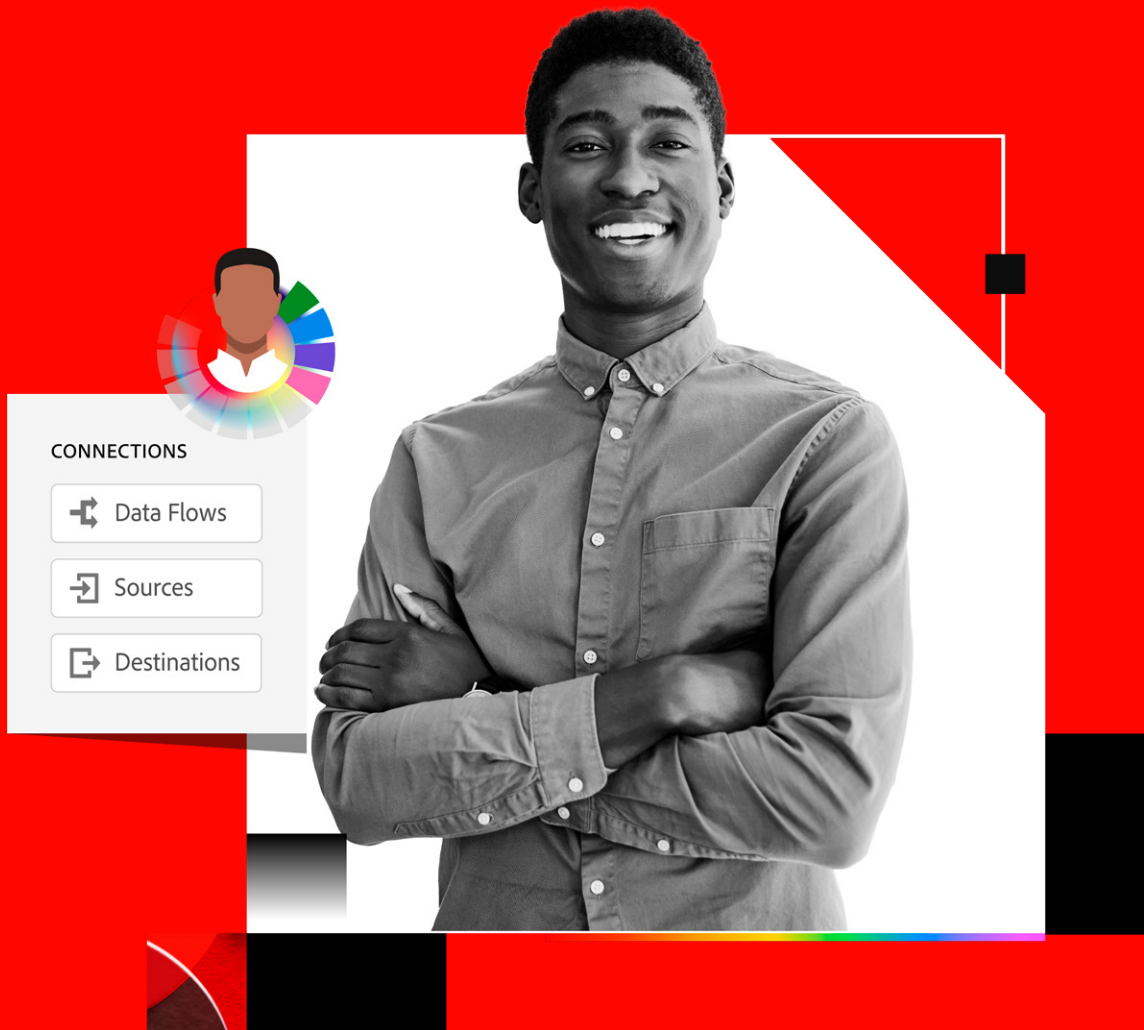
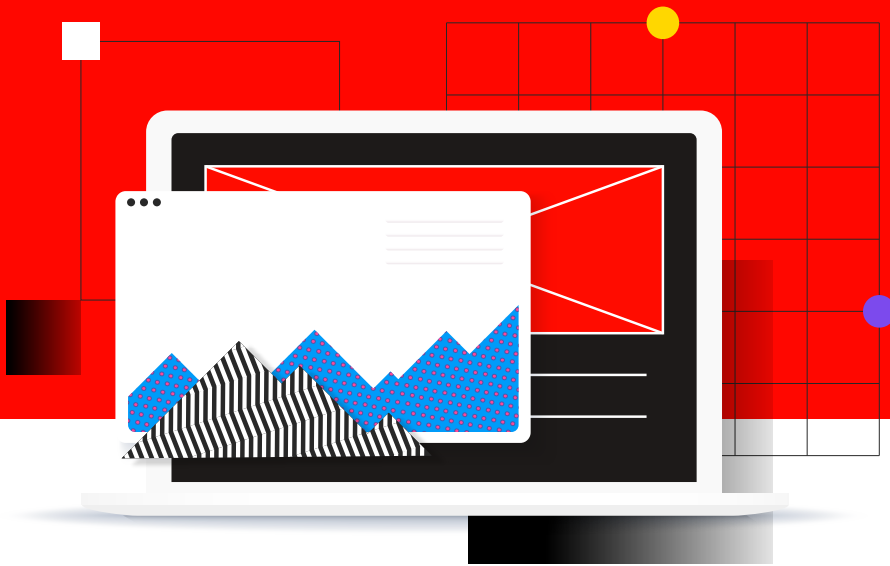




