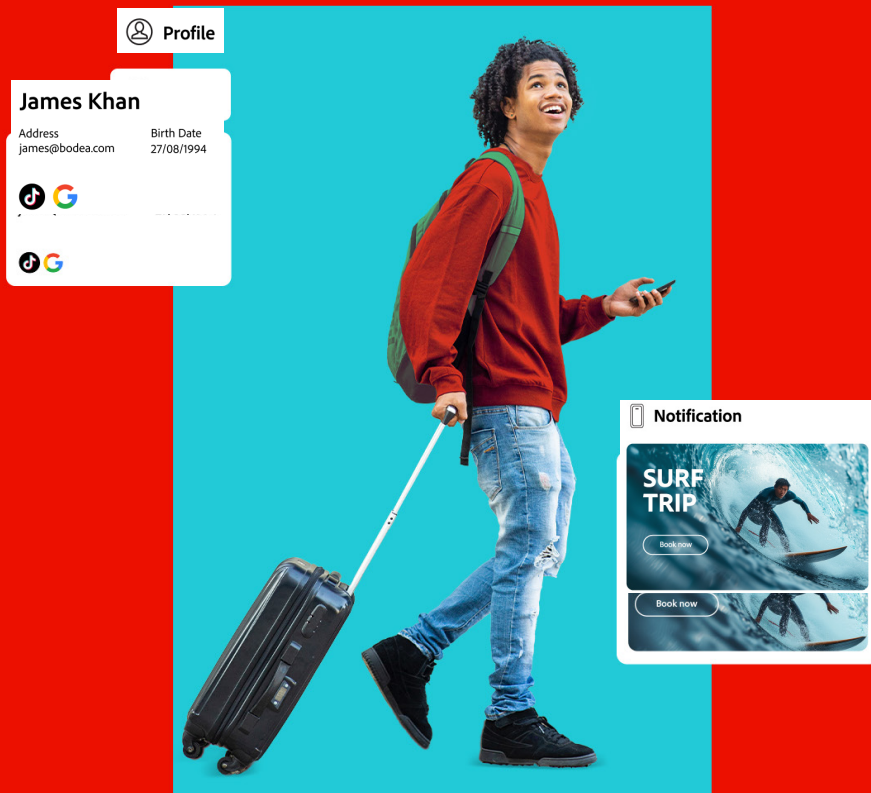# Crafting customer journeys around the art of the possible:

Using journey orchestration to nurture brand loyalty with in-the-moment, omnichannel experiences for every customer.

Profile

James Khan

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27/08/1994

Notification

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Rethink your competition. Reimagine your customer journeys.

Perhaps your competitors are not who you thought they were. Research from Adobe and Concentrix suggests the average consumer receives 139 messages from brands per week across multiple channels — and they are ignoring around **48%** of them. Your competitors are not just the businesses selling the same products or services as you, but also the brands that are vying for a share of your audience's finite attention.

It's never been more crucial to put your customer front and center in your marketing. With the latest customer engagement technology, brands are creating hyper-relevant experiences that are personalized down to the level of the individual customer. Right person. Right message. Right time. Right channel. To reinvigorate customer engagement and drive marketing ROI, now is the time to shift from a batch-and-blast mindset to designing personalized customer journeys fueled by real-time context.

"personalization isn't new. What's new is our approach to achieving one-to-one personalisation at scale across multiple channels. With immediate insights into what customers shop for, we can deliver tailored offers, personalized digital and app experiences, and highly relevant communications. These perfectly timed experiences foster profitable growth, brand love, and loyalty."

