

## Deliver hyper-personalized experiences with a privacy-first approach to first-party data.

New data privacy laws and ever-changing third-party cookie policies are the new reality of digital marketing. Customers expect consent-driven, tailored experiences while many brands struggle to access the data that makes them possible. But with OneTrust Universal Consent and Preference Management on Adobe Real-Time Customer Data Platform (CDP), marketers can comply with these changes by building actionable customer profiles using first-party data that customers choose to share, enabling personalized experiences.

### Unified customer profiles with real-time consent and preference data.

The combined solutions collect consent data, durable identifiers, and privacy preferences into a unified customer profile that serves as a single source of truth. This allows you to engage with customers on their terms while complying with data privacy laws such as the European Union's General Data Protection Regulation (GDPR) and the California Privacy Rights Act (CPRA).

### Use Adobe Real-Time CDP and OneTrust Universal Consent and Preference Management to:

- Add consent to your customer profiles and deepen your understanding of customer behavior and interests by collecting and storing customer-provided preferences.
- Deliver personalized experiences at scale using audience segments built on first-party and consent data.
- Adhere to data privacy requirements, build trust with customers, and minimize disruption to marketing workflows through the automation of consent management.



Together, Adobe Real-Time CDP and OneTrust Universal Consent and Preference Management empower marketers and data managers to deliver digital experiences fueled by consent and preference data.

## How Adobe and OneTrust deliver privacy-first customer experiences at every touchpoint.

|                         | Adobe Real-Time CDP   | OneTrust Universal Consent and Preference Management  | How they work together  |
|-------------------------|---|---|---|
| <b>Features</b>         | <ul style="list-style-type: none"> <li>● Get a holistic picture of customer interactions and preferences.</li> <li>● Connect customer experiences across channels.</li> </ul>                     | <ul style="list-style-type: none"> <li>● Collect consent, durable identifiers, and preferences to reach customers their way.</li> <li>● Honor real-time preferences by integrating with marketing systems.</li> <li>● Centralize consent transactions in privacy-centric profiles.</li> </ul> | <ul style="list-style-type: none"> <li>● Activate marketing engagements that align with customer preferences.</li> <li>● Set policies using consent data in consumer profiles.</li> <li>● Get insights on the consent data.</li> <li>● Send touchpoint-based engagement.</li> </ul> |
| <b>Business value</b>   | <ul style="list-style-type: none"> <li>● Deliver ultra-personalized experiences.</li> <li>● Engage customers at every journey stage.</li> <li>● Gain insights from customer behaviors.</li> </ul> | <ul style="list-style-type: none"> <li>● Deliver privacy-centric customer experiences.</li> <li>● Minimize compliance risk.</li> <li>● Gain customer trust through data transparency.</li> </ul>  | <ul style="list-style-type: none"> <li>● Offer privacy-friendly personalized experiences.</li> <li>● Give customers control of their preferences across channels.</li> <li>● Automate privacy compliance processes.</li> </ul>  |
| <b>Technology value</b> | <ul style="list-style-type: none"> <li>● Combine data sources to create unified customer profiles.</li> </ul>   | <ul style="list-style-type: none"> <li>● Enforce permission-based data across your tech stack.</li> </ul>   | <ul style="list-style-type: none"> <li>● Integrate consent management and unified customer profiles.</li> </ul>   |

## **Examples—how marketers are using Adobe Real-Time CDP with OneTrust Universal Consent and Preference Management.**

### **Personalizing to build trust.**

A brand learns that a customer's preferences now include product launch emails. The integration updates their profile and syncs this data across the entire organization for future communications, increasing the customer's trust and improving campaign performance.

### **Achieving global privacy regulation compliance.**

A global retailer automatically manages customer consent across countries, adheres to local privacy laws, and maintains customer trust in what would otherwise be a laborious process.

### **Converting with relevant communications.**

Using customer profiles that include preference and consent data, a merchant crafts communications that reach customers in the channels they prefer. The merchant then offers relevant incentives while complying with privacy rules, increasing overall conversions and engagement.

### **Automatically update customer preferences.**

With unified customer profiles, organizations can instantly reflect changes in customer consent or preferences across the customer journey. This streamlines operations, saves valuable time, and ensures marketing is always consistent with customer wishes.

### **Trust in us.**

Ask your Adobe representative for more information about first-party data-fueled experiences at every touchpoint with Adobe and OneTrust.



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