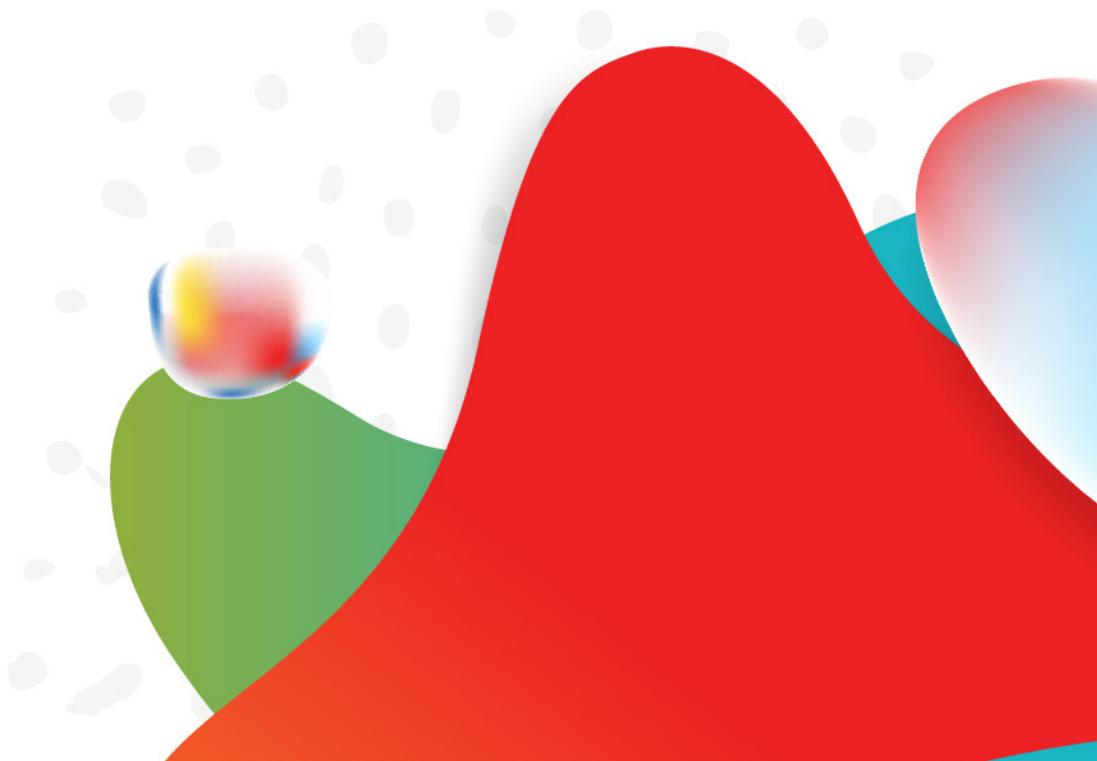


CAPABILITY SPOTLIGHT

Adobe Journey Optimizer: Real-time customer profiles, audiences, and actions

Build end-to-end, real-time customer journeys on a unified customer profile, dynamic segments, and data signals.



Brands need a 360-degree customer profile that is updated in real time to meet the customer in their experience where they are — from typical marketing stages of the customer journey to non-marketing interactions with every brand touchpoint.

With Adobe Journey Optimizer, brands can use a single application to put consumers at the heart of the customer journey and go beyond orchestrating individual campaigns to full, intelligent customer journey management. Journey Optimizer enables this with the four main areas of its real-time customer insights and engagement:



Real-Time Customer Profile. A view of the customer across their complete experience with the brand, from marketing, to operations, service, e-commerce, and more.



Identity Resolution and Audience Management. A single customer view across data sources to speak to the individual or an entire audience, dynamically updated in real-time.



Real-Time Signals. Active listening for external signals that inform the next best action on the customer journey.



Journey and Message Performance Monitoring. Live and historical views of journey and message performance to monitor and optimize journeys and messages.

