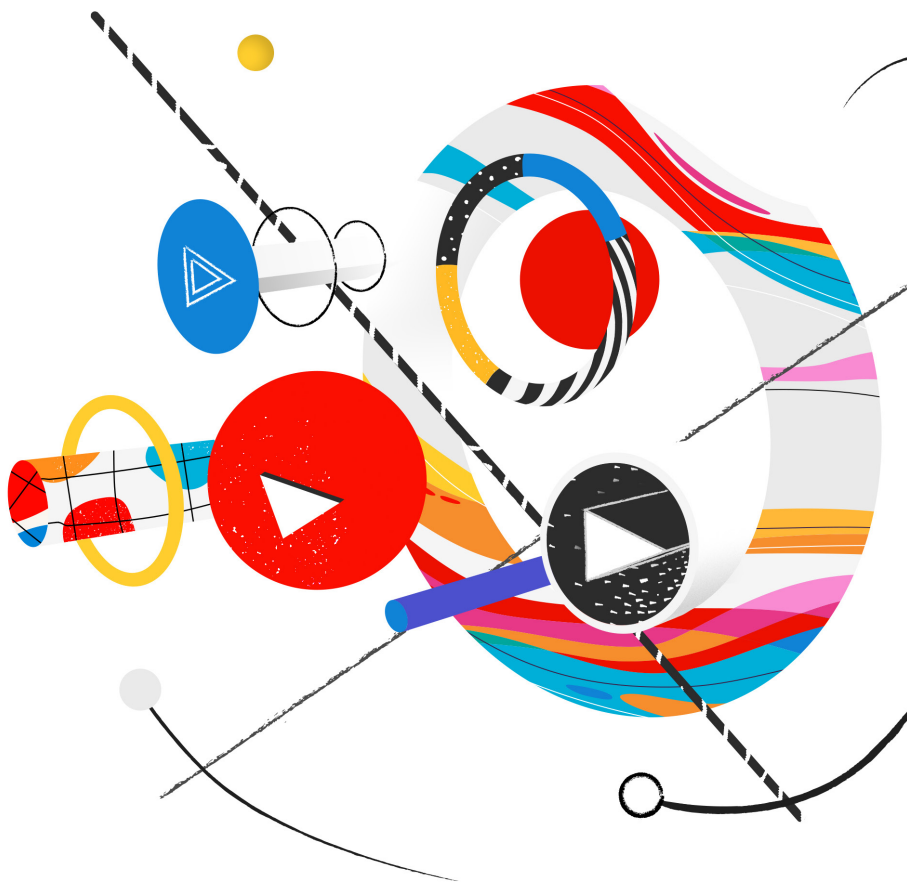




Meet the moment.

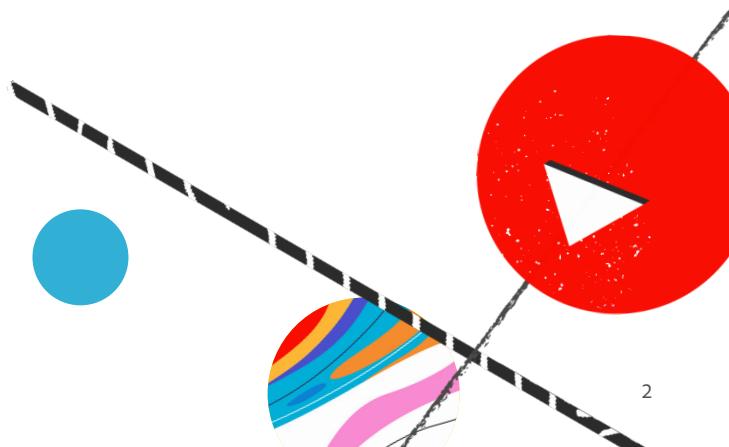
There's no time like real time for delivering great media and entertainment experiences.



You've just finished binge-watching your favorite show on Netflix. The credits start rolling, you're getting up from the couch, and suggestions for more shows pop up on the screen. One sounds great, so you sit back down and push play.

Few companies are better than Netflix at meeting their customers in the moment. Everything they do is data driven. They ingest more than 2 million data events per second and query more than 1.5 trillion rows per day to get detailed insights on what we're watching, if we watched the entire show, and how far into the season we went. Most importantly, they have access to it all in real time and can put it into play at just the right moment.

