



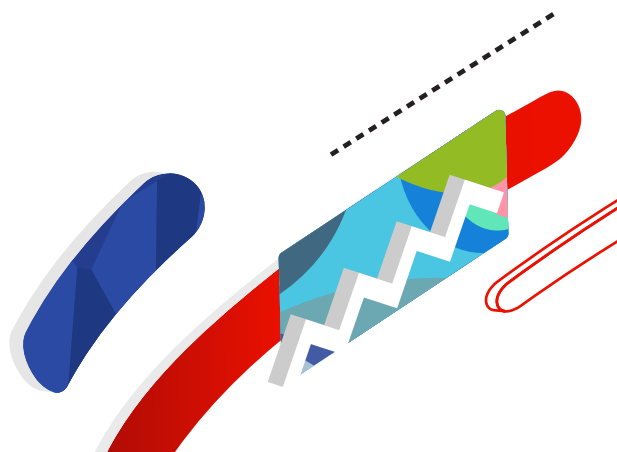
Why every business needs to start delivering customer experiences in real time.

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You've just finished binge-watching your favourite show on Netflix. The credits start rolling, you get up from the sofa and suggestions for more shows pop up on the screen. One sounds great, so you sit back down and push play.

Few companies are better than Netflix at meeting their customers in the moment. Everything they do is data driven. They ingest more than 2 million data events per second and query more than 1.5 trillion rows per day to get detailed insights on what we're watching, if we watched the entire show and how far into the season we went. Most importantly, they have access to it all in real time and can put it into play at just the right moment.

That's because great customer experiences happen in real time. Not days or weeks after a customer engages. When 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.

Today's customers have all kinds of touchpoints for engaging with your brand. On your website, social media properties and apps. On laptops, phones and TVs. And sometimes in person. When you gather all that data, across the entire customer journey and across every customer's device, you gain valuable context about each step in their engagement. Especially if it's in real time. Connect that data to the actual customers via real-time profiles and it becomes even more valuable. You'll have the complete picture required to send the perfect experience at the perfect time.

For example, if someone cancels their subscription to your services or deletes their account, rather than wondering why, you could see where they've engaged with you, how long it's been since they logged on and if they'd recently contacted your call centre. Then you can use that information to send a compelling offer inviting them to reconsider.



Real-time customer profile

Identities	Devices	Segmentation	
ECID: 4647729...	Desktop	Followed guide	Web
UUID: 46378701...	Mobile	Paid user	Social
CRM ID: YAuPQ1K...		Creator	Download
Email: srose@example.com			



Customer profile



Customer: Sarah Rose

Name: Sarah Rose

Email: srose@example.com

Gender: Female

Age: 33

Country: United States

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 customer profiles give you a holistic view of who your customers are and how they're engaging with you. When Sarah Rose cancelled her account, you can see she'd used your app and website, but cancelled via the call centre. This kind of information helps you deliver the right offer, through the right channel, to come back.

“Real time, real time, real time.”

“I’ve been working on video analytics for years and all I ever hear is, ‘Real time, real time, real time,’” says Danielle Doolin, Adobe senior product marketing manager of video analytics. “Marketers need real-time data to understand what’s trending and optimise content for their users.”

Real-time profiles, complete with individual customer attributes and behaviours, let you create robust audience segments. Then, with streaming segmentation, you can update those segments in real time in response to user activity. This ensures your target audiences, and the experiences you deliver to them, stay relevant – so you not only retain your current customers, you also attract new ones. The more relevant the offer, promotion or experience, the longer customers stay engaged, the more likely they are to purchase and the greater the likelihood is that they’ll become a return customer.

