



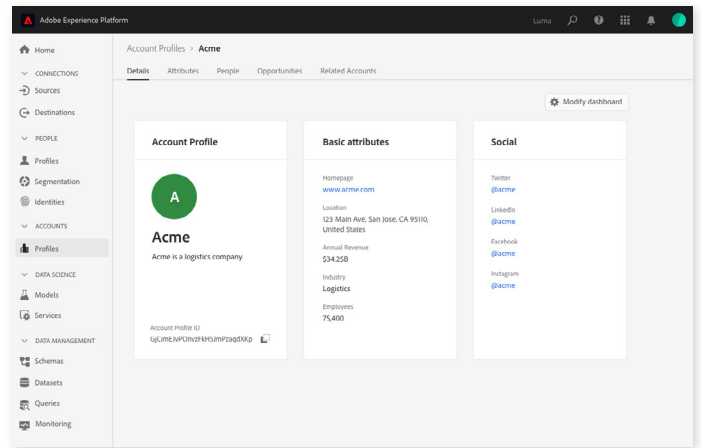
OVERVIEW

Business-to-Business Edition

Adobe Real-time Customer Data Platform | Adobe Experience Cloud

Unify, activate and govern all your B2B marketing data in real time

The B2B Edition of Adobe's Real-time Customer Data Platform is purpose-built from the ground up to unify, activate and govern all people and account data in real-time for complete understanding and data peace-of-mind. B2B marketers can collect, normalize and unify all known and pseudonymous professional data into a single view of actionable, real-time people and account profiles that remove data silos and unlock global segmentation, activation and compliance for personalized lead and account-based experiences at scale.



Previous Challenges

- Disconnected tools and manual workflows
- Fragmented, inaccurate data with multiple data models
- Siloed and complicated data governance.....

New Advantages

- Centralized, native connectivity across entire tech stack
- Trustworthy, single view of profiles using uniform data model
- Patented, unified and user-friendly data governance and privacy controls

Everything **B2B marketers** need for complete data peace-of-mind



Data Collection

- Streaming Data Collection
- Adobe Experience Data Model (B2B)
- Known & Pseudonymous Data
- Pre-built Sources & Destinations
- Adobe & Non-Adobe Connectivity



Real-Time Profiles

- Unified Person & Account Profiles
- Identity Resolution & Management
- Profile Segmentation & Activation
- Profile Enrichment
- AI-powered Propensity Scoring



Patented Data Governance

- Data Labeling & Cataloging
- Policy Management
- Automated Usage Alerts
- Monitoring & Data Lineage
- Privacy Service

How It Works



Select the B2B data sources you want to connect and unify



Map data using Adobe's industry-leading open source B2B experience data model



Govern and segment audiences of unified, real-time people and account profiles



Select and connect the B2B data destinations you want to activate to



Activate audiences across destinations for engagement, reporting and other use cases

