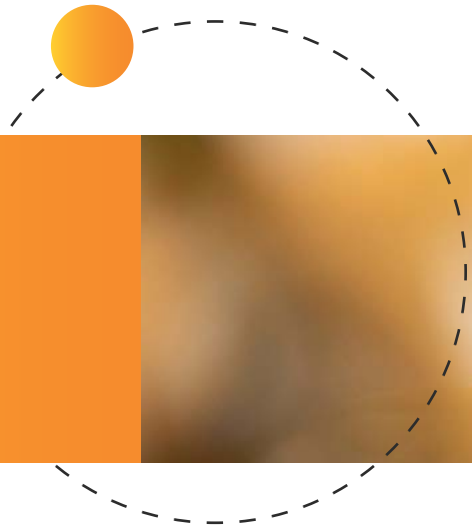# The road to implementation.

Discover the pathways to a successful implementation of Adobe Real-Time Customer Data Platform.

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Unified customer data is a must-have for marketing without third-party cookies.

Marketers struggle to understand what their customers really want. This is often because they can't easily access or combine data from different sources, and what data they can get is riddled with inconsistencies and other problems. In a Gartner survey of 400 CMOs, 32% identified "poor data quality" as a top reason why analytics are not used to inform critical decisions.

Brands have used Adobe Audience Manager to tackle this issue for years. Audience Manager combines data from multiple internal and external sources and provides insights to improve the effectiveness of advertising campaigns. But now marketers face a new data-related challenge—namely, that the clock is winding down on their ability to collect data from third-party tracking cookies.

32% of CMOs cited "poor data quality" as a top reason analytics are not used to inform critical decisions.

Google Chrome—which accounts for 66% of global search traffic—will end support for tracking cookies in 2024. And an Adobe-Advanis survey revealed that only 37% of marketers believe they are very prepared for a cookieless future.

In response, marketers are working to build integrated customer profiles from first-party data—information collected directly from customers—scattered throughout their organisations. They hope these profiles will help them get a better, deeper understanding of customer needs and design more relevant experiences.

37%

of marketers believe they are very prepared for a cookieless future.

Get to know your customers with real-time customer data.

A growing number of organisations are moving to Adobe Real-Time Customer Data Platform (Real-Time CDP)—a first-party data solution that helps marketers like you unify data from all sources and systems and activate experiences across channels in real time. It uses Adobe's Experience Data Model (XDM) to standardise data throughout your organisation, so you can get a 360-degree view of every customer.

Businesses that have adopted Real-Time CDP are able to respond more quickly to changing customer needs and deliver personalised experiences that build lasting, one-on-one relationships. For example, Panera Bread uses Real-Time CDP to unite data encompassing its website, mobile app, hundreds of stores, and a loyalty program with more than 40 million members.

" Our digital strategy is focused on making great food accessible to all, removing any friction in the Panera experience, and keeping customers coming back.

As we roll out new capabilities, our partnership with Adobe Experience Cloud will provide us an accurate pulse on customer journeys and enable us to orchestrate great experiences in the moments where it counts most.

George Hanson
SVP and Chief Digital Officer, Panera Bread

Blueprint for a smooth implementation.

Adobe Real-Time CDP unites information from numerous internal and external sources to help marketers like you better understand customer needs, build rich audience segments, and power real-time experiences. When you use Real-Time CDP, you don't have to spend hours each week looking for or normalising data. Instead, you can quickly gain insights and transform them into action.

But making the leap from a disconnected data environment to Real-Time CDP is a journey. It requires a firm commitment from your organisation's leadership and IT team—and close collaboration with the groups that own the data sources you need to access. And your whole marketing team will need to learn how to use it.

Experience this:

- A wide range of assistance and resources for implementation
- Thorough, easy-to-understand documentation detailing the deployment process
- Extensive training and support when your implementation is complete
- Helpful educational materials for all roles—data scientist, marketer, solution architect, and more

Define success and set priorities.