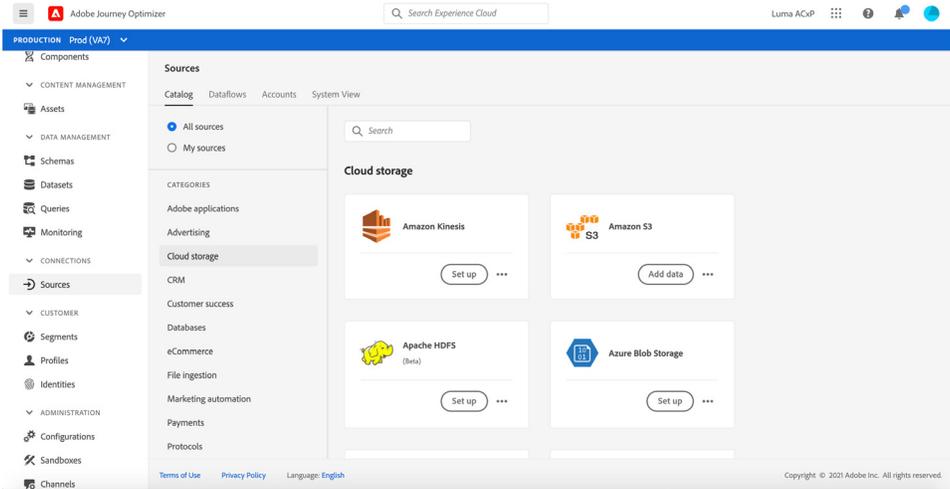


Fuse all data into a unified, real-time customer profile

Customers interact with brands throughout the stages of the customer journey from a variety of touchpoints and devices. They interact with marketing campaigns as marketers lead them through awareness, engagement, purchase, retention, and loyalty stages. But that's not their entire brand experience. Their interactions also extend to non-marketing areas — for example, with calls to customer support to address product and service issues or views of shipping updates on their smartphones.

To offer customers the best possible experience throughout these interactions on any touchpoint at any time, brands need a real-time customer profile enhanced by data from across the customer lifecycle. This means they need the ability to ingest data from important sources, whether streamed in real-time or batch uploaded.

Adobe Journey Optimizer, built natively on Adobe Experience Platform, meets these needs. Data connectors to Adobe Experience Platform allow brands to connect to data sources to ingest a variety of data types, including behavioral, transactional, financial, and operational. And it can do this across multiple touchpoints and merge that data into a single, centralized, and constantly updated customer profile.



See the catalog of all data sources to which Adobe Journey Optimizer can connect or just the sources connected to by the current user.

Brands can use the real-time customer profile to support customer engagement with contextual, real-time, and personalized interactions. For example, if a wine store ingests customer purchase data, they can easily determine each customer's favorite wine. When a customer enters the store's geofence, Journey Optimizer can trigger a push notification with an offer for the favorite wine. Similarly, an airline passenger who is a loyalty program member could receive an immediate update on their loyalty status upon arrival at their destination.

Both scenarios are highly targeted and personalized, and more effective than an email sent to all customers promoting a wine sale or providing a loyalty status update.

