Adobe

Adobe Journey Optimizer — real-time customer profiles and audiences.

Deliver personalized journeys with unified customer insights.

Build end-to-end, real-time customer journeys with unified customer profiles, dynamic segmentation, and built-in enterprise-level data governance and privacy.

With Adobe Journey Optimizer, brands can orchestrate marketing campaigns and manage full, intelligent 1:1 customer journeys with relevant messages that engage customers wherever they are on their journey. Journey Optimizer enables this customer-centricity with four main audience capabilities:

Real-time customer profile. A complete view of customers created by bringing together customer attributes and events from online, offline, and pseudonymous sources into unified, ready-to-engage customer profiles.

Audiences and segmentation. A drag-and-drop canvas to effortlessly create, manage, and activate audiences in customer journeys and campaigns.

Audience enrichment. Enrich audiences using third-party attributes. Create audiences from datasets that live in enterprise data warehouses without copying underlying data.

Data governance and privacy. Enterprise data governance and privacy tools for centrally managing customer data across all lines of business to respect customer expectations, protect customers, and maintain compliance with privacy policies.

Fuse all data into unified, real-time customer profiles.

Customers interact with brands throughout 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 they also interact with brands in non-marketing areas. For example, customers can receive support through calls to customer service and receive updates via shipping texts sent to their smartphones.
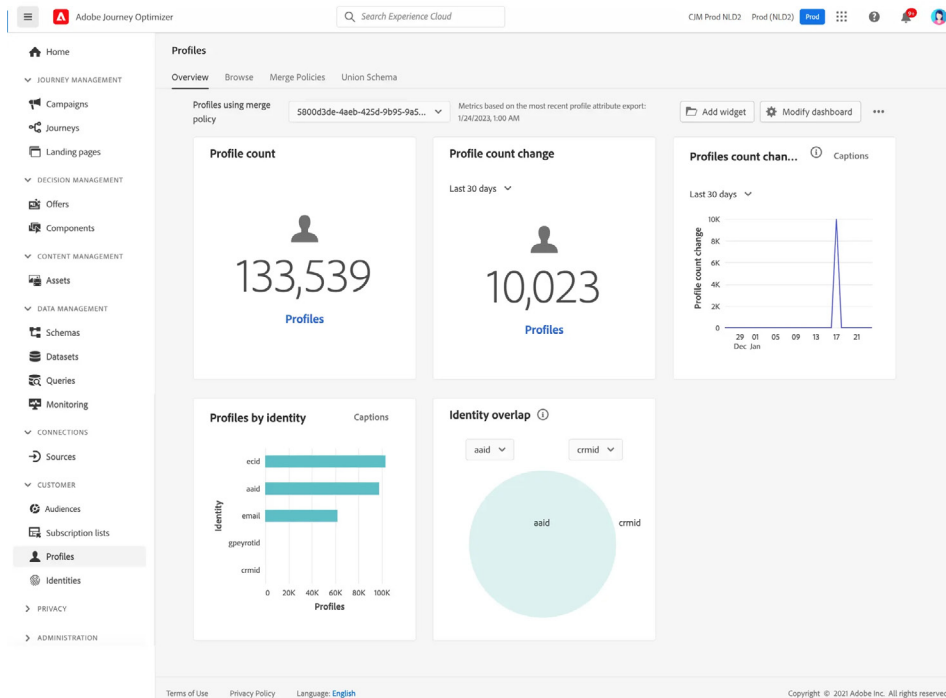
A profiles dashboard displays detailed information about a brand's profile data, and can include the number of profiles, changes in profile count, and additional details.

With Journey Optimizer, brands can use all of those interactions, along with data from other relevant sources, to build real-time customer profiles — a complete picture of the customer. Brands can use these profiles to engage customers with contextual, real-time, and personalized experiences. For example, an airline can send a push message offer for a first-class seat upgrade to an airline passenger who purchased a business class seat as the passenger approaches the airport gate. These highly targeted and personalized offers are far more effective than emails sent to all passengers with a generic seat upgrade offer.

Enhance customer profiles with real-time or batch data.

To offer customers the best possible experiences at any touchpoint at any time, brands need real-time customer profiles enhanced by data from across the customer lifecycle. This means they need the ability to ingest data from all important sources, whether streamed in real time or batch uploaded.

Journey Optimizer meets these needs. Because it's natively built on Adobe Experience Platform, Journey Optimizer can take advantage of pre-built source connectors that 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.

Create a single customer identity from important data sources.

