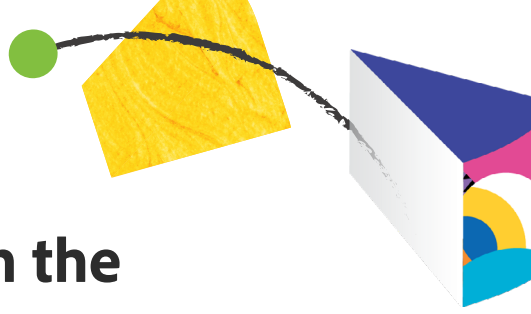# It's time for a holistic approach to the customer experience.

Adobe's solutions for data, insights, and audiences provide omnichannel insights in real time.

Table of contents

Turbulence in the digital world.

Today's marketers face plenty of challenges—centralized teams and poor internal communication can create bottlenecks and lead to myopic decision-making. Data silos limit teams' abilities to develop a holistic understanding of their brand's customer experience. Cross-channel activation of insights is seldom standardized and syndicated, making it impossible to deliver consistent customer experiences.

To add to these challenges, the industry's new data regulations and policies make it more critical than ever before to market responsibly. More and more, consumers demand digital experiences—with higher expectations for the customer experience. The ongoing need to adapt processes for changing customer expectations, plus the upcoming requirement to deprecate third-party cookies, only exacerbate these problems.

Our data, insights, and audience solutions offer powerful tools that can help ensure brands are adaptable and agile. The key is consistently and responsibly providing insight-driven customer-experience management (CXM) strategies that span the entire organization. We help brands increase customer conversion, retention, and loyalty, even in the face of complicated and changing market forces.

Hundred-year-old company joins the digital age by automating and integrating data.

Pitney Bowes needed a way to connect diverse data coming from sales contacts, leads, campaigns, market opportunities, and customer quotes. Existing processes relied on inefficient manual workflows that meant slow turnaround times for analytics. Reporting was unreliable and IT management costs were rising.

Pitney Bowes sought to save time and decrease human error in its analytics and reporting by replacing manual IT processes with automated systems. It turned to <u>Adobe Experience Manager</u>, <u>Adobe Target</u>, and <u>Adobe Analytics</u> to create its new processes.

With these tools, <u>Pitney Bowes achieved 198% return on equity (ROI) in just 18 months</u>.
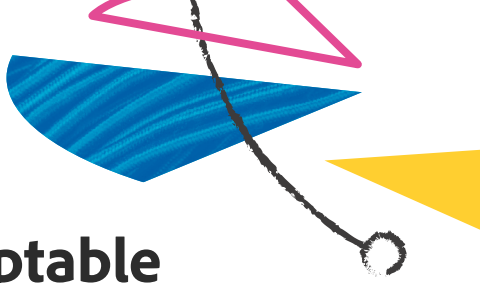
How to be adaptable and agile.

Our data, insights, and audience solutions focus on a set of essential tasks: connecting data points, analyzing insights, activating data, and personalizing experiences.

- **Connect:** Our data, insights, and audience tools provide scalable, real-time customer profiles with patented data governance and flexible activation anywhere.

- **Analyze:** The set of tools enables organizations to visualize the customer journey in full context, across all data channels. This allows for discovering omnichannel insights in real time—enabling CX teams to influence the micro-moments that constitute experiences.

- **Activate:** We offer prebuilt integrations with critical destinations, along with native integrations with other Adobe products and application programming interfaces (APIs) to build custom connectors with external systems.

- **Personalize:** Tools are truly omnichannel, with AI-powered one-to-one personalization at scale.

Solutions in brief: what our data, insights, and audience solutions offer.

Adobe Real-Time Customer Data Profile

The need:
Building actionable unified customer profiles

Obstacles:

· Cookie restrictions

· Ingesting, processing, and activating refreshed data in real-time

· Accurately applying ever-changing governance to ensure responsible marketing

· Connecting with a myriad of sources and destinations used for marketing

The solution:
Adobe Real-Time CDP offers the ability to understand and connect with business-to-business (B2B) and business-to-consumer (B2C) customers and prospects, using simplified and centralized management of actionable marketing profiles.

Adobe Customer Journey Analytics

The need:
Understand the entire customer journey to enable data-driven decision-making at scale

Obstacles:

- Data silos restrict holistic understanding of customer data
- Poor governance leads to bottlenecks and myopic decisions

The solution:
Adobe Customer Journey Analytics offers better value with integrated cross-channel data providing customer intelligence. By connecting, contextualizing, and analyzing a variety of engagement points, brands can create better customer experiences—which lead to increased conversions and customer retention.