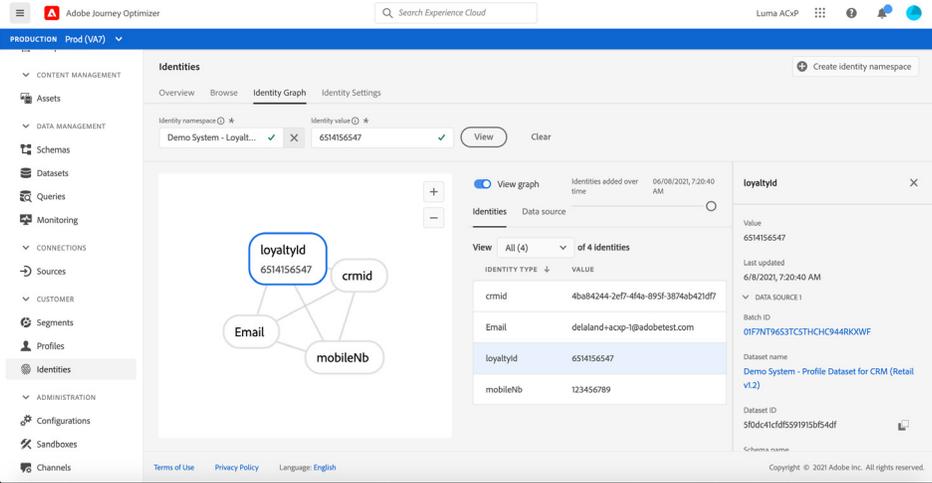


Connect the customer identity dots and manage audiences

The real-time customer profile is an important part of a brand's ability to deliver a highly personalized experience at the best possible moment. It is also essential for enabling powerful segmentation that brands can use in broader marketing outreach to audiences.

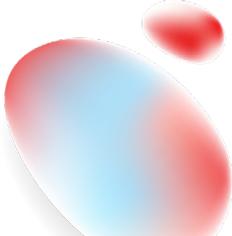
Adobe Journey Optimizer lets brands go beyond addressing audiences defined by basic segments to speaking to the individual because it provides the ability to connect a customer's identity across datasets. As those datasets update, Journey Optimizer dynamically moves individuals in and out of audiences and journeys in real-time. When combined with Adobe Customer Data Platform (CDP), Journey Optimizer also lets brands layer in audiences for more complex segmentation and bidirectionally share audiences with other Adobe Experience Cloud solutions.

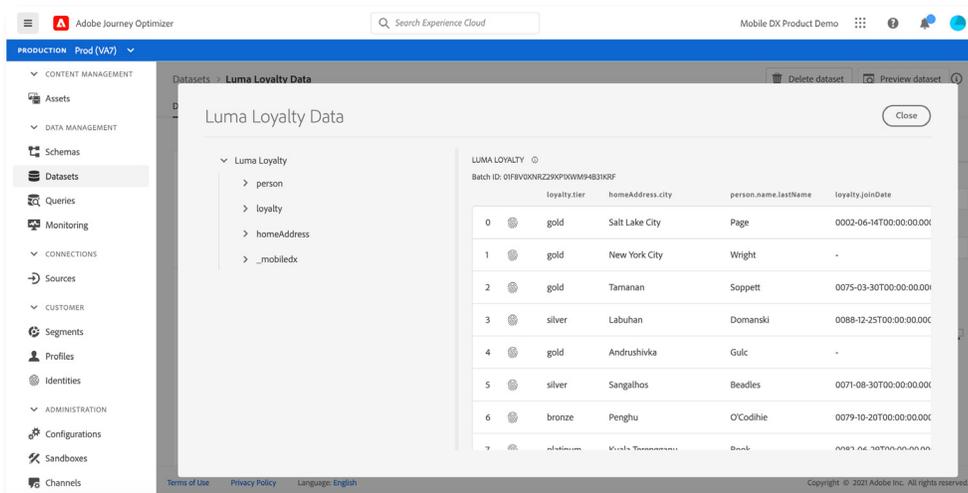
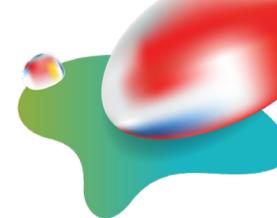
Brands can stitch together the data that they ingest from various sources using the identities within those datasets that they use for their customers — for example, a loyalty ID from a customer loyalty system or a customer ID from a customer relationship management (CRM) system. Adobe Journey Optimizer takes all the data a brand ingests and merges it together to create a single, 360-degree view of the customer. The identity graph maps the relationships between a given customer's different identities within a brand's datasets and shows how that customer interacts with the brand across its various channels.