Bennett Fox-Glassman,
Senior VP of Customer Journeys,
Macy's

Your customers are unique. But your orchestration challenges are not.
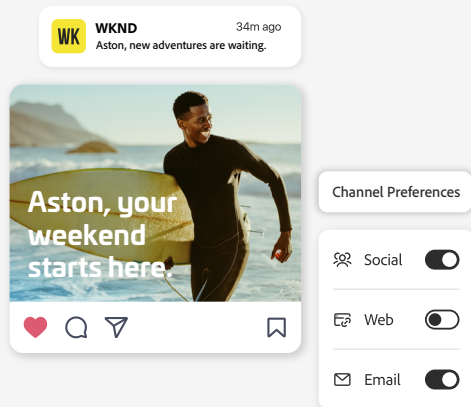
Your recent customers. Your loyal customers. Your next customers. They are all on their own journey with your brand: engaging across different channels, with different motivations driving their behavior.

Research from Gartner found that marketers are deploying campaign activity across an average of nine channels, yet customers are frequently having very different experiences from one channel to the next. In this truly omnichannel landscape, many brands are facing similar challenges in search of meaningful audience connections.

Connected journeys need connected teams.

To echo Conway's Law, connected customer journeys are born from connected teams. Yet as companies grow, so do team silos with disparate priorities. In many organizations, each team has its own culture. Its own goals. Its own targets. Moving successfully from a campaign mindset to personalized and connected customer journeys requires cross-functional partnerships across the organization. Everyone should understand the vision, commercial imperative, and customer context. And KPIs should be adjusted to make customer experience a barometer of success.

Connected journeys need connected customer data.

To orchestrate personalized omnichannel journeys, access to unified customer data is crucial. In short: there must be a centralized source of customer truth to activate personalized journeys. Yet too often customer data is stored across fragmented silos, making it impossible to extract insight from customer data at speed.

76% of marketers rank customer understanding and insight as either critical to their success or a high priority.

Gartner

Create compelling journeys for every customer. Encourage deep brand loyalty.

Moments matter. Every interaction makes a difference to the way your brand is perceived. Every touchpoint is an opportunity to differentiate, provide value, and create a more meaningful connection with your customer — enhancing engagement, cultivating customer loyalty, and ultimately driving business revenue.

Journey orchestration technology is the key that unlocks your ability to design, trigger, and optimize personalized customer journeys across all channels in real time. And brands are beginning to recognize a clear commercial imperative for enhancing their orchestration capabilities.

71% of consumers expect personalized interactions, and 78% say that personalized offers make them more likely to purchase.

McKinsey & Company
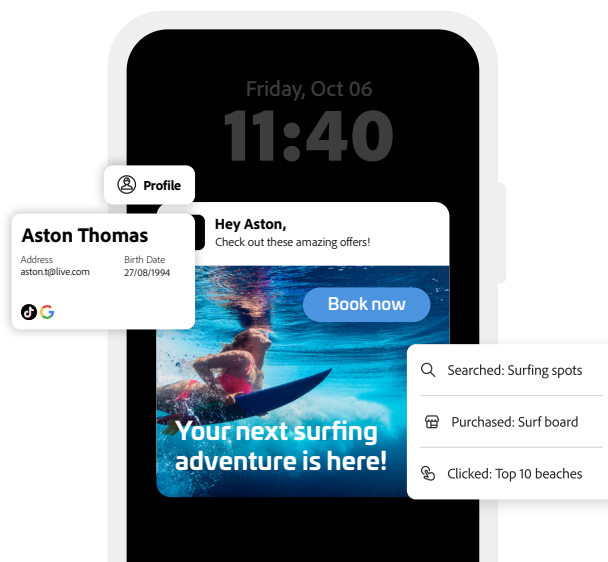
80% of consumers consider consistent experiences across different online channels "important" or "critical" to meeting their expectations.

Adobe | ●Econsultancy

Friday, Oct 06
11:40

Profile

Aston Thomas
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27/08/1994

Hey Aston,
Check out these amazing offers!

Book now

Your next surfing adventure is here!

Searched: Surfing spots

Purchased: Surf board

Clicked: Top 10 beaches

After decades of increasingly loud noise from spray-and-pray campaigns, consumers have become numb to generic marketing messages. The messages that cut through and resonate are personalized and highly contextual. They show an awareness that you understand your customer's relationship with your brand and are alert to their buying intent.

