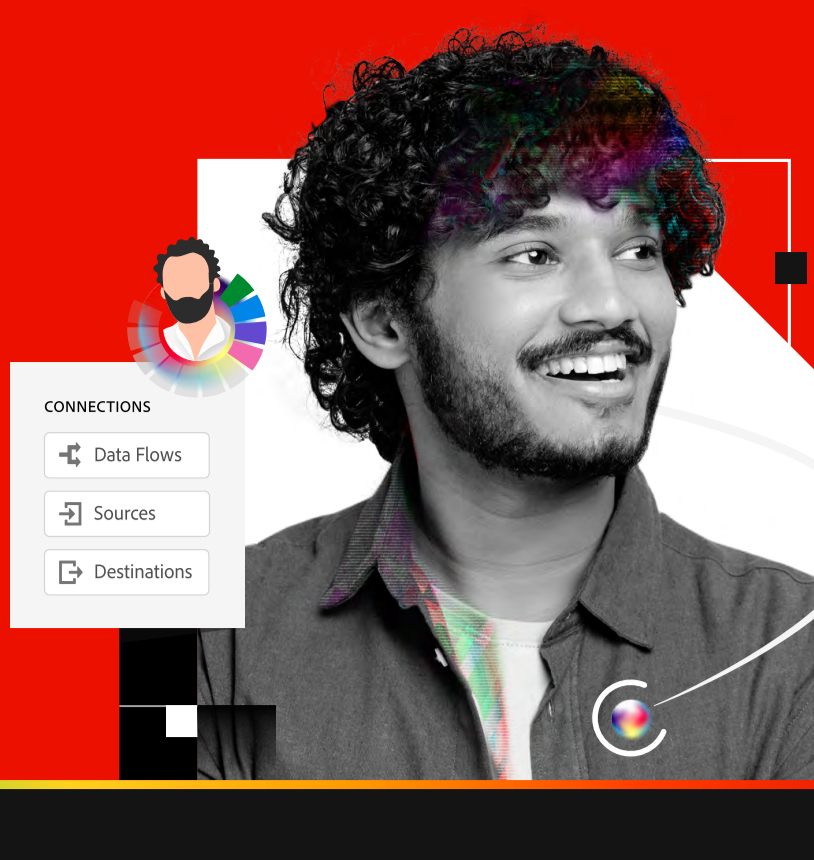




Turn engagement into action.

Adobe Marketo Engage boosts customer connections. Adobe Real-Time Customer Data Platform makes their experiences exceptional.



Adobe Real-Time CDP empowers global companies with unified user profiles that make it easy to act on your customer data. And it fits right into your existing tech stack.

- 3x** Increase in customer engagement
3x lift in email campaigns
- 7 days** Accelerate data and insights
7-day reduction in latency connecting online and offline data
- 50%** Improve workflow efficiency
50% decrease in manual effort to fulfill data privacy requests
- 14 sec.** Keep profiles up to date
14-second data refresh cycle, down from 72 hours
- 385%** Refine targeting and segmentation
385% lift in conversions using customer artificial intelligence (AI)

Source: Adobe

Feel secure bringing disconnected data to life.

Deliver personalized experiences in real time across all channels and destinations with complete data management peace of mind.

Real-time updates that capture every interaction.

Real-Time CDP combines data from multiple channels—online, offline, CRM, and other data sources—to create complete customer profiles that update every time new data lands, giving you a holistic view of customer experiences with your brand.

Marketers can get access to the data they need when they need it. Streaming and edge segmentation delivers audience qualification in seconds and milliseconds.

Segmentation that shows you care.

Real-Time CDP features powerful segmentation tools that give marketers a more refined understanding of customers and prospects—so you can serve up compelling offers at the exact right moment.

Personalization that keeps pace.

Real-Time CDP integrates with marketing and advertising applications to deliver timely, relevant experiences to any destination, including web, email, mobile, and social.

- 100+** Prebuilt integrations connect to over 100 sources and destinations, with the flexibility to build your own connectors to critical systems.

“Real-Time CDP not only helps marketers achieve a 360-degree view of their customer and execute on key insights for content-forward customer experiences, but it also helps simplify collaboration and streamline data workflows in real time between IT and marketing teams.