# Dazzling feats of customer delight.

Real-time customer experience.



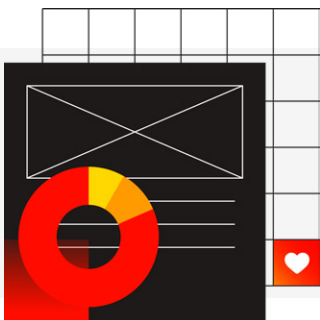


When was the last time a brand truly delighted you? Maybe it was an offer that popped into your text messages just as you arrived at a retail store. Or perhaps it was an email with the proper care and maintenance for the coat you just bought—complete with thoughtful suggestions for accessories.

These dazzling feats of customer delight can turn browsers into customers and customers into fans.

It's a little like the high-wire act at a circus. There's no magic wand, no smoke or mirrors, not even a net. It's just skill, strength and showmanship making the impossible seem effortless.

Marketers are being asked to do a balancing act of their own right now. We have to use customer data to personalise experiences in order to find, acquire, grow and retain customers. And we have to do it all at a massive scale, in the most cost-efficient way, all while safeguarding customer privacy and honouring their preferences.

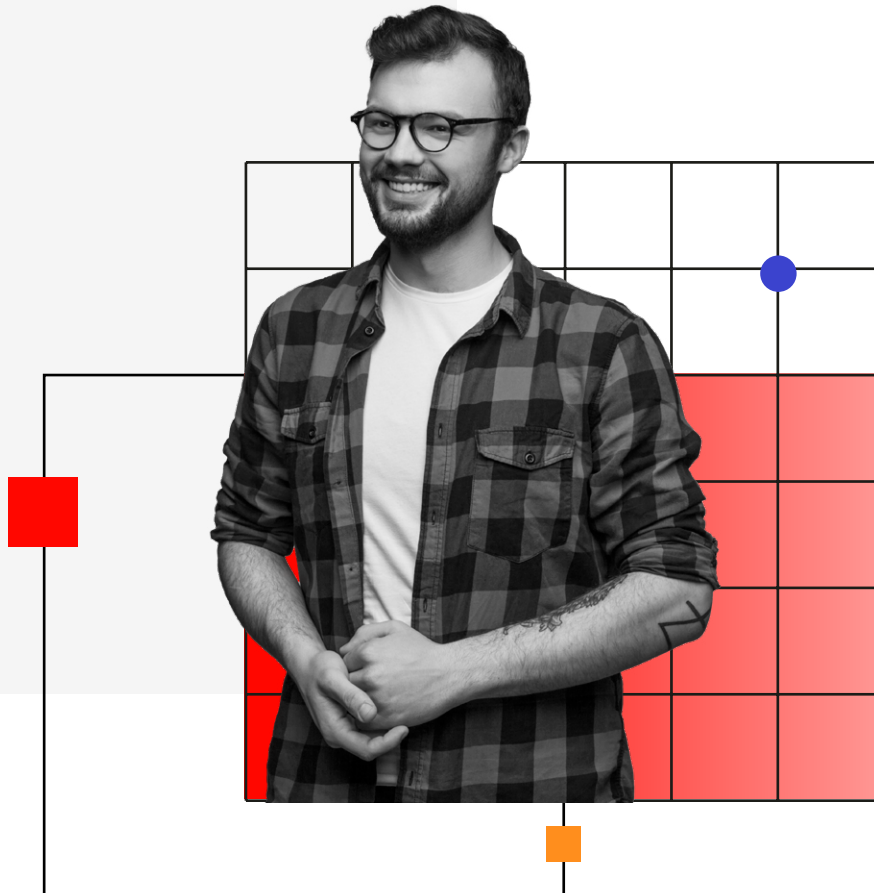


It sounds daunting, but the reward is worth the effort. Our research shows that **80% of brands** that lead in customer experience outperform in customer acquisition, lifetime value, and return on investment.<sup>1</sup>

Those are results worth stepping out on the high-wire for.

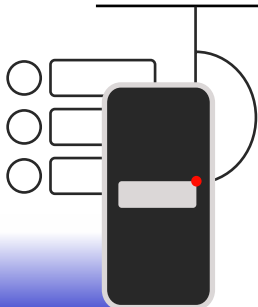
But you don't have to forgo the safety net. And with the right teams, tools and processes in place, you can make it all look effortless.

**It's better than magic. It's real-time customer experience. Read on to get started.**



## The big picture.

This guide will help you build a scalable engine that turns customer data into amazing, personalised experiences. Before we get into how to do it, let's look at what makes it so worthwhile. What does real-time personalisation at scale look like from a customer perspective? Here's a quick example.



