



A Clearer Future for Customer Identity

Evolving data & identity solutions and how your business can evolve with them



INTRO

Data deprecation – the broad weakening or outright elimination of the ability to track and activate customers across the web via third-party cookies – has necessitated a change in basic assumptions in the worlds of digital marketing and advertising. Its driving forces and consequences have been well-documented as brands re-think their data strategies and look to modern technologies to replicate lost capabilities.

Rather than retread that familiar story, we hope to highlight new and emerging identity-based solutions that savvy advertisers and marketers are already embracing; identify the cross-organization capabilities required by brands to succeed in a privacy-conscious world; and describe the role that Adobe plays as both a market participant and advisor. Despite the factors that have led to this ongoing identity reset, there is a significant opportunity for those willing to embrace new technologies, novel approaches, and see beyond entrenched myths about the cookie-less future.

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MYTH 1

Google is banning all cookies

The belief that all cookie-based marketing strategies will soon become irrelevant is not entirely true. Google has stated its intention to gradually eliminate third-party cookies exclusively on its Chrome browser as well as the Android Ad ID of any users that choose to opt out of tracking and personalized advertising. However, first-party cookies, which gather fundamental information about a company's website visitors, will not be affected. In fact, Google emphasized the significance of first-party relationships in its 2021 announcement, calling them "vital in a privacy-first world." As a result, all first-party data that brands obtain from visitors to their websites, regardless of the browser used, will continue to remain intact.

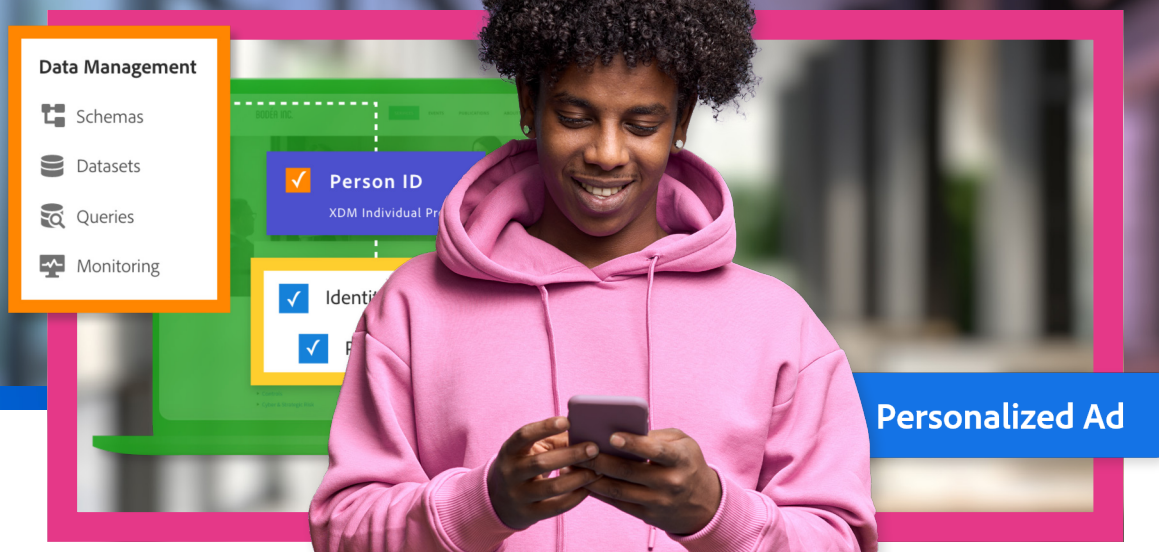


MYTH 2

The end of third-party cookies means the end of personalized customer experiences

Despite trends toward privacy, consumers have expressed greater desire for personalization in products and experiences for which rich, data-derived intelligence is essential.

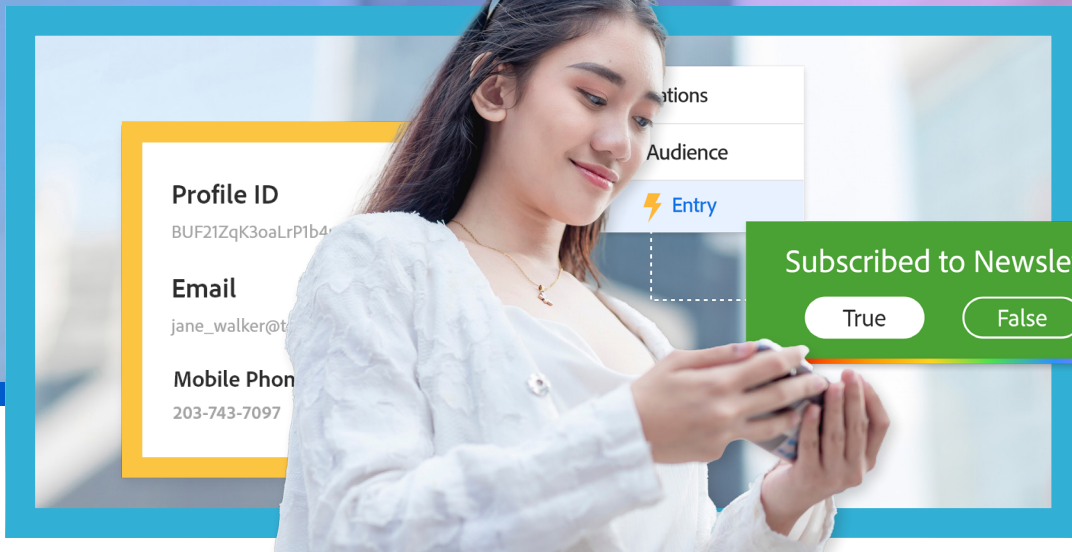
- ¹ According to research from McKinsey & Company, 71% of customers expect companies to deliver personalized interactions and 76% get frustrated when that doesn't happen. While third-party cookies have been the backbone of digital advertising for years, they have become increasingly ineffective, especially at gathering data across unique devices and individual web browsers.
- ² In the past, the norm was one consumer with a single connected device. Today², this same user possesses, on average, as many as 10 or more connected devices, vastly increasing the complexity of linking data to a specific individual. Even without data deprecation, cookies alone would not be enough to fulfill customers' increased demand for personalized experiences.



