

# Data Modernization: The Key to Transforming Customer Engagement

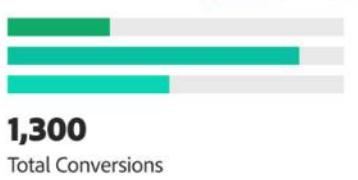
Ask AI Assistant

Which audience has the highest conversion?

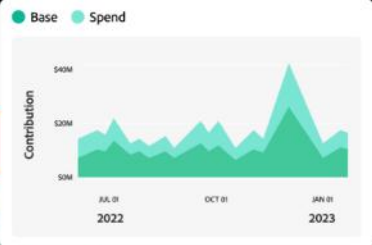
● Emails  
**51%**

● Paid media  
**32%**

● Social  
**17%**



Contribution by date and base media



# Our speakers



**Dave McNamee**

Director, Product Management  
Adobe



**Nate Smith**

Director, Product Marketing, Analytics  
Adobe

HOPE THIS EMAIL FINDS YOU WELL



HOW THIS EMAIL FOUND ME

I DON'T KNOW WHO YOU ARE



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EMAIL MARKETING WAS SUPPOSED TO SOLVE ALL MY PROBLEMS

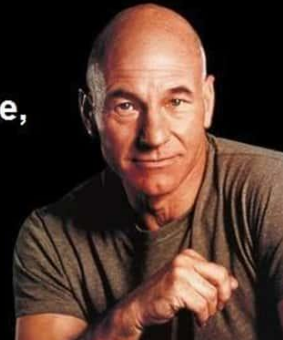


YOU SENT THE SAME COUPON CODE 4 TIMES IN A ROW JANET. THEY NEVER CARED

YOU'RE IN MARKETING?

"Use the force, Harry"

- Gandalf



HOW ARE YOU PERSONALIZING TO DRIVE ENGAGEMENT?

MARKETERS TRYING...




TO TRACK DATA ACROSS MULTIPLE PLATFORMS

WHY IN THE WORLD



ARE YOU NOT TRACKING CONVERSION

# What we hear from CXOs: Customer Analytics



The Total Economic Impact™ Of Adobe Real-Time Experience Data Platform, Journey Optimizer, And Customer Journey Analytics

\*Forrester TEI Study, 11/23

Adobe

The image shows a man with glasses looking at a laptop screen. Overlaid on the screen are several data visualization elements: a line graph with a grid background, a bar chart, and a circular chart. The text 'The Total Economic Impact™ Of Adobe Real-Time Experience Data Platform, Journey Optimizer, And Customer Journey Analytics' is prominently displayed. Below this, there is a quote from a Forrester TEI Study dated 11/23. The Adobe logo is visible in the bottom left corner.

# What we hear from CXOs: Customer Analytics

*“Legacy tools couldn’t fully unify and visualize data to illustrate the total context of the customer journey, which limited analysts and marketers’ ability to engage customers more effectively. The speed with which marketers could analyze data was **slow and not in real time, hindering marketers’ ability to follow up with customers.**”*



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*"A lack of security and accuracy of data. Integrations between legacy customer data and marketing solutions required regular maintenance from IT to ensure data was pulled through correctly. Interviewees had seen data leakage or incomplete data sets moving between solutions depending on the tightness of integration."*



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*"Interviewees across organizations relayed that using customer data to inform personalized experiences was too laborious to carry out at scale and in real time."*



\*Forrester TEI Study, 11/23



# Business Impact is Material

“ Personalization leaders have more digital customer relationships, and their customers **spend 30% more** than customers as a whole in their category <sup>\*</sup> ”

“ Companies that put personalization and AI at the center of their customer strategy are **growing 10 percentage points faster** than personalization laggards <sup>\*</sup> ”

The **#1** response to enable faster customer engagement & relevant customer engagement: **Analyzing customer data to provide personalized experiences**. Slow response times and inconsistent messaging are most likely to erode customer trust<sup>^</sup>

The **top barriers** preventing martech from having a positive impact on customer trust include **difficulty measuring ROI of marketing, integrating tech, and poor data quality**<sup>^</sup>

