



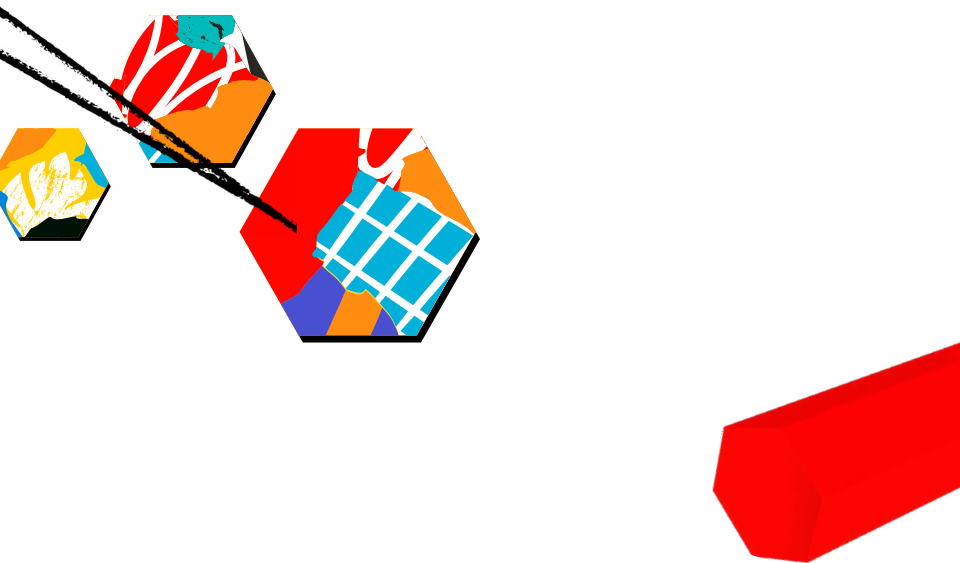
# Ask more from your Customer Data Platform.

Unify your insights with a real-time CDP.



James works in digital marketing for a retailer with both physical stores and ecommerce. He is 100% focused on his customers and improving their experience.

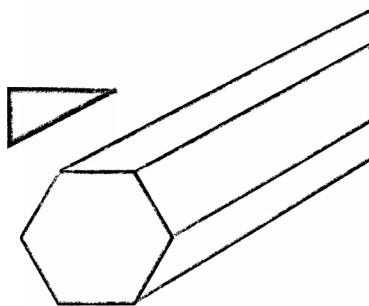
From website analytics to engagement stats from marketing emails, call centre insights and customer surveys, data is key to improving customer experience. But for James (and many other marketers), he's not able to combine anonymous data with known customer data in his real-time decision making.



Whilst many CDPs track user actions, they are unable to accomplish two features needed by marketers like James:

- The ability to merge unknown user profiles into known user profiles, once an identity has been established. This would allow James to view, and use, all the formerly anonymous user actions as part of the known customer profile for a whole-person view of the customer. The known profile is also useful for tracking and targeting those customers, before they become known (e.g. before they sign-in).
- The ability to use any and all data the moment that data changes – this allows real-time segmentation and insights to be generated fast enough for James to use that information in the current engagement.

Adobe RTCDP unifies customer data from a huge range of offline and online sources, making it easy to provide personalised, multichannel experiences fast enough to make a difference for in-the-moment personalisation.





# Why make a case for a real-time CDP?

The CDP market is growing rapidly. By the end of 2021, the CDP Institute estimates the market will exceed \$1.5 billion in revenue. This growth is in large part fuelled by organisations' need to provide improved customer experiences.

Find out four key reasons why a real-time CDP should be part of your strategy.

## **1. Unify your customer data – all of it**

Your organisation will likely have lots of data streams from email campaigns, website analytics, paid media, loyalty cards, purchases and more.

A real-time CDP brings all your previously siloed data together – giving you customer data that's easy to access and all in one place. All this data is mapped into a standard data model for quick sharing with other business systems, recognising that data must flow in order to create personalised experiences for customers.



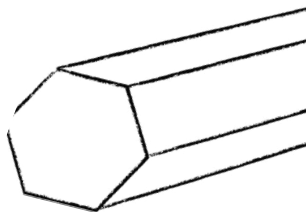
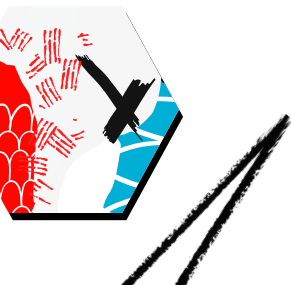
This ability to collect data both in real time and via a batch process from back-end systems, allows businesses to react instantly to changes in the data, once that change is observed. So, for example, customers can be re-segmented in real-time as they interact with, and move through, our websites and apps.

## **2. Create rich customer profiles**

Data about your customers from all sources is useful, but even more useful is to have that data resolved into people.

