



Unlock your data with Adobe Commerce.

Say goodbye to data silos with frictionless data sharing for personalization.

Siloed data, broken experiences.

Companies are collecting enormous volumes of data. However, data on customers' behaviors, preferences, and interactions with the brand is often siloed across various business systems — from CRMs to commerce platforms and beyond.

That lack of a single view of the customer makes it difficult to generate comprehensive insights and impossible to deliver personalized experiences in real time. Many brands attempt to manually integrate the data, but this is inefficient, can lead to gaps, and often lacks the real-time data sharing needed for instantaneous personalization and targeting decisions.

Nearly 3 in 4 consumers are more likely to purchase from brands that deliver personalized experiences, and they spend 37% more with those brands.

At least 1/3 of brands cited a lack of customer and market insights as preventing the delivery of highly personalized experiences.

Source: Deloitte

Commerce data is critical data.

Data from your commerce platform is high-intent, first-party data that reflects each customer's direct interactions with the brand. From behavioral data that captures each click on the storefront to server-side data showing order status, order history, and more, commerce data forms a picture of the customer experience. Commerce data is crucial to personalize

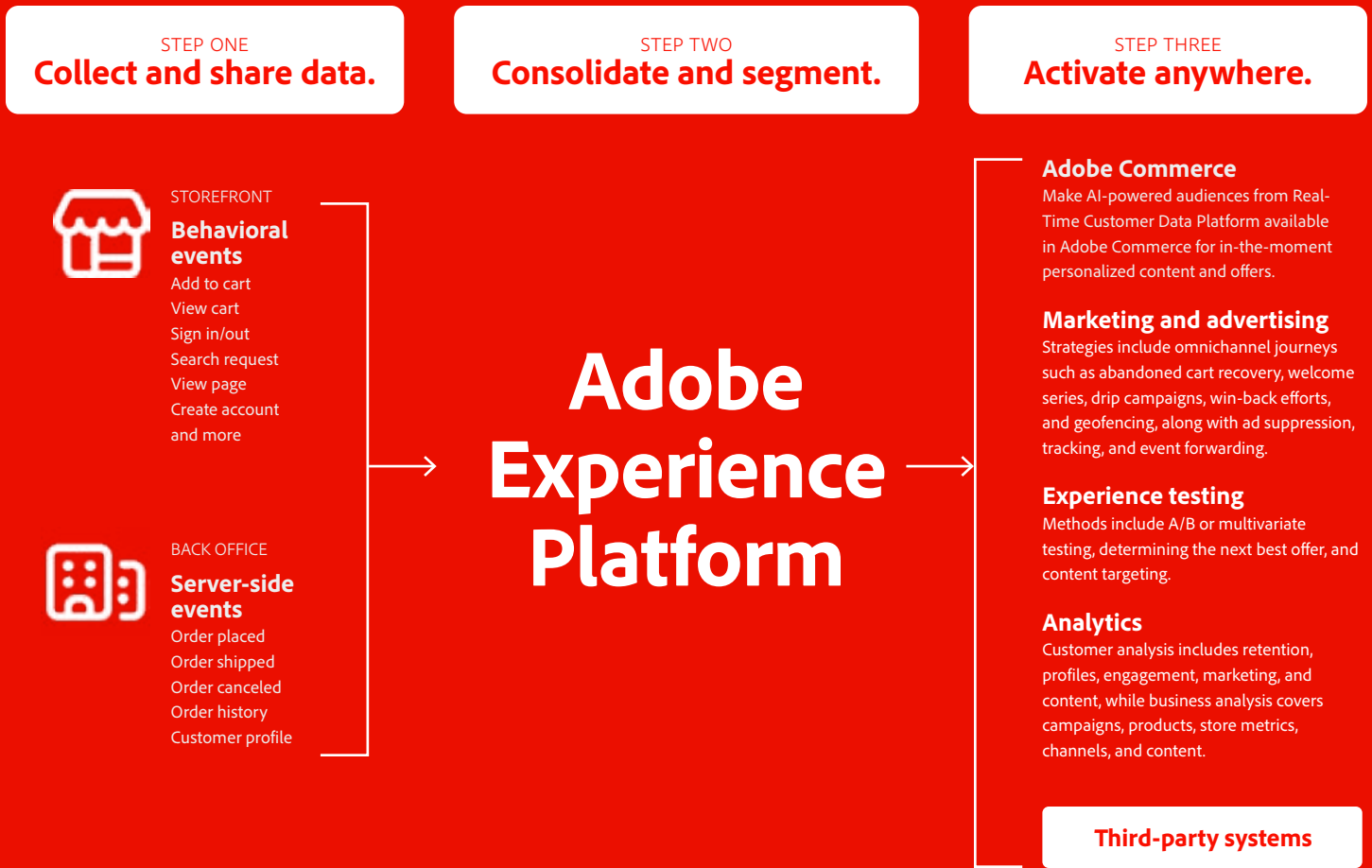
site experiences, trigger omnichannel marketing and advertising journeys, feed A/B and multivariate testing, and enable customer analysis.