<sup>\*</sup>Boston Consulting Group, September 2024

<sup>^</sup>HBR Analytics Services, January 2025

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# Market Dynamics Demand Analytics Modernization

## RISING CUSTOMER EXPECTATIONS



### Business Need

Analyze customer data sequentially; easily identify friction at any point in the customer journey

## DATA CONTROL



### Business Need

Purpose-built customer analytics platform to transform and analyze customer data—at scale

## INSIGHT ACTIVATION



### Business Need

Direct interoperability with activation platforms and insight activation in the moments that matter

## AI-ASSISTED & ON-DEMAND

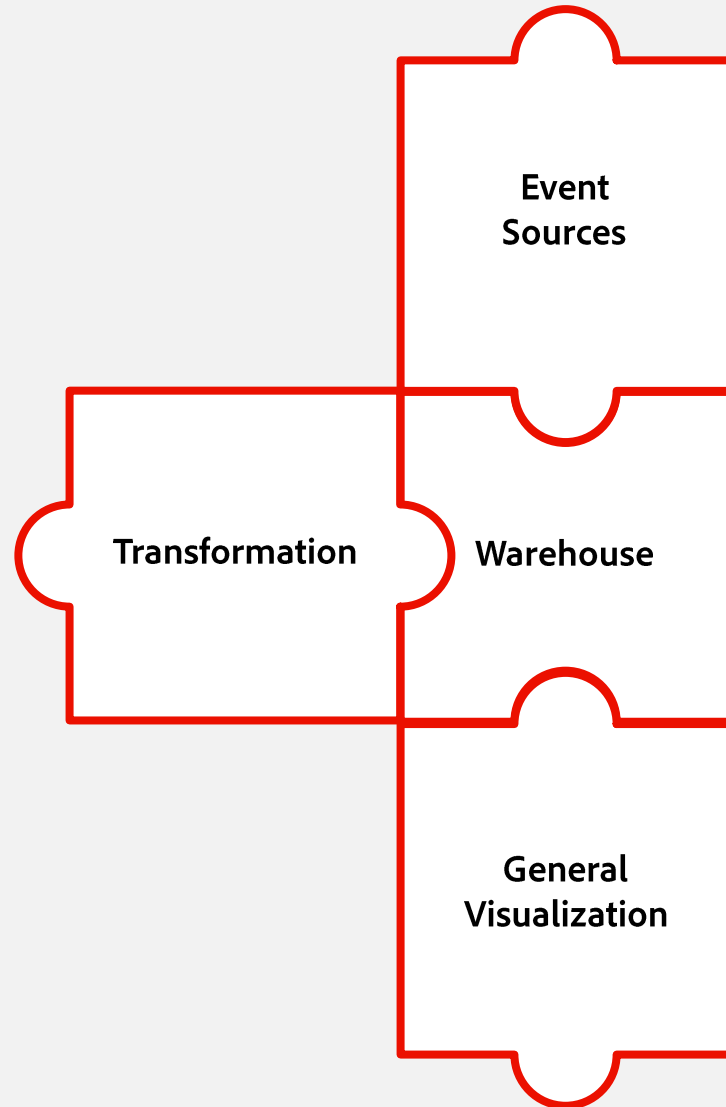


### Business Need

On-demand and AI-assisted analysis for every team—product, marketing, business



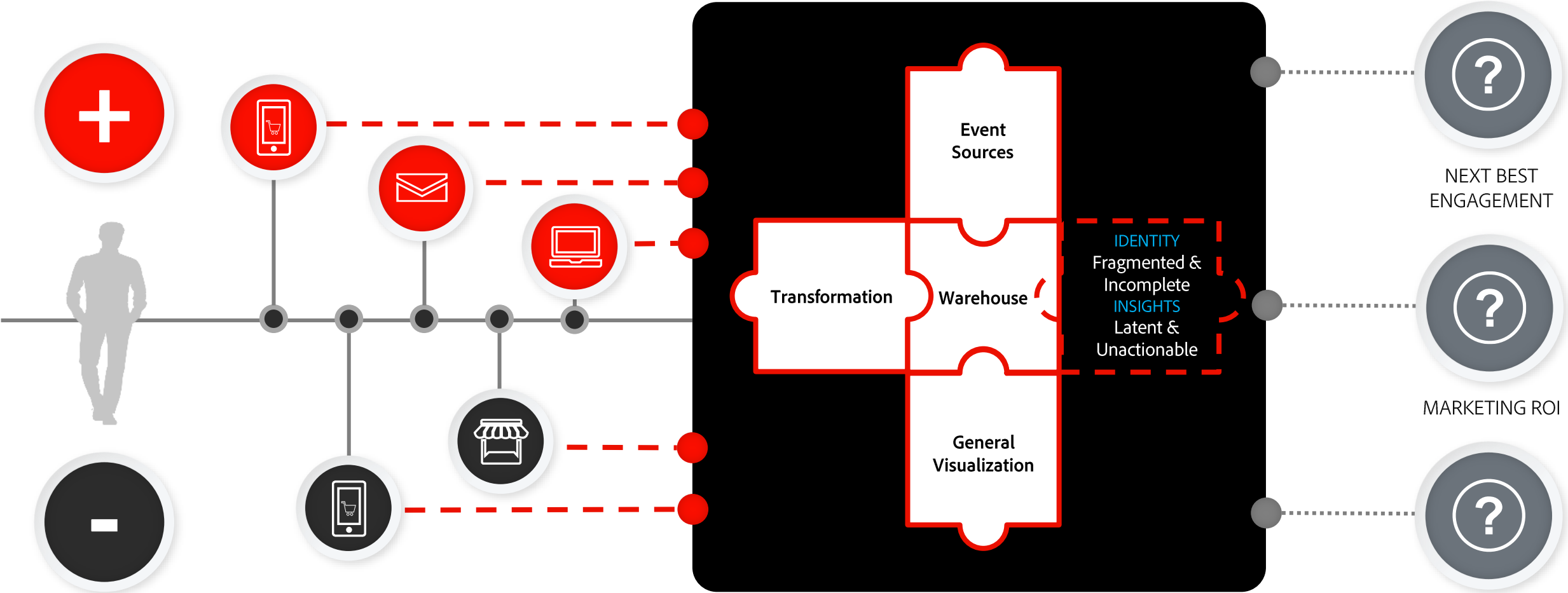
# Challenges with today's customer analytics approach



- 1 Traditional BI processes are slow and resource intensive**
- 2 General purpose BI tools require pre-aggregations and significant upfront planning**
- 3 Complex analysis is expensive**
- 4 BI tools are disconnected from recommended actions**

# Extracting and using insights is an incomplete & insufficient process

Every interaction begets new insights to personalize the next interactions for millions of other customers





**ANALYTICS  
MODERNIZATION**

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**GENERATIVE AI**

**DATA ACTIVATION**

**ON-DEMAND DATA  
MANIPULATION**

**DATA CONTROL &  
GOVERNANCE**

**PROFILE & IDENTITY**

**INTEROPERABILITY**

# Rapid analytics = rapid learning = rapid impact

## With Omnichannel Insights & Analysis



Connect identities and interactions across channels, devices, and time for fast, holistic analyses.