By identifying the person behind the data, we can truly understand our customers and personalise for them consistently across the entire organisation and across all channels. This allows us to create both known and unknown profiles for customers, where in time, the unknown profiles can be merged with a known profile once we have that link, with no data lost.

Uniting identity and device management into the profile allows us to create a rich 'cache' of information, leveraging all our data sources, so that we can properly drive engagement and orchestrate user journeys across all channels, including understanding customers as individuals, households or within a B2B relationship.



### **3. Deliver personalised experiences**

Customers expect personalisation and relevance when they interact with businesses. Real-time CDPs enable events and actions to be observed as they happen, so the business can create appropriate, in-the-moment experiences for customers using both the real-time contextual click streams, combined with the rich history and understanding encapsulated within the profile.

Since all businesses and personalisation technologies can read and write into the profile, this allows a degree of coordination and orchestration of messages and offers previously unavailable to the business.

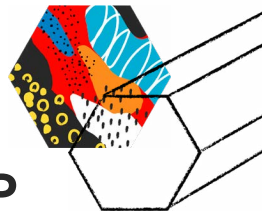
Deliver the right experience for them at the right time – on any platform and any channel.

Access hit-level, streaming data in real time and feed the insight into live-traffic dashboards. Share this live data with relevant teams to make informed and agile decisions.

### **4. Governing customer data**

Customer data is highly sensitive. You must handle it correctly and within the regulations – both legal and your internal consent framework.

All real-time CDPs should offer comprehensive data governance, to ensure your organisation is meeting any regulations, including GDPR and ePrivacy.



# Discover how Adobe RTCDP can supercharge your customer experiences.

With close to 100 vendors that now market as customer data platforms, the CDP market landscape can be difficult to navigate. The term “[customer data platform](#)” generally refers to a specific point solution designed to bring data together in a profile so it can be accessed by other systems, but a CDP should be so much more...

Here are four reasons Adobe RTCDP can surpass a standard CDP.

## 1. Harmony between marketing and IT integration

IT understands the challenge marketing teams face and wants to make data widely accessible to marketers to enhance customer experience and hit targets.

But they are wary of integrating new technologies into their technology environment that only have a narrow application and create new data silos. From their perspective, any new data solution would serve the whole enterprise – not just marketing.

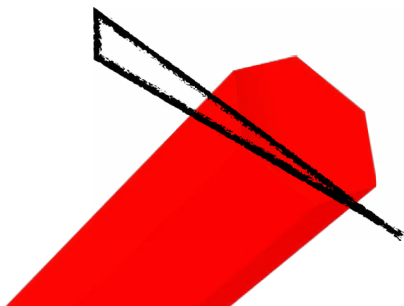
And it must integrate and work together without:

- Adversely impacting page load times
- Introducing latency between systems
- Complicating their tech stack

This points to a complete CDP, such as Adobe RTCDP, being a better solution for satisfying both marketing and IT in the shared goal of delivering improved customer experience, allowing to grow from simple marketing use cases to ones applicable to the whole enterprise – a lifetime view of the CDP.

Connecting applications provide even stronger identity management. Achieve a single, cohesive platform and avoid inaccuracies when connecting any business applications for profile look-up, segmentation, targeting and personalisation across connected channels.

Adobe RTCDP can connect seamlessly to a huge range of sources, including existing Adobe Experience Cloud solutions data and non-Adobe sources, such as call centre and point-of-sale system data by using a standardised data model to facilitate data sharing.



## **2. A CDP that grows with your business**

Whether your business is a start-up or enterprise level, our platform can scale from the simple to the most complex customer journeys. Manage trillions of customer data points, profiles, segments and use cases.

As your business grows or expands, Adobe RTCDP can scale alongside you – as your customer base and complexity of your customer profiles expands, our solution can keep the pace.

## **3. Get smarter, AI-powered insights**

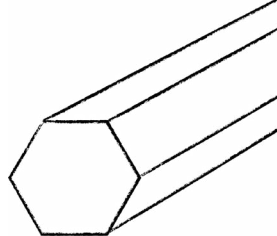
Machine learning powers prediction and journey analysis, recommendations and personalisation. Understand and act quickly with real-time machine learning, such as propensity scores, recommendations, attribution and other insights all updated in real-time as the data changes.

## **4. Time aware Segmentation**

By combining real-time pseudonymous data with profiles data from other sources, Adobe RTCDP provides sophisticated segmentation capabilities, allowing for time-aware and sequential segment qualifications. Whether you are looking to target by traditional segments of like-minded people or 1:1 personalisation, Adobe RTCDP delivers.



# What else can you expect from Adobe RTCDP?



As a key component of customer experience management, our Adobe RTCDP supercharges modern experience creation use cases.

It also provides a unique offering in the market for both IT and marketing teams who want to provide more profound and meaningful in-the-moment experiences.