The first step of your implementation journey is to define what success will look like for your organisation. To get the most possible value from Adobe Real-Time CDP, it's important to clearly frame both success criteria and key performance indicators (KPIs) as well as to identify your top functional priorities. During this process, you may wish to consider these questions:

- What are your top three objectives?

- How do you expect Real-Time CDP to deliver business value?

- Do you hope Real-Time CDP will help your business become more agile? If so, what will this look like?

- How quickly do you need to get up and running?

- How quickly do you need to see results?

- Which teams want to use Real-Time CDP first? Which ones *need* to use it first?

Answers to these questions can help you determine where to focus your efforts during the first phase of your implementation.

Identify your top KPIs.

Once you define success, you should identify some audience-based KPIs that can help you track how you're doing over time. Some common examples are:

- Total number of active customer profiles
- Length of time it takes to refresh customer profiles
- Number of data sources integrated to create each unified profile
- Time required to fulfill data governance requests

You may also want to consider traditional marketing KPIs that will be heavily influenced by your adoption of Adobe Real-Time CDP:

- Engagement (such as clicks, downloads, opt-ins)
- Cost per engagement
- Marketing ROI for paid media, improved cost per user acquisition
- Conversion rate
- Customer lifetime value

Adobe relies on Real-Time CDP to manage 970 million customer profiles—and to cut the time it takes to refresh those customer profiles from 72 hours to **just 14 seconds**.

Once KPIs are identified, it's a good idea to set goals linked to those metrics and track their performance over time. Adobe's documentation on Evolving the Audience Center of Excellence provides more detail on establishing processes to evaluate success.

People, process, technology.

Adobe can help ensure you have access to the people, processes, and technology you need to deploy Adobe Real-Time CDP. As stated earlier, deployment is a team effort—one touching nearly every part of your organisation that handles customer data.

People

The people you'll need to deploy Real-Time CDP should have a deep understanding of the customer data you want to capture in a unified customer profile, where and how that data is stored, and which privacy rules and regulations apply to it.

Implementation teams may include:

Marketers: Experts in the channels where your customers interact—such as paid media and your website—will need to be involved in the deployment of Real-Time CDP. So will marketing ops specialists who manage your other channels, for example the automation platform you use to send email to customers. Marketers who manage data-sharing agreements with partners should be involved as well—existing relationships may provide powerful opportunities for data collaboration with other Adobe customers.

Customer service: Your customer service teams own the data customers generate after they buy a product and seek help. You will need their help to identify data from call centers, customer relationship management platforms, and other systems that should be included in your customer profile.

Information technology: You'll need an IT architect who understands your data structures and can lead the effort to apply Adobe's standard data model to all the different data sources you'll want to feed into Real-Time CDP. You may also need support from other IT team members if you plan to build custom integrations between applications.

Legal and privacy experts: Most countries—as well as states and provinces—now have data privacy regulations that continually change as new legislation is passed. Your legal team can help you understand how you may—or may not—use customer data in various contexts. Data stewards will configure policy enforcement, relying on the patented controls in Real-Time CDP to ensure data is not inadvertently used in ways that don't comply with current legal and ethical standards.

Not every organisation has all the people needed to deploy Real-Time CDP. Even if yours does, those people may be extremely busy. Fortunately, Adobe Consulting is here to help. In *The Forrester Wave*™ Report on Adobe Implementation Services, Adobe Consulting received a 5 out of 5 for Adobe Experience Platform services, including Real-Time CDP.

Adobe Consulting can help you quickly deploy Real-Time CDP by assisting with data modeling and ingestion, segment creation, and segment activation. We can also share learnings from our past work with other customers—and connect you with partners in your region with experience in your industry and Adobe technology.

Process

Adobe's consultants generally recommend deploying Real-Time CDP in multiple phases, starting with high-priority use cases. For example, rather than attempting to use Real-Time CDP to power personalised interactions everywhere in your organisation, you might start by personalising your customers' ecommerce experience. With this focused approach, you can quickly achieve results—sometimes in as little as six to eight weeks.