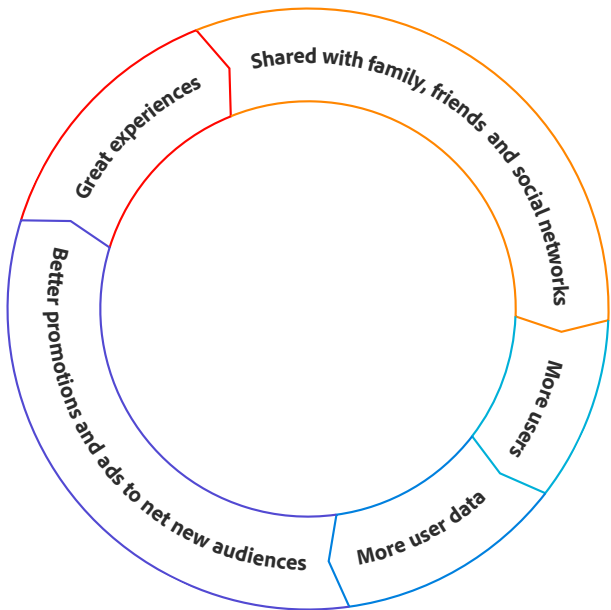
“In addition to improving customer engagement, real-time data can be used to automate contextually relevant routing across marketing touchpoints,” says Larissa Klitzke, product marketing manager at AppsFlyer, an Adobe partner. “Powered by cross-platform attribution, deep links can deliver customised onboarding and re-engagement experiences based on real-time consumer actions.”

“When you can tie this real-time data to actual users and their consumption habits, you can really be in touch with where that user is in, say, the subscription cycle,” Doolin says. “Are they a prospect? A new subscriber? Are they about to churn? Having that vital information about your customers is really exciting.”

The latest data collection technology allows you to use customer journey analytics to connect all of this customer information to all of the channels and devices they're using – smartphone, desktops, mobile apps, voice assistants and more to personalise their experiences in real time.

And the benefits extend beyond delighting your customers. People who have great experiences are likely to share them with family, friends and social networks. And since we're more likely to trust recommendations from people we know, this can lead to more user and performance data, which helps inform the creation of better experiences to net new audiences.

Real-time profiles help your business grow and thrive



A real-time engine to act on insights.



"Data is coming in at high velocity," says Matt Skinner, Adobe senior manager of product marketing. "Marketers need a system that can handle all of that event data, tie it to their attribution data like CRM and subscriber data or the profiles they've created and then put it to use."

For example, Hulu and Disney really understand the value of rich customer profiles connected to a robust customer data platform. Now that Disney is a majority owner and controller of Hulu, they're in a better position to look at all their customers, including groups of customers like families, to understand their relationships to all their content and properties. And then act on it.

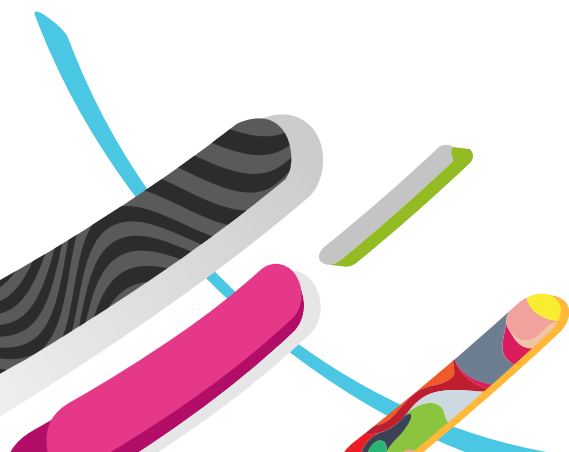
Consider a family with kids. While long-time subscribers to Hulu, they recently added Disney+ to enjoy their animated movies plus the Marvel and Star Wars movies. With this cross-service value chain, Disney could leverage the vast amounts of data the family generates to enhance their experience in Disney theme parks.

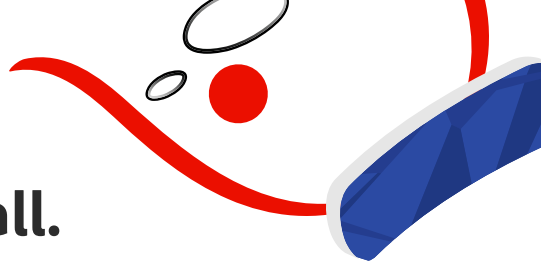
Hypothetically, let's say the family has recently been working their way through the Star Wars movies before a trip to Disneyland. Disney could take that knowledge repository and use it as the family moves about the park. Using their Magic Bands data system,

Disney would know exactly when the family is in line to ride "Star Wars: Galaxy's Edge." Then, if Chewie is nearby, send them an alert to get an autograph afterwards. They can also suggest watching the next movie in the franchise in their hotel room that night and send a 30 percent off promotion for its merchandise.