You're on vacation in a city you haven't visited before. It's a blustery day. As you walk down the sidewalk shivering, you get a notification from your favourite retailer's app. It has the address of a coffee shop a few blocks away where you can get a hot drink, along with an offer for a pair of gloves. In a few minutes you're warming your hands on a coffee cup while you walk to the retailer's nearby store.

**How did that app know exactly what you needed at that moment?**

## Here's what happened behind the scenes:

- With the customer's consent, the app tracks locations
- A customer data platform (CDP) uses the location to look up relevant information (It's cold and windy)
- The CDP matches the customer ID & location to a unified profile to provide the context (this is a new location for the customer)
- A rules-based model chooses the right message for this customer, weather condition and location (They just bought a new coat and had a pair of gloves in their cart last week)
- The CDP routes the information to Adobe Journey Optimiser, which sends the message to be routed as an app notification



All of the above happened in seconds, and with no human intervention, all while thousands of other customers were having thousands of similar interactions. That's the breathtaking high-wire act of personalisation at scale.

From the brand's point of view, the interaction doesn't stop there, either. If the customer buys the gloves after seeing the notification, that information goes into the customer's profile to make the next interaction even smarter.

**How does a brand go from fill-in-the-blank email templates to personalisation at scale? At a high level, it's a three-step process.**

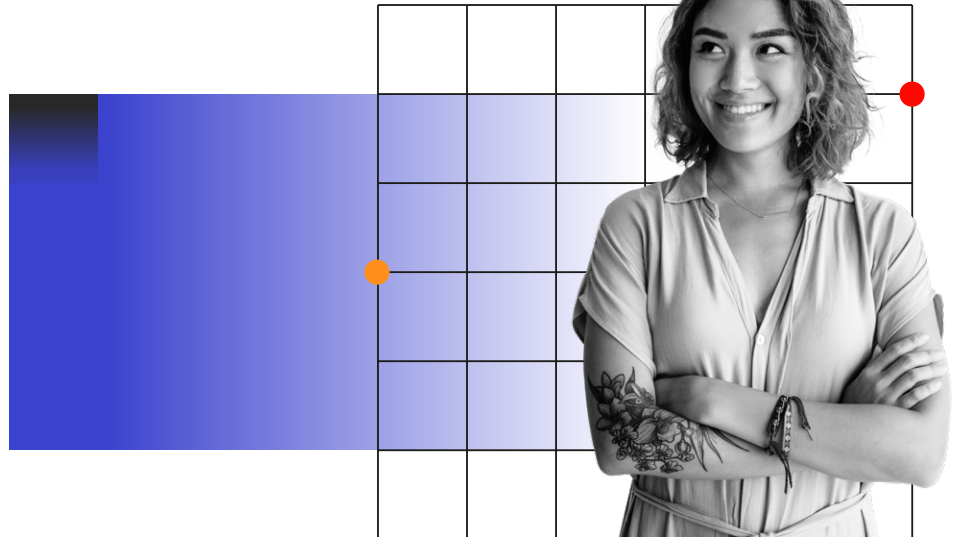
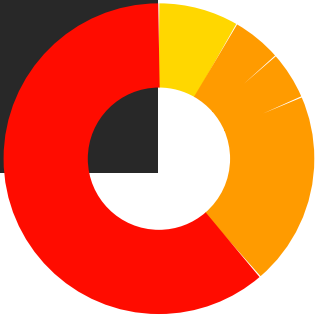
## The Coca-Cola company.

