

Give your data the tools to work.

Customer data – every organisation has it. Every customer experience (CX) leader in every industry needs it. Every customer expects experiences that require it. But data in and of itself loses its value if you're not able to bring it all together and activate it across platforms in real time. That's what makes Adobe products so powerful. We provide all the data management and operation solutions you need to provide your customers with the best experience right when they need it, wherever they may be.

Adobe Experience Platform is the most powerful, flexible, open system on the market for building and managing complete solutions that drive customer experience. It's the foundation of Adobe Experience Cloud products and other customer-owned applications. It takes all your customer data – online and offline – and transforms it into rich customer profiles that update in real time.

With application services like Customer Journey Analytics and Real-time Customer Data Platform (Real-time CDP) that are powered by Experience Platform, you can understand each customer and their journey across platforms and activate customer experiences at the perfect time using artificial intelligence (AI) and machine learning (ML).

The single interface for real-time, cross-channel analysis and visualisation makes it easy for anyone within your organisation to understand and use customer data to improve experiences at scale. And with privacy by design baked into all our products, organisations across industries can easily comply with all the regulations they need to serve their customers well.

While every industry and business is unique, we all share the common need to make better use of our data by creating personalised experiences in real time. Challenges and approaches may vary, but we can all learn from each other. Take a look at businesses across industries – media and entertainment, travel and hospitality, manufacturing, high tech and telecommunications – that use Adobe solutions to achieve better customer experiences.



Entertain your customers in real time.

Media and entertainment companies are no strangers to great customer experiences. In fact, they're built on them – so it's no surprise that many media and entertainment companies use Experience Platform to deliver real-time customer experiences. They understand the need to decrease time to insights and gain visibility into product engagement – often on a global scale. Because media and entertainment companies have been forward thinking when it comes to experiences, many have been gathering massive amounts of data across platforms and are now plagued with siloed data that leads to disconnected analytics and reporting. Experience Platform helps with all of that.

For example, a large entertainment company based in the United States wanted to revolutionise their ability to use data to create real-time personalised connections. They integrated Experience Platform into their existing technology stack – Adobe Analytics, Adobe Audience Manager, Adobe Experience Manager, Adobe Target – to deliver cross-solution customer interactions.

"We've been able to deliver the interactive experience and visuals on our websites utilising the content we have in our digital asset manager, with the powers of Adobe Experience Manager to host the page, and Adobe Target to do the personalisation," says the director of data and analytics platforms for this media and entertainment company. "And we added Adobe Experience Platform to help us understand the customer we're speaking to. It's revolutionary."

They also added Real-time CDP, Customer Journey Analytics and Experience Platform Consulting Services to provide ongoing analysis and personalised customer profiles. With the holistic view of each customer journey, they were able to triple their email campaign engagement and reduce offline reporting latency by seven days.

They were also able to augment online and offline data with AI and ML learnings. Using marketing-friendly dashboards, they increased organisational efficiencies.

“ The promise of artificial intelligence and machine learning will allow us to move from binary personalisation into more real-time dynamic personalisation and merchandising of our offering.”

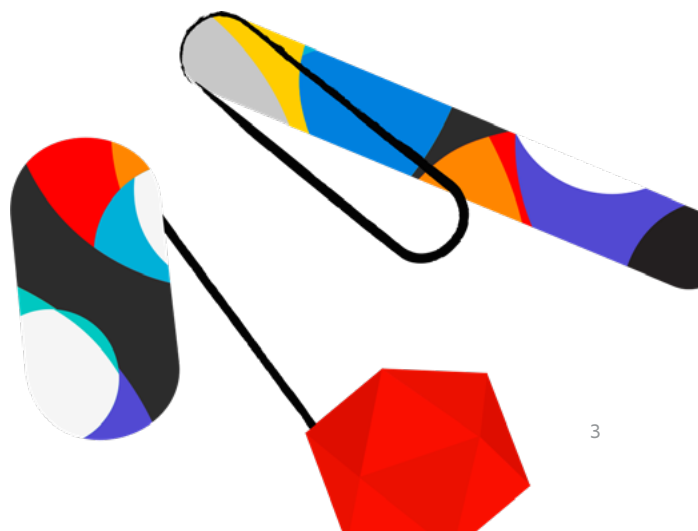
Director of Data Analytics Platforms

Media and Entertainment Company

Another media and entertainment company turned to Experience Platform and Customer Journey Analytics to get a more granular view into user behaviour, allowing further segmentation and analysis based on a new behavioural trait – time. They were able to reduce their time to analyse data, get more customer engagement insights and ultimately develop a more sophisticated digital engagement strategy.

This same company needed to convert global currency into a single currency for reporting to allow executive decision-making and faster time to market using insights. They were able to automate and consolidate revenue from 174 currencies supported in Adobe Analytics into one currency in Customer Journey Analytics.

They also combined data in Customer Journey Analytics from 21 different Adobe Analytics report suites to access a data view across and within disparate platforms. Using Experience Platform, they now have a more holistic and accurate view of cross-platform audience engagement. They are now able to target individual users on cross-sell opportunities.




