



GUIDE

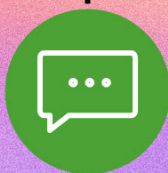
The Adobe guide to building the business case for personalised journeys.

Discover how to build your business case for Adobe Experience Platform.



Frescopa

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Introduction.

Building a business case is key to your Customer Experience (CX) transformation. It will help you craft a rationale and justification for your proposal, understand the ROI for your investment, and prove useability with evidence-based performance – all while ensuring accountability.

Success with Adobe Experience Platform begins with thorough preparation, planning, and full support from your team.

Creating a well-defined business plan is crucial. It should link your project goals directly to business results. Setting clear Key Performance Indicators (KPIs) helps measure a tangible return on your investments. This approach is essential for securing project value realisation and gaining the support needed across your organisation.

97%

of Tech buyers

use business cases to justify expenditure and budgets for new initiatives.

(Source: Forrester)

67%

of business and technology decision-makers

are in the process of adopting data capabilities to build/improve a complete view of their customer across channels.

(Source: Forrester's Future Fit Survey, July 2023)

Customer Profile



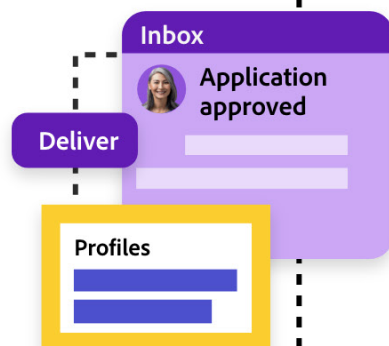
Pamela Morton



60%

And there is strong evidence for a return on your investment.

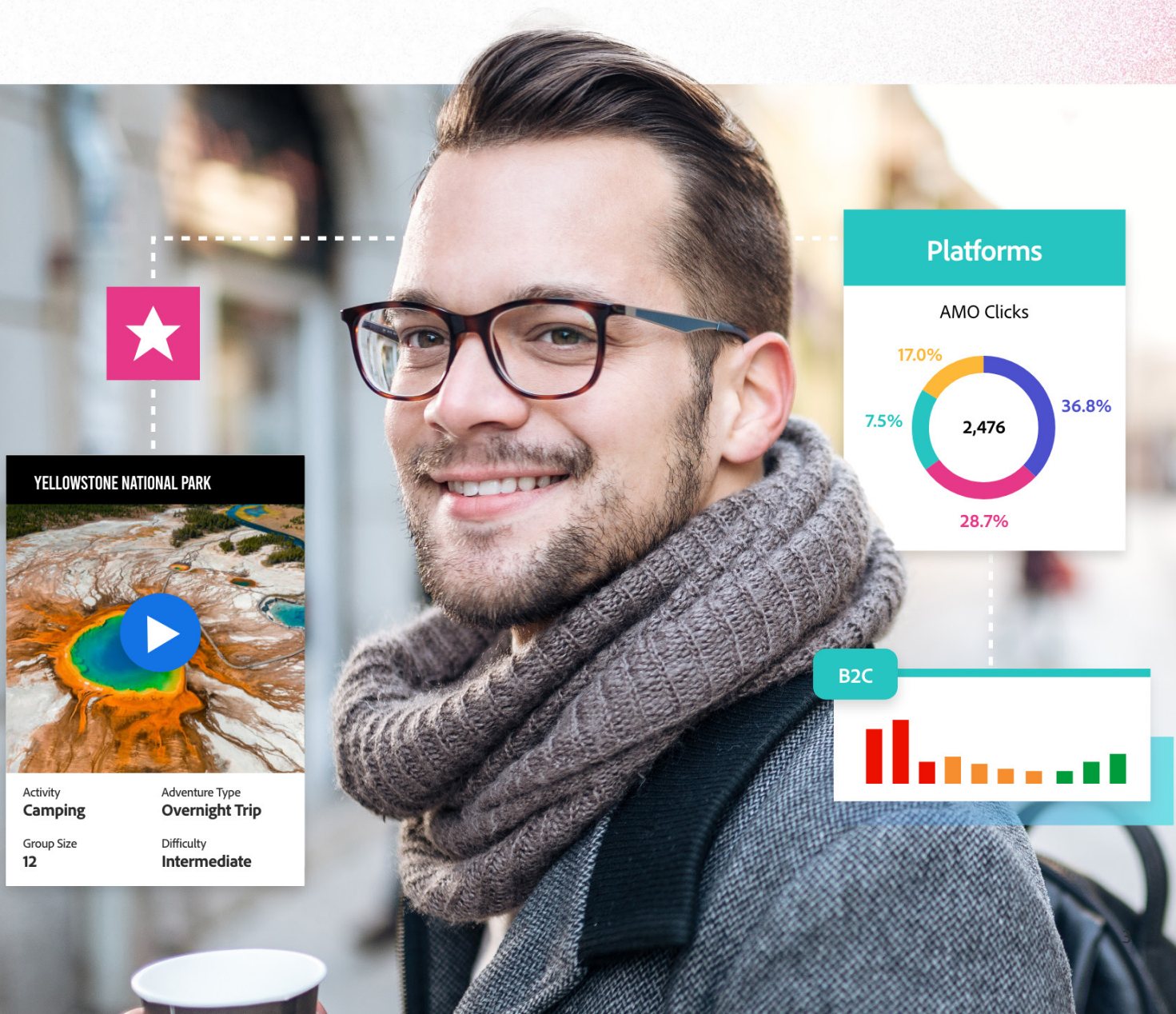
According to Forrester Consulting's Total Economic Impact™ (TEI) study, a composite organisation representative of interviewed customers using Adobe Experience Platform, saw a 431% return on investment and a payback period of less than six months.