With journey orchestration it's possible to create unique moments that bring more surprise and delight into your customer interactions. Set triggers that react to customer signals in real time. Use external events to activate new customer journeys. Build omnichannel campaigns that spiral out from your customers' relationship with your brand.

Once you've designed your journeys, they operate seamlessly in the background. When customers meet the specific selection criteria, they automatically enter and flow through the journey based on their interactions and behaviours to trigger next-best experiences. Marketing and product teams with granular controls can adjust these journeys based on real-time data insights. It brings transformative efficiency to marketing operations.

Real time equals right-time engagement.

Journey orchestration technology reconciles the latest customer actions across all channels to make sure your interactions are always relevant, timely, and responsive to customer intent. After all, no consumer wants to see an ad from your brand with a discount for the exact product they purchased from you two weeks earlier. And if you've canceled your flight, it's galling to receive push notifications about departure information on the day you should have been traveling.

With journey orchestration technology, you can create journeys that respond to customer behavior and location as well as external events such as weather, sports results, and much more.

Buyer behavior. A cosmetics retailer notices a customer buying the same moisturizer every month. So they send an SMS with a link to a personalized landing page showcasing an exfoliator and toner from the same range and offering a discount.

Weather. The weather is forecast to be hot. So the local coffee shop sends its loyalty app users a pre-commute push notification promoting its range of iced drinks.

Geolocation. A football fan travels back home and is sent an email with ticket availability for his cherished team. When he walks past the club shop, he's sent an SMS with a discount code for the latest home shirt.

Loyalty. Christmas is coming. You give your most loyal customers 48 hours to pre-order their Christmas turkey before availability is opened up to your remaining customer base.

Future-facing journey orchestration technology.

And the opportunities for your brand.

Modern journey orchestration technology can act as a nerve center for creating, activating, and optimizing your customer journeys and omnichannel experiences. Here are the top capabilities to look out for.

Hey Melissa,
9:41 AM
Keep up with the latest trends, shop your fit today!

Accessories
SUPER SALE
Shop now

Reach any channel, at the right time.

The best orchestration platforms enable you to send messages to any digital surface. That means native inbound and outbound channels, such as email, in-app, SMS/MMS, and web. But also utilising third-party extensibility to send messages to novel outbound surfaces like ATMs, kiosks, smart televisions, and digital advertising boards. If you can imagine a message there, you should be able to send it there.
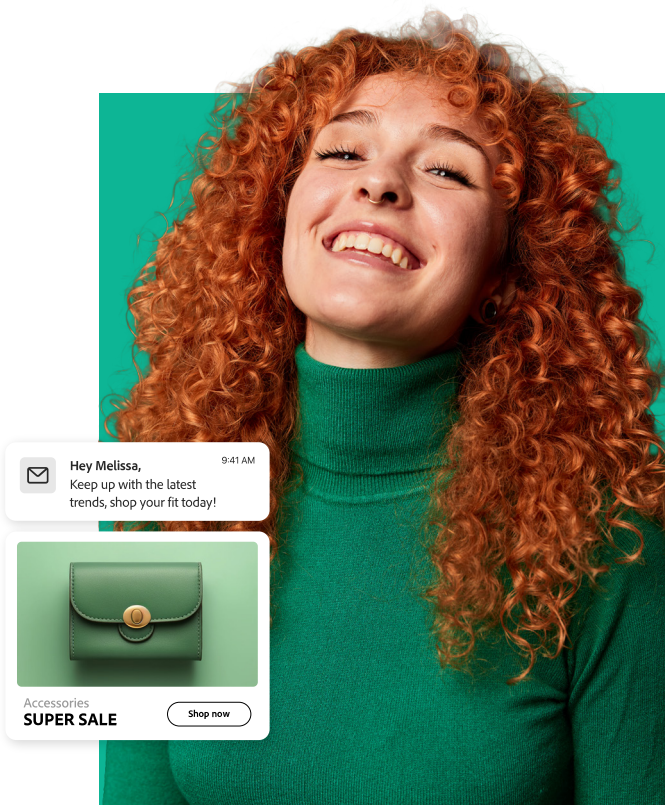
Of course, to make this possible, you need the right data foundations: a centralized customer data profile that provides an up-to-the-minute record of every interaction from every customer — all synced into cohesive customer identities. And of course, when you are handling customer data, privacy is a core concern.