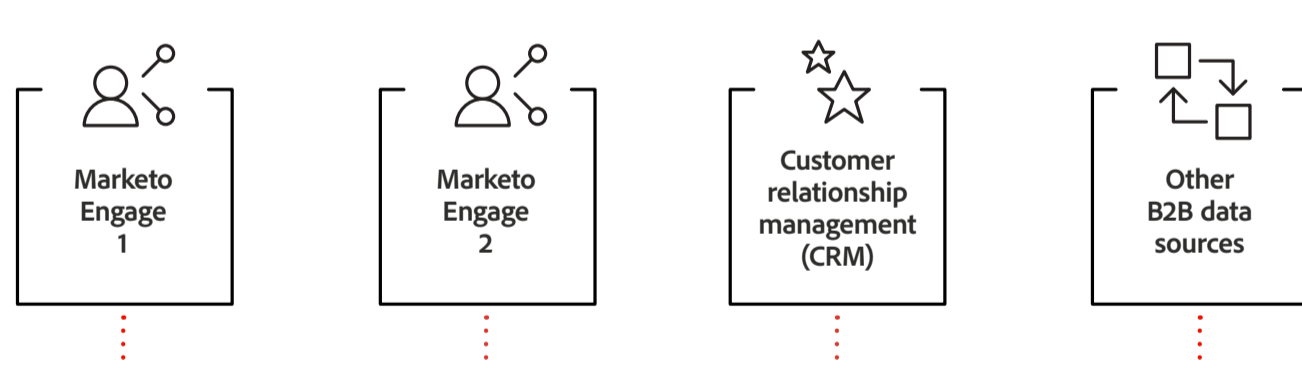
Sheryl Kingstone
Research Director, Customer Experience and Commerce
451 Research

Know what your customers want before they do.

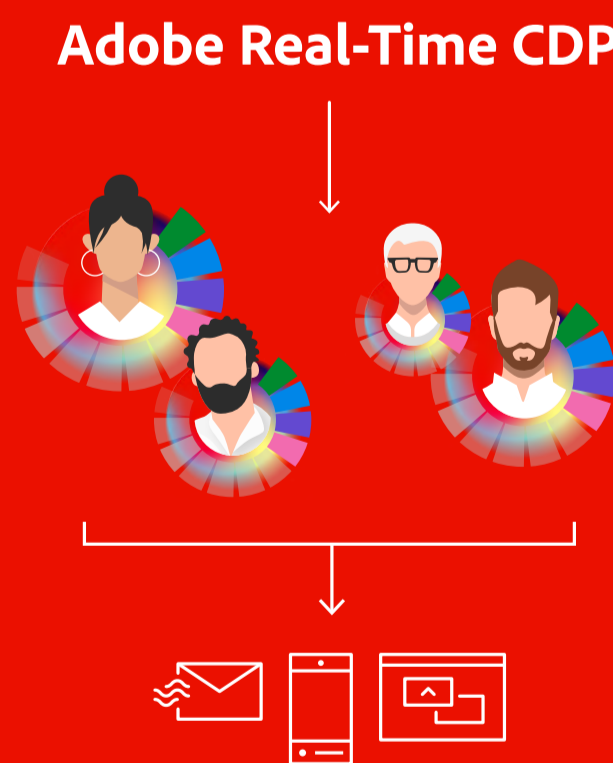
When what you don't know can be connected to what you do, customers don't just get what they came for. They get exactly what they need. Start by learning to connect the dots between product searches and purchases.

Combine all your Marketo Engage and CRM data into a single view of unified lead and account profiles for centralized audience creation, activation, governance, and AI.

Advanced data management for Marketo Engage customers



Adobe Real-Time CDP



- 1 Create unified lead and account profiles.
- 2 Run more precise predictive lead and account scoring models.
- 3 Segment account-based audiences using high predictive scores.
- 4 Activate your unified audience across email, website, and paid media channels for highly coordinated and personalized engagement, all powered by the same centralized audience segment.

Steps for success.

- Connect to homegrown solutions and native integrations with Adobe Experience Cloud, including Adobe Marketo Engage.
- Responsibly manage sensitive customer data with trusted governance and privacy controls.
- Combine data records from across the enterprise to authenticate the identity of customers.
- Generate actionable insights and build your audience with AI help from Adobe Sensei.

Put your data to work more powerfully with Adobe Real-Time CDP.

[Learn more](#)

