



The customer data platform that brings marketing and IT together.


Answers to five questions about deploying and running Adobe Real-Time Customer Data Platform.



Although Google announced that it wouldn't be phasing out third-party cookies until late 2023, preparing for the cookieless future is at the top of many marketers' agendas. Marketing teams are looking for ways to reduce—or eliminate—their dependence on third-party cookies while improving overall data quality and delivering personalized experiences.

The obvious solution for most organizations is to make a quick pivot to first-party data that's freely offered by customers and owned by the company. But it isn't easy. At many organizations, customer data is scattered across multiple platforms, departments, and channels. Collecting and unifying it all can require building multiple data management capabilities—and weeks or months of work for IT.

Asking IT for a ton of help can be a daunting prospect for marketing teams. Most IT departments are extremely busy and resource constrained. They may have long waiting times for requests.



Why Adobe Real-Time Customer Data Platform is better than building from scratch.

Fortunately, there is a better way. Adobe Real-Time Customer Data Platform (CDP) is designed to unify first-party data and make that data actionable for marketing teams. While you will need some assistance from a solutions architect to map data to the right schema, you won't be asking IT to build software or integrations from scratch.

Many brands struggle with the “build versus buy” question when considering customer data platforms. This fact sheet addresses five common technical questions marketers and their IT colleagues often ask about Adobe Real-Time CDP.

INDUSTRY INSIGHTS

At Panera Bread, a personalized omnichannel experience is on the menu.

Imagine this scenario: A customer working from home places an order online for curbside pickup. Their local Panera Bread café is automatically notified when they arrive in the parking lot. A team member is waiting as they pull up to the café. It's a great experience so far—but once they get home, the customer sees an item is missing. They notify the company through the mobile app and with a few clicks, they get the item remade or a credit for future use.

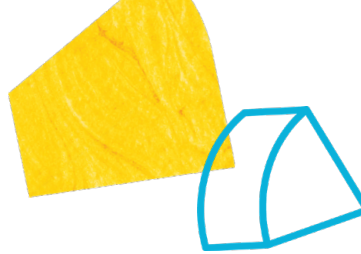
This kind of seamless omnichannel experience happens every day for Panera Bread customers. But delivering it requires analyzing millions of customer signals across the website, mobile app, and in stores while coordinating them with data from a loyalty program that is over 40 million members strong. To do all this, [Panera Bread relies on Adobe Real-Time CDP and other Adobe solutions.](#)

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Our digital strategy is focused on making great food accessible to all, removing any friction in the Panera experience and keeping customers coming back. As we roll out new capabilities, our partnership with Adobe Experience Cloud will provide us an accurate pulse on customer journeys and enable us to orchestrate great experiences in the moments where it counts most.”

George Hanson

Senior Vice President and Chief Digital Officer, Panera Bread



QUESTION ONE

How does Real-Time CDP integrate with my existing systems?

The short answer

Simply, and without a lot of extra hassle.

The longer answer

Adobe Real-Time CDP comes with a wide array of pre-built connectors to popular sources and destinations, as well as flexible application program interfaces (APIs) to build custom integrations. This means you can get critical inputs from existing sources such as your data lake, CRM, advertising platforms, and more. You can also build unified profiles and rich audience segments and activate customer data with systems that deliver experiences like personalization engines, adtech, email, and even internal systems.

If your organization has already built a homegrown customer data solution, Adobe can help your IT team set up the right connections to use that solution as a source or destination. Flexible and well-documented APIs allow Adobe Real-Time CDP to fit into your existing stack.



QUESTION TWO

How does Adobe Real-Time CDP integrate with other Adobe products?

The short answer

Very simply, with built-in integrations.

The longer answer

As part of Adobe Experience Platform, Adobe Real-Time CDP has native integrations with other Adobe Experience Cloud products. Real-Time CDP automatically ingests data through the same web SDK and mobile SDK collection tools used by other Adobe applications, which are set up to instantly take in customer data from Adobe Real-Time CDP, delivering fast and seamless operations.





