# Meet the moment.

There's no time like real time for delivering great telecoms, media and entertainment experiences.

You're sitting comfortably on the couch, and have just finished watching the last episode of your current favourite series on [Sky TV.](#) It's still early for bed, so you decide to pick something new to watch. However, you have no desire to scroll through endless menus. Fortunately, Sky TV's voice control feature is ready to offer suggestions tailored to your interests. You simply ask what to watch and one of the suggestions sounds great. So you settle back and push 'play'.

Great customer experiences happen in real time. Not days or weeks after a customer first engages. If you can build a bridge between real-time insights and real-time action, you can deliver highly relevant experiences—right when your customers are ready to engage.
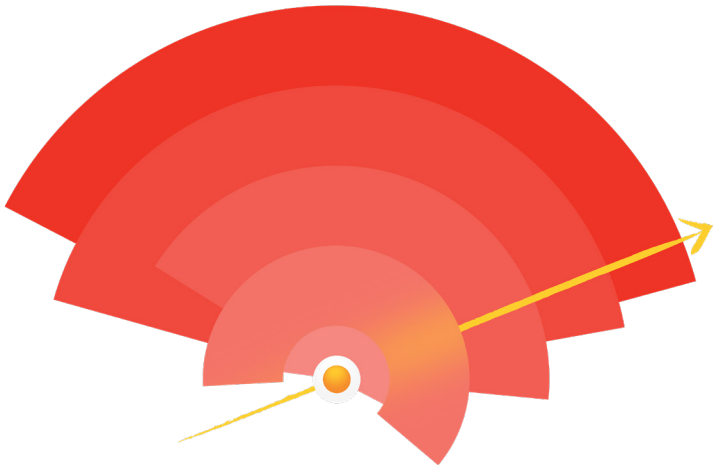
A smarter approach to customer intelligence

Real-time customer profiles provide a holistic view of who your customers are and how they engage with you. Connecting data to actual customers via real-time profiles makes it even more valuable and allows you to provide the perfect experience at the perfect time.

Real-time customer profile

Identities

ECID: 4647729...
UUID: 46378701...
CRM ID: YAuPQ1K...
Email: srose@outlook.com

Devices

Desktop
Mobile

Segmentation

Followed Guide   Web
Paid User   Social
Creator   Download

Customer profile

Customer: Sarah Rose

Name: Sarah Rose   Age: 33
Email: srose@outlook.com Country: England
Gender: Female

Experience events

📱 **Mobile**

→ Visit Social App
→ Scrolling on Instagram
→ Install Streaming Service
→ Create ID
   App guided tour
   Identify favourite shows

📄 **Cross-channel**

→ "Upgrade to Premium"
→ Opened, clicked
→ "Thank You for Renewing"
→ Opened, clicked

🖥 **Desktop**

→ Open Streaming Service
   desktop app
→ Login with ID
→ Install Streaming Service

"Real time, real time, real time"

For example: O2, [Telefónica](#) Germany's main brand, is now on a digital transformation journey to offer customers fully personalised services in stores, based on real-time customer insights from multiple touchpoints across the business. "To do that, we need to bring different sources of information together in one place," explains Steven Burkhardt, Head of Digital Analytics at Telefónica Germany. "Then my team can support customers in the best possible way, offering them the content and services most relevant to their situation."
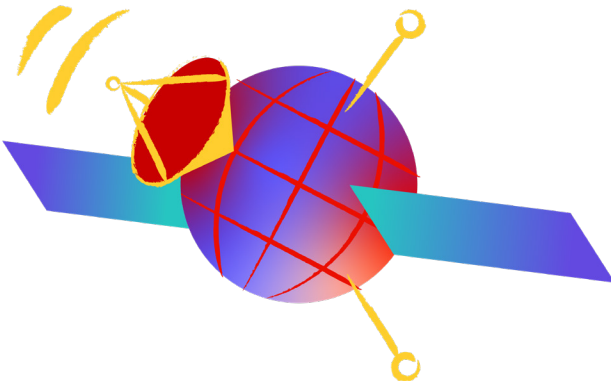
69%

69% of consumers plan to increase or maintain the same levels of video streaming over the next 12 months, while 71% plan to increase or maintain the same levels of social media usage.
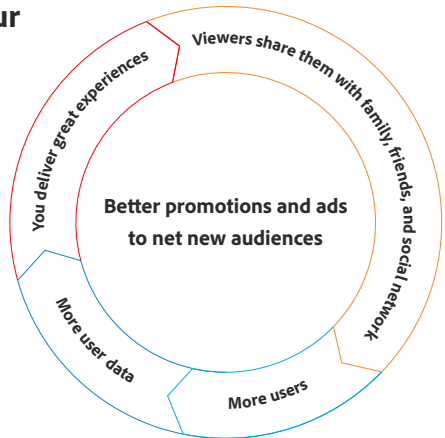
Source: Adobe

46%

Less than half (46%) of media and entertainment brands use transactional or past purchase data to inform content and experiences. Just 42% draw on historical content performance. Only about a third (32%) use attitudinal, interest, or preference data.

Source: Adobe

Real-time profiles help your business grow and thrive

Better promotions and ads to net new audiences

You deliver great experiences

Viewers share them with family, friends, and social network

More users

More user data

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As a marketer, you need a system that can handle huge amounts of event data, linking it to attribute data such as CRM and subscriber data, or customers, and then put it to use. That helps deliver experiences that meet the moment.