Brands can stitch together the data they ingest from various sources using the customer identities in those datasets. For example, this could include a loyalty ID from a customer loyalty system or a customer ID from a customer relationship management (CRM) system.
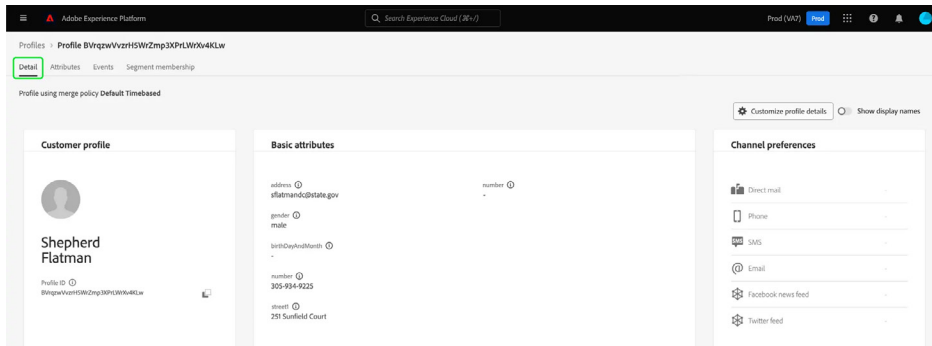
The real-time customer profile captures customer data across a brand's important data sources.

Adobe Journey Optimizer merges all the data a brand ingests into a single, 360-degree view of the customer. The real-time customer profile's 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.

Adobe Journey Optimizer merges all the data a brand ingests into a single, 360-degree view of the customer.

Powering reporting and analysis with customer engagement data.

Brands can use real-time customer profiles from Journey Optimizer not only for customer journey management but also to share with top cloud storage providers, including Amazon Web Services, Microsoft Azure, and Google Cloud. This allows for use in third-party systems for reporting, data archiving, or deeper analysis with business intelligence or data analysis tools.

Effortlessly create, manage, and enrich audiences.

Real-time customer profiles are an important part of a brand's ability to deliver highly personalized experiences at the best possible moments. They also enable powerful segmentation that brands can use in broader marketing outreach to audiences.

With its ability to connect a customer's identity across datasets using the identity graph, Journey Optimizer lets brands go beyond addressing audiences by segment to speak to the individual. As real-time data streams in or is batch uploaded, datasets update and Journey Optimizer dynamically moves individuals in and out of audiences and journeys in real time.
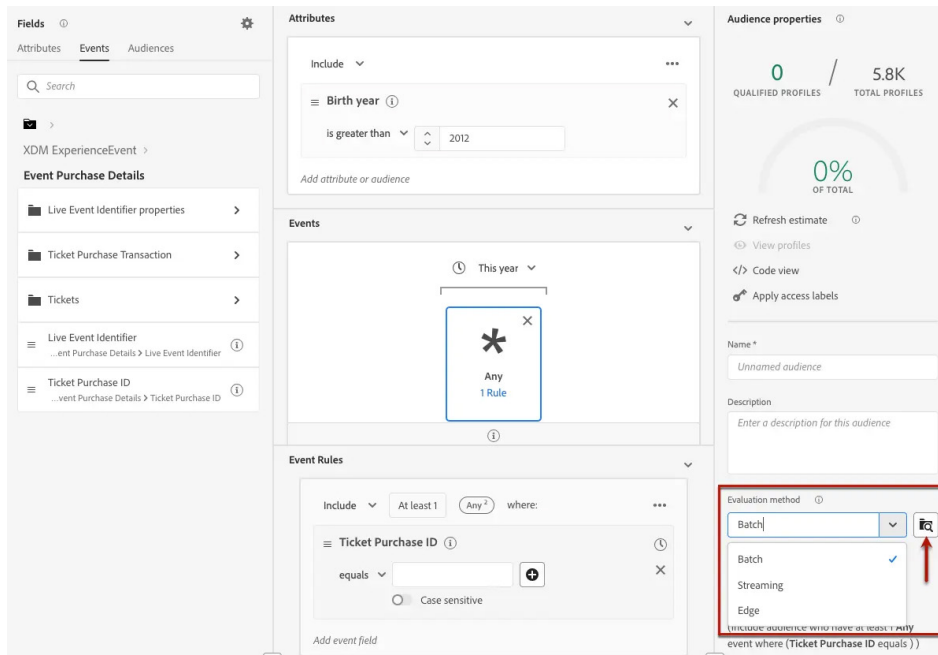

To support a brand's different use cases, Journey Optimizer offers three different methods for evaluating segment definitions to create audiences—streaming, batch, and edge.

When combined with Adobe Real-Time Customer Data Platform, Journey Optimizer also lets brands layer in audiences for more complex segmentation and bidirectionally share audiences with other Adobe Experience Platform solutions.

