can help no matter where you're starting from. The framework described in this eBook can help you assess your current capability level—and learn how far you can go with Adobe Journey Optimizer.

Maturity level 1: Silos and disconnected journeys.

Traditional marketing technologies—and the silos that have sprung up around them over the years—are one of the biggest roadblocks to providing a seamless customer journey. At the lowest maturity level, organizations' customer data is typically scattered throughout various silos (marketing, sales, customer service, finance, and so on).

Silos prevent journeys from being as smooth as possible. For example, email campaigns may not be informed by customers' behavior in stores, online, and on mobile devices. As a result, customers are left with seemingly random or irrelevant retargeting.

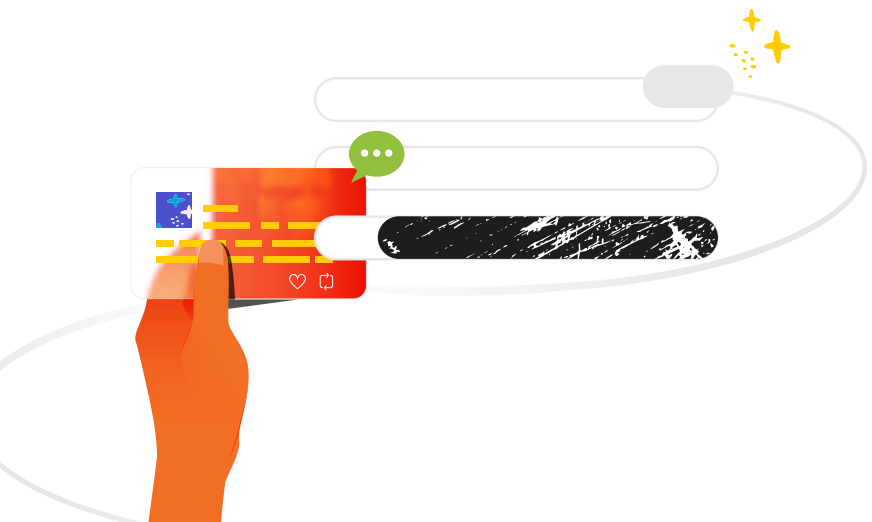
When their data is siloed, organizations commonly:

- Lack a complete view of each customer's interactions across every channel
- Update information in one place without communicating to other parts of the business
- Export data from multiple systems and use spreadsheets to analyze customer data
- Are missing a clear and accurate picture of customers' path to purchase
- Have a minimal understanding of which customer behaviors map to purchase intent

To provide more connected campaigns and experiences, marketers must:

- Keep their content, messages, and offers consistent
- Provide contextually relevant messaging throughout the journey
- Understand journey development
- Determine the relationships between their different channels
- Progress further into personalization

Forming cross-disciplinary teams can help marketers better understand what kinds of data they'll need in order to learn what customers want at each stage of their journey.



Maturity level 2:

Audience-based multi-channel campaigns.

The next stage of maturity in journey orchestration is to focus on building relationships across the buyer lifecycle that span channels. A major challenge for marketers at this stage is knowing which channels are going to be most effective for which buyers. Another obstacle is insufficient and disconnected data on each customer's journey.

When organizations reach second-level maturity, their teams can manage customer data—but it might take them hours or days to do that. Connectivity and consistency between channels is improved, but campaigns are primarily audience-based and initiated by the marketer.

At this level, organizations:

- Have a rough idea of the customer journey for different personas
- Lack the ability to engage customers in real time
- Understand at a basic level which customer behaviors may signal purchase intent
- Take days or weeks to capture customer privacy preferences
- Are aware of the need to phase out third-party cookie data, but haven't acted yet

Some are changing their approach to be more data-driven. To make the leap to more centralized customer data, teams must:

- Design and deliver personalized messages for email, push, in-app, or SMS messages
- Use location-aware mobile engagement and other new tools
- Integrate email marketing in omnichannel marketing touchpoints
- Customize digital experience according to each buyer's location, referral, or browsing behavior
- Create new cross-channel strategies

Second-level organizations are beginning to pay more attention to organizing customer data and providing better access to it. This helps them deliver a somewhat personalized experience that can eventually gain them level-three status.