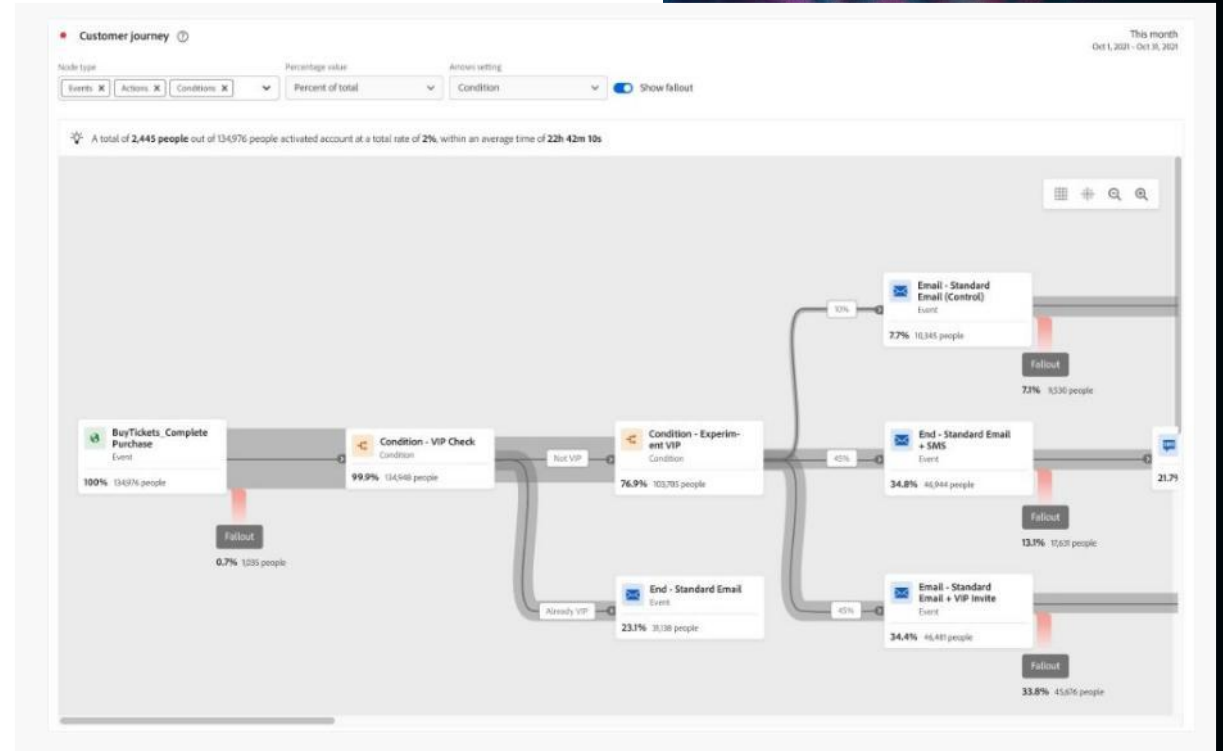
Understand integrated marketing performance by connecting engagement across campaigns, channels, and content.



Measure and optimize for CLTV, attribution, and retention. Identify obstacles to conversion, retention, and satisfaction.



Leverage AI to speed up analysis, surface hard-to-find insights, predict buying group and customer behavior, and ask questions in natural language.