Powerful data privacy and governance infrastructure should be built into your orchestration platform. Look for capabilities such as consent management, data labeling, and usage enforcement, and consent policy creation to keep customer data secure and compliant across all business lines.
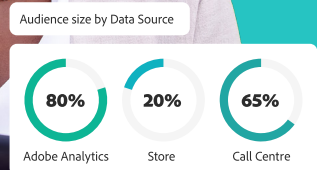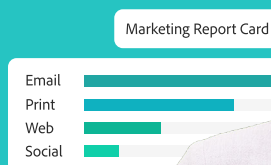
91% of consumers insist that it's either important or critically important to have assurance that their personal data is being used responsibly and securely by brands.

Adobe | ●Econsultancy

"The ability to bring all of our consumer information together — in real time — is critical to helping us engage with billions of Coca-Cola consumers around the globe."

Keith Bartig,
Director of Precision Marketing Technologies, The Coca Cola Company

Marketing Report Card

Email
Print
Web
Social

Audience size by Data Source

80%
Adobe Analytics

20%
Store

65%
Call Centre

Create journeys that work harder for your business.

The more you personalize your journeys, the better your customer data gets. The better your data gets, the more you can personalize. Journey orchestration technology should give you the ability to visualise how customers are moving through your journeys in real time, with fine-tuned reporting and measurement capabilities.

That means measuring performance across all live journeys with a dashboard view of how many people are entering your journeys, engaging with your journeys, and exiting your journeys. It means checking how many customers qualify for a new journey and monitoring how many are enrolled in real time. And it means utilizing modelling for insight on how a new journey might perform before you activate it.

Intuitive journey design and rapid content creation.

Leading journey orchestration technologies make it possible to design customer journeys using drag-and-drop functionality, with the ability to activate journeys across all channels in real time. Of course, orchestrating personalized journeys is one thing. Creating the marketing assets is another. Look for the ability to natively design content such as WYSIWYG designers, a coding interface, and message templates. Importing your brand assets should be seamless to help you rapidly craft engaging content optimized for your channels of choice.

Finally, seamless interoperability with your marketing, analytics, and customer data technology is another essential.

A nerve center for successful customer engagement.

Adobe Journey Optimizer is a single application for managing scheduled omnichannel campaigns and trigger-based one-to-one engagement, with intelligent decisioning and insights. It includes groundbreaking AI enhancements — such as AI Assistant Content Accelerator to allow you to create personalized content at transformative speed and scale. Turn simple, intuitive prompts into fully developed on-brand marketing content for email, push, and SMS channels. And split test content variations to improve performance and drive further personalization. Research from Forrester found that brands adopting Journey Optimizer can expect **20%** increase in efficiency of campaign orchestration and **431%** ROI within three years.

AI is reshaping what's possible with journey orchestration.

The most advanced orchestration technology incorporates AI to enhance your customer journeys. Utilize models that improve personalization and offer decisioning. Generate on-brand content at speed — with variations for different audiences.
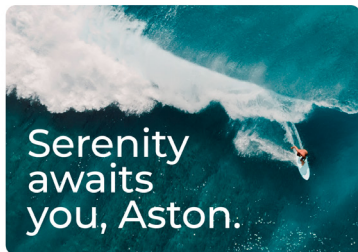
Collect data

in — Read: A Surf Legend's Long Ride

G — Searched: surfing classes near me

Personalized ad

Sevoi Resorts

Serenity awaits you, Aston.

Automate next-best actions and personalized product offers. Or automatically rank your journeys and offers based on their ability to drive toward your strategic business goals.