MYTH 3

Brands and marketers must find a single, universal replacement to third-party cookies to remain relevant to their customers and the marketplace

Unfortunately, there is no singular silver bullet solution enabling brands and marketers to make the leap to delivering increasingly rich levels of personalization to customers in a privacy conscious world. According to the CEO of The Weather Company³, “The path forward is not about replacing the third-party cookie -- instead, it’s about designing a sustainable long-term solution that delivers better results for marketers. For us to make formidable, much-needed changes to the whole ecosystem, we can’t be using point solutions.” There are numerous players and solutions within the identity resolution space. The challenge – and opportunity – is identifying, qualifying, and implementing an integrated set of solutions specific to each business according to its industry, products, and goals.



MYTH 4

Big Tech Walled Gardens will be the sole gatekeepers and beneficiaries of the most valuable user data

While the closed ecosystems owned and controlled by Big Tech attract vast user bases and limit advertiser access to data and insights, firms are responding by constructing their own ecosystems, fortifying their first-party data, and partnering directly with brands and publishers through privacy-first data collaboration technology. For instance, traditional publishers like the Financial Times, Wall Street Journal and New York Times have established their own “pay-walled gardens.” While the types of paywalls may vary – hard, dynamic, metered, etc. – each leverages first-party data they collect directly from paying subscribers who enjoy premium content. Similarly, when you enjoy your favorite show on any number of streaming apps such as Netflix, Disney+, Amazon, Max, etc. you are a willing participant/subscriber in their walled gardens. For these brands and others like them, their respective user bases translate into highly valuable target audiences for advertisers seeking relevance and effectiveness.



2.

Identity Solutions

⁴ According to HubSpot⁴, “While things look grim for one type of cookie, this might not be a bad thing for skilled and adaptable brands.” Many marketers today are embracing innovative technologies to not only maintain but strengthen their connection to and engagement with customers.

From uniting first-, second-, and third-party data to using artificial intelligence to help predict consumer behavior and optimize campaigns, the marketing and advertising industries are poised to leap forward in both effectiveness and efficiency. Regardless of the mix of tools and tactics firms employ, augmenting a foundational first-party data strategy with reliable identity solutions is critical to build relevant and engaging experiences for customers and prospects. →

→ In April 2021, Prohaska Consulting and MMA Global estimated⁵ there were about **80 companies** offering identity solutions as either their core business or as part of a product suite.

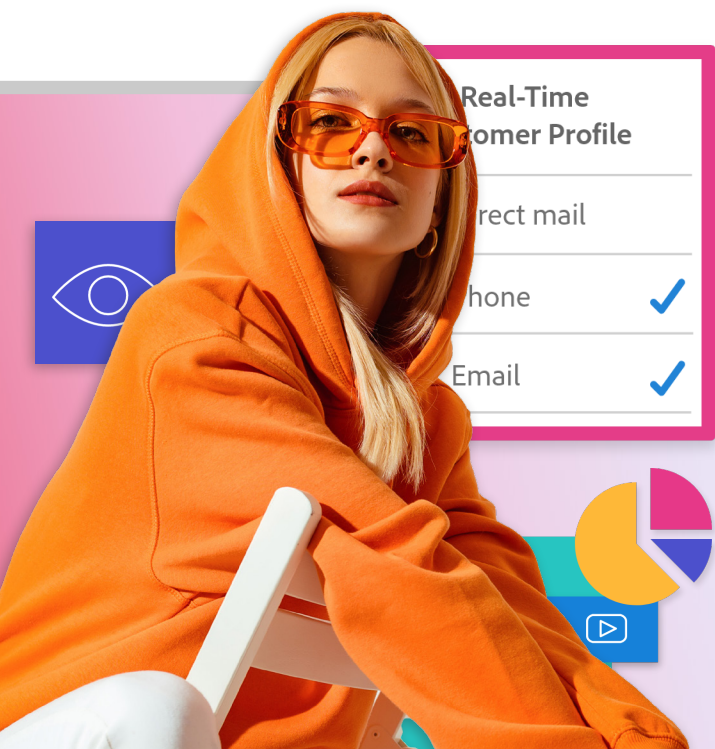
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While identifiers can vary, many have similar foundational methodologies including:

Referential Data	Authenticated data	Modeled data
Online activity matched to offline customer data	Based on anonymized personally identifiable information or PII	Uses probabilistic matching on individual pieces of information to assemble user profiles

Identifiers and behaviors are collected in an Identity Graph, the backbone on which identity resolution solutions are built and an essential tool for marketing processes across the customer journey from targeting to personalization to measurement. These solutions' identifiers cannot track users across the web the way that third-party cookies have; they are primarily used to enhance first-party data collection and enable privacy-secure sharing of that data with partners.

Solutions that are compatible across platforms are the closest substitute for traditional solutions such as cookies, device IDs, etc., while others are based on contextual targeting which is less efficient but does not require identifiers to fuel personalization. As data deprecation reduces signal variety and the nodes available to link identifiers, identity solutions must refactor data collection, matching, the consumer consent framework, security, and interoperability to maintain the quality and depth of consumer identity profiles.



Adobe's open and extensible framework for data partnership allows customers to work with any identifier they choose including email address, mobile number, or partner ID.

Here are a few prominent examples of providers whose identifiers our clients can utilize in Experience Platform. →

theTradeDesk & **Unified ID**⁶_{2.0}

The Trade Desk (TTD) is an independent media buying platform designed for the open internet whose cloud-based, data-driven platform helps clients reach their customers with targeted display, video, Connected TV, audio, native, and social ads across every device. In 2021, TTD created Unified ID 2.0 (UID2) which provides “holistic targeting and measurement for an internet that’s becoming more privacy conscious.” Because of its wide adoption across the AdTech space, TTD highlights the identifier’s portability across different partner companies and its applicability to any marketing channel that requires user authentication. TTD is available in Experience Platform as a destination and TTD and Adobe have partnered to synchronize emails stored in Real-time Customer Data Platform with TTD and convert the emails into UID2 IDs that can be traded programmatically.

/LiveRamp & RampID⁷

LiveRamp is a global data collaboration platform enabling businesses access to data from multiple sources, safely transform it into a connected customer view, and activate at scale. LiveRamp enables brands to activate their audiences across a wide range of online and offline channels, AdTech destinations and MarTech technologies to create more personalized and engaging customer experiences at scale.