Personalisation at scale for travel and hospitality.

Travel and hospitality companies are very familiar with the need to act in real time based on customer decisions. COVID-19 has only increased that urgency. With the need to limit person-to-person contact, travel and hospitality companies are focusing on ways digital experiences can help. Experience Platform is uniquely positioned to connect individual experiences across platforms to give customers a smooth – and safe – journey.


A travel and hospitality company that specialises in consumer and small business travel wanted to maximise the value of their customer data. They specifically wanted the ability to collect, unify and activate information to create real-time personalisation across touchpoints.

With Experience Platform, this company was able to scale with 2,900 attribute schema of Real-time Customer Profiles to drive personalisation and targeting globally across brands.



“ I couldn't be more sold on Experience Platform. Let's continue to partner in closing the show and share with the rest of our business why Platform is what we need throughout our business to anchor our data and centralise each of our brands.”

Director of Data and Analytics Platforms
Travel and Hospitality Company



They've used expansive consumer data sets to power AI analysis and deep-data insights for marketing execution. With the help of Experience Platform Consulting Services, they are ready to launch Customer Journey Analytics soon. They're also ready to start Experience Platform Query Service to enrich A/B testing analysis of livestreamed data.



Global manufacturing requires global compliance.

Manufacturing companies are looking for ways to create more value with customers, distribution partners, retailers and suppliers. To do this, they need to develop more personal relationships across the board. Experience Platform helps unify the customer view and get real-time customer insights to deliver targeted messages using AI and ML. It can be done at scale, globally across markets. And when you're doing business globally, regulations need to be addressed.

A multinational manufacturing company not only needed to use data to streamline their workflow, they needed to meet international data regulations. Experience Platform and Experience Platform Consulting Services were able to help them integrate data silos across their organisation to allow for effective corporate, privacy and legal policy compliance.

"Global brands are starting to use data to build and deliver customer experiences across different channels in real time," says Ronell Hugh, head of product marketing for Adobe Experience Platform, media and advertising solutions at Adobe. "Adobe Experience Platform provides an industry-first, extensible governance framework and workflows for data stewards and line-of-business data consumers to help operationalise these data governance policies."

Experience Platform helped this manufacturing company see a 50 percent reduction in manual effort needed to fulfill data privacy requests. They now have plans to use real-time activation of profiles across Experience Cloud to help with next-page personalisation.

Another manufacturing company used Experience Platform to improve operational efficiencies between teams. Experience Platform allowed their marketing teams to use one platform to gather and use online and offline data at scale. They were able to improve workflows and reduce costs by standardising data management and governance across markets.

High tech sees high data speeds.

To stand out in high tech, companies need to consistently deliver valuable experiences. High-tech companies are constantly innovating and so are we to help support them. Experience Platform uses AI-driven insights to help companies deliver the right experiences across every channel – at the exact right moment. To do this effectively, you need to connect all your data and provide experiences that use that data.

Like many companies, a high-tech company we recently worked with had a lot of data sources that needed to be consolidated for analysis and use. They turned to Experience Platform to stream online and offline data into one central repository.



"If you're on our website and you're making a purchase, we now know about it within seconds," says the senior manager of information data services at a high-tech company. "So, we no longer message you with a call to action to buy the product. Instead, 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 personalise that experience for them."

After implementing Customer Journey Analytics and Journey Orchestration, this high-tech company moved from a 72-hour data refresh cycle to 14 seconds, which lets Adobe solutions target the customer at the exact right time. They were able to consolidate customer data into more than 970 million unique profiles, allowing each customer to be treated as they are now, not as they were a few days ago.

Deals worth calling home about.

Telecommunications (telecom) companies are all looking to be consistent and relevant as customers move online and offline. With so many channels at play, the ability to deliver adaptable experiences has become essential to maintain relevancy. Experience Platform and its ability to work with solutions across Experience Cloud allows telecom companies to deliver the right experience to their customers whenever their customers engage.

Customers love deals, and companies realise the ability to send deals in real time can be the difference between a loyal customer and a fair-weather friend. A large telecommunications company was feeling the heat to provide customers with tailored deals in real time. They also wanted to improve their customer onboarding and ensure long-term customer loyalty.

This telecom company refreshes their customer data set into Experience Platform daily. Using Adobe Campaign, they send emails with a custom middleware which fires in the header, taking advantage of both Experience Platform for the most recent Real-time Customer Profile information and Adobe Target for the most relevant content.

Email interaction data is tracked in Adobe Analytics and simultaneously updated in Real-time Customer Profile.

"Their Experience Platform steering committee has prioritised cross-channel prospect and customer retargeting use cases," says Brian Jungles, senior program manager at Adobe.

"We're diving into discovery and project planning, creating a business requirements document, change management plan and enablement plans for them. We'll iterate through activating permutations of the customer and prospect cross-channel retargeting use case through 2020."

Customers of this telecom company are now guaranteed the most relevant content, whether they open the email on the same day or days later. Previously, they were only able to personalise the email at the time it was sent.