QUESTION THREE

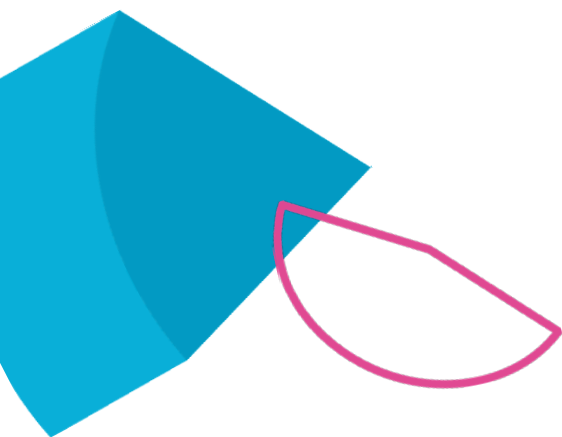
How much data can Adobe Real-Time CDP handle?

The short answer

A whole bunch.

The longer answer

Scalability is one of the most technical benefits you get with Real-Time CDP. It can grow with your needs and easily handle even enterprise-scale use cases. In fact, Adobe Experience Platform—for which Real-Time CDP is the primary customer data engine—is now managing *over 17 trillion audience segment evaluations* on average every day across its applications and services.





QUESTION FOUR

How can Adobe Real-Time CDP help my organization comply with organizational and regional data privacy regulations?

The short answer

With built-in customer privacy and patented data governance tools.

The longer answer

A whopping 96% of US consumers now say more should be done to ensure that companies protect their privacy. Adobe Real-Time CDP helps you comply with the latest privacy laws—and go above and beyond to safeguard your customers' data and earn their trust. It lets you monitor and respond to your customers' data access and delete requests under relevant privacy regulations, including CCPA and GDPR.

It also helps you ensure everyone who has access to customer data is using it appropriately. A patented governance framework assigns labels to data that flows into Real-Time CDP, data stewards at your organization set policies for how labeled data may be used, and those policies are enforced before data is activated to other applications. Compliance is addressed in one centralized data hub rather than in every individual system—saving marketers, IT, and your legal team countless hours.



QUESTION FIVE

Is Adobe Real-Time CDP on-premises or cloud-based?

The short answer

Cloud-based.

The longer answer

Adobe Real-Time CDP is a software-as-a-service (SaaS) offering delivered through the cloud. It's also designed to work seamlessly with other Adobe and non-Adobe SaaS. Because it's based in the cloud, you don't have to buy or maintain on-premises servers, software, and network equipment—saving your IT organization both time and money.



INDUSTRY INSIGHTS

Adobe uses Real-Time CDP to deliver an amazing experience for 970+ million customers.

[Adobe's Information Data Services](#) team faced a big challenge: improving the customer experience for more than 970 million customers globally. But this was difficult when it took 24–72 hours just to refresh customer profile data.

Adobe took advantage of its own Real-Time CDP to accelerate its data refresh cycle to 10–14 seconds. Today, every Adobe customer who visits the website gets a seamless, personalized experience based on their unique, unified profile stemming from over 13 real-time streaming events. And all of this happens whether or not customers are signed into their accounts.

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If you're on Adobe.com and you're making a purchase, we now know about it within seconds. And we can message you to download or launch the apps that you have access to. There's no more three-day delay between when a customer has taken an action and when we can personalize that experience for them."

Jitender Singh

Engineering Manager, Information Data Services, Adobe

Key takeaways.

Remember that Adobe Real-Time CDP:

- Integrates easily with non-Adobe software—with dozens of prebuilt connectors to adtech, CRM, email, data lake, and other systems
- Connects natively with other Adobe applications
- Scales easily, whether you have thousands of customer data profiles or hundreds of millions
- Comes with best-in-class privacy and governance features so you can comply with organizational and regional policies
- Is available as a cloud-based SaaS solution

Discover what Adobe Real-Time CDP can do for you.

[Learn more](#)



Sources

Benjamin Moskowitz, Stephanie Nguyen, Michael Cohen, and Ginny Fahs, "[Privacy Front and Center](#)," Consumer Reports, in collaboration with Omidyar Network, Fall 2020.

Vinay Goel, "[An Updated Timeline for Privacy Sandbox Milestones](#)," The Keyword, Google, June 24, 2021.



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