## Business Impact

Increased analyst productivity by **30%**

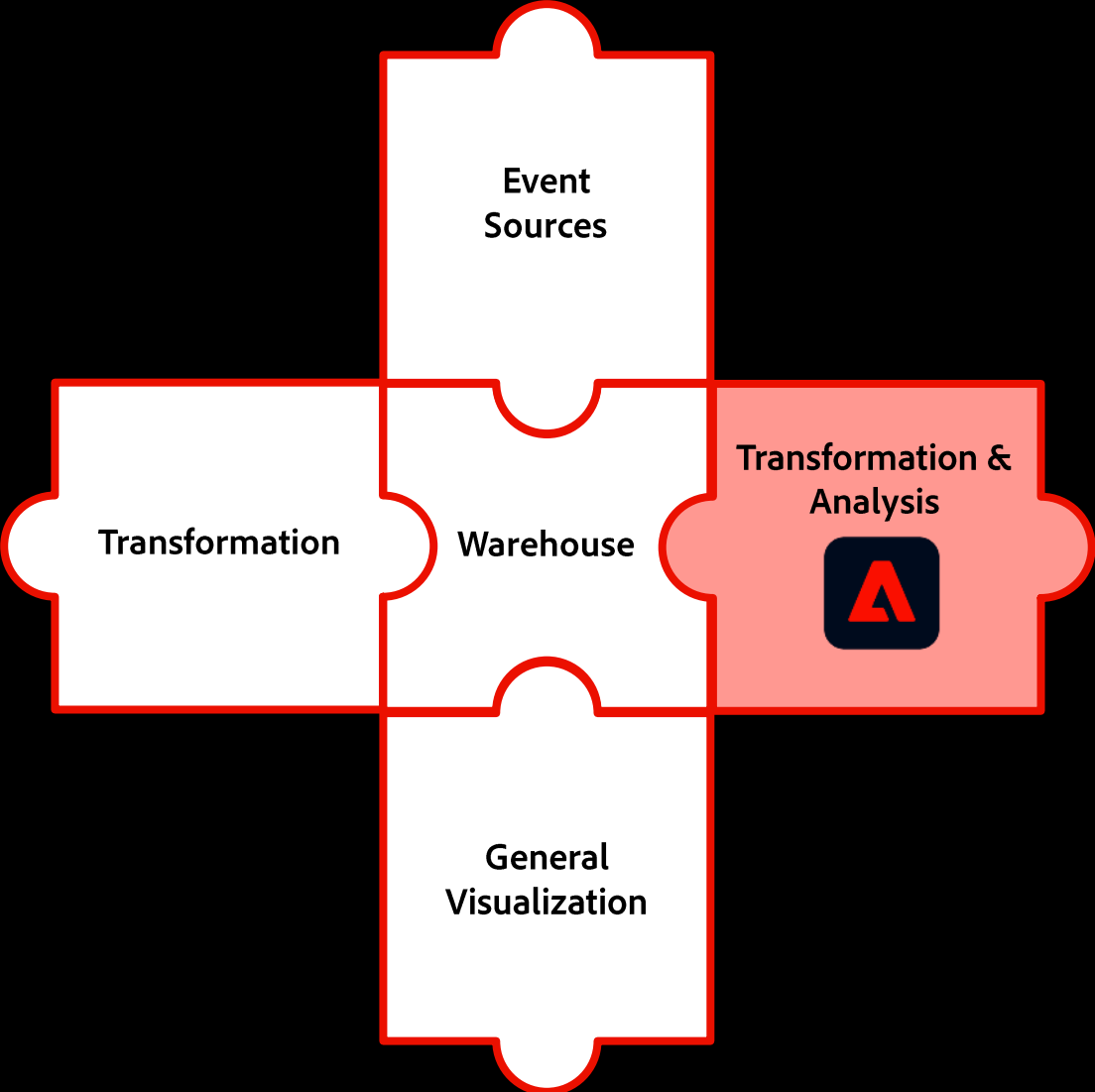
Discovered **70%** of offers irrelevant

Savings of an estimated **\$1,500** per business question

**90%** reduction in latency from the ingestion to actioning of customer data.



# Customer Journey Analytics is the missing piece to the data ecosystem



Query Performance & Scale



Flexibility & Insight Discovery



Complex Business Questions Answered Quickly



Next-Best Experience

# Adobe Analytics to Customer Journey Analytics Evolution

- Unlimited metrics & dimensions
- Create metrics from dimensions and dimensions from metrics
- No more “uniques exceeded” – analyze the entirety of your data w/o limits
- Bring in data from multiple sources and channels
- Query the data at sub-second speed
- Rationalized customer identity across channel, systems and time
- Bring in historical data out of order (or remove it) at any point
- Retroactive data restatement and correction
- On-demand and retroactive data manipulation
- Rich Python and R integrations
- AEP Query Service for direct SQL access to the raw data
- Experimentation Panel –run experiments on any data, not just Target data
- Custom, retroactive sessionization of the data
- Full Table Export: a vastly superior alternative to AA Data Warehouse
- Retroactively define Marketing Channels
- Metric forecasting: built into the tool whenever you do a trended report
- Guided Analysis
- Intelligent Captions: explain data & charts in natural language using GenAI
- CJA BI Extension: connect CJA seamlessly to PowerBI or Tableau

The CMO's ultimate goal is to gauge their influence on the total customer experience, intending to enhance customer satisfaction, engagement, advocacy and revenue.

This is what CJA was purpose-built for. It is not an AA upgrade. It is a transformational initiative.