With the identity graph, see a customer's brand interactions updated in near real-time by the Adobe Experience Platform Identity Service in response to the customer's activity.

Journey Optimizer gives brands insight into their datasets with details such as the current number of records, the number of records ingested over a set period, the dataset file size, the associated schema, and more. They can also govern access to datasets.

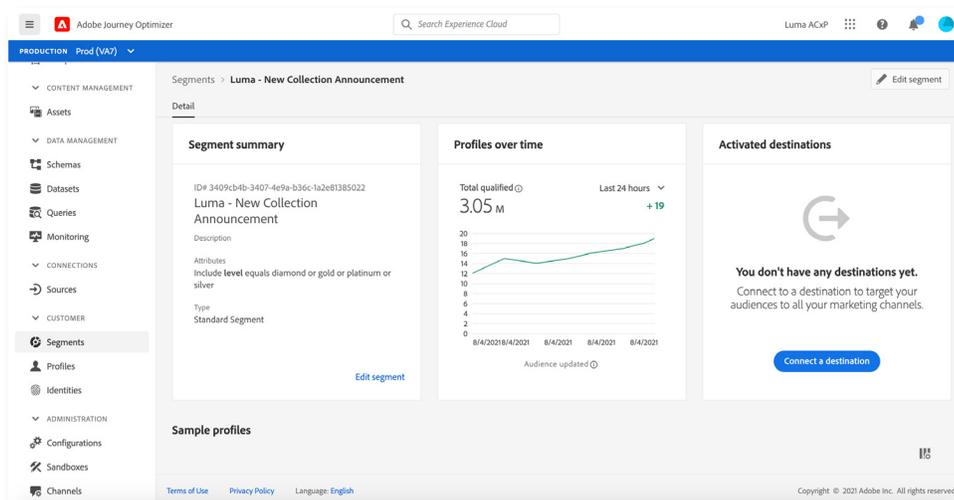




Click a dataset to view its details — for example, the details of data in a customer loyalty dataset.

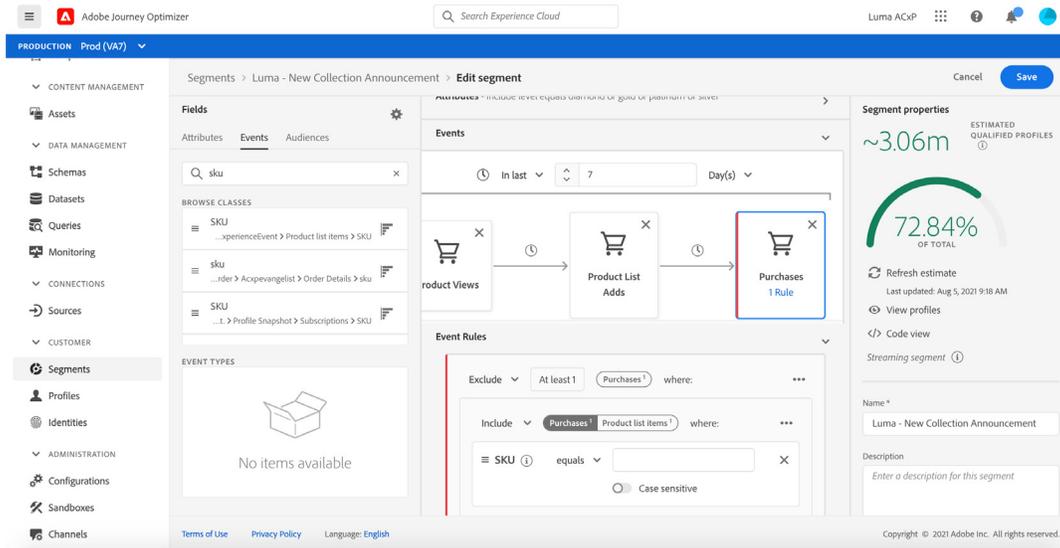
Similarly, Journey Optimizer offers brands segment-level insights. They can see the number of profiles that fit the segment definition, segment size changes over time, and more. For example, they can see the number of people in a segment of customers with flights scheduled to depart within the next seven days. They can see segment churn rate, segment size, ingestion method (streaming or batch upload), and creation date. These are important details — for example, a marketer may not wish to create a customer journey for a segment that produces a small audience or may alter the segment definition to expand the audience size.