And that's just the tip of the iceberg. For example, rich customer profiles that are continuously updated can give retailers the power to send real-time messages that match the context and need or desire of a customer. This could look like using in-store data to trigger a highly relevant email post-purchase – while also preventing your customers from receiving social ads for the item they just bought. In travel, this could look like adaptable – both reactive and proactive – customer communications at each step along the journey. A truly personal experience would be different, for example, for a customer whose flight is delayed versus a customer who receives a surprise upgrade to business class.

That's the potential of real-time data and how it can help you deliver experiences that meet the moment. As the examples show, the benefits of such granular insights can directly impact the bottom line across any industry – retail, hospitality, finance, healthcare and more.





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 then democratises the data. That way, anyone who needs real-time data insights will have them at their fingertips – whether they're marketers, agencies, IT or any other role that has analytics needs.

You'll be able to quickly see what's happening or trending and immediately act on it – making decisions on which segments to target, what products or services to drive customers toward and which experiences are most likely to drive conversions.

Let's go back to our Netflix example. Using their rich customer data and algorithms, they can determine which shows to greenlight for production – even determining which directors to use, which genres, which actors and actresses to cast, even which geographies to set them in. And when new content production is down, like during the coronavirus restrictions, rich customer data allows them to optimise their existing content libraries.

A real-time customer data platform makes this possible by reducing the time and resources needed to prepare and normalise your data. Artificial intelligence (AI) and machine learning (ML) 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, which deliver truly meaningful experiences based on those insights.

Preparing for a world without cookies.

Consumers are growing more and more concerned about privacy and how their data is being used. And rightly so. With pressure mounting from consumers and privacy advocates, third-party cookies are slowly being phased out.

For example, Apple blocked all third-party cookies in its Safari browser and Google announced that it would start phasing them out in its Chrome browser sometime in 2022. Also, with Apple's release of iOS 14 in 2021, apps will be required to request user consent for device-based tracking. This will limit the use of their Identifier for Advertisers (IDFA) and tighten privacy regulations for mobile attribution. When changes like these become the norm, companies may not be able to accurately measure ads or other analytics without specific technology for capturing, managing and protecting their own first-party data.

Second-party data will also play a vital role and will get a big boost from privacy-first workflows that some industries use to share audience segments with partners. Look for a customer data platform that can drive second-party data relationships. This is important for companies that need access to information like product ratings. It's also useful for expanding your reach and interactions with your audiences. Say you're a healthcare organisation. It might make sense to forge a data relationship with hospitals that operate outside of your geography if you each offer specialised services that the other doesn't.

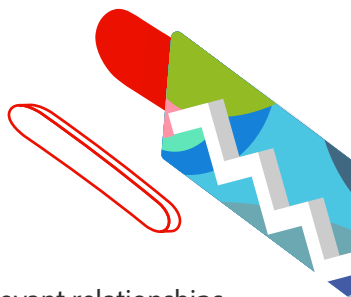
Building out first- and second-party data capabilities will give you a huge advantage when we actually get to the point of a cookie-less world. “Looking forward, it’s about re-embracing and owning the relationships with your customers – not outsourcing it,” says Mike Grier, Adobe industry strategy leader for media, entertainment and communications. “You have to understand what it is they want, how they interact with your products, even how they pay you. They all come into play.”

Onboarding and activation come into play as well, and when you control your first-party data, you can make those experiences better too. “First-party data and onboarding should be considered mission-critical table stakes immediately because external sources of data are going away – and getting a cookie-less first-party data program operational can take many months,” says Nancy Marzouk, founder and CEO of MediaWallah, an Adobe partner. “Marketers need to restart the strategic work now around how they’ll continue to build customer data profiles efficiently and accurately in order to get a better understanding of their customers and serve them the right experiences.”

As we move toward a world without third-party cookies, and brands find ways to identify their customers and their relationship to the brand – they’re going to have to be diligent about data privacy, exposure and how they govern their data. Any customer data platform will have to meet CCPA and GDPR regulations and quickly adapt to new legislation.

The right technology will make these data transitions easier. It’s time to reimagine your customer acquisition strategy and place real customer-supplied data at the heart of it. Choose applications with those capabilities built in and you’ll earn the trust and loyalty of your customers who share their data with you.

Real-time tools for real-time results.



Now's the time to forge more meaningful, relevant relationships with your customers. When you're ready to start delivering experiences in real time, you've got options. The following tables illustrate how Adobe solutions can help you better understand and connect with your customers.