Maturity level 3:

Journey orchestration.

Third-level organizations have gained better visibility into their centralized customer data. Their goal is to use this data to intelligently create individualized journeys—which they should have started doing by personalizing experiences that reflect some cross-channel interactions. Thanks to customer data captured in their company's data lake, many teams have complete customer profiles—but that data is not always available in real time.

Customer journey insights and customer targeting still need to be improved before these organizations can provide individual, personalized journeys. They can, however:

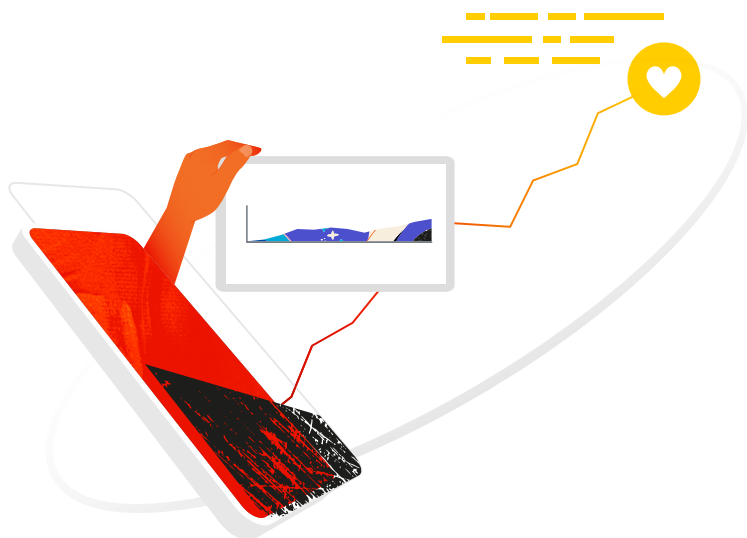
- Develop original insights based on the cross-channel customer journey
- Understand the cross-channel journey for individual customers
- Know which content and campaigns tend to move prospects further along in their journeys
- Personalize digital experiences according to each customer's unique journey
- Customize channels according to each customer's unique journey

It should be noted that while their use of customer data is more sophisticated than at lower maturity levels, third-level organizations are still plagued by delays due to lack of real-time insights.

To level up, brands should:

- Take a unified approach to data
- Create a culture around informed, data-driven decisions
- Get the data, content, and orchestration needed to make real-time journeys possible
- Design and orchestrate real-time journeys for individuals
- Skillfully manage content and digital assets

Marketers in this phase should also think about using APIs or connectors for real-time integration with key business systems, ensuring that their digital commerce system has the latest customer, product, inventory, shipping, and other data.



Maturity level 4:

Intelligent decisioning and personalization.

Highly mature customers rely on artificial intelligence and machine learning to analyze data and identify the next best action for each customer, wherever they are in their journey.

Organizations at this stage usually have some kind of offering decisioning solution that can recommend personalized offers for any channel—and share them with experience delivery systems instantly and in real time. They have achieved what others strive for: intelligent, highly personalized, real-time customer journeys. These companies have seamlessly connected channels to:

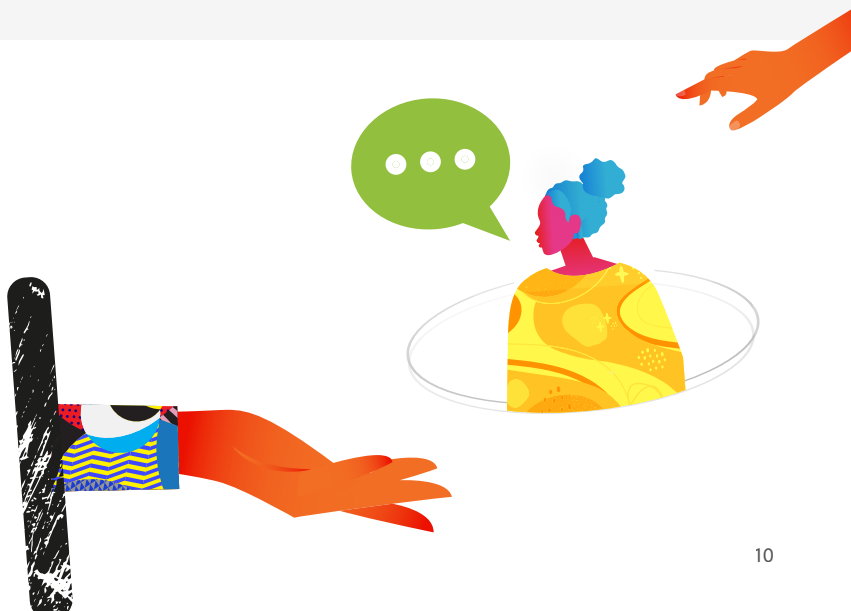
- Use event streaming to refresh customer data no matter where it's being collected and stored
- Update individual customer profiles in real time
- Allow marketers to easily create event-triggered campaigns that span multiple channels
- Automate the delivery of personalized offers and experiences across channels in real time
- Gain deeper insights into the customer journey and what their shoppers really need

Further optimizing the marketing organization means embracing an agile, iterative approach across the board, creating personalized, multi-channel experiences on a single platform.

Adobe can help.

These five key technologies in Journey Optimizer can help you provide your shoppers, buyers, or guests with a seamless customer journey:

- Real-time profile and insights
- Email and mobile engagement
- Omnichannel orchestration
- Personalized content and offers
- Intelligent decisioning



Journey Optimizer key capabilities.

Journey Optimizer lets you manage inbound customer engagement and outbound omnichannel campaigns in one cloud-native application. You can manage scheduled omnichannel campaigns and one-to-one moments for millions of customers from one place, making your journey better with intelligent decisioning and insights.

For many organizations, adding Journey Optimizer is the fastest way to gain advanced journey orchestration capabilities.

How Journey Optimizer delivers ROI.

With Journey Optimizer, marketers can spend less money and time on omnichannel campaigns while getting better results. Adobe customers are using it to:

- Build more omnichannel campaigns in less time—without additional headcount or budget
- Spend fewer hours every week manually defining and executing cross-channel journeys
- Save time and money spent administering multiple campaign management systems and data sources
- Provide personalized offers at every stage of the customer journey and dramatically increase conversions, repeat purchases, and customer lifetime value
- Understand which messages, offers, and experiences perform better for different shoppers at different stages of their journey

Unified real-time profile.

Disparate customer data makes it hard to provide relevant, personalized experiences. The real-time profile in Journey Optimizer can help you start delivering the personalized experiences your customers want. You can:

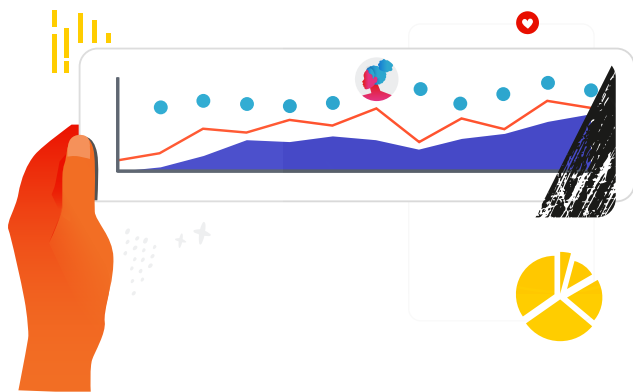
- **Understand your customers.** Gain insight into customer behaviors and attributes by tying all data (behavior, transactional, financial, and operational) together into complete profiles.
- **Enhance your personalization.** Access profiles and use them to deliver the right experiences to the right people at the right moment.
- **Get all the data—and all the details.** Leverage massive amounts of behavioral data with the ability to activate it on granular levels to unlimited first- and third-party data sources.
- **Ensure recency, not just frequency.** Pull in real-time data so your profile is always up to date and your insights are always relevant.



Intelligent offer decisioning.

