



Turn analytics into action.

Adobe Analytics gives you real-time insights.
Adobe Real-Time CDP helps you act on them.



Adobe Real-Time Customer Data Platform (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 customer engagement

3x lift in email campaigns

7 days

Speed time to market

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 AI

Push play on *all* your customer data.

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 they can serve up compelling offers at the exact right moment.

17 trillion

Using Real-Time CDP, Adobe evaluates 17 trillion segments each day.

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.

Prebuilt integrations connect to dozens of 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.

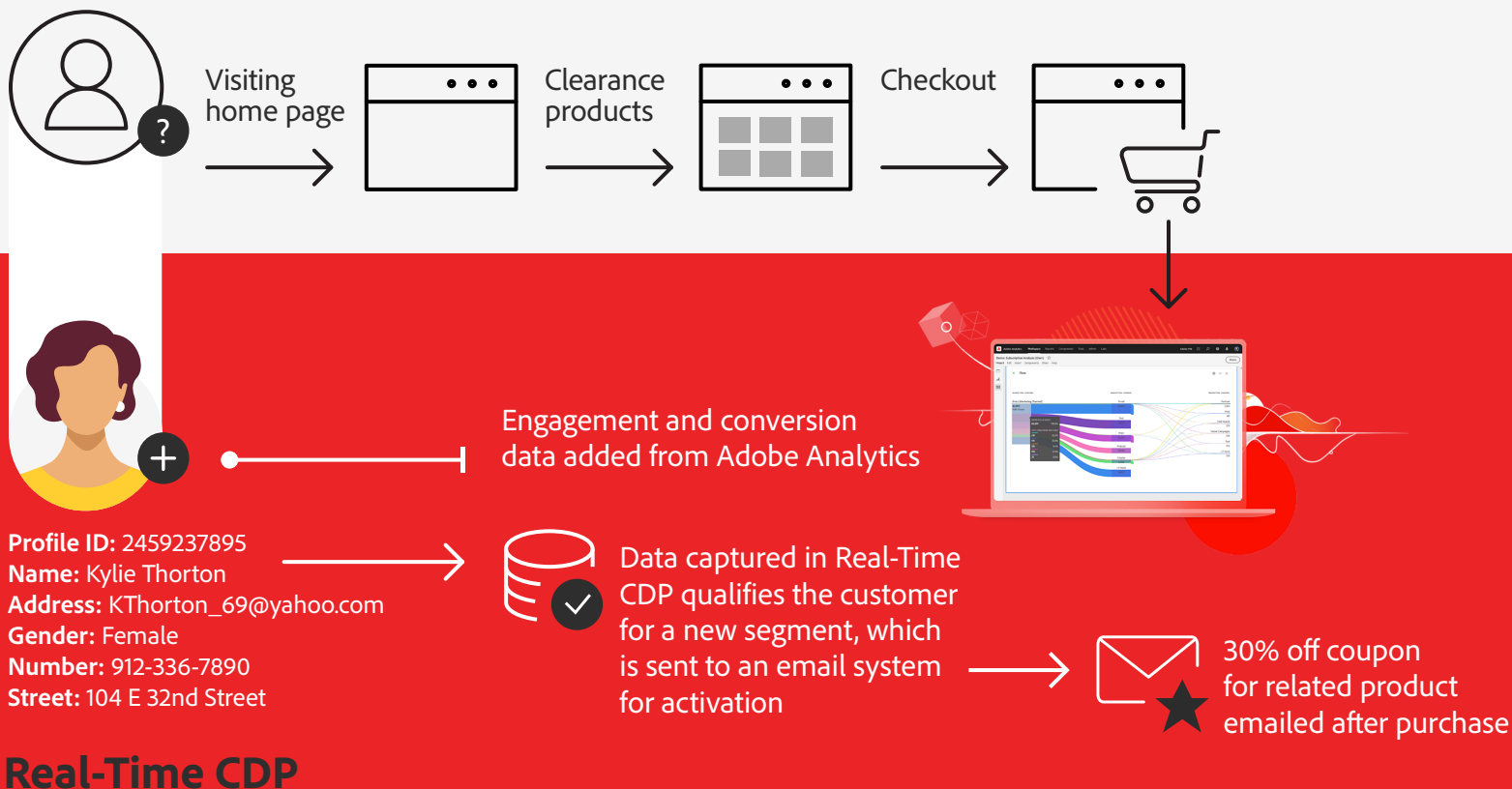
Sheryl Kingstone

Research Director, Customer Experience and Commerce
451 Research

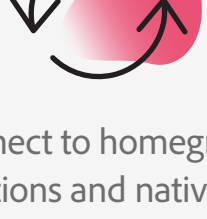
Know what your customers want before they do.

When what you don't know (product searches) can be connected to what you do (product purchases), customers don't just get what they came for. They get what they crave for.

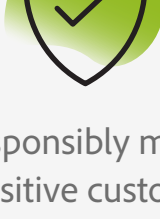
Customer's journey



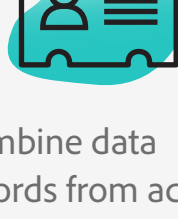
Real-Time CDP



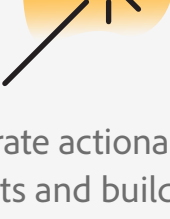
Connect to homegrown solutions and native integrations with Adobe Experience Cloud, including Adobe Analytics.



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 Real-Time Customer Data Platform.

[Learn more](#)

