QUIZ

Your self-guided data and insights infrastructure evaluation.

Learn what it takes to deliver hyper-personalization in high tech.

In our digital-first world, every brand is vying for customer attention and loyalty. And while engaging content and personalized journeys are paramount, it all starts with data. This means that one crucial way to stand out in the crowded digital marketplace is to turn your data into insights and your insights into hyper-personalized experiences. Whether you're looking to remove friction from your customer journeys or discover missed opportunities for growth, you need quality, well-managed data.

How to take this 5-to-10-minute quiz.

In this quiz, we'll show you a few of the most important aspects of a strong data and insights infrastructure that can help you support your objectives. Take this chance to think about where your company is already succeeding and identify possibilities for improvement. And if you don't know an answer to any of the questions in this quiz, don't worry—just take your best guess. Think of this as a tool to help you on your way to delivering the relevant experiences that speed up your customers' buying journeys. Last of all, be sure to keep track of which answers you pick as you go, so you get to the right results at the end.
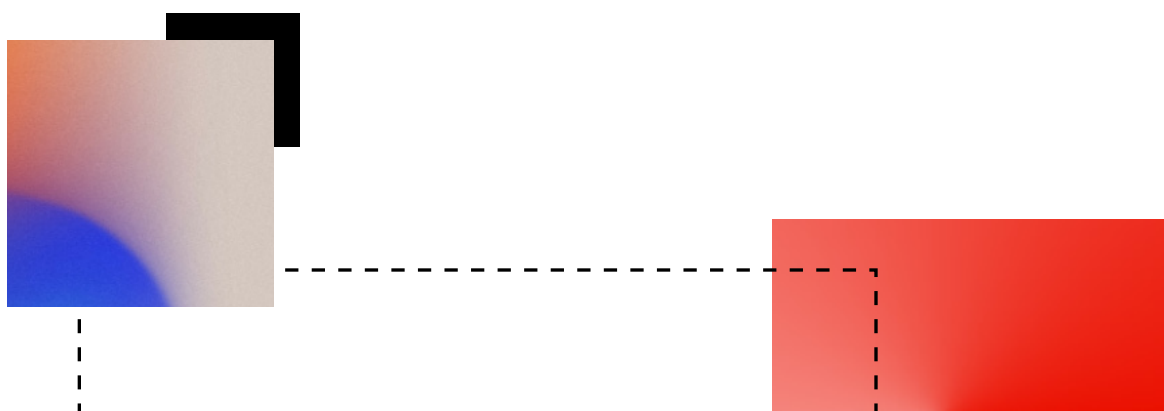
Your self-evaluation starts here.

1. Is your martech stack consolidated and effectively integrated?

A   We've reduced duplicative solutions and integrated our marketing tools, analytics, and more on a platform that connects data and shares a common user interface (UI).

B   Although we've made progress in removing legacy applications and connected a few of our marketing tools, there are still a few outliers.

C   We operate in a siloed environment that uses a collection of different tools that have a difficult time connecting to each other, which causes challenges in understanding our customers and gaining insights we can act on.

One of the first and most important steps you can take on your personalization journey is consolidating, modernizing, and standardizing your technology. Audit your current tech stack across the enterprise and eliminate any duplicate capabilities and custom connections that require ongoing maintenance. Make sure it's also integrating data, content, and journey orchestration tools with a similar UI so that your teams can ramp up faster and improve adoption. By doing this, you can reduce costs and boost marketing and IT agility—all to support great customer experiences.

2. Does your martech stack need to be evaluated or refreshed to remain competitive now and in the future?

A No, we've made sure to invest in industry-leading tools designed to support customer experiences now and scale as we grow into the future.

B We're currently looking for new, better tools to replace our old ones.

C Yes. We rely on older legacy technology that gets the job done but that probably won't help us stand out in the long term.

Once you have the tech in place that has the right capabilities to power customer experiences, it's important to check if your tools are all working well together—and working for your team. You can't expect to deliver the best experiences if you're not using the best tools—or even better, an integrated platform. Customer needs change every day, as do policies and technologies—and you need to invest in a tool that can keep pace with those evolving needs. For example, digital marketing is set to undergo a massive change when third-party cookies go away. Ensure that you invest in cutting-edge tech that can handle this seismic change and any others that come your way so you can keep delivering personalized experiences.