What you can expect from the Adobe RTCDP:

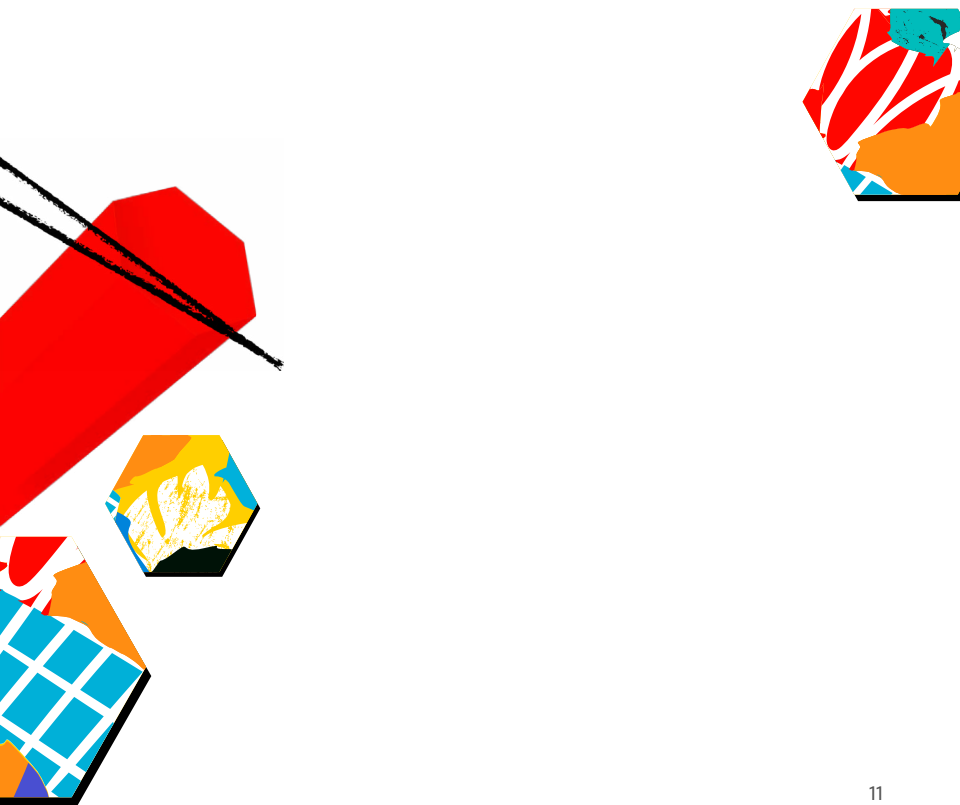
- Real-time segmentation of audiences and offers
- Orchestrating cross-channel campaigns by unifying data from everywhere
- Activating audiences in real time through every available channel
- Standard taxonomy across data to feed your unified customer profile
- Real-time integration with your existing infrastructure and technologies
- Machine learning and artificial intelligence via our data science framework
- Privacy, governance and control of data
- An open and extensible real-time data platform



## Why we built a Real-time CDP

As a leader in customer experience management, our entry into the CDP category is a natural evolution of our current capabilities. Mature enterprises focused on customer experience management already use Adobe Experience Cloud solutions to pull in data from offline and online systems.

You can use our identity-management features to achieve a single view of the customer and to deliver orchestrated personalised experiences to web, mobile and people-based environments, like call centres.

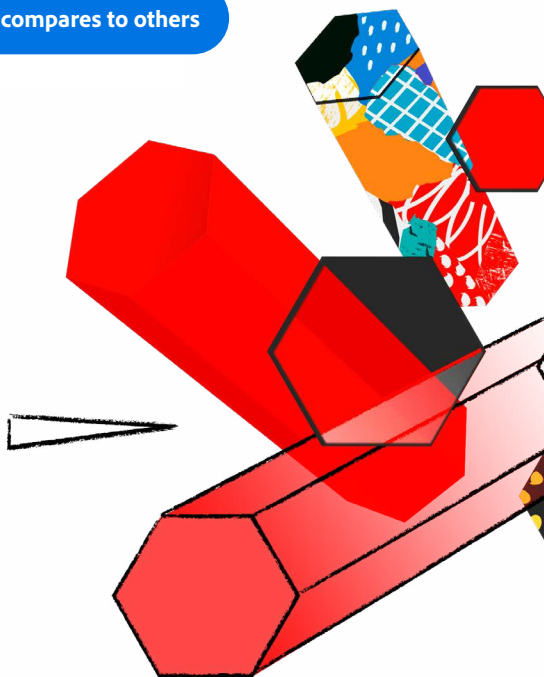


# Adobe can help

While there are CDPs that can achieve components of delivering dynamic, personalised experiences on any channel, we remain the leader in providing digital experiences.

Ultimately, what sets our real-time CDP offering apart from the competition is the fact that it was built to drive world-class customer experience management by a company that understands deeply what's required to deliver seamless personalised experiences across every channel – at scale.

[Learn how our Real-Time CDP compares to others](#)





# Sources

CDP Institute, "Customer Data Platform Industry to Reach \$1.5 Billion in 2021"  
CDP Institute Report



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