If you are a publisher, for example, you can use insights to create in-depth audience segments for advertisers interested in targeting granular groups of users. [Telegraph Media Group](#) is embracing digital channels to tell stories in new ways and reach new subscribers. Today, more and more people read The Telegraph on their computers or through a smartphone app, where interactive charts and video can offer deeper understanding of issues. Younger readers may even explore visual stories on Instagram or Snapchat for a glimpse of top sports, entertainment, and global news stories. "Audiences expect news stories tailored to their interests and delivered on the devices they like best," says Chris Taylor, CIO at Telegraph Media Group. "The Telegraph stands apart by delivering the same quality journalism in ways that our diverse audiences want to read it. We're pushing the boundaries on storytelling to bring audiences news delivered however and wherever they want."

Today's discerning media consumers are looking to engage with media and entertainment brands on their own terms through the platforms and devices of their own choosing. Media and entertainment organisations in 2022 will need to think creatively to respond to these preferences.

Source: Adobe

44%

44% of media and entertainment leaders and practitioners consider developing new or revising existing direct-to-consumer and/or commerce revenue streams as among their top three areas of focus for their digital initiatives in 2022.

Source: Nieman Lab

Insights for all

All the data in the world won't do you much good if you can't act on it quickly. That's why it's important to have a cloud-based platform that unifies all of your systems and democratises data. Anyone needing analytics needs and real-time data insights will have them at their fingertips—from marketers, owners, and licensees to ad salespeople, and program developers. You'll be able to see what's trending and act on it immediately, making informed decisions on which content to serve up, what to market, what to license, and which programme and products to produce next.

A real-time customer data platform makes this possible by reducing the time and resources needed to prepare and normalise your data.

AI and machine learning present data insights in a standardised format so they're easy to analyse and understand. Then, the platform automatically connects to the right channels and devices to deliver truly meaningful experiences based on those insights.

Media companies continue to bet on artificial intelligence as a way of delivering more personalised experiences and greater production efficiency. 85% say these technologies will be important for better content recommendations. More than two-thirds (69%) see AI as critical on the business side in helping to attract and retain customers.

Source: Reuters Institute for the Study of Journalism

53%

53% of all media and entertainment survey respondents cite experimentation and/or innovation in content and delivery among their organisation's top three engagement and retention drivers.

Source: Adobe

Customer satisfaction with digital experiences edged downward four percentage points from 2021. Poor user experience tops the list of pain points for 28% of dissatisfied users. Consumers are losing trust in digital channels (two percentage points lower compared with 2021). Main sources of distrust are the handling of personal data and cyberattacks.

Source: McKinsey

The art of what's possible

As a marketing or technology professional in telecoms, media and entertainment, you are tasked with huge responsibilities, made more complicated by the fact that consumer behaviours are hard to predict.

With low switching costs, content preferences triumphing over brand loyalty, and an explosion in consumer content choice, the challenge for you in 2022 lies in retaining hard-won subscribers. Telecom, media and entertainment brands need to become adept at identifying the audiences most at risk of churn, offering them personalised recommendations and solutions to renew their content interest. To retain or recapture hard-won subscribers, these brands need to redouble their data efforts and build unified, deep audience data sets that can be quickly accessed and activated to support real-time personalisation at scale.

Real Madrid, for example, is transforming its approach to fan engagement by creating deeper connections anywhere – from in-stadium to at home – driving better experiences, loyalty, and growth across the world.
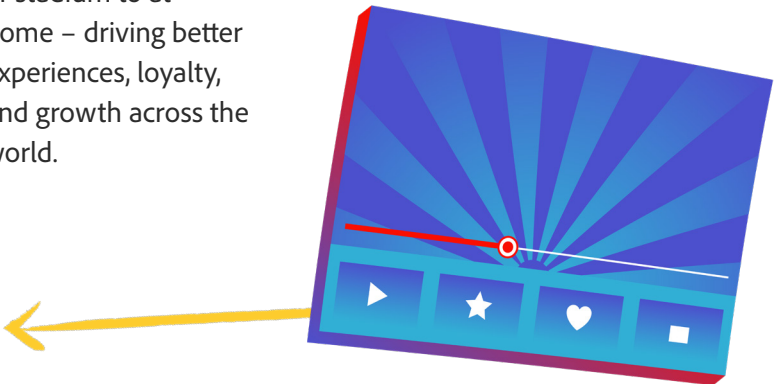
The club will create real-time, unified customer profiles so they can better understand how their fans engage with the brand when and on which channel. This will allow them to create, manage and deliver highly personalised content to connect, excite and drive deeper engagement.

If you can capture real-time data about who customers are and what they do, and then keep them as delighted, you have a very good chance of turning them into loyal customers. Know your customers, know their behaviours, know what they're doing in the moment, and you will make the most of every opportunity and contact moment.

Adobe can help

You may have all the data you can handle right now. But if you don't have the ability to truly blend it all together and allow everyone to access it, you won't have a true understanding of your customers or be able to dig deep into their customer journeys.

Adobe gives you those capabilities with Real-Time Customer Data Platform and Customer Journey Analytics—both built on Adobe Experience Platform. Customer Journey Analytics helps you gain an in-depth understanding of your customers and their behaviours across every step in their journey. Then, with the powerful engine in Real-Time CDP, join it all together into a single interface, tie it to individual users, and use AI and machine learning to deliver highly personalised experiences to the right people at the right time.

Learn more about our [Real-Time Customer Data Platform](#) and [Customer Journey Analytics](#).

Visit our [Telecommunications](#) and [Media & Entertainment](#) pages to find out more.

Sources

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