Leading orchestration platforms also feature a native AI assistant that can field queries in natural language — enabling you to ask questions about trends in your data. Some AI assistants also help with onboarding users, progressively introducing deeper levels of functionality to make sure your team utilize the full suite of journey management tools.

Telmore talks the talk when it comes to better communication.

Telmore isn't a typical telecommunications company. It's also a leader in video, music, and entertainment in Denmark. Telmore had amassed a wealth of customer data. Unfortunately, much of that data was siloed, making it more difficult for marketers to show customers the right bundles for them. A customer who enjoys listening to music would see the same offers as a casual TV watcher or a media fanatic who wants access to all of the streaming services. Thanks to Adobe, Telmore now benefits from a rich view of customers, with online and offline data from across systems. Everything from subscriptions and churn scores to website and app behavior data is unified. Now when customers visit their website, their app, or browse Facebook, they see consistent campaigns and offers because Telmore marketers know what interests them.

21%
increase in digital sales.

25%
increase in cross-sales to existing customers.

11%
lift in sales from personalized offers ranked using AI.

80%
email open rate.

"We're shifting away from optimizing experiences for audiences to giving each person what they want. Customers see more relevant offers, encouraging them to add on services or even switch over from competitors."

Frederik Scholten,
CMO of Telmore

A/B टेस्ट

अपने म्यूज़िक एक्सपीरिएंसेज़ को बढ़ाएँ.
एक्सेसरीज़ खरीदें

अपने म्यूज़िक को कहीं भी ले जाएँ.
नए फ़ोन्स ब्राउज़ करें

Telmore म्यूज़िक
सबस्क्रिप्शन रिन्यू किया गया

Your first steps toward leading journey orchestration.

When you're taking your first steps with journey orchestration, it can be easy to lose sight of your core business goals.

So while your journeys should always be customer-focused, they should also sync back to your strategic and commercial targets for each stage of the customer lifecycle — whether that's increasing conversion, boosting customer sentiment, enhancing loyalty, or something else.

Given the vast potential, identifying the first journeys to focus on can feel overwhelming. But it's nearly always best to begin where you already have easy access to reliable customer data. That way, you can quickly prove the impact of journey orchestration. You have a use case that shows how you can get closer to your customers, boost marketing engagement, and drive toward your business objectives. From there you can build momentum and progressively develop more dynamic and nuanced customer journeys.

We keep you connected

Learn more
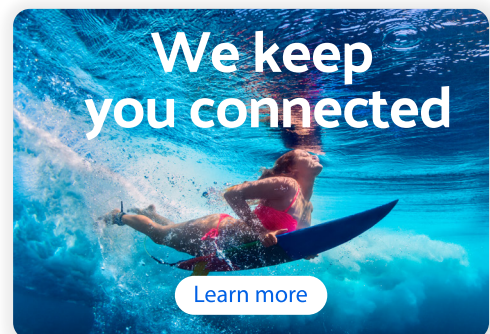
Campaign Analytics

Clicks
865

Leads
52

Now is the time to build closer connections to your customers.

By harnessing the power to orchestrate personalized journeys delivered at precisely the right moment, brands have an exciting opportunity to bolster marketing engagement, cement lasting relationships with customers, and take definitive steps toward their strategic goals.

With traditional batch-and-blast campaigns beginning to lose impact with audiences, your future success is contingent on your ability to create one-to-one personalized interactions that respond to in-the-moment customer behavior — and are served on the channels that matter most to your customer.

It's all part of the journey.

The journey starts here.

Adobe Journey Optimizer lets brands act on real-time data to orchestrate personalized, omnichannel journeys that are consistent, contextual, and delivered at the right time. It lets them create and deliver real-time, individualised customer journeys — and scheduled marketing campaigns — across any app, device, screen, or channel from one canvas. The result is meaningful brand experiences that boost customer loyalty and lifetime value.

Discover how

Sources.

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Adobe