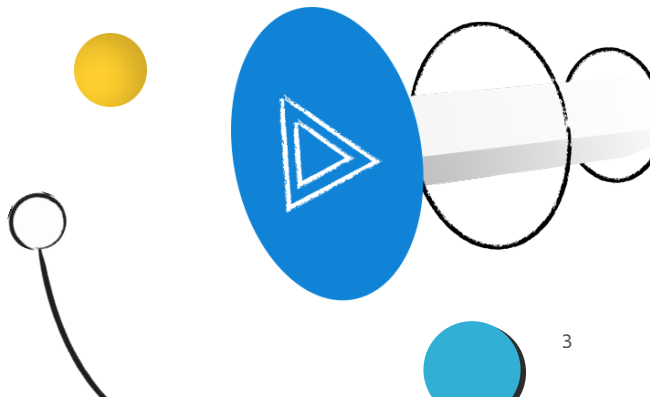
That's because great customer experiences happen in real time. Not days or weeks after a customer engages. When you can build a bridge between real-time insights and real-time action, you can deliver highly relevant experiences—right when your customers are ready to engage.



A smarter approach to customer intelligence

Today's viewers have all kinds of touchpoints for consuming your content. On your website, YouTube, and social media properties. On laptops, phones, and TVs. In your app. And sometimes in person. When you gather all of that data, across the entire customer journey and across all of their devices, you gain valuable context about each step in their engagement. Especially if it's in real time. Connect that data to the actual customers via real-time profiles, and it becomes even more valuable. You'll have the complete picture required to send the perfect experience at the perfect time.

For example, if someone cancels their subscription, rather than wondering why, you could see what content they'd been consuming, how long it's been since they last logged on, and if they'd recently contacted your call center. Then you can use that information to send a compelling offer inviting them to reconsider.



Real-time customer profile

Identities	Devices	Segmentation	
ECID: 4647729...	Desktop	Followed Guide	Web
UUID: 46378701...	Mobile	Paid User	Social
CRM ID: YAuPQ1K...		Creator	Download
Email: srose@outlook.com			



Customer profile



Customer: Sarah Rose

Name: Sarah Rose

Email: srose@outlook.com

Gender: Female

Age: 33

Country: United States

Experience events



Mobile

- Visit Social App
- Scrolling on Instagram
- Install Streaming Service
- Create ID
App guided tour
Identify favorite shows



Cross-channel

- "Upgrade to Premium"
→ Opened, clicked
- "Thank You for Renewing"
→ Opened, clicked



Desktop

- Open Streaming Service desktop app
- Login with ID
- Install Streaming Service

Real-time customer profiles give you a holistic view of who your customers are and how they're engaging with you. When Sarah Rose canceled her subscription, you can see she'd used your app and website, but canceled via the call center. This kind of information helps you deliver the right offer, through the right channel, to come back.

“Real time, real time, real time”

“I’ve been working on video analytics for years, and all I ever hear is, ‘Real time, real time, real time,’” says Danielle Doolin, Adobe senior product marketing manager of video analytics. “Marketers need real-time data to understand what’s trending and optimize content for their users.”

Real-time profiles, complete with individual customer attributes and behaviors, let you create robust audience segments. Then, with streaming segmentation, you can update those segments in real time in response to user activity. This ensures your target audiences, and the experiences you deliver to them, stay relevant—so you not only retain your current customers, you also attract new ones. The more relevant the content, the longer viewers stay engaged, the more content they consume, and the more ads they see.

“In addition to improving customer engagement, real-time data can be used to automate contextually relevant routing across marketing touchpoints,” says Larissa Klitzke, product marketing manager at AppsFyler, an Adobe partner. “Powered by cross-platform attribution, deep links can deliver customized onboarding and re-engagement experiences based on real-time consumer actions.”

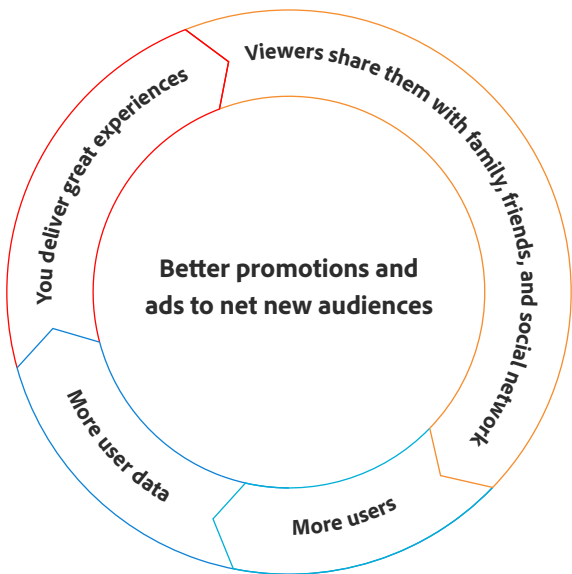
“When you can tie this real-time data to actual users and their consumption habits, you can really be in touch with where that user is in the subscription cycle,” says Doolin. “Are they a prospect? A new subscriber? Are they about to churn? Having that vital

information about your customers is really exciting, especially for media and entertainment.”

The latest data collection technology allows you to use customer journey analytics to connect all of this customer information to all of the channels and devices they’re using—smartphone, desktops, mobile apps, voice assistants, and more to personalize their experiences in real time.