Brands can see deep segment details, such as the attributes that define it. Audiences defined by the segment update in real-time as third-party data flows in and as attributes of the customer profile update.



Click on a specific segment for details including attributes that define it, the number of profiles in the resulting audience over time, and more.

They can also use a visual rule builder to create or edit the segments they want to target based on customer profile attributes, events data, and existing audiences.



Create or edit segments in the visual rule builder, seeing estimates of the audience size as you create or edit it.

Take cues from customers with real-time signals

There is nothing more powerful than an offer delivered at just the right time, but the opposite is just as true. Consider a customer in the middle of an internet outage getting an email offer for an upgrade for faster internet service. Timing and context are everything.

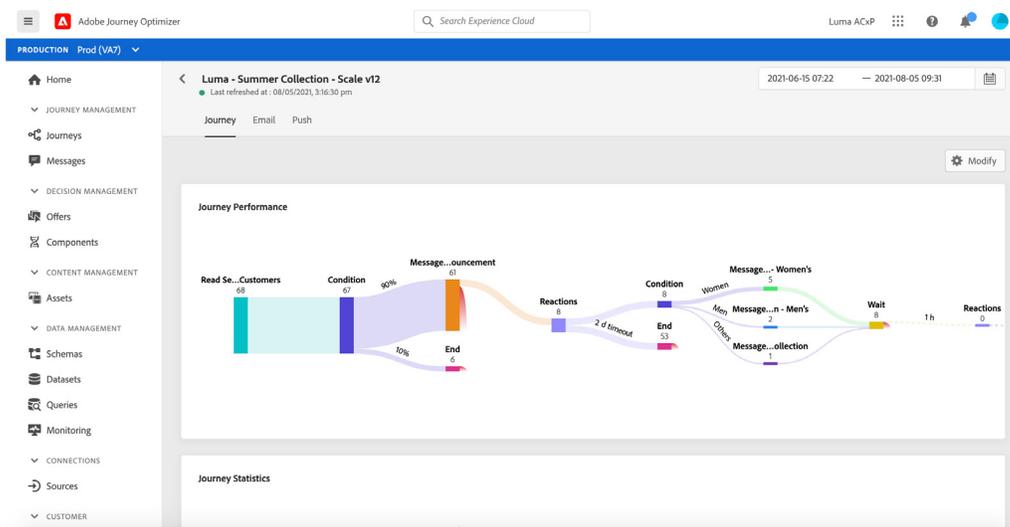
Adobe Journey Optimizer actively listens for external signals from business and partner data sources and the customer's journey. It learns and anticipates the next best action and enables marketers to start, stop, and pause individual journeys or segments based on those signals. With active listening, customer journeys can be dynamic and event-based.

For the customer with the internet outage, this means that their call to customer support moves them out of the audience of customers who would receive the internet upgrade email. Instead, it could divert them into an audience that receives an email gifting them a month of high-speed internet service and a note that reads "We're sorry for the outage. Let us make it up to you."