The Coca-Cola Company is an international brand with 200 different products on offer. Adobe Real-Time Customer Data Platform makes it possible to collect, consolidate and use a mountain of customer data. The Coca-Cola Company also uses the platform for data management and governance, managing consent and ensuring privacy.

The Coca-Cola Company sends thousands of messages via multiple channels, in real time, in response to customer triggers. The brand also uses Adobe Real-Time CDP to personalise web content. For example, when a customer scans a QR code on a product, geolocation data customises the banners on the destination site to match the local sports teams.

Implementing Adobe Real-Time CDP brought the IT and marketing teams together, says Senior Director of Communications & Planning Meghan Heather. "We're starting to see a shift in the way we think, work and collaborate together," she says. "We're able to show results and do things we couldn't do before."





### STEP 1

## Consolidate your data.

The first step is to bring together data across the organisation. You don't have to become a data scientist yourself; you can head up a data revolution in your company.

Right now, there are likely dozens of data silos/castles/fiefdoms, each with its own governance. It's time to start breaking down the walls between them. Start the conversation with your IT team. Tell them about the end goal you're aiming for: a single platform for omnichannel customer data.

You will likely find champions on the sales and customer service teams as well. Anyone who touches customer data can realise benefits from this reorganisation.

Be prepared for challenges from data hoarders. They may fight to hold onto their personal silos. Ultimately, it will take good change management practices and executive buy-in to convince everyone.

## Why does data consolidation matter?

Compared to those lagging behind, leaders in customer experience are

**4.7x** more likely to consolidate data across business units into a single customer profile.

- Makes deeper customer insights possible
- Shows the true value of your company's data
- Drives personalisation and identity management
- Easier to honour customer preferences/legal requirements
- Connects teams and tools together in service of CX



## STEP 2

# Create unified profiles.

Consistency is one major pillar to create delightful customer experiences. People want to feel seen and known. If your marketing department sees one person at your retail outlet, one shopping online, and one clicking your Facebook ads, and doesn't recognize that they're all the same person, that person is unlikely to feel known and understood. Instead, they're wondering why you're sending them more ads for the coat they just bought.

Unified customer profiles draw on your consolidated data to create a persistent customer ID across channels. This makes it easier to better understand customer behaviour and deliver personalised experiences in real time.

This deeper understanding makes it easier to create segments for more effective marketing. In fact, an intelligent CDP can find patterns of behaviour that a human might miss.

But what about anonymous browsers who don't leave a data trail? The CDP can help there, too, by comparing their behaviour to established profiles. Then it can figure out which segment most closely matches what you do know.

## The prodigious possibilities of unified profiles.

Unified customer profiles are at the heart of countless amazing customer experiences. A rules-based system can serve up the following and more, all personalised based on browsing, purchase, and even offline history:

- **Dynamic content** via any channel (email, social media, website). Content can be assembled by a machine learning algorithm from your content library, creating a unique piece based on each customer profile, in the time it takes a web page to load.
- **Personalised product offers.** As illustrated in the gloves example earlier, these offers can encompass multiple data points like weather and location for hyper-specificity and utility.
- **Cross-sell and upsell recommendations.** Truly relevant recommendations can increase revenue and create a great experience at the same time.