Commerce data must be seamlessly shared, aggregated, and made actionable to deliver experiences, all without a ton of manual work and batch exports and imports. That is where the data sharing services in Adobe Commerce come into play.



Adobe Commerce data sharing delivers in just three easy steps.

Adobe Commerce data sharing allows you to quickly and easily break down silos, create a single source of truth, and make insights available to stakeholders across the organization to deliver real-time personalized commerce experiences, marketing and advertising, and experience testing and analytics.



Step 1: Collect and share data.

Adobe Commerce natively collects and normalizes common events, including behavioral events, such as site searches, viewing a product, or adding an item to the cart, and back-office events, such as order status. Customers can also define custom events relevant to their business. Because these capabilities are built into Adobe Commerce, customers can share data with no coding in just hours, instead of the weeks typically needed for custom tagging and integration.

As events are collected, the Data Connection extension sends those events directly to the Experience Edge where they can be picked up by Adobe Real-Time Customer Data Platform (CDP) or shared directly to other Adobe Experience Cloud applications.

Step 2: Consolidate and segment.

Adobe Real-Time CDP stitches data from Adobe Commerce with known and anonymous data from across business systems and channels into comprehensive views of each customer —

with data governance built in. It also uses Customer AI, powered by Adobe Sensei, to create granular, propensity-based segments, informed by all that rich data. Say goodbye to data silos as profiles and segments are centralized and managed in one place to be activated anywhere.

Step 3: Activate anywhere.

With events captured and rich commerce data flowing, this data can be activated in many ways, from personalizing the commerce experience to sharing with other Adobe Experience Cloud products and even third-party systems, such as PIMs, CRMs, ERPs, and more.

Audience Activation lets merchants deliver personalized content, related product rules, and promotions in real time, tailored to AI-powered segments built and managed within Real-Time CDP. Behavioral events from Adobe Commerce drive segmentation in Real-Time CDP, which then triggers different experiences for the shopper — all in real time.

Beyond Adobe Commerce, the Data Connection extension seamlessly shares data to other Experience Cloud products to power countless use cases across advertising (such as ad suppression), omnichannel marketing (such as campaigns, emails, and notifications), experience testing (such as A/B testing, next best offer) and analytics (e.g., campaign analysis, journey analysis, and more).

Our approach saves you time and money.

Adobe Commerce makes data sharing and activation across your tech stack a breeze. The UI-only integration workflow takes manual coding and tagging out of the process and drastically reduces time to value from an average of 20 days with three developers via custom integration to only one day with one developer using data sharing capabilities.

Adobe data sharing is different.

- Native support for both storefront and back-office events
- Rapid UI-only integration process with no manual coding
- Standardized data schema across Adobe applications

- Edge processing of audiences for real-time personalization

Take the next steps.

Adobe Commerce gives you a powerful toolkit to create compelling, personalized experiences at scale, boosting shopper engagement, conversion, and revenue.

[Learn more](#)

[Grow with Adobe Commerce](#)

Sources

["Personalization: It's a Value Exchange Between Brands and Customers," Deloitte Digital, 2024.](#)

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