# Adobe Real-Time CDP

# The Future of Data Management

Companies need to solve the problems of disparate data and disconnected journeys, and these challenges only get more difficult as we march towards a cookieless future. Alongside a growing number of customer touchpoints, marketers must also solve for a growing number of disparate identifiers and data sources to build their view of the customer. **Adobe's Real-Time CDP provides an integrated, robust solution for future-proofed data strategies across every stage of the customer journey.**

## Market Forces Require Data Management to Evolve

### Shift to Durable Identifiers

Cookie restrictions require new approaches over the next 18mo to futureproof data management.

### Expectation of Personalization

Customers expect relevant and consistent messages across all marketing touchpoints.

### Privacy & Governance at the Forefront

New data regulations and policies make it more critical than ever before to market responsibly

### Consolidation of Marketing Platforms

Marketing and IT departments need to reduce complexity and latencies in their tech stack.
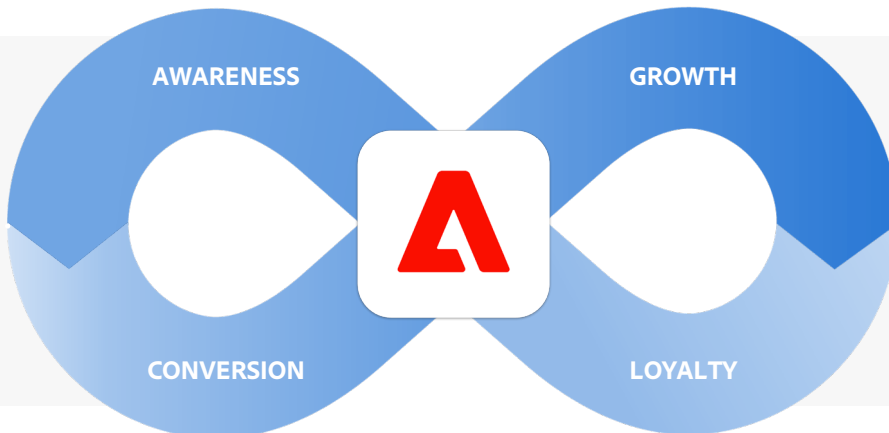
Less than **1/3** of data professionals are investing in new solutions to prepare for a cookieless future.
**Are you?**

## Complete Data Management With Adobe

AWARENESS

GROWTH

**PSEUDONYMOUS DATA**

**KNOWN CUSTOMER DATA**

Find and Acquire New Customers

Grow and Retain Existing Customers

CONVERSION

LOYALTY

# Futureproof Your Business With Adobe

## Real-Time Actionable Profile Powering Complete Data Management for Marketers

**Single platform and UI** to execute use cases across all stages of the customer journey

**Complete 1P customer data** from pseudonymous cookies to known customer PII – for durable identity

**Profile enrichment** with reimagined 2nd and 3rd party data sharing

**DMP capabilities applied** to a wider and more complete customer data set *(e.g. lookalike modeling and data sharing)*

**Acquisition and activation** across both adtech and martech

**Data governance** controls for labeling and enforcing proper usage

## FORRESTER®

[Adobe] aims to connect consumer data with "experience delivery" across all customer touchpoints – online and offline…The product supports omnichannel advertising initiatives by matching ingested data to persistent ID, **bridging the DMP and CDP gap for audience segmentation, targeting and analysis**."

*Source: Forrester Research, Inc. Forrester Wave™: Data Management Platforms, Q2 2019*

## Unparalleled Value

Build futureproof data strategies and reduce dependency on cookies and device IDs that face restrictions in the coming year.

Generate up-to-date insights and power relevant customer experiences based on streaming event, attribute, and segment data.

Manage customer experience data across the enterprise with labeling, usage restrictions, policy creation, and enforcement.

Plug and play extensibility to execute additional use cases through additional Adobe Experience Platform application services

### Reach out to us today to learn more!