



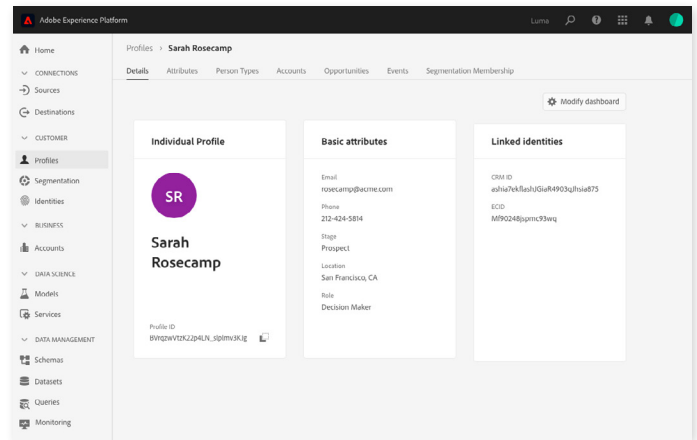
OVERVIEW

# Business-to-Consumer Edition

Adobe Real-time Customer Data Platform

## Unify, activate and govern all your B2C marketing data in real time

The B2C Edition of Adobe's Real-time Customer Data Platform is purpose-built from the ground up to unify, activate and govern all customer data in real-time for complete understanding and data peace-of-mind. B2C marketers can collect, normalize and unify all known and pseudonymous consumer data into a single view of actionable, real-time person profiles that remove data silos and unlock global segmentation, activation and compliance for personalized consumer-based experiences at scale.



### Previous Challenges

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

### New Advantages

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

## Everything B2C marketers need for complete data peace-of-mind



### Data Collection

- Streaming Data Collection
- Adobe Experience Data Model (B2C)
- Known & Pseudonymous Data
- Pre-built Sources & Destinations
- Adobe & Non-Adobe Connectors



### Real-Time Profiles

- Unified Person Profiles
- Identity Resolution & Management
- Profile Segmentation & Activation
- Profile Enrichment & Segment Match
- 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 B2C data sources you want to connect and unify



Map data using Adobe's industry-leading open source B2C experience data model



Govern and segment audiences of unified, real-time Person profiles



Select and connect the B2C data destinations you want to activate to



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

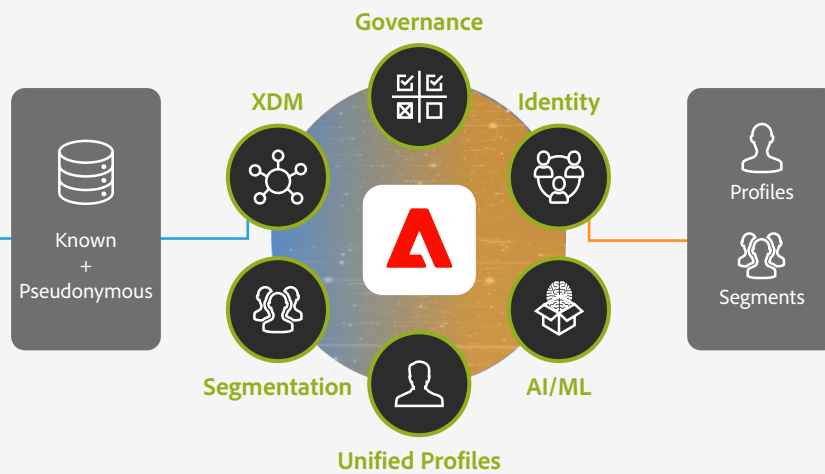
## Sources

People-based Sources

- Adobe Apps
- CRM
- Marketing
- Service
- Commerce
- Partner Data
- Paid Media
- Offline
- Data Lake