Adobe Target

The need:
Real-time personalization at scale

Obstacles:

- No 360-degree view of customer data
- No systemic way to apply insights
- Brands lack the ability to engage quickly enough to gain and retain customers

The solution:
Adobe Target offers quick action (based on in-the-moment insights and audiences) to determine and deliver the best experience, content, or offer for each customer.
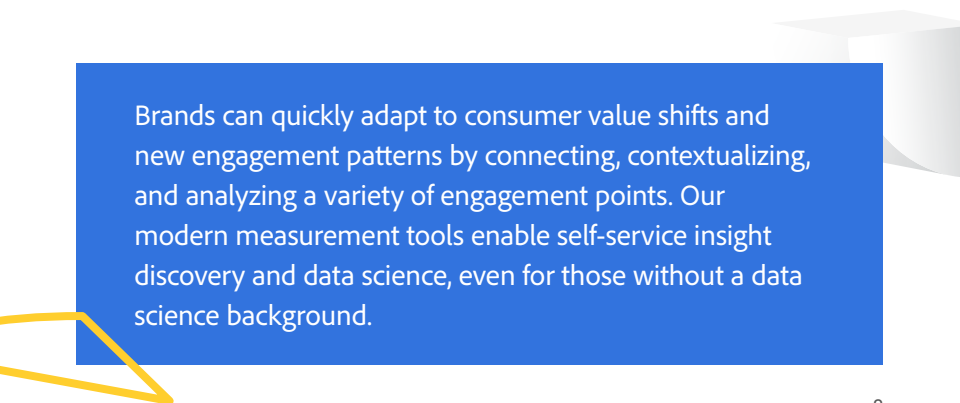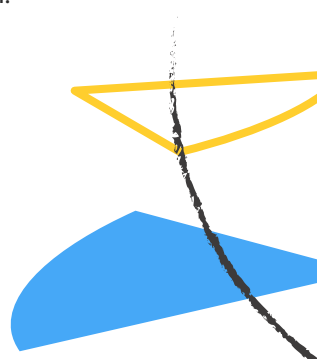
Five reasons to choose Adobe for data, insights, and audience tools.

Reason #1: Learn about your customers to offer them personalized brand experiences.

It's time to break down the data silos. Your teams need a deeper understanding of customers to deliver highly personalized experiences. Customers now expect real-time personalization at scale. When you act quickly, based on real-time AI insights and audience data, you can determine and deliver the next best experience, content, or offer.

Our data, insights, and audience tools help you act and report with confidence. You get high-value audience insights based on unified data, best-in-class predictive analytics, and reporting.

Brands can quickly adapt to consumer value shifts and new engagement patterns by connecting, contextualizing, and analyzing a variety of engagement points. Our modern measurement tools enable self-service insight discovery and data science, even for those without a data science background.

> " With Adobe Real-Time CDP, we are partnering with brands to deliver relevant, responsive, and respectful experiences through first-party data."

Anil Chakravarthy
Executive Vice President and General Manager
Digital Experience Business and Worldwide Field Operations
Adobe

Reason #2: Create real-time customer and account profiles that can power both B2C and B2B use cases.

Our data, insights, and audience tools are designed to meet the needs of B2C, B2B, and the rising number of organizations that sell to both consumers and businesses. They offer the ability to collect and normalize all known and unknown customer data into robust, real-time customer profiles to deliver personalized experiences across any channel, at scale.

By stitching your governed data into customer and account profiles, our data, insights, and audience tools help you prepare it for use across customer-touching technologies (such as ad optimization and content optimization).

> " As brands look for the right partner to face today's digital-first economy, prioritizing customer data management is vital—without it, delivering compelling and personalized customer experiences in real time will be nearly impossible."

David Wallace

Research Director, Customer Intelligence and Analytics
International Data Corporation (IDC), Adobe

Reason #3: Get cross-channel audience insights to understand the entire customer journey better.

Taking detailed customer intelligence from omnichannel data can help you unify customer engagement strategy, increase precision in forecasting, and optimize revenue impact.

Our data, insights, and audience tools help you define, align, and personalize touchpoints, content, and offers to customer journeys.

Adobe data, insights, and audience solutions empower anyone—not just data scientists—to visualize complete customer journeys. Integrate standardized, connected data with interactive, journey-based analysis tools that continuously surface insights in real time.

Reason #4: Support even the most complex enterprise use cases.

Our data, insights, and audience solutions are purpose-built for customer and marketing use cases. Unlike generalized data warehouse and visualization tools that require massive custom build projects and ongoing maintenance, our tools are already built and accessible. You can reduce development time by taking advantage of the Adobe suite of easy-to-use, extensible technologies.

Pre-built connectors and flexible APIs allow you to easily connect with:

- Third-party analytic tools
- Marketing automation systems
- CRM platforms
- Media platforms
- Internal customer systems

Hassle-free collaboration across departments (marketing, IT, customer care) can help you deliver consistent customer experiences. Business users can analyze real-time customer data—without a data science background.

Our data, insights, and audience solutions support marketing use cases right out of the box—they don't require substantial custom coding and niche modules that need to be maintained in perpetuity by the internal IT team.

Reason #5: Stay successful with a wealth of resources.

By connecting with our in-house consultants or expert partners, you leverage Adobe expertise in integration and implementation. Then, you can work with our training experts to get teams up to speed quickly.

Premier Support and Experience Full Services offer even more ways our data, insights, and audience solutions can help you achieve long-term success.

The value of the Adobe customer profile.

We offer analytics, audience management, and personalization tools that operate off the same data and reporting for validation of performance. The marketer-friendly controls allow you to confidently address regional and organizational requirements for customer data.

Learn more about [Adobe data, insights, and audience solutions](#) or contact your Adobe representative.