Watch the journey unfold

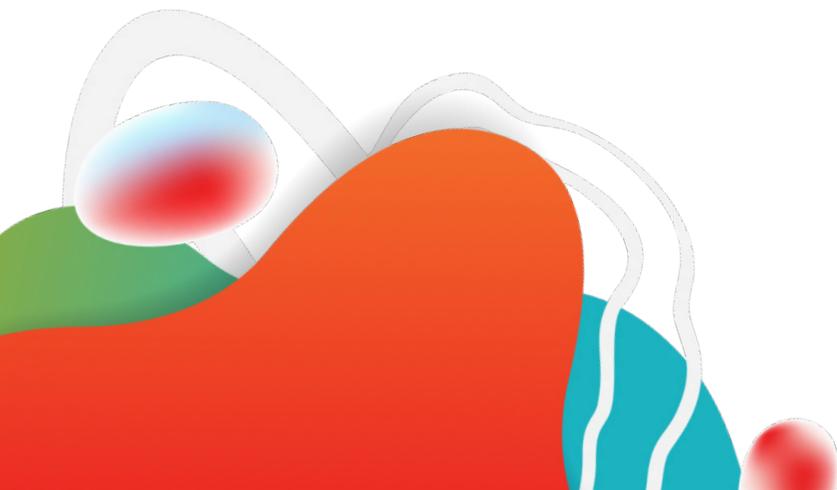
Adobe Journey Optimizer provides two different report areas for monitoring the performance of customer journeys and individual channel messages. Live report provides a glimpse into the operational performance of a journey or message over the last 24 hours, with data refreshed every minute. Global report delivers historical views of that performance, with details like open rate and click-to-open rate for user-specified timeframes.

Live report helps brands see journey and message execution in near real time to verify that journey events and actions are working and that messages have successfully been executed and delivered. They show numbers of individuals in the targeted audience that took a given path. By easily and visually seeing what is working and what is not, it enables them to take additional steps with customers who have not responded to any of the outreach efforts.



View the journey Live report to see the path of targeted profiles as they travel through a journey and gain insights from valuable journey statistics.

Global report lets marketers drill into the effectiveness of the overall journey, along with the individual messages in the journey and the rules that trigger them. This report lets users see data from the past, granularly breaking down the results by various dimensions. It also provides visualizations of comparisons across historical timeframes so that users can get overall feedback on the customer's experiences in the journey and with a specific push or email message.

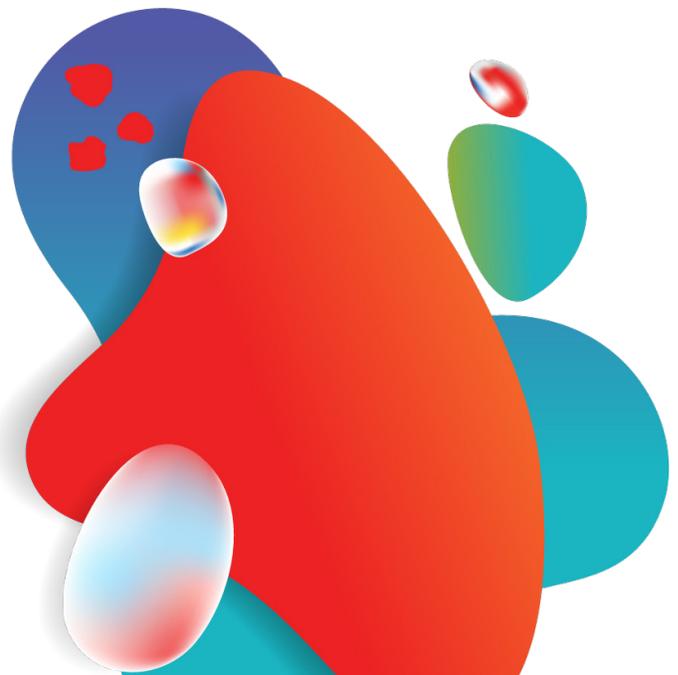


About Adobe Journey Optimizer

Natively built on the industry leading Adobe Experience Platform, Adobe Journey Optimizer lets brands manage scheduled omnichannel campaigns and one-to-one moments for millions of customers in a single cloud-native application, optimizing the entire customer journey with intelligent decisioning and insights.

For more information.

<https://business.adobe.com/products/journey-optimizer/adobe-journey-optimizer.html>



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