Adobe partners with LiveRamp and their Cloud Data Platform to natively offer the benefits of RampID, their people-based map which connects de-identified offline touchpoints and online devices. Through two new LiveRamp →



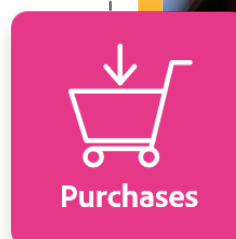
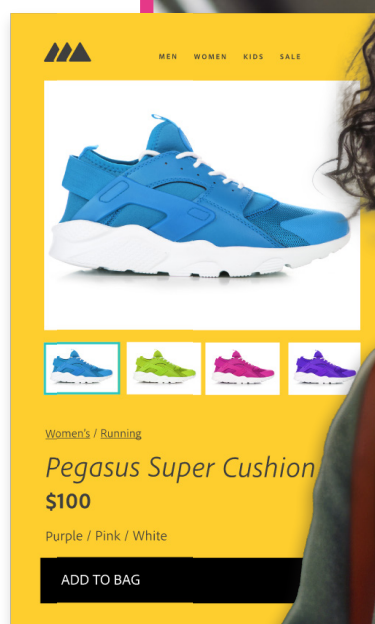
- Destinations available in the Real-Time CDP (GA Q3 '23), marketers can activate their customer data on RampID via downstream activation partners including DSPs, SSPs, CTV destinations as well as other premium publishers. This enables marketers to quickly realize the benefits of their data and identity strategies and easily activate their data on the many different platforms.

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Part of Dentsu Group, Merkle is a leading customer experience transformation partner to Fortune 100 clients including brands like Dell, T-Mobile, Samsung, GEICO, Regions, Kimberly-Clark, AARP, Lilly, Sanofi, and NBCUniversal. Mercury is their enterprise identity platform that brings together the accuracy and sustainability of client first-party data, quality PII-based third-party data, and the most cookie-less media and technology platform connections in market.

Merkury enables marketers, media owners, and publishers to own, build, and control a cookie-less Private Identity Graph. Merkury uses an organization's first-party CRM data and valuable interactions such as logins, outbound email campaigns and media reach to create and grow a universe of person-based IDs for cross-channel targeting, personalization, measurement and more. Merkury's integration with Adobe combines the first-party audience profile management, analytics, modeling, and real-time experience delivery and targeting capabilities of Experience Platform with the added benefits of Merkury's person ID graph and offline data on all US consumers. —



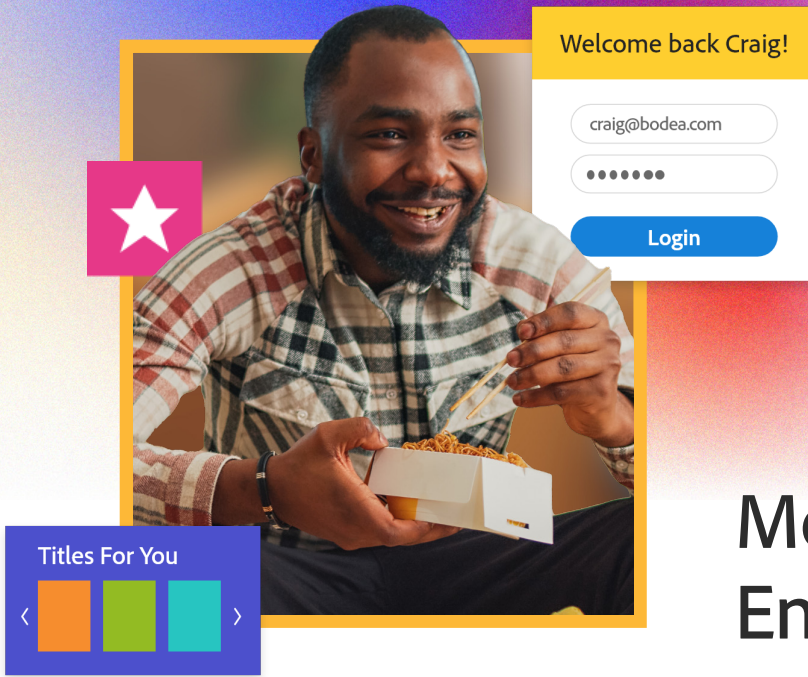


3.

Changing Industries

Further complicating this picture is that there is no one-size-fits-all data strategy to each industry sector's unique challenges. Industry responses have varied based on the digital channels in which they operate, business models (i.e., ad monetization, physical vs digital services, etc.), the types of data customers expect to share, and continuously evolving global and local privacy regulations. Each faces unique data challenges and must construct, handle, and utilize customer identities differently.

Let's look at a few examples. →

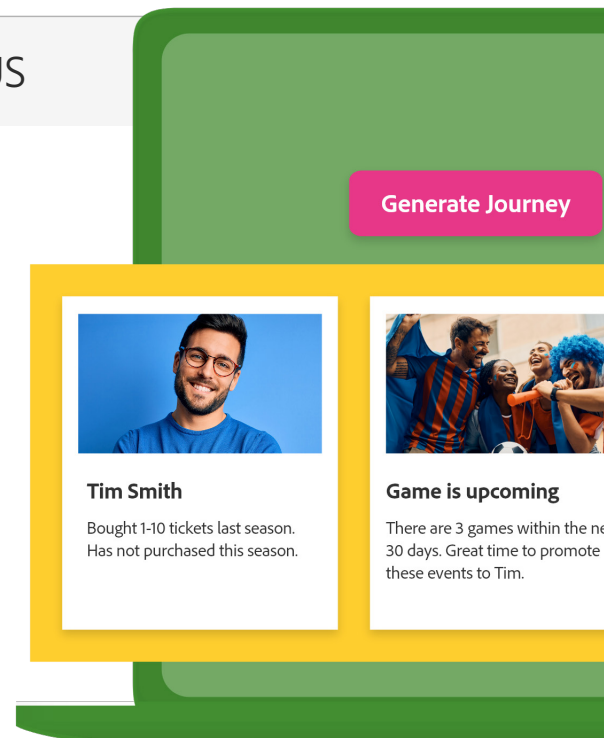


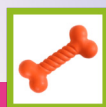
Media & Entertainment

- Direct to consumer media streamers and connected TV (CTV) rely much less on third-party cookies than other businesses but face similar challenges with Device IDs and Internet Protocol (IP) addresses. For instance, it may still be difficult to reconcile the identities of unauthenticated customers with multiple devices which make them appear as multiple distinct users. Complex connections between distributors, device manufacturers, and tech platforms complicate data ownership. As CTV is the fastest growing ad format⁹ in the US, advertisers familiar with programmatic digital expect greater precision than they had with linear TV so an accurate understanding of the individuals watching, and their viewing behavior is essential to maximizing ad monetization.