Sources

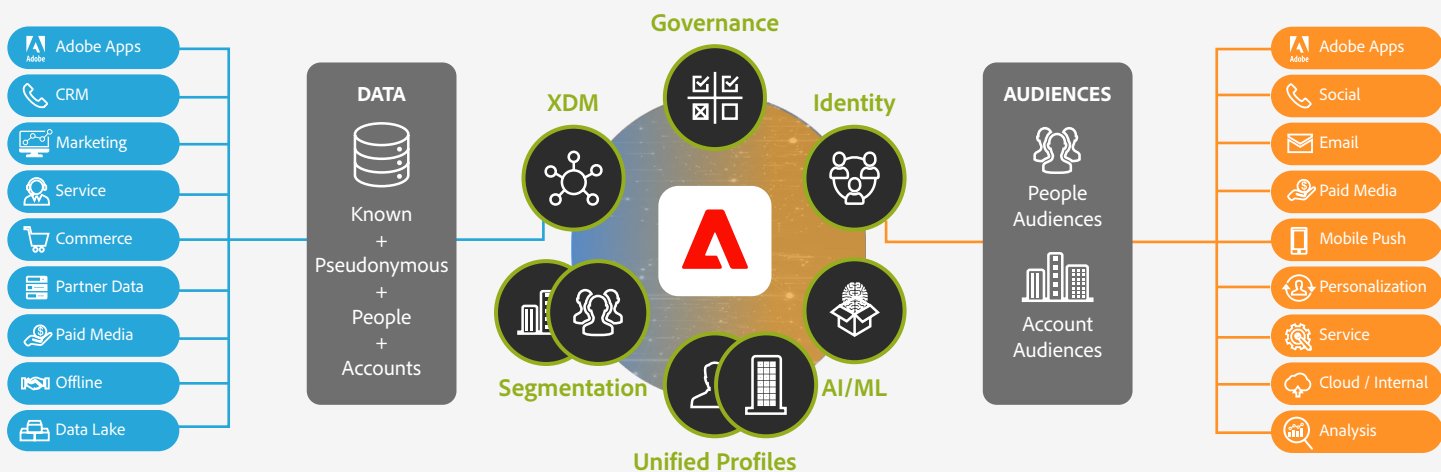
People & Account Sources

Adobe Real-time CDP

Unified People & Account Profiles

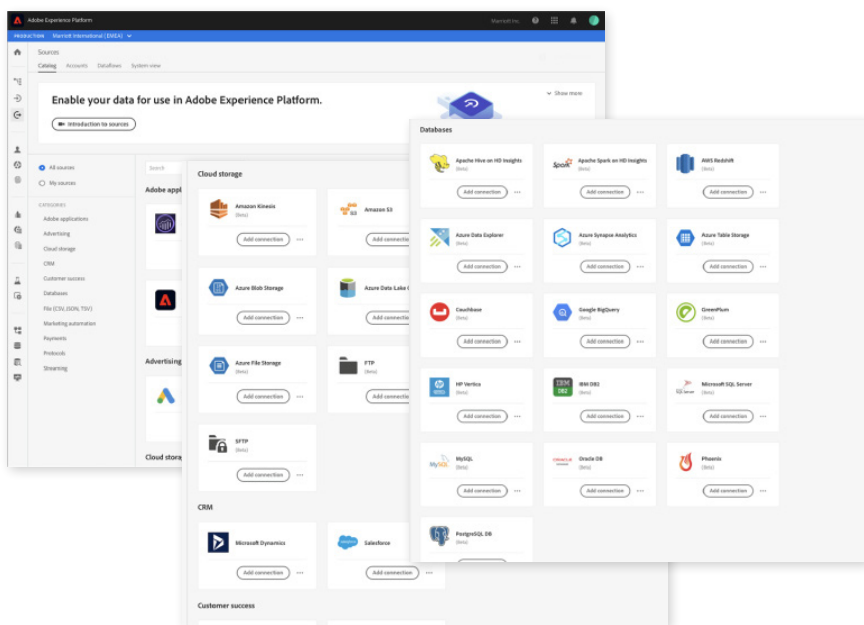
Destinations

People & Account Activation



Pre-built Data Sources & Activation Destinations

Hundreds of pre-built Adobe and non-Adobe integrations for B2B marketing data ingestion and activation



The Adobe Advantage for enterprise data management

Built from scratch to remove data limitations and enable creativity for B2B customer experience management



Purpose-built architecture to **power enterprise B2B** use cases at scale

Built to enable **real-time streaming** across sources and destinations

B2B **Experience Data Models (XDM)** for Unified Data On-Demand

Patented Data Governance Controls

Centralized identity management and connectivity with Adobe and non-Adobe applications

Part of Adobe's complete, **end-to-end CXM offering for B2B**

Native Integrations w/ industry leading **Marketo Engage**

B2B Identity Resolution across known and pseudonymous lead and account data

Many-to-many people and account relationships for granular segmentation

Empower your B2B marketing teams to become more...



Confident

Up-to-date unified customer attributes and engagements



Collaborative

Consolidated audience definitions eliminate siloed data and teams



Responsible

Patented data governance controls provide a toolkit for compliance



Agile

Personalize across systems fast enough to deliver timely relevant experiences



Intelligent


Democratized AI/ML and rich insights for quicker, smarter analysis


Connect the rest of your Adobe Experience Cloud applications


As a Source

Ingest individual people and account records from multiple instances to create unified people and account profiles that stream activity data in real-time

Popular Pairings

...  Adobe Marketo Engage ...

...  Adobe Target ...

...  Adobe Analytics ...

As a Destination

Activate B2B audiences to power your account-based marketing automation programs, nurture streams and internal workflows

Activate B2B audiences for even faster in-the-moment personalization and more accurate campaign inclusion and exclusion

Activate B2B audiences to analyze the behavior of your target accounts before and after conversion events