3. **Do you and your teams have the tools to tap into the power of your first-party data to improve the customer experience?**

A We can automatically stitch all anonymous and known interactions with a customer as well as all zero-, first-, second-, and third-party data—across our CRM, behavioral analytics, customer service, and more—into a single profile that helps us get a complete view of each customer in real time.

B We have a CDP that helps us connect and unify much of our first-party data, including behavioral or browsing data, but our profiles don't update in real time. And although we can enrich those profiles with third-party data, we struggle to connect known and unknown interactions to the right customers.

C We use limited first-party data, like demographics or transaction data, which we capture at the channel level. But we're unable to enrich or connect that data across our online and offline channels and devices, and we can't connect known and unknown interactions into a single profile.

If there's one thing that's true about your customers, it's that they expect quick, easy experiences. This means that you'll need to stay sharp to take advantage of every chance to connect with your customers. Being able to stream and ingest your customer data in real time is imperative to hyper-personalization. When you're able to do this, you can immediately respond to customer information or behavior and act on insights in the moments that matter most.

4. Are you able to comply with data regulations as they evolve, as well as customer privacy and consent preferences?

A Our system can scale quickly so we can automate compliance with the latest data regulations, which then allows us to focus on meeting and responding to customer data preferences.

B We meet data regulations and most customer preferences, but we struggle to adapt quickly when they change.

C We mostly comply with data regulations—and responding to customer requests regarding their data requires manual, cross-department input that often costs a lot of time.

The digital age comes with many benefits—but it also comes with risks. Data breaches and other misuses of data are all too common, and a single misstep is enough to lose customers forever. When evaluating your infrastructure, be sure to check that data protection, compliance, and governance features are all built in. Not only will this help you stay compliant with the latest policies, but it'll also keep your data safe. And that gives both you and your customers peace of mind.

5. How do you use predictive models and personalization algorithms?

A   We use artificial intelligence (AI) and robust omnichannel data to deliver predictive insights and analytics that help us adapt and personalize experiences to deliver value to the business.

B   We use cross-channel data to develop predictive models that support some personalization strategies.

C   Most of our analysis is descriptive rather than predictive (e.g., summarizing historical patterns or trends versus statistical models, next-best actions, or identifying high-value customers).

It's unreasonable to ask even the best teams to try and manage the endless stream of data that you collect. That's where AI and machine learning come in. The potential of such capabilities—when applied to data and insights tools—is massive. Whether you're looking to identify trends, improve segmentation, get contextual insights, or predict customer churn and conversion, AI and machine learning can help.

6. Are you performing end-to-end journey analysis to adapt your strategy and actions for each customer so you can build the best journey possible?

A We've integrated intelligent decision-making with our CMS and journey management systems to turn real-time data into advanced insights. From there, we can deliver hyper-personalized experiences powered by AI and informed by our integrated data, insights, and content outputs.

B We can view some customer journey data, but it's difficult to access, doesn't update in real time, and isn't integrated with our CMS or journey management tools. As a result, we can personalize to an extent but there's sometimes a disconnect on the back end between insights and content.

C We're only able to measure basic channel or campaign performance, and our manual reporting requires significant effort. And because few or none of our systems are integrated, it takes even more time and effort to personalize and deliver experiences.

Optimizing experiences isn't a new concept. But doing it at scale and being able to automatically find and deliver the best result might be. Still, with the right technology in place, it can not only become a staple of your business—it can completely revolutionize the way you deliver experiences. Because when you can determine the next best step to serve each individual customer exactly when they want it, that's the kind of interaction that keeps people loyal.

7. How do you create and share customer segments?

A   We can dynamically segment our audiences based on real-time behaviors and activate experiences accordingly across multiple channels and platforms. Plus, with the help of AI and machine learning, we can predict behaviors to identify and segment customers or leads who are most likely to engage, churn, or more.

B   We get a fairly comprehensive view of our customers based on some omnichannel data sources like attributes, behaviors, or spend. This lets us segment audiences and build experiences across channels—but they're not as fast or predictive as we'd like.

C   We have to manually ingest data and build customer profiles that are segmented based on limited customer information. It's also tough for us to act on the data from those segments and profiles and turn them into experiences we can deliver across channels.