CTV is the fastest growing ad format in the US

Like cookies, IP addresses and device IDs risk one day being obfuscated by Big Tech platforms or rendered unusable by regulation. To secure their futures in a highly competitive market, media players are acting now to build robust, future-proof data infrastructures, secure tech partnerships to expand their capabilities, and develop direct relationships with viewers. Their powerful content recommendation engines require foundations of first-party data and analytics which can subsequently inform personalized marketing, product improvements, and retention modelling. As content costs rise, exceptional experiences will be powerful differentiators, but optimizing CX requires comprehensive knowledge of each individual customer and the ability to consistently build on that knowledge across customers' journeys. →





Teething already?
Upgrade to our
chewer's package

Add Subscription



Retail

→ As ecommerce growth continues, companies across the retail ecosystem from global marketplaces to regional brick and mortar grocers to delivery intermediaries are investing aggressively in digital advertising capabilities within and beyond their owned and operated channels. As other ad formats are weakened by data depreciation, advertisers are drawn to these Retail Media Networks (RMN) because of their proximity to the final purchase and unprecedented access to retailers' troves of first-party data, transaction histories, and multitude of touchpoints.

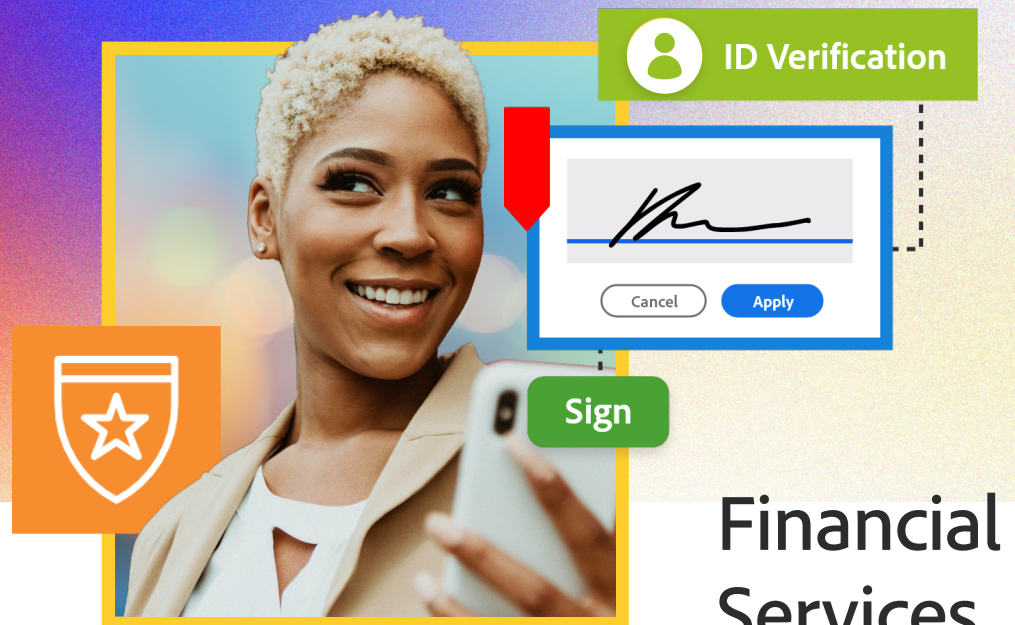
McKinsey
& Company

In the United States, the growth of RMNs could represent as much as **\$100 billion** in ad spending by 2026

According to McKinsey & Co.¹⁰, "In the United States, the growth of RMNs (retail media networks) could represent as much as \$100 billion in ad spending by 2026." A May 2023 Forbes article predicts that "combining robust first-party data on shoppers, exclusive inventory and engaging ad formats, retail media is now the third-largest digital channel in the world... it will likely overtake social advertising in the next five years to become the second-largest digital channel behind just paid search."

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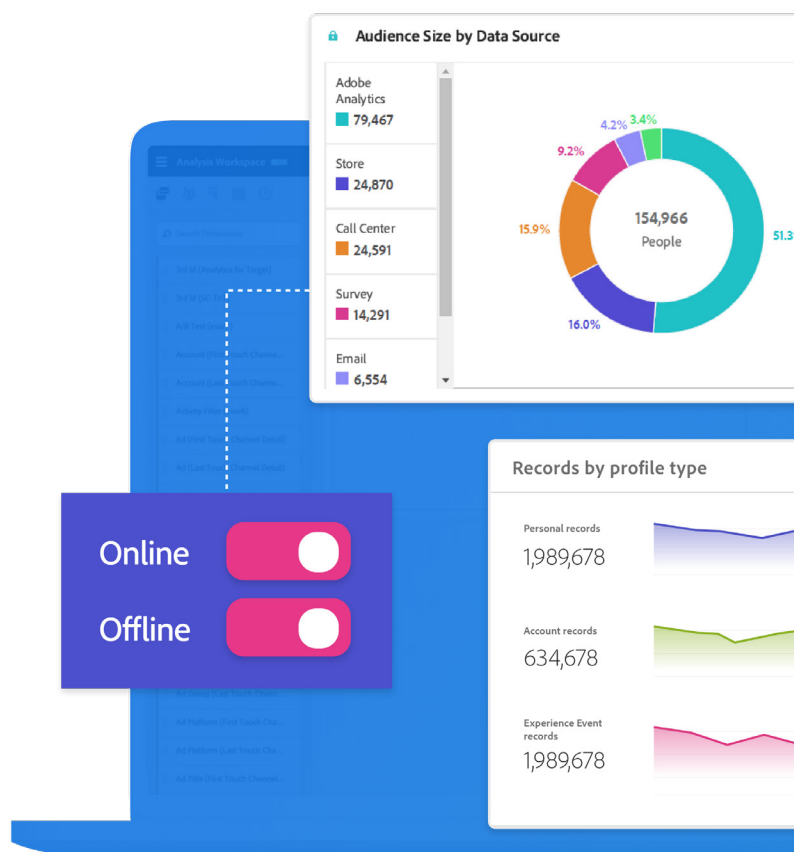
Faced with such massive opportunity and threatened by data depreciation, unprepared retailers risk leaving money on the table. They continue to reinforce first-party data through loyalty programs, email subscriptions, and new, personalized account features, but many are only beginning to adopt the programmatic tools, precise targeting, and built-in KPI measurement that advertisers have come to expect from mature digital ad formats. To exceed those expectations with a consistent, format-agnostic ad-buying experience, retailers must be able to connect user profiles across channels—thus, across different identifiers—from initial ad to final transaction, providing the closed loop attribution they can uniquely deliver. All retailers -- even larger ones able to achieve sufficient scale on their own -- will have to collaborate with technology vendors, data partners, and even other retailers to sustain and expand these costly, complex media networks. →