And the benefits extend beyond delighting your customers. People who have great experiences are likely to share them with family, friends, and social networks. And since we’re more likely to trust recommendations from people we know, this can lead to more user and performance data, which helps inform the creation of better promotions, recommendations, and ads to net new audiences.

Real-time profiles help your business grow and thrive





A real-time engine to act on insights

"Data is coming in at high velocity," says Matt Skinner, Adobe senior manager of product. "Marketers need a system that can handle all of that event data, tie it to their attribute data like CRM and subscriber data or the profiles they've created, and then put it to use."

Hulu and Disney really understand the value of rich customer profiles connected to a robust customer data platform. Now that Disney is a majority owner and controller of Hulu, they're in a better position to look at all of their customers, including groups of customers like families, to understand their relationships to all of their content and properties. And then act on it.

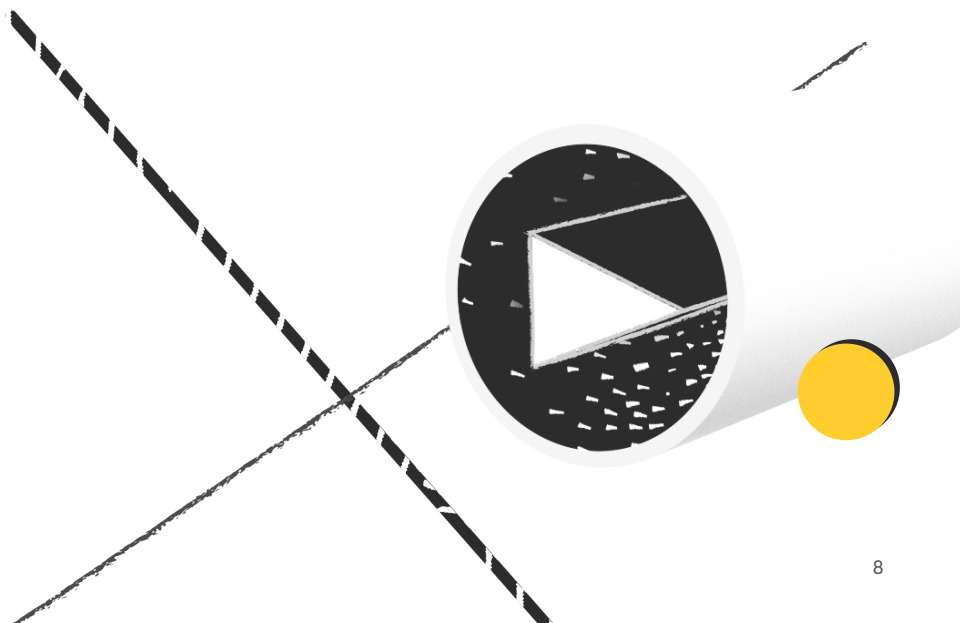
Consider a family with kids. As long-time subscribers to Hulu, they recently added Disney+ to enjoy their animated movies plus the Marvel and Star Wars movies. With this cross-service value chain, Disney could leverage the vast amounts of data the family generates to enhance their experience in Disney theme parks.

Hypothetically, let's say the family has recently been working their way through the Star Wars movies before a trip to Disneyland. Disney could take that knowledge repository and use it as the family moves about the park. Using their Magic Bands data system,

Disney would know exactly when the family is in line to ride “Star Wars Galaxy’s Edge.” Then, if Chewie is nearby, send them an alert to get an autograph afterward. They can also suggest watching the next movie in the franchise in their hotel room that night, and send a 30 percent off promotion for its merchandise.

That’s the potential of real-time data. And how it can help you deliver experiences that meet the moment. As this example shows, the benefits of such granular insights can directly impact the bottom line across any organization—streaming services, telecom, sports, publishing, and more.

For instance, publishers can use these insights to create really in-depth audience segments and sell them to advertisers interested in targeting granular groups of users. And if you’re selling space on your site, get a premium for such granular data.



Insights for all



All the data in the world won't do you much good if you can't act on it quickly. That's why it's important to have a cloud-based platform that unifies all of your systems and then democratizes the data. That way, anyone who needs real-time data insights will have them at their fingertips—whether they're marketers, owners, licensees, ad salespeople, program developers, or any other role that has analytics needs.

You'll be able to quickly see what's happening or trending and immediately act on it—making decisions on which content to serve up, what to market, what to license, and which programs and products you should be producing next.

Let's go back to our Netflix example. Using their rich customer data and algorithms, they can determine which shows to greenlight for production—even determining which directors to use, which genres, which actors and actresses to cast, even which geographies to set them in. And when new content production is down, like during the coronavirus restrictions, rich customer data allows them to optimize their existing content libraries.

A real-time customer data platform makes this possible by