It's no use spending the time, effort, and resources on a cutting-edge data solution if it's not built to instantly update your customer profiles and segment them in real time. You should look for tools that can segment your profiles into specific groups to enhance your targeting efforts—and empower you to immediately act on your insights. And if it's all powered by AI and machine learning, you'll be well on your way to a future-proof tech stack that allows you to stop reacting and start predicting. And stay one step ahead of customer expectations.

Now that you've finished your self-evaluation, it's time to tally up your results and see where your organization lands.

- **Mostly A answers**
  means you're on the *cutting edge.*

- **Mostly B answers**
  means you're *emerging.*

- **Mostly C answers**
  means you're in a *nascent* phase.

Find the right category on the following pages to learn a bit more about where your business is at—and what possibilities are in store.

Cutting edge

Your business is on the *cutting edge*—you're ahead of the curve.

You're no stranger to personalization. It's likely that your company has an enterprise-wide strategy for hyper-personalization, complete with a roadmap that ladders up to the overall vision. And your KPIs and teams are probably all built to support that vision. If that's the case, well done—but your work's not done just yet. No matter how far ahead you may be, competition in the high-tech industry is fierce. And that means you need to keep finding ways to evolve your strategy to stay ahead.

Learn how we're helping the high-tech industry establish the data and insights foundations that keep them one step ahead.

Get details

Emerging

Your business is *emerging*—but there's still work to do.

You're well on your way to consistently delivering hyper-personalization. But you may have noticed a few bumps in the road. While your company might have a holistic strategy everyone can agree on, you may still be onboarding new technologies—and dealing with old ones. And even though people generally seem to agree that personalization is important, your KPIs and team organization don't reflect that just yet.

The good news is that there's always room for improvement. And no matter where you are in your journey, Adobe is here to help. Learn how we're supporting the high-tech industry in its personalization journey.

Get details

Nascent

Your business is _nascent_—and opportunity is knocking.

You may be facing challenge after challenge in this stage, whether it's disparate legacy tools, siloed teams, or a lack of company-wide strategy. But being in this stage represents massive opportunity with lots of untapped potential. As with any undertaking worth the payoff, it's going to take some investment—in the right tools, strategies, and processes—to deliver the hyper-personalization that customers expect.

Learn more about how to get started with your data and insights journey—and how we're especially qualified to help.
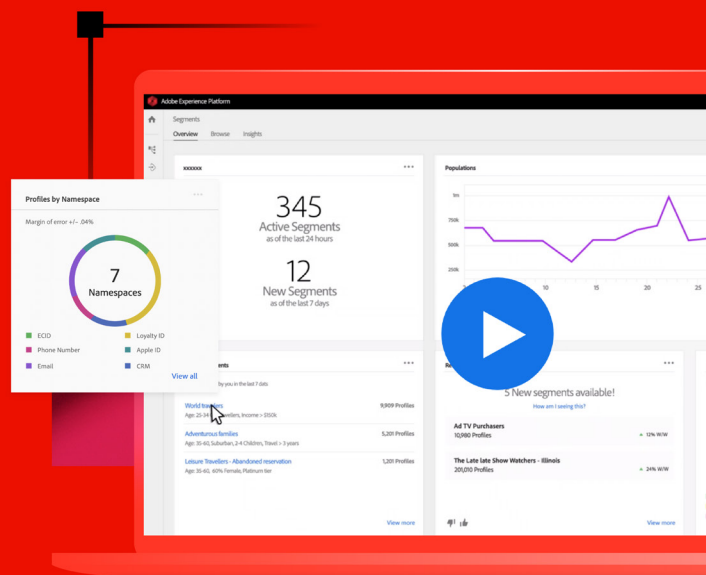
Get details

Adobe can help.

No matter your business's maturity level, we're here to help at every step of the journey. With our industry-leading solutions, you get a powerful data and insights infrastructure built to stand the test of time—and experience.

Adobe Real-Time Customer Data Platform stands in a league of its own, ready to fuel your customer experience efforts with powerful real-time profiles, patented data governance, privacy-safe partnerships, and so much more. And with its prebuilt integrations across our other tools like Adobe Journey Orchestration and Adobe Customer Journey Analytics, you get a single solution to build incredible high-tech experiences that stand out. Plus, with our modern cloud-based architecture that supports both B2B and B2C models, we can help you quickly and easily get your experiences up and running across your entire company.

Learn more about how we're helping high-tech brands succeed with hyper-personalization.

Get details