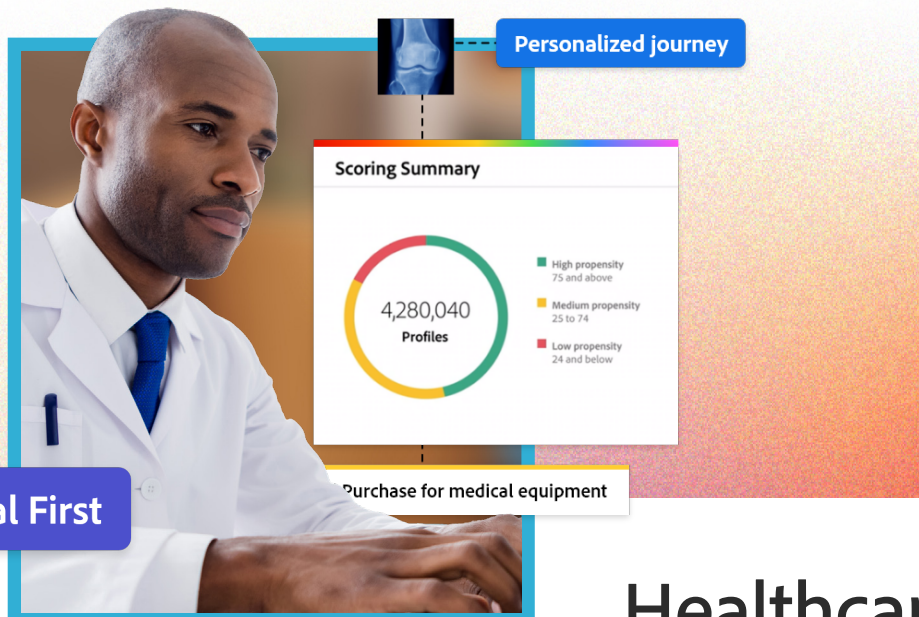


Financial Services

- Given the extensive regulatory and compliance requirements of the financial services industry, firms face distinct challenges utilizing and protecting customer data including personalizing customer experiences, detecting fraud, assessing risk, and underwriting, the latter of which, for example, requires accurate and comprehensive data for evaluating the creditworthiness of individuals and businesses, determining interest rates, and making informed lending decisions.

Consequently, financial services firms are strengthening first-party data by directly engaging with customers, encouraging them to provide data voluntarily through secure online portals, mobile apps, and personalized, A/B tested offers. They are also connecting online data with offline experiences like in-person banking transactions and interactions with call centers to obtain a more holistic view of their customers, identify opportunities to surface relevant product offers, and craft seamless customer experiences. Additionally, privacy-first partnerships with brands and other industry participants further enrich data on customers and prospects. To secure all these connections, detect and prevent fraud, and protect their customers' data, institutions are investing in robust data governance frameworks and security measures which include strict access controls, encryption, and monitoring tools. →



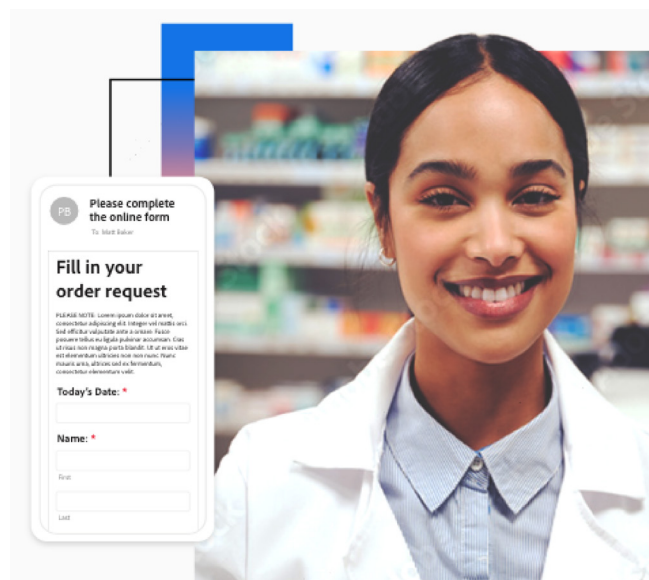


Healthcare

→ Healthcare is among the most heavily regulated industries, requiring strict compliance and ethical considerations when it comes to transmission and use of consumer data. Patient data, and even prospect data in some cases, is considered protected health information (PHI) governed by HIPAA Rule to protect sensitive treatment, condition and billing data, as well as to reinforce consumer consent. With the somewhat recent adoption of digital health -- i.e., patient portals, telehealth, provider messaging, wearables and even online bill pay -- PHI and the many sources from which that data is generated have multiplied. In addition to the growing digital touchpoints, consumer expectations also continue to rise.

Driven by both patient expectations and industry disruptors, healthcare consumerism is challenging traditional healthcare systems to design digital experiences comparable to those consumers have become accustomed to in retail, hospitality and banking. But achieving consumer-grade experiences in healthcare is often easier said than done. The ability to deliver connected experiences is heavily reliant on interoperability across legacy and emerging technologies.

Beyond integration, healthcare marketers are under pressure to compete in the growing healthcare marketplace— this means broadening their use of omnichannel tactics and data-driven strategy to grow brand awareness and consumer trust. Today, healthcare organizations are heavily reliant on third parties for audience development and media management, but leading enterprises are looking to future-proof their strategy by doubling down on their first party data management to build robust profiles without the use of cookies. —





4.

Are you Ready?

No matter the industry, the monumental shifts discussed above have led to a bewildering array of choices, strategies, and tactics for marketers, advertisers, and IT professionals. One reason we created this paper is to support our customers in assessing their readiness. Adobe's approach is straightforward -- identify which of our customers' key business objectives are most disrupted, propose a forward-looking vision for their enterprise data strategy, and map the gaps between that vision and their current state.