# Data Modernization via Customer Journey Analytics

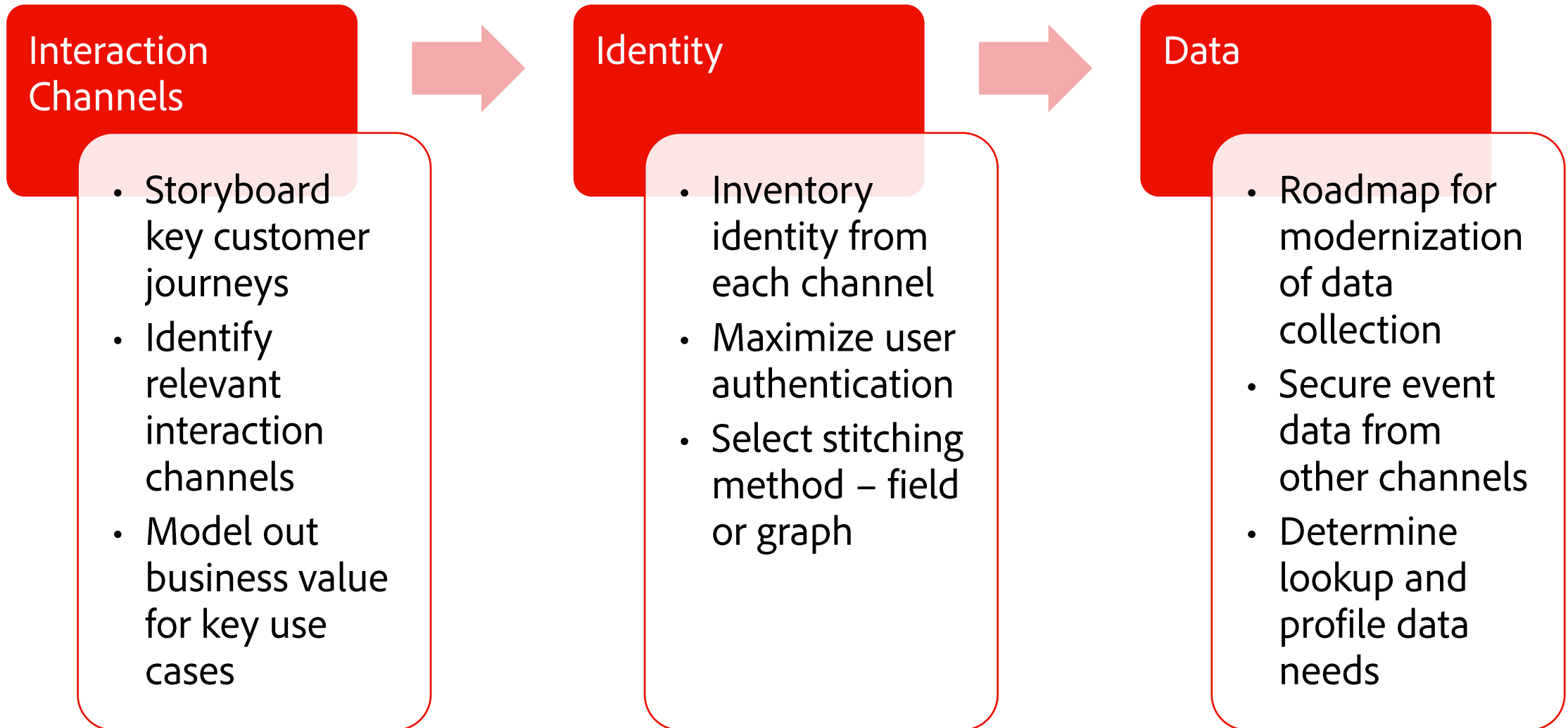
Creating a unified view of your customers' experiences across all interaction channels

**Adobe**





# Prepare to go from digital analytics to omni-channel analytics



# Enterprise-grade CJA implementations

Complete coverage of interaction channels

Digital data collection using modern libraries

Batch or streaming ingestion of non-digital interaction channel data

Profile augmentation through CRM data ingestion

Add any relevant dimensions to event-based journey analysis

Increase audience relevancy for activations through Real-Time Customer Data Platform or Journey Optimizer

Reporting and analysis flexibility through report-time processing

Create Data Views – fully configurable purpose-built analysis environments

Handle late-arriving data or easily re-state history



# Questions & Answers



# Related Content

Adobe 2025 AI and Digital Trends report:

<https://business.adobe.com/resources/digital-trends-report.html>

Adobe Solution delivered a 431% ROI:

<https://business.adobe.com/resources/reports/total-economic-impact-rtcdp-ajo-cja.html>

AI-powered enhanced insights with Adobe Customer Journey Analytics:

<https://business.adobe.com/products/adobe-analytics/customer-journey-analytics/ai-driven-insights.html>

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