Manage and explore valuable audiences.

Journey Optimizer lets brands easily manage, find, and explore audiences with standardized labeling, governance controls, searchable folders, and tags.

Standardized labels allow brands to categorize audiences according to their governance and access control policies. For example, an audience label could be used to prevent a brand from targeting specific audience members with on-site advertising.
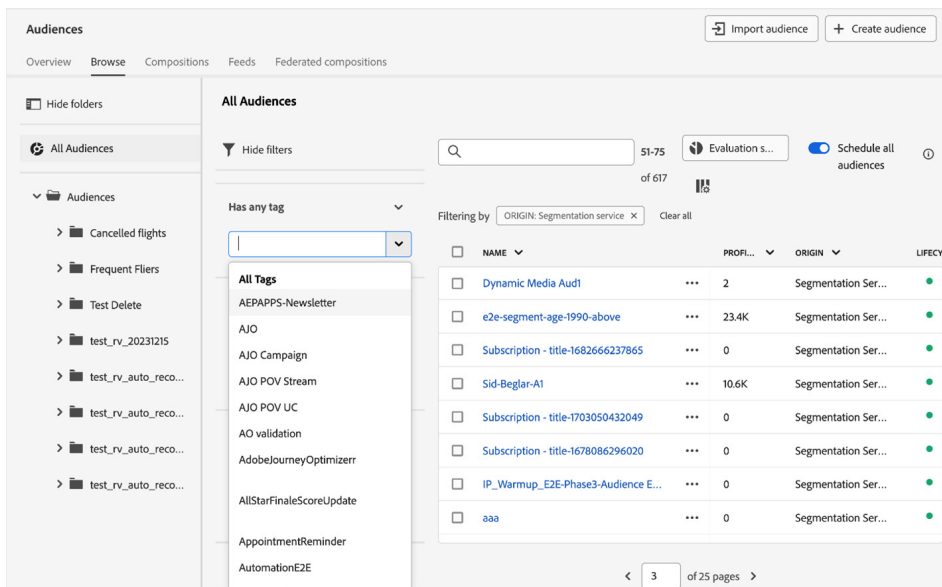
Tagging audiences makes it easier to find and organize audiences and to use them for personalization and intelligent decisioning.

Brands can also add meaningful tags to audiences in Journey Optimizer that they can later use for easy filtering and searching. Tags are used for organizing audiences in relevant, searchable folders, creating personalized offers and experiences, and establishing experience-decision rules.

Audience governance controls help brands adhere to policies and marketing actions permitted for those audiences. For example, governance controls can reference audience labels to verify that the brand can target a specific audience with a campaign or include them in a journey.

A dashboard in Journey Optimizer shows overlaps between important audiences and helps brands explore audience trends. Seeing profile attributes where audiences overlap helps marketers tailor marketing strategies for those customers.

Trends, such as audience size changes or sudden spikes, can highlight events or actions that caused an audience to shrink or grow, such as a successful offer.
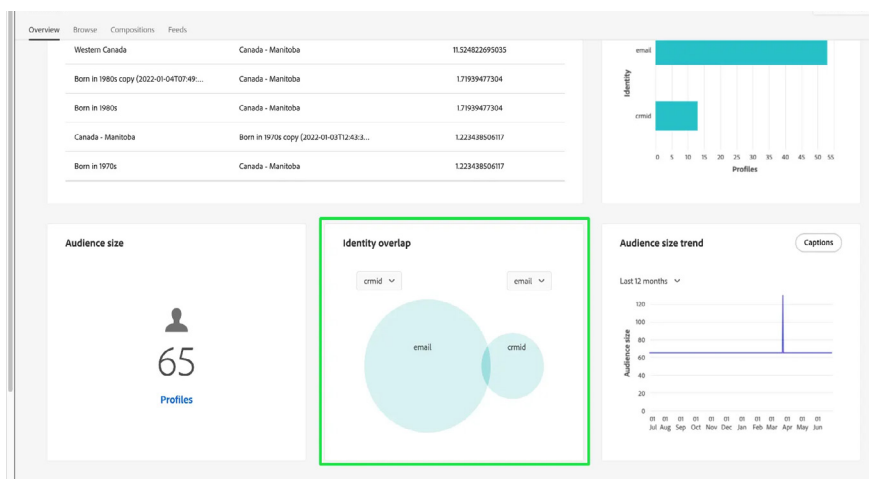
Seeing where audiences overlap and other audience trends can inform marketing strategies.

Further compose audiences with join, exclude, enrich, rank, and split.