While many customers cite common themes when outlining their business objectives, solutions can vary depending on their industry, customer expectations, and digital maturity. For instance, increasing revenue is a ubiquitous goal but can be achieved by acquiring new customers, retaining existing customers, or increasing engagement within a company's ecosystem. Below are some examples of specific tactics that can emerge by viewing goals through the lens of a company's current digital capabilities.

SEE TABLE 1 →

TABLE 1

Customer acquisition

Retention

Engagement

Nascent

Adopt new tools and techniques such as identity resolution solutions to replace the targeting capacity lost with the deprecation of third-party identifiers.

Build out cross-journey analytics to detect user behavior from initial interaction through transaction and further engagement and connect analytics to customer profiles.

Craft 360° customer profiles combining knowledge from across channels and data sources to deepen understanding of each customer.

Basic

Implement and continuously finetune improved acquisition marketing across touchpoints including A/B tested contextual outbound campaigns and better, personalized direct touchpoints and authentication opportunities on owned & operated properties.

Segment users and surface the most relevant content to each individual based on profiles assembled from collected data, then test content performance against established KPIs using analytics tools.

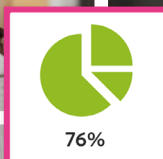
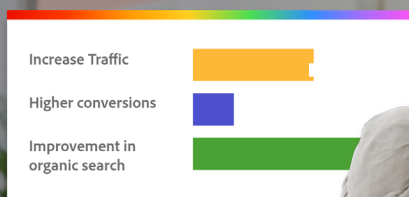
Test offers across touchpoints to identify ideal value exchanges that encourage users to contribute missing pieces of data and keep users opted into data exchange by communicating and sustaining value proposition over time.

Advanced

Combine campaign learnings with user segmentation to optimize spend across marketing channels and activate acquired third-party and partnered second-party data.

Run AI-powered models across customer data platform to identify and mitigate behaviors in real time that suggest potential churn and recommend the best actions to encourage reengagement.

With a more connected organization and a broader view of customers, discover and craft new customer journeys to drive users towards new, existing, or more premium products and services.



- Similarly, the cost control benefits of data are not immediate, but require foundational capabilities and gradual escalation depending on a firm's current technological state. Customers cite **technology and infrastructure**, **efficient and effective marketing**, and **risk mitigation** as core focus areas.

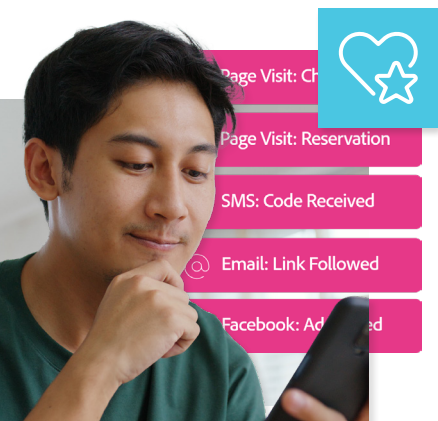
TABLE 2

	Technology and Infrastructure	Efficient and Effective Marketing	Risk Mitigation
Nascent	Unite stakeholders across the organization with a comprehensive enterprise data strategy rather than allow disparate teams to make one-off purchases or data decisions.	Deploy marketer-friendly omni-channel customer journey orchestration tools powered by profiles with identity resolution.	Establish robust governance policies to understand the risks of different data types and sources (i.e., breaches, other invasions of privacy), keeping the most sensitive and essential data secure while eliminating what is not needed.
Basic	Perform a technical audit to evaluate which technologies to implement in-house versus outsource, eliminate overlapping, redundant technologies, and adopt an adaptable, flexible infrastructure to accommodate future solutions to unanticipated industry changes.	Suppress campaigns to known audiences (ie, existing customers, employees, or known prospects with low propensity to convert).	Consolidate tech solutions to reduce the number of data repositories hosting duplicative information and confusing staff with multiple tools of differing security.
Advanced	As teams learn more about customers, reduce cloud storage and computing costs with more purposeful collection, storage, and use of user data.	Eliminate redundant collection and analyses by democratizing self-service access to data and analytics across the organization.	Establish procedures (i.e., educational initiatives, automated tests, privacy audits, legal review processes) to ensure compliance with current and future regulations.



Data & Identity Principles

Borne out of these critical business objectives, we have identified **three principles** underpinning a brand's data and identity strategy.

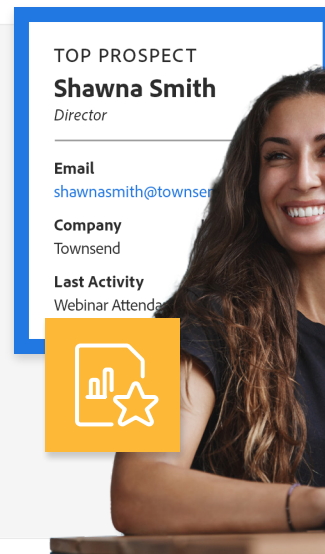


1 Customer Focus

Customers need to be able to trust you with their information and understand the benefits of sharing it. Thus, brands must consider how any data is being collected and used to improve customer experience. That experience must be consistent and up to date regardless of when and how the customer interacts with a brand, necessitating establishment of unified profiles, single sources of truth connecting data from all touchpoints and influencing all channels that reach the customer. Finally, brands should measure success according to KPIs connected to concrete customer journey moments.

2 Value and Efficiency

While data-enabled marketing use cases are revenue drivers, data initiatives can be costly without proactively instituting an agile culture of testing and iteration. Business needs change and data quality erodes over time so brands must continuously re-examine the value of all stored data and sources of new data to calibrate offers that encourage data sharing from customers. Firms use this information to identify the right balance of different tools and targeting methods to optimize campaign spending, eliminate technologies with overlapping capabilities, and ensure resilience to unanticipated industry changes.



3 Unified Organization

Isolated teams risk pursuing conflicting goals and adopting separate, incompatible point solutions. Management should ensure KPIs are aligned across their organization and empower cross-functional collaboration on customer journey orchestration. Data and analytics tools—chosen for interoperability across the business and with key partners—should not be owned by disparate teams but centralized and accessible to all. Not everyone is a data scientist so firms should institute sufficient training to distribute best practices and ensure every line of business derives the benefits of data.



Selecting Identity Partners

Each decision you make as part of your enterprise data strategy should be supported by these **three principles**.