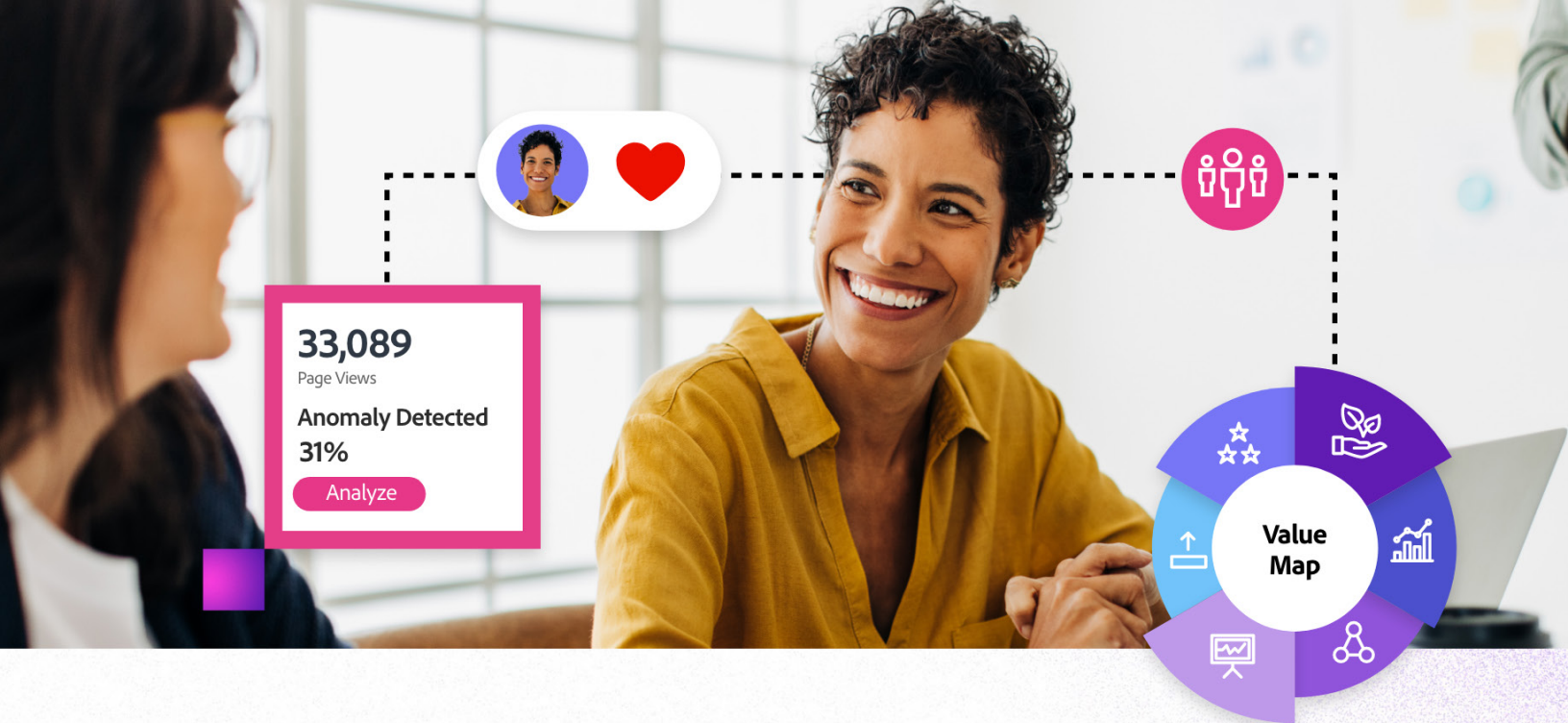


Make your case.

Help your organisation understand the value of Customer Experience. With a business case, you can highlight all the ways in which Adobe Experience Platform – including Adobe Customer Journey Analytics, Adobe Real-Time CDP and Adobe Journey Optimizer can help you build personalised journeys for your customers at scale while improving cross-departmental workflows.

First, identify key business goals, quantify business value, and secure buy-in from key decision-makers. This will enable your business to justify expenditure and budget requests for new initiatives – like creating a new product, service, or investing in a large IT system.





Build your Value Map.

Value Maps are critical to building any business case, no matter what industry your organisation specialises in.

When building your Value Map, your goal should always be to align your business' plans, actions, and goals. Once they are aligned, consider your capabilities. This way, your teams can prioritise use cases to extract the greatest value from Adobe Customer Journey Analytics, Adobe Real-Time CDP and Adobe Journey Optimizer.

Start by asking yourself the following questions:

What are our goals?

These can be macro corporate goals such as increasing revenue, growing consumer loyalty, or decreasing costs.

What strategies can be used to achieve these goals?

Think of strategies that fit your goals. So, if you want to increase revenue, you can aim to increase your customer base or deepen existing relationships.

How can these initiatives be translated into tactics?

Break down your strategies into tactics that are tangible. For example, if you want to grow your customer base, you can retarget application abandoners with relevant messages, products or offers.

What KPIs will these tactics drive?

Gauge how successful your approach is by establishing clear metrics. If you are retargeting users or optimising onboarding processes, you can measure the volume of net new or re-activated accounts to measure success.

How will these tactics contribute to your goals?

Connect all your actions back to your overall business goals, however indirectly. Decreasing costs, for example, can be achieved through an effective digital adoption strategy. By facilitating user interactions, organisations can speed up processes and reduce business costs overall.

Find use cases and case studies.

You will need a solid foundation of documented performance benchmarks – or case studies – to substantiate your business case. Moreover, you will need to find specific use cases that align with your organisation's unique needs.

By tying together business goals with tactics and measuring them through clearly established Key Performance Indicators (KPIs) and Key Business Objectives (KBOs), you lay out a strong system of accountability. This will facilitate how your organisation measures the value added by Adobe Experience Platform once it has been implemented and integrated into your business.

To find use cases, think about what your organisation needs. For example, if your business needs to increase customer loyalty, your organisation can:

Strategy:

Focus on reducing customer churn

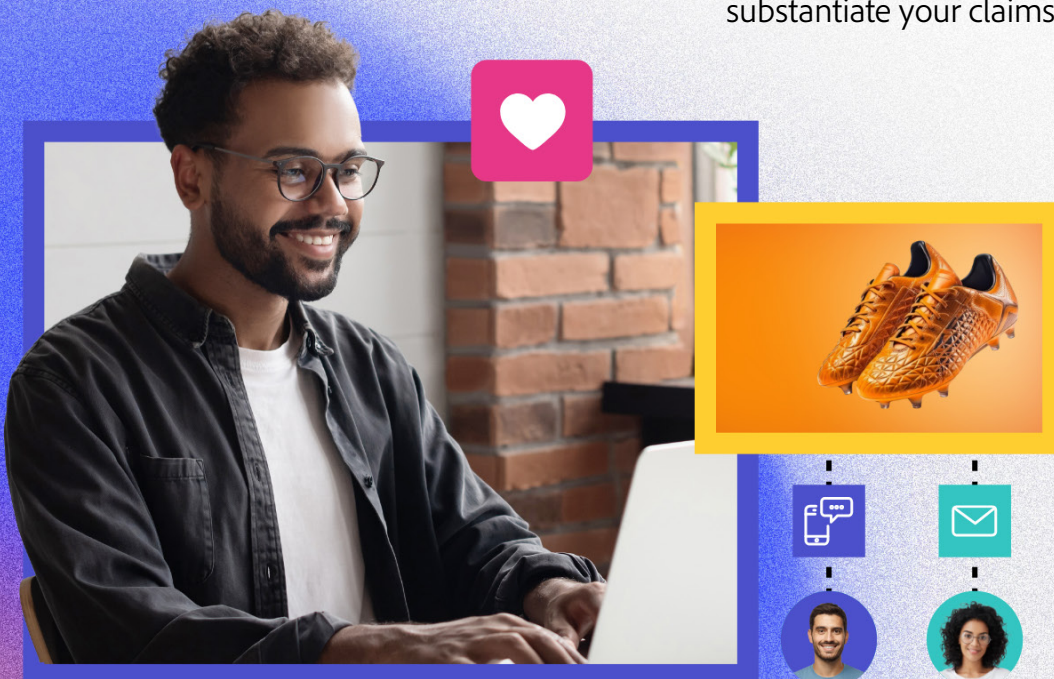


Use Cases:

1. Personalise offers based on changes in spending behaviour.
2. Identify at-risk customers based on transactional and behaviour data.

With unified data in a single canvas, and clear KPI metrics to measure results by, you can evangelise Adobe applications quickly and seamlessly.

And if you need any more anecdotal evidence, Adobe has Success Stories that can help you substantiate your claims to key stakeholders.



Listing product capabilities.

Listing out application capabilities is vital to convince stakeholders across departments that the Adobe Experience Platform is the ideal solution for your business.

Here, we outline the foundational capabilities and applications and services required to execute a variety of use cases. In your business case, mention the ones most applicable to your use cases and OKRs.

Identity service

Identifying customers across different data systems has always been a challenge since many different attributes identify customers, and those can be stored differently across source systems. Identity service builds a dynamic identity graph for each customer that updates in real time.

Real-Time Customer Profile

Adobe Real-time CDP helps companies bring together known and anonymous data from multiple enterprise sources to create customer profiles that can be used to provide personalised customer experiences across all channels and devices in real time.

Data Collection

Adobe Experience Platform brings data from multiple sources together to help brands better understand the behaviour of their customers. Brands can leverage Batch and Streaming ingestion methods to bring data into the platform.

Unified Profile

Adobe Unified Profiles allows you to consolidate your disparate customer data into a unified view offering an actionable, timestamped account of every customer interaction. It enables you to drive coordinated, consistent, and relevant experiences for your customers no matter where or when they interact with your brand.

Data Modelling

Standardisation and interoperability are key concepts behind Adobe Experience Platform. Experience Data Model (XDM) is a foundational framework that allows Adobe Experience Platform to deliver the right message to the right person, on the right channel, at exactly the right moment. XDM provides a common structure and definitions for customer experience data.

Query Service

Query Service makes it possible for businesses to connect the online-to-offline customer journey and understand omnichannel attribution. It can be used to make sense of your data, gain insights about your customers, and for ingestion into Adobe Real-Time CDP – powering features like user-defined dashboards.

Customer AI

Customer AI leverages profile data to predict customer behaviour and profiles for propensity scores, which describe the probability of a customer converting. It also shares the key drivers behind each propensity to target the customer and increase ROI effectively. It then creates propensity models based on product attributes relevant to your business needs which can be used to activate predictive insights on Adobe Experience Platform applications.

Data Governance

Data Governance is an easily extensible framework that is embedded in data usage workflows. Adobe Experience Platform data governance capabilities will allow brands to take complete control over governing your data from the point of collection to when it's activated to destinations outside the platform.

APIs

With Adobe Experience Platform, your business can create its own API connections, allowing you to stream data to any HTTP point. You can also use APIs to connect with applications outside of the platform by creating new applications that combine different platform capabilities with your existing systems. By extending your tech stack to include other systems, you can deliver better customer experiences across your brand.

In summary, with Adobe Experience Platform, your organisation can:

- Create actionable, intelligent, real-time customer profiles.
- Derive more insights with AI/ML models and data queries.
- Innovate with open and composable components.
- Enhance delivery and personalisation of real-time experiences.
- Gain trust with governance, security, and privacy controls.