## Adobe Real-time CDP

Unified Person Profiles



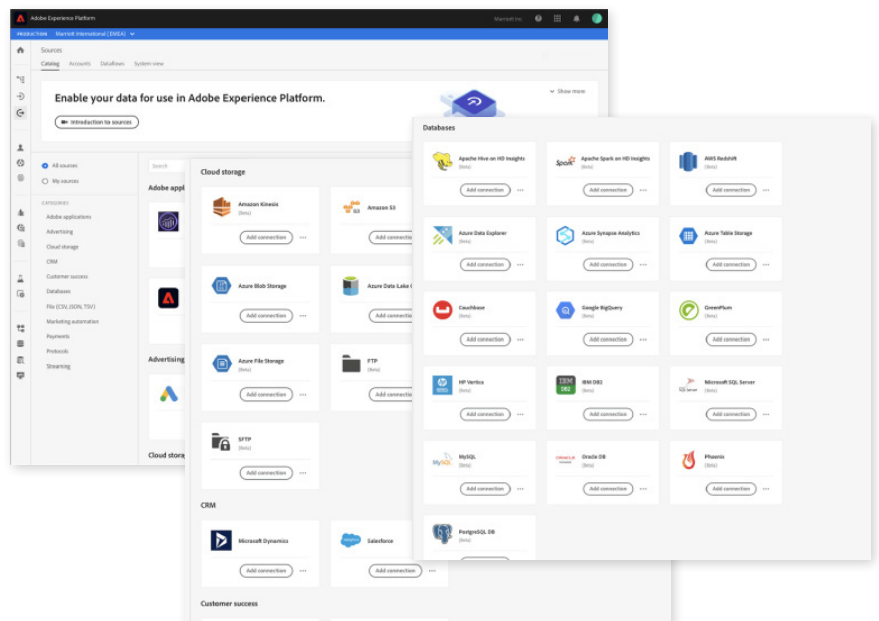
## Destinations

People-based Activation

- Adobe Apps
- Social
- Email
- Paid Media
- Mobile Push
- Personalization
- Service
- Cloud / Internal
- Analysis

## Pre-built Data Sources & Activation Destinations

Hundreds of pre-built Adobe and non-Adobe integrations for B2C marketing data ingestion and activation



# The Adobe Advantage for enterprise data management


Built from scratch to remove data limitations and enhance B2C customer experience management

Purpose-built architecture to **power enterprise B2C** use cases at scale

B2C **Experience Data Model (XDM)** for Unified Data On-Demand

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

Native Integrations w/ industry-leading **Adobe Campaign** and other Adobe apps








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

**Patented Data Governance** Controls



Part of Adobe's complete, **end-to-end CXM offering for B2C Marketing**

**B2C Identity Resolution** across known customer and pseudonymous prospect data

## Empower your B2C marketing teams to become more...

				
<b>Confident</b>	<b>Collaborative</b>	<b>Responsible</b>	<b>Agile</b>	<b>Intelligent</b>
Up-to-date unified customer attributes and engagements	Consolidated audience definitions eliminate siloed data and teams	Patented data governance controls provide a toolkit for compliance	Personalize across systems fast enough to deliver timely relevant experiences	Democratized AI/ML and rich insights for quicker, smarter analysis

## Connect the rest of your Adobe Experience Cloud applications

As a Source	Popular Pairings	As a Destination
Ingest cross-channel known and pseudonymous behavior data to enrich and update unified people profiles in real-time as activity happens	 <b>Adobe Analytics</b>	Activate B2C audiences to analyze the behavior of your customers and prospects before and after conversion events
Leverage pseudonymous DMP audiences created with first-party data and build complete profiles that include directly identifiable data	 <b>Adobe Audience Manager</b>	Utilize DMP destinations and audience enrichment features to activate and enhance pseudonymous audiences
Ingest individual consumer records from multiple instances to create unified people profiles that stream activity data in real-time	 <b>Adobe Campaign</b>	Activate B2C audiences to power your cross-channel campaigns and internal workflow programs using more complete data that you couldn't access before
	 <b>Adobe Target</b>	Activate B2C audiences for even faster in-the-moment personalization and more accurate inclusion and exclusion across virtually any channel