### STEP 3

## Automate, optimise and enhance.

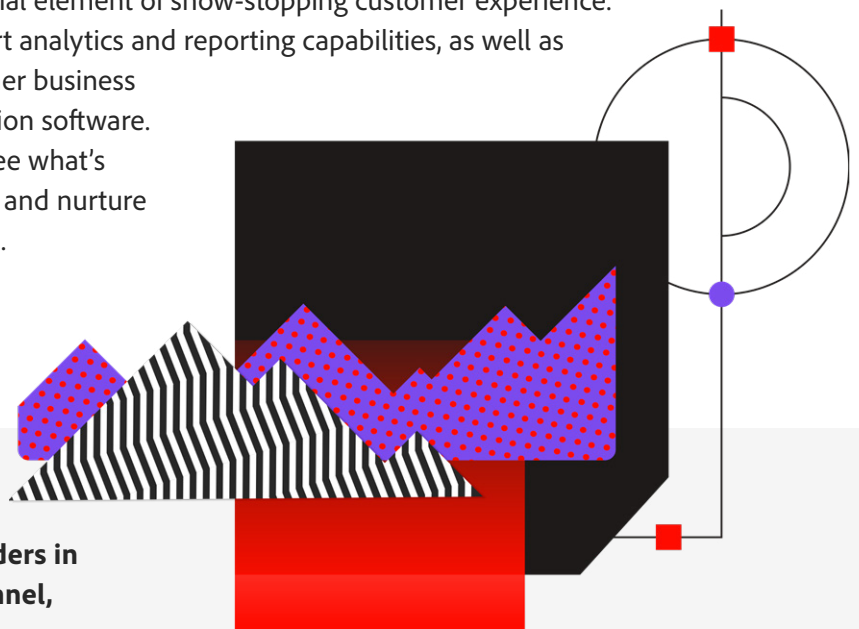
Individual great experiences don't make a lifelong raving fan. When your customer gets bored with your tightrope-walking act, you must be ready with the trapeze. In other words, your marketing must be consistently delightful and always improving.

This is where your customer-data-driven engine of awesome really gets a chance to shine. The CDP can analyse data to create profiles based on behaviours. These can be as simple as "Put items from X category in the cart." On the other hand, they can be as complex as "Visited a retail location, picked up an offer, redeemed it online, received a follow-up email, had shipping issues due to supply chain, and left a positive review."

With these profiles, you can orchestrate automated nurture tracks across channels. Each of these tracks is triggered by the rules that you set and carried out autonomously and in real time.

Of course, to be consistently delightful and surprising, the system can't be stagnant. It needs to constantly collect new data, incorporate it, and adjust accordingly. This capability makes a real-time CDP unique. It's like having a team of dedicated marketers constantly researching customer behaviour and updating your profiles.

Optimisation is the final essential element of show-stopping customer experience. A best-in-class CDP will support analytics and reporting capabilities, as well as the ability to integrate with other business intelligence and data visualisation software. You can use this reporting to see what's working best, adjust your rules and nurture flows, and continue to improve.