Offer decisioning simplifies personalization with a central library of marketing offers and a decision engine that applies rules and constraints. You'll have the real-time profiles you need to help you send your customers the right offer at the right time. You can:

- **Leverage a real-time profile.** With robust customer profiles, you can activate a wide variety of data, including behavioral, transactional, contextual, and operational.
- **Build marketing offers.** You can create and manage all offers in one central location—regardless of channel—including promotions, discounts, loyalty notices, and more.
- **Apply decisioning.** Analyze real-time profile data and apply extensive rules, including eligibility, frequency, and capping, to select the right offer for each customer.
- **Deploy the right offer.** Integrate offer decisioning with channels such as email or mobile to send relevant and consistent personalized offers across all touchpoints.



Lightweight digital asset management.

Assets Essentials provides quick ways to collaborate easily across teams, intelligently search for assets, and edit them to ensure they're up to date. Leave behind siloed, manual ways to complete projects, experiencing benefits when you:

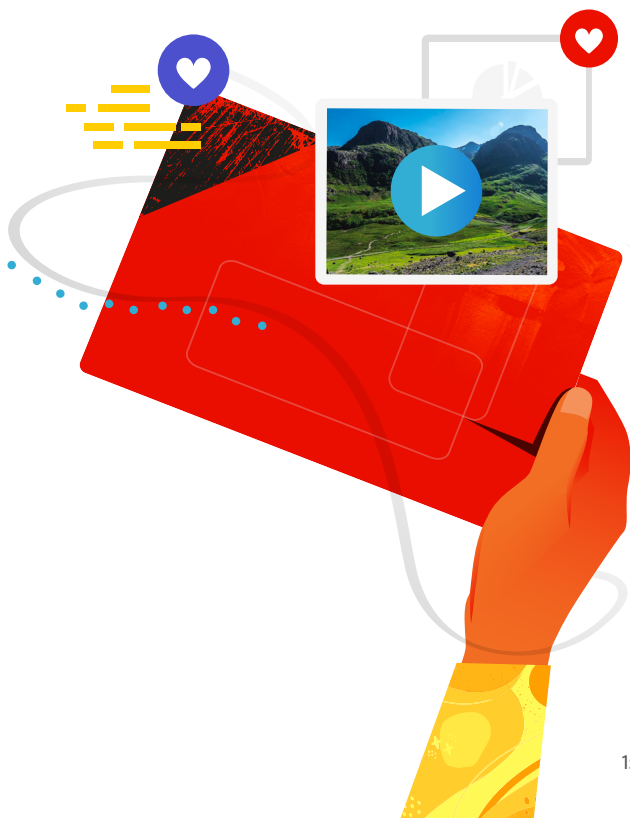
- **Unite teams.** An agile workspace allows creative and marketing teams to find, preview, edit, and use assets to accelerate experience delivery.
- **Simplify asset management.** AI-supported workflows help teams organize and tag assets so everyone can find and use approved, on-brand assets.
- **Get up and running quickly.** Asset management tools provide a path to evolve into more complex use cases in the future.
- **Work in your preferred environment.** Instant access to shared assets from within Adobe Experience Cloud and Creative Cloud apps lets teams integrate across the Adobe suite.



Get more out of your customer data.

Adobe Journey Optimizer helps you create omnichannel campaigns to simplify journey management from a single application.

[Learn more](#)



Adobe Experience Cloud

Adobe Experience Cloud is the most comprehensive suite of customer experience management tools on the market. With solutions for data, content delivery, commerce, personalization, and more, this marketing stack is created with the world's first platform designed specifically to create engaging customer experiences. Each product has built-in artificial intelligence and works seamlessly with other Adobe products. And they integrate with your existing technology and future innovations, so you can consistently deliver the right experience every time.

Adobe Journey Optimizer

Adobe Journey Optimizer manages scheduled omnichannel campaigns and one-to-one moments for millions of customers. It helps brands intelligently determine the next best interaction with scale, speed, and flexibility across the entire customer journey—allowing companies to create and deliver both scheduled marketing campaigns and tailored individual communications all within the same application.



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