When choosing your identity partners, for example, they map to crucial considerations: whether their data governance structure is compliant and resilient, how their identifier scales across your user base and target audience, and whether their technology is interoperable with yours and your partners'.

Customer Focus



1 Trust

Earning customers' trust is essential in a privacy-conscious world, particularly when their data is being shared with other organizations. Consequently, brands must evaluate how potential partners handle and safeguard data and how they comply with requisite privacy laws. Ideal partners offer expertise and demonstrable results enabling marketing, advertising, and publishing use cases. Brands should probe the age and origins of the ID vendor's data, the methodologies used to create identifiers (i.e. deterministic, probabilistic), whether they have sufficient customer consent, and how often their dataset is refreshed. If brands with best-in-class data aspirations want to be trusted by customers, they must advocate for their customers and determine whether that trust should be extended to new partners.

2 Value and Efficiency



Scale

An identity partner's technology must help scale your data infrastructure to support current and future business needs. A vendor may be technically advanced and have experience contributing to enterprise-scale initiatives but, if their identifier lacks sufficient overlap with your user base, an audience you are trying to reach, or your industry's customers, they may not be the best fit. Investigate their identifier's attributes including, for example, for which channels it works best and whether it distinguishes between households and individuals. The partnership must also make sense financially; organizations must compare the values and costs of building out identity capabilities internally versus the implementing and maintaining a new partnership.

3 Unified Organization



Interoperability

With scale comes the need for the identity solution to seamlessly integrate with existing infrastructure. The solution should be designed in a way that enables easy collaboration and data sharing across different systems, departments, and platforms within the organization. The interoperability offered by the identity partner should extend beyond internal systems to partners on which the organization relies such as advertising platforms, data providers, publishers, and tech providers. The ability to exchange data and insights smoothly is crucial to achieve a comprehensive and unified view of the target audience and provide a future-proof foundation for new partnerships and future tech investments. —



September 2023

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5.

How Adobe Can Help

- " In The Forrester Wave: Digital Intelligence Platforms for Q4 2022¹¹, Adobe was named a clear leader in this space. In addition to what Forrester and many other analysts cite as reasons for Adobe's leadership, we believe there are three foundational elements from which our customers gain value. →

→ Integrated Solutions Platform

Our fully integrated solution set is built from the ground-up as a holistic Experience Platform. Notably, Real-Time Customer Data Platform, puts first-party data and customer identity front and center. Regardless of our clients' potential options for gathering and enhancing first-party data, we have a solution set that can help. At the same time, our market-leading analytics tools, which are minimally impacted by data deprecation, strengthen the platform through deep reporting, measurement, and testing capabilities. Each element of our unified MarTech stack utilizes these foundational tools while complementing each other thanks to being natively integrated. In comparison to assembling a series of point solutions, the total cost of ownership (TCO) and speed to market of an integrated platform are far superior.

Speed & Agility

Entrusting Adobe to power a company's enterprise data strategy offers resiliency to market shifts and accelerated speed to market compared to in-house builds. Speed refers to both speed-to-market and speed-to-value, especially compared to starting from scratch. Adobe's world-class expertise across technology, regulation, and industry insights, can help you move as fast as you need to achieve your organizations vision and execution roadmap. For knowledge you hope to develop internally, we can serve as valued partners and educators to accelerate the process.

Rich Partner Ecosystem

Experience Platform features a robust, expanding ecosystem and an interoperable framework allowing brands to work with the data providers of their choice. Our role as market leader has earned us an incomparable list of tech and brand partners between which we can facilitate partnerships and serve as intermediary and integrator. Adobe is actively engaged in conversations with data and identity partners including the logos below. →









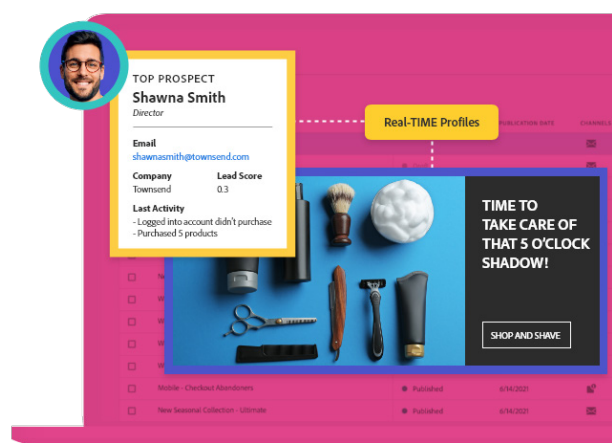

→ Harnessing Consumer Data

Real-Time Customer Data Platform is designed to offer personalized experiences across customers' journeys—from a prospect that has never engaged with the brand before to a first-time site visitor, return visitor, converted customer, and loyal frequent customer of various products or services across lines of business—in an increasingly privacy conscious marketplace. It can intelligently collect, normalize, govern, and unify data into real-time profiles that can be activated across any channel.

How does Real-Time CDP make the most out of managing consumer data?

A centralized hub for first-party data

Real-Time CDP compiles first-party data on known and pseudonymous users, augmented with partner data, for a more complete view of customers. It combines first-party web, app, and media data from interactions like web browsing activity or emails and phone numbers from customer registrations. Its open and extensible framework provides a flexible foundation for omni-channel personalized experiences.