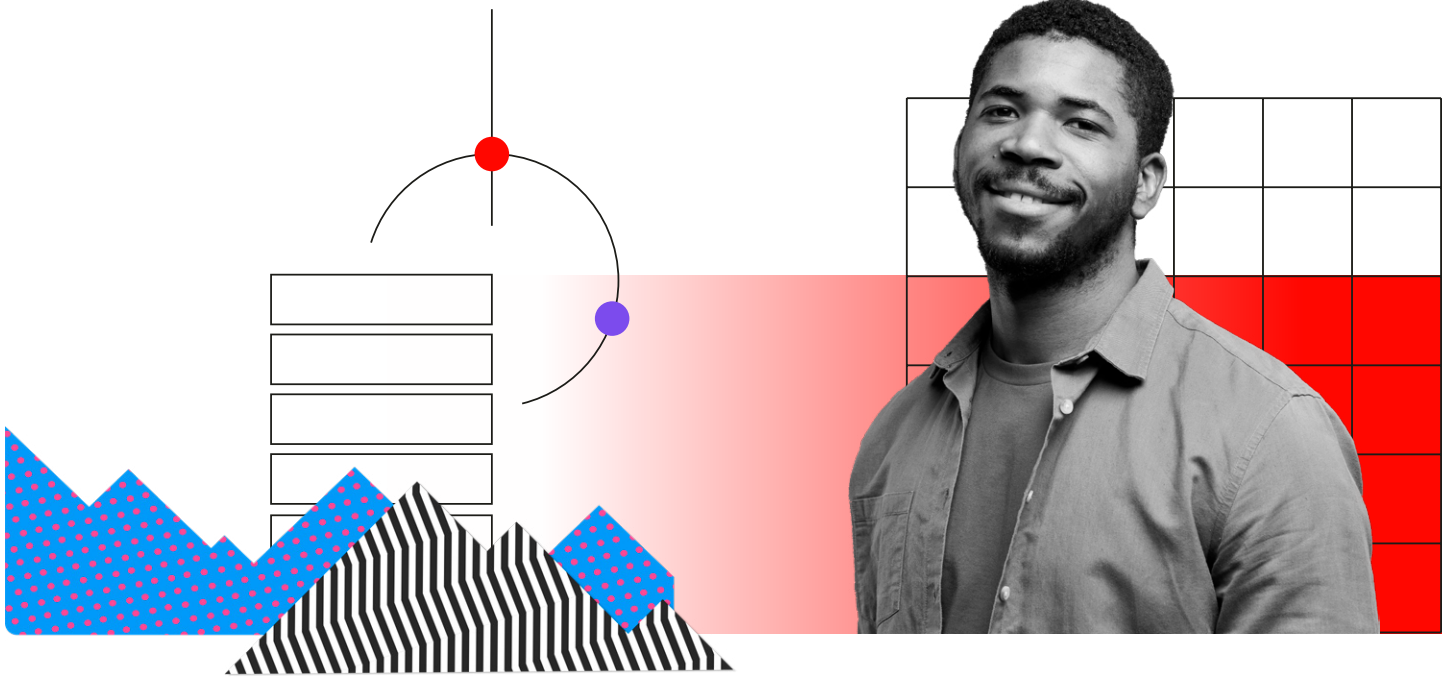
**Compared to those lagging behind, leaders in customer experience have an omnichannel, automated strategy:**

**4.8x** more likely to build connected campaigns across channels using a single tool or platform.

**4.7x** more likely to personalise experiences triggered by real-time behaviour.

**4.1x** more likely to use an intelligent engine to determine which customers receive which experiences.

**3.8x** more likely to nurture customers through automated, multitouch campaigns.



## Why real-time CDP?

Timing is an essential part of a delightful performance. Once the audience has left, there's no point in juggling twelve bowling pins upside-down on the flying trapeze.

In customer experience, great timing requires identifying a behaviour, analysing it with existing data, and serving up the experience in less than a second.

A real-time CDP powers these feats of marketing. It captures information in the moment, compares it with your consolidated data and customer profiles, and delivers the experience across channels. The CDP can integrate with everything from your content management system to your email automation platform to your social media accounts.

What's faster than real time? As the system collects and analyses data, it can also create predictive models based on past behaviour. For example, a real-time experience might be triggered by a customer checking in at a coffee shop on Sunday afternoon. A predictive model might observe that this customer has checked in every Sunday afternoon for a month, creating a micro-segment to receive a special offer on Sunday *morning*.

**In short: Consistent customer delight has to happen in real time, in microseconds from inception to delivery, and only a real-time CDP**

## Six elements of a real-time CDP.

The CDP Institute only offers its RealCDP™ real-time certification for platforms with six capabilities:

- Ingest data from any source
- Capture full detail of ingested data
- Store ingested data indefinitely (subject to privacy constraints)
- Create unified profiles of identified individuals
- Share data with any system that needs it
- Respond in real time to new data and to profile requests



# Seize the moment to dazzle and delight.

Customer expectations have never been higher. But they're also as low as they will ever be again. And people aren't looking for smoke and mirrors; mere magic tricks won't hold their attention. They want genuine feats of skill, intelligence and empathy, wrapped in moments that surprise, delight and inspire.

To do all of that, we need talent, training and the right tools. A real-time CDP makes data consolidation, governance, segmentation and activation simple.

Adobe Real-Time CDP makes it easy to identify these opportunities to delight customers, and to act on them automatically. All before you can say "Come one, come all to the greatest show on Earth!"

**Ready to surprise and delight with your marketing?**  
**[Request a Demo of Adobe Experience Cloud](#) today.**