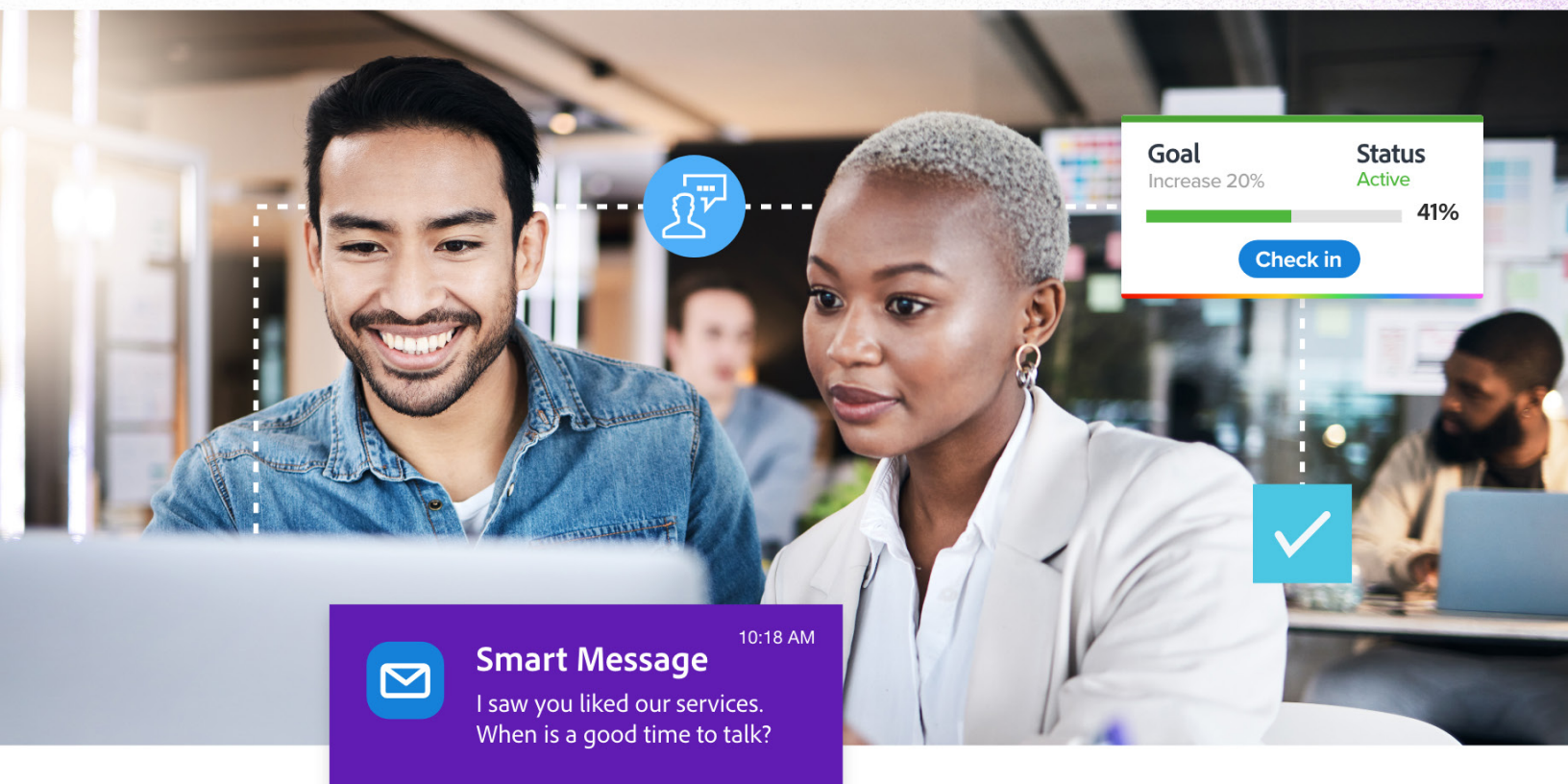
Implementation, adoption, and beyond.

Adobe Professional Services

Our Adobe Consultants are always available to answer any questions you may have or lend their expertise to help you secure stakeholder buy-in.

After successfully pitching your business plan, Adobe can support your creating a full Business Requirements Document to support you throughout the technical implementation and onboarding of your organisation.

Be safe in the knowledge that Adobe Experience Platform is underpinned by a vast network of experts and third-party partners that can only deepen the value you leverage from our products.



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