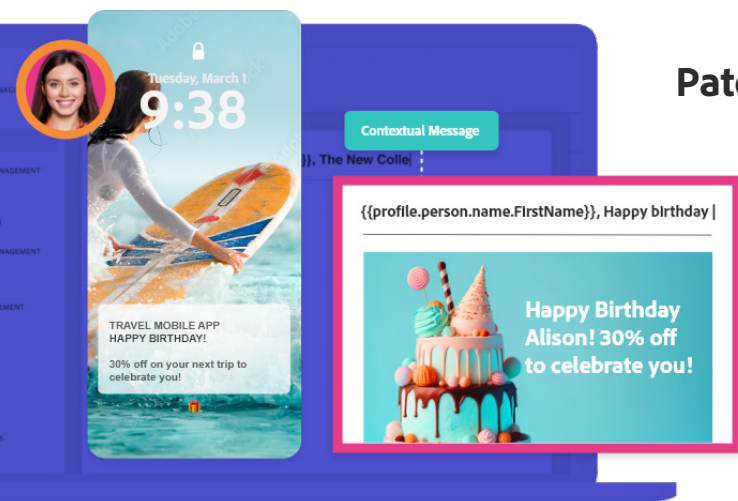


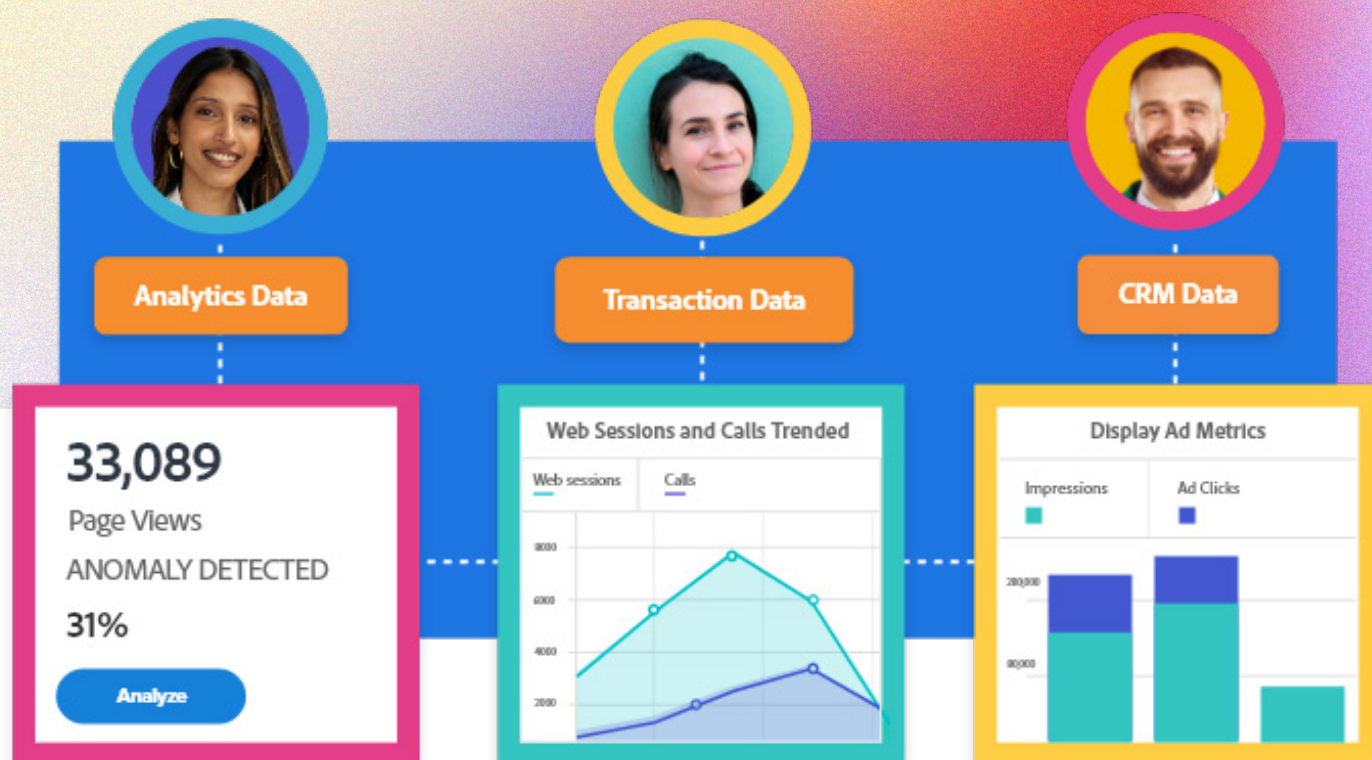
Partner data support

Adobe's agnostic Partner Data framework allows customers to safely ingest, manage, and activate identity-durable third-party data sets for prospecting and enrichment from the partners of their choice. Partner data is available as soon as it is loaded into Real-Time CDP, improving marketing and advertising precision by enriching existing customer data and powering prospect profiles for acquisition campaigns.

Patented data governance

Adobe's out-of-the-box patented framework simplifies and automates the process of gaining consented customer data and categorizing datasets, ensuring adherence to data-related policies and regulations. Brands can spend less time on data compliance and more time creating meaningful customer experiences. →





→ Real-time, machine learning-powered personalization

As Real-Time CDP builds customer profiles, Journey Optimizer or Target ingest all available data—including any provided by partner recognition technology—and build the next best content, offer, or experience in real time. This includes identifying the right moment to trigger registration and consent requests.

Segment match

Brand can expand their own first-party datasets and provide a more complete picture of customer preferences through data collaboration partnerships with other brands, publishers, and more. As partners exchange non-sensitive, consented segment data on customers they have in common, marketers can securely enrich their matching first-party profiles with segment metadata for better insights and personalization.

Lookalike segments

Brands can leverage Look-Alike Audiences to discover and target high-value first-party profiles, that share similarities with selected seed audiences. These AI-discovered audiences can be further enhanced by partners and activated downstream to improve marketing ROI. —

6.

Conclusion

As the digital landscape evolves and privacy regulations tighten, organizations and marketers must construct enterprise data strategies inclusive of emerging identifiers beyond cookies and device IDs.

To thrive and succeed, businesses need to prioritize building direct relationships with customers, collecting and leveraging first-party data ethically and transparently, and enriching that data through privacy-first partnerships, contextual targeting, and iterative experimentation. As legacy identifiers are deprecated and new ones emerge, now is the ideal moment to redefine your approach to customer data and identity.

Contact Adobe today to learn more about how we can help you adapt to and thrive in a cookie-less future in which opportunities abound for you to build exceptional experiences for each and every one of your customers.

www.business.adobe.com/

7.

Adobe solutions and opportunities

Our four pillars of customer experience management:

Data Insights

Collect data on your customers' needs and behaviors for an up-to-date and actionable view of their journey.

Audience Management

Turn these insights to action with complete data management for your profiles and audiences.

Customer Journeys

Use these customer profiles to orchestrate and deliver personalized journeys across any channel.

Content & Commerce

Power each interaction with the right content at the right time for optimal impact.

Adobe Products

[Customer Journey Analytics](#)

[Journey Optimizer](#)

[Experience Manager](#)

[Real-Time Customer Data Platform](#)

[Product Analytics](#)

[Campaign](#)

[Commerce](#)

[Mix Modeler](#)

[Target](#)

[Mix Modeler](#)

[Audience Manager](#)

[Analytics](#)

[Marketo Engage](#)

[Workfront](#)

8.

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