Adobe Analytics and Adobe Customer Journey Analytics

Used together or separately, Analytics and Customer Journey Analytics can help you visualise the full context of the customer journey, giving you incredible cross-channel insights into who your customers are, what they need and what they will most likely do. With standardised tools to activate insights, these solutions allow you to create experiences that matter – on every channel, every time.

Capability	Adobe Analytics	Customer Journey Analytics
Capture data from virtually any source such as web, email, campaigns, web-based kiosks, mobile devices, client-server applications and more	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> (Includes expanded data sets across offline channels and first-party data from across the enterprise)
Attribution analysis	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Includes software development kit (SDK)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Capability	Adobe Analytics	Customer Journey Analytics
Custom variables to determine website pages that best contribute to customer conversion	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Create real-time segmentation of all online data without creating complex rules on your website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Integrate and analyse data from a CRM system or any other source of online or offline enterprise data (e.g. loyalty programme levels)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Includes AI and ML analysis and activation tools	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> (Includes OOTB models such as clustering, propensity and decision trees, or run and train your own models via Data Science Workspace.)
Enables line of business, business intelligence and data science teams for stitching and analysing cross-channel data		<input checked="" type="checkbox"/>
Brings interactive, self-serve query experience of Analysis Workspace to customer data in Adobe Experience Platform		<input checked="" type="checkbox"/>
XDM and data preparation to merge, manage and maintain data		<input checked="" type="checkbox"/>

Adobe Audience Manager and Adobe Real-time Customer Data Platform

Adobe Audience Manager and Real-Time Customer Data Platform provide the full picture of your customer in real time so you can activate your data when and where you need to. Whether you use them separately or together, these solutions help solve the problems of disparate data and disconnected journeys so you can have a holistic view of your customers.

With Real-time CDP and Audience Manager, you can future-proof your data strategies and reduce your dependency on cookies and device IDs as they face greater regulatory restrictions. Generate up-to-date insights and power relevant customer experiences based on different sources of data, including streaming events, attributes and segments. You can also manage customer experience data across the enterprise with labelling, usage restrictions, policy creation and enforcement.

Capability	Adobe Audience Manager	Real-time CDP
Primary use cases are upper funnel and involve finding new customers, working with pseudonymous (unknown) customer data	<input checked="" type="checkbox"/>	
Supports all marketing use cases, from new user acquisition and prospecting to known customer personalisation and engagement		<input checked="" type="checkbox"/>
Collect and merge data from practically any source		<input checked="" type="checkbox"/>

Capability	Adobe Audience Manager	Real-time CDP
Break down data silos and get the full customer profile		✓
Ingests real-time streaming data sets, analyses data and delivers real-time experiences	✓	✓
Easy data segmentation and activation	✓	✓
Audience insights, including new audience identification	✓	✓
Interface built specifically for marketers	✓	✓
Customer controls to support General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA)	✓	✓
Patented Data Usage Labelling and Enforcement (DULE) governance framework		✓
Customer AI for marketer-friendly machine propensity scoring capabilities		✓
Audience activation to advertising and personalisation channels based on cookies, device IDs and pseudonymous email addresses	✓	✓
Audience activation to all marketing channels based on known customer identifiers (e.g. email address, phone number) and partner IDs		✓

The art of what's possible.

As a marketing or technology professional, you're tasked with huge responsibilities – and the pandemic has only made them harder. The trouble isn't just working from home or video-call fatigue. It's that everything you thought you knew about your customers has changed.

That's the beauty of real time – when you can see what's going on in the moment, you can react in the moment. For instance, the pandemic caused a major bump in manufacturing. When customer demand increased for certain items – like toilet paper, fitness equipment and hand sanitiser – it caused massive shortages. Pandemic-related supply chain issues compounded the problem. If the manufacturers had access to real-time customer data, they might have seen the changes in demand right at the beginning and been better prepared to address it in a timely manner.

In the quest to delight customers and turn them into lifelong advocates for your brand, the very first step is to understand them. But not the customers of yesterday – the customers you have right now.

So pay attention to your customers. Understand individual behaviours as well as overall patterns. Know what's going on in the moment. And you won't throw away your shot.





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 the 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 ML 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](#).

[Get details](#)

Sources

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Scott Mendelson, "'Hamilton': A Spike in Disney+ Subscribers Can't Yet Compare to Global Theatrical Box Office Success," Forbes. 6 July 2020.



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