Read more about Adobe's approach to deploying Adobe Experience Platform, including Real-Time CDP.

Technology

Real-Time CDP is part of Adobe Experience Platform, a leading cloud-based experience management platform. The platform is built on open APIs, making it easy to integrate and share customer profiles with other Adobe and non-Adobe applications. In fact, Adobe Experience Platform offers many pre-built connectors between Real-Time CDP and a wide variety of popular applications.
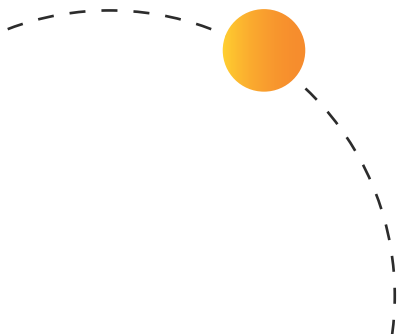
Implementation: All the support you need.

While you're implementing Real-Time CDP, Adobe is there for you every step of the way, whether you need a little help or a lot.

Best practices for planning and managing your project.

Adobe provides helpful resources for planning, managing, and tracking your implementation. Its rich online documentation guides you through implementation best practices and includes an array of online tutorials to get you and your team up to speed.

Read Real-Time CDP documentation.

Get started by reviewing a sample implementation.

Browse deployment-oriented tutorials.

Learning and growing.

Adobe makes it easy to train everyone in your organisation who will use or maintain Real-Time CDP. The Adobe Experience League offers guided learning as well as the opportunity to train with peers through the league's online community and learning tool.

Solution partners.

In addition to getting help through Adobe Consulting, you can tap into Adobe's third-party solution partner network—one of the biggest in the world. Adobe solution partners can manage your entire implementation from start to finish, or they can provide targeted services such as planning, requirement documentation, data mapping, integration, and team training.

Adobe solution partners are <u>available in every region and time zone</u>.

ServiceNow transforms the B2B customer experience with Real-Time CDP.

Historically, business-to-business (B2B) brands have lagged behind business-to-consumer (B2C) counterparts in the area of customer experience. But as buyers' expectations rise, ServiceNow will challenge B2B norms. ServiceNow will use Adobe Real-Time CDP to get a more complete view of each customer, bringing together disparate data sets through a common data language to drive better engagement. The B2B organisation will be able to interpret this information contextually in milliseconds—and start delivering compelling experiences immediately.

"As today's work is driven by a digital-first mindset, there's an added urgency for a compelling experience at each step in a customer's journey," said Susie Emmerling, vice president of marketing operations at ServiceNow. "Adobe Experience Platform will help empower our team to understand our customers better, ultimately resulting in more personalised and valuable engagements—a powerful tool for any brand looking to succeed today."

Post-implementation: With you for the long haul.

When your implementation is complete—and successful—Adobe is still there for you. We're committed to continually updating all resources available through the Adobe Experience League. Our courses, documentation, videos, and instructor-led guides are always up to date. And our support team is ready to answer your questions and provide additional help.

Experience this:

- Help with identifying and clearly framing your success criteria and KPIs

- Proven implementation methodology—people, process, technology

- Secure technology infrastructure designed with your data in mind

- Access to one of the world's largest networks of solution partners

- Ongoing support—with videos, tutorials, live training, and more

Roll call of Real-Time Customer Data Platform successes.

A growing number of enterprise-scale businesses are succeeding beyond their wildest expectations with Real-Time CDP.

Read the full-length case studies:

Panera →

BJ's Live Generously. →

servicenow →

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, personalisation, 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.

Sources

1   Lizzy Foo Kune, Marketing Data and Analytics Survey 2020: Optimism Persists as Results Fall Short of Expectations, Gartner, September 25, 2020.

2   "The New Data Deal," Adobe blog post referencing a global survey by Adobe and Advanis, 2020.