Journey Optimizer provides a visual canvas for marketers to determine the audiences to include in personalized customer journeys and campaigns. Because profiles update in real time, these audiences can dynamically update and determine if individuals are eligible for a specific journey or campaign.
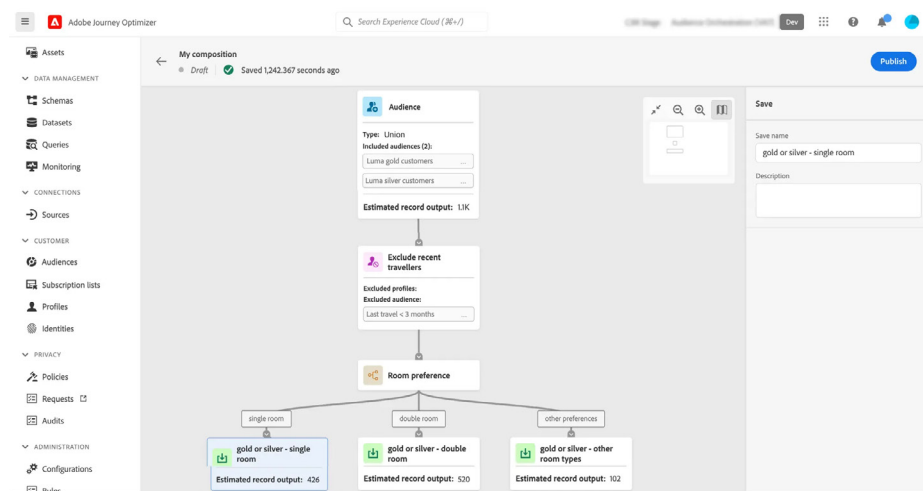
Marketers can use the waterfall-like composition workflow to combine existing audiences and apply such audience actions as rank, cap, split, and join.

Marketers can refine an audience using the audience join, exclude, rank, and split options.

When composing an audience, marketers can use the waterfall-like composition workflow that Journey Optimizer shares with Real-Time CDP to combine existing audiences and apply such audience actions as rank, cap, split, and join. With combined audiences, marketers can include or exclude all profiles of the combined audiences or those in the audience overlap.

Ranking helps marketers prioritize audiences so that communications can focus more on the interests and challenges of higher priority audiences. Setting a cap for how many times a brand sends a communication to a given audience helps prevent marketing fatigue with members of that audience. Marketers can also tailor their communications by splitting out audiences based on specific attributes. For example, a retailer can split audiences based on region and then include region-specific imagery, copy, and offers in communications.

Deepen personalization by enriching audiences.

While you can use the audience composition capabilities in Journey Optimizer to create valuable, highly refined audiences for targeting, you can further enrich audiences for deeper personalization using data from your enterprise data warehouse and trusted partners. The Federated Audience Composition capability available in both Journey Optimizer and Real-Time CDP can query a data warehouse for data or profile attributes to use in composing audiences, leaving sensitive data in the warehouse and avoiding data duplication. This can include both profile-based data and non-profile data. For example, a quick-service restaurant group can enrich the profiles of customers who recently ordered online with their preferred restaurant locations, allowing the restaurant to send targeted offers to those locations.

Activate audiences in journeys and campaigns.

Once marketers define their valuable audiences, they can include them in customer journey workflows and target them in marketing campaigns. With journey canvas in Journey Optimizer, marketers can define entry into an audience as a qualifying event to trigger a customer journey at the right time and on the right channel. For example, when a university accepts a college applicant as an incoming freshman, this could trigger a "new student" journey with emails and SMS texts that guides the student through choosing housing, dining hall options, and classes.

In Journey Optimizer, marketers can also specify audiences to receive traditional scheduled marketing campaign communications such as a monthly newsletter. In addition, when a customer enters an audience by taking an action such as downloading an app, this could trigger a one-off push communication that all new app users receive to help them get started.
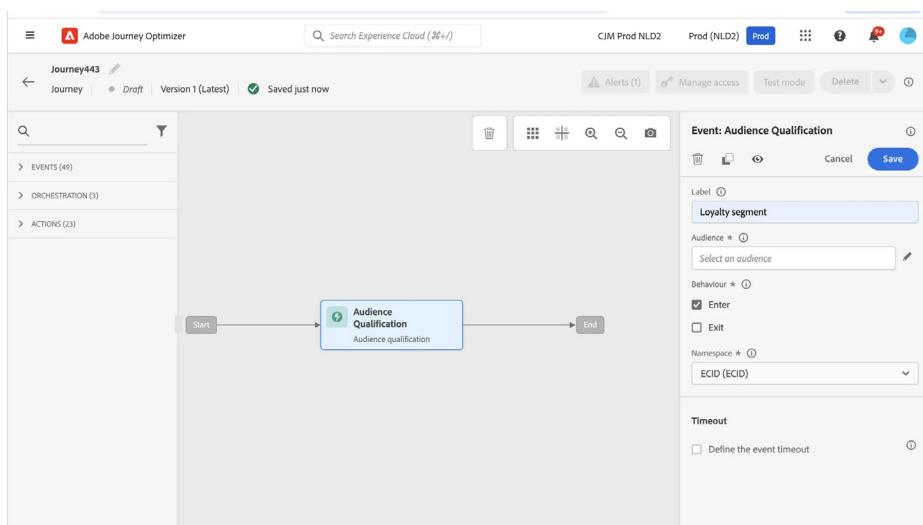
Audience qualification can trigger the start of a customer journey or trigger a one-off push communication.
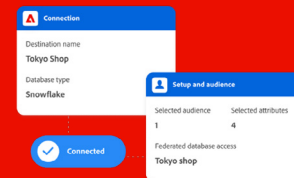
Federated audience composition

Enrich audiences with profiles federated from partners to let marketers combine batch and real-time use cases.

- **Data integration.** Boost flexibility and efficiency by querying relevant pre-built audiences and datasets from your enterprise data warehouse and partners.

- **Enhanced marketing processes.** Unlock additional support for segmentation, targeting, and activation use cases with streamlined, adaptable workflows.

- **Efficient data management.** Minimize data copying or duplication govern sensitive data usage, and optimize IT investments to complement real-time cross-channel use cases on Adobe Experience Platform.

Respect and protect the customer with data governance and privacy.

Meeting customer expectations and preferences around communications, privacy, and data protection is essential to building brand trust and avoiding marketing fatigue. Journey Optimizer includes tools like consent management, patented data labeling, policy creation, and data usage enforcement to help brands keep data operations compliant with evolving privacy policies and to meet customer expectations.

Standardized or custom labels applied to audiences and data let brands create, manage, and enforce data usage policies. Brands can also create offers, organize them into a centralized catalog, and associate attributes and constraints that determine which customers can see a given offer. Journey Optimizer further provides out-of-the-box templates for data and audience usage policies that serve as a starting point for brands to customize for their specific needs.

Clear policies enforced from within Journey Optimizer prevent users from improperly activating sensitive data and audiences, either accidentally or intentionally. Further, in-product usage alerts notify teams of attempted policy violations so that brands can take appropriate actions.
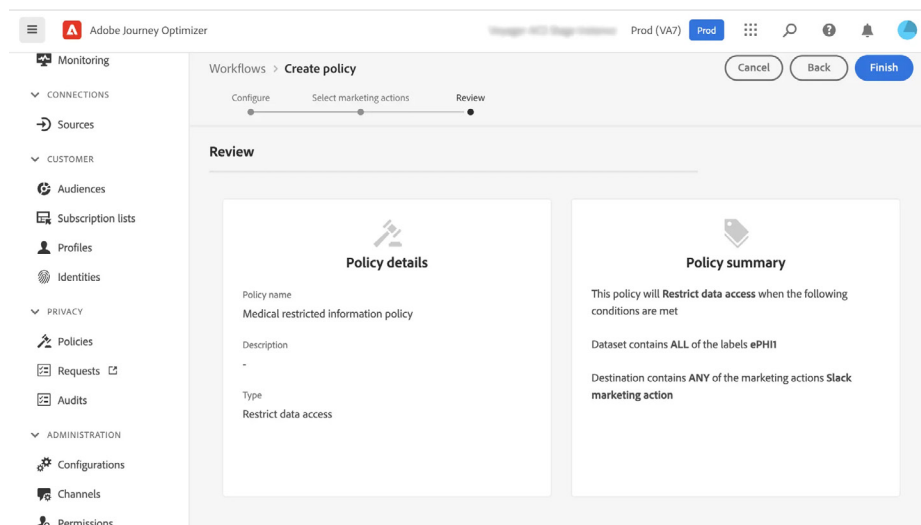
Policies in Journey Optimizer help build trust by honoring regulatory, internal policy, and customer privacy preferences.

Honoring customer consent and data privacy preferences can build trust and ultimately serve as a differentiator. To help brands build that trust, Journey Optimizer includes privacy service and consent management via an API or a marketer-friendly user interface.

Adobe Journey Optimizer includes tools like consent management, patented data labeling, policy creation, and data usage enforcement to meet customer expectations and help brands maintain compliance with evolving privacy policies.

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.

Discover the journeys you can create and the customers you can delight with Adobe Journey Optimizer.

Learn more

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