



PART 1

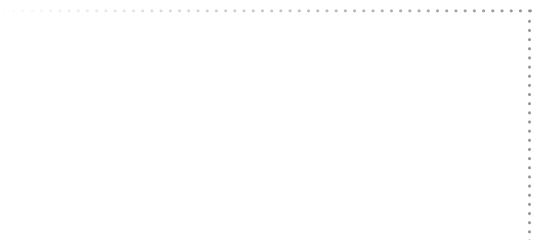
How marketers and IT can work together in high tech.

Get the most out of data and analytics.

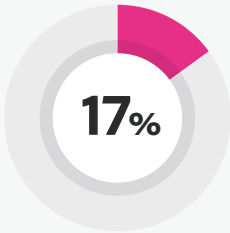


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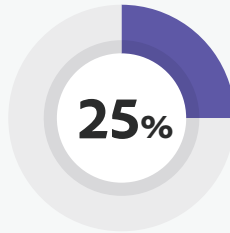
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High tech is expected to be ahead of the curve—and that requires collaboration between marketers and IT to help pioneer next-gen B2B experiences. But expectations don't always match reality.



Only **17%** of technology practitioners say their digital transformation (DX) is ahead of customers' expectations.



About **25%** of technology practitioners say their DX falls short of customers' expectations.

Source: Adobe

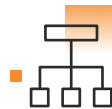
Where there's room for improvement, there's plenty of opportunity. High tech can secure its lead at the cutting edge of customer experience when marketers and IT professionals work together to optimize three key areas of opportunity:



Data and analytics



Content and collaboration



Customer journeys

We've put together a series of articles for the high-tech sector that cover each of these opportunities in detail. In the first, we'll explore how marketers and IT can use data and analytics to get to the root of B2B buyers' needs and give them exactly what they're looking for at every moment.

How data leads to better personalization—and what gets in the way.

Approximately 75% of companies say data is the most important lever to drive growth and efficiency, according to a survey by Boston Consulting Group (BCG).

When contact data like name, email, job title, and social media accounts is combined with company data and engagement data like downloading a resource or requesting a demo, a more complete picture of the customer emerges. And when these insights are generated in real time, experiences can adapt on the fly. For example, you can show high-priority B2B customers how much they mean to your business with personalized CTAs, special discounts, and a bespoke level of service as they engage with your website and content. But achieving this level of personalization calls for a solid partnership between IT and marketing.

63%

of marketers struggle to personalize content in real time.

Source: Gartner



Complex tech stacks can create data gaps and lockdowns that get in the way of exceptional customer experiences and business growth. Before we examine the opportunities available with data and analytics, let's look at three of the most sensitive data issues marketers and IT professionals face when trying to personalize experiences for every customer.

Data, data everywhere—except where you need it.



IT must be able to centralize fragmented data in one place.

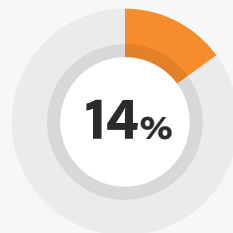


Marketers need access to unified account or customer profiles.

Delivering experiences with a personal touch starts with bringing scattered data out of its silos and connecting it to individual and account profiles. By strategizing with IT and centralizing data in one place, marketers can access the insights needed to exceed customer demands. Fragmented data comes together to form a single unified view of an account or individual profile, which is a prerequisite for personalization.

Only **14%** of organizations have a 360-degree view of the customer.

Source: Gartner





When insights are mismanaged, they can be misleading.



IT must be able to integrate tools under a unified data architecture.



Marketers need tech that can deliver relevant experiences across channels.

AI-driven automation and predictive analytics can help marketers and IT professionals keep up with customer journeys that span more channels than ever. But many organizations either use these tools sporadically, are still trying to manually wrangle data, or don't have an automated single source of truth. If predictive analytics aren't set up for success, insights can't be extracted in real time and marketers can't create meaningful experiences—and that means money left on the table.

43%

of customers unsubscribe from a marketing email list if the information is irrelevant.

Source: BCG

Data is not being supervised with the care it requires.



IT needs a centralized way to manage data safely and securely.



Marketers must be able to deliver dynamic experiences across the buying journey.

Without a centralized way to manage data or guardrails in place to ensure compliance, the risk of data misuse, breaches, and loss of customer trust increases. And trust in companies is already at a record low.

Only **29%** of customers agree that handing over their data resulted in better products or services.

Source: BCG

Marketers must be prepared to uphold their end of the bargain and help customers find what they're looking for, dynamically adapt to the signals they're sending, and respond with a seamless buying journey.

How marketing and tech teams can collaborate to declutter their martech stack.

Marketers and IT professionals might have different responsibilities and goals, but the endgame is the same—deliver experiences that delight, enhance insights for better ROI, and turn prospects into lasting customers. Those business outcomes are tied directly to a company's ability to personalize the B2B buying journey.



IT sets up the infrastructure that enables personalization.

IT professionals are responsible for managing and orchestrating the data marketers rely on to understand their customers' evolving needs and provide unique customer experiences. Being experts in data migration, capabilities, and architectures, IT professionals can lead the way in transforming data-related infrastructures and processes. But they must do so with financial prudence.



Marketing creates next-gen B2B experiences that connect companies to customers.

Marketers must understand their customers so they can tailor experiences to their preferences and anticipate their needs. This requires access to real-time insights and data management tools that allow them to “do more with less” and deliver relevant, timely content and offers while keeping data protected and private.

Future-proof your tech investments.

In the face of an unsettled economic climate, IT must shift its focus from heavy technology investments to value-based technology investments. When looking to consolidate tech stacks to improve performance, IT professionals should determine the ROI they currently obtain from their tech platforms and seek to put data and analytics capabilities in the hands of the marketers and content creators who need these insights the most.


Where data flows, personal experiences follow.

There are three keys to maximizing value from data:

1. Unified account profiles
2. The ability to extract actionable insights from data
3. Responsible data collection and management

Unified customer profiles bring data to life.

When demographic, firmographic, and behavioral data from online and offline interactions come together in real time to create a centralized database of people and account profiles, marketing and sales teams get a more accurate understanding of what customers want to do (or see) next. AI automation can collect and organize data from multiple sources into unique account profiles and individual user profiles. For example, a website visitor can be



matched to an existing company profile. This unified data allows marketers to precisely target specific audiences and engage those audiences across all available channels.

Actionable insights give customers the best experience at every turn.

For a company to truly deliver dynamic personalization across the entire customer journey, experiences need to adjust in a flash on every channel. There's no time for manually stitching together data. Any insights gathered will be out of date before they can be acted on. AI can automatically unify data so that marketers get insights that are up to speed at every moment—which means the content they deliver and the experiences they create are too. And as customers jump from channel to channel, predictive analytics can interpret behavior and figure out the next best step or offer to coincide with



EY connects its data and its customers.

EY's customer data was scattered across different systems, which put data security and privacy at risk and limited marketers' ability to know what their customers needed at every stage of the buying process. To better manage and utilize data, EY partnered with Adobe and integrated online and offline customer experience data into unified people and account profiles.

Challenge: Capturing real-time views of customer interactions across sales and marketing channels.

Solution: Implementing a unified customer data platform.

Result: Seamlessly accessing and analyzing multichannel data to deliver 1:1 personalized experiences across various channels.

every move along the B2B buying journey.

Data compliance turns threats into opportunities to build trust.

As customers grow more hesitant to share data and regulatory expectations become more stringent, data privacy, ethics, and security become high-stake priorities.

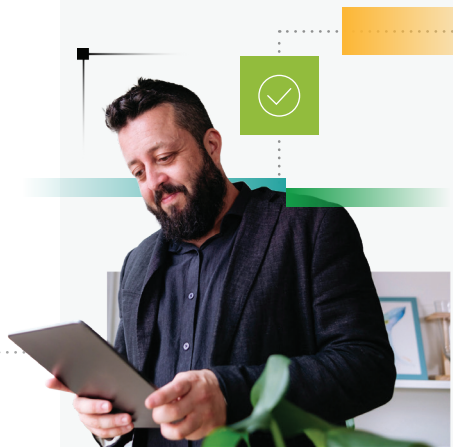
But with advanced data governance tools that keep data secure and customer privacy and preference protected, you never doubt your data again. Responsible marketing at scale depends on automated data safety controls that help you confidently operationalize data access and use to comply with organizational, industry, and regional governance policies—all of which inspires customer loyalty.

Complete your CRM data.

B2B buyers decide when to engage with sales reps. Put buyers in control by integrating sales interactions with digital interactions across channels.

A fully integrated digital experience platform can work seamlessly with CRMs to integrate data into holistic customer profiles available in real time. By combining CRM data with unidentified user data, companies get a true-to-the-moment understanding of customers that helps make every interaction impactful.

[Learn more](#) about uniting your CRM data with real-time behavioral data.



Manage your data and insights with Adobe.

Adobe has a full suite of solutions to help high-tech companies develop a unified data management infrastructure and enhance the collaboration between marketing and IT professionals.

Using Adobe Real-Time Customer Data Platform, high-tech companies can collect B2C and B2B data from across systems and unify it into secure real-time profiles ready for activation across any channel. And with Adobe Customer Journey Analytics, every customer touchpoint stays connected. Marketers can visually explore comprehensive journeys in real time for the insights they need to build incredible customer experiences at scale.

Find out more about how Adobe can help high tech create intelligent experiences with a personal touch.



Data and analytics give marketing and IT the information and capabilities needed to create and deliver outstanding experiences. But there's still more opportunity to be had.



Read the next article in this series to learn how content and collaboration can help high tech stand out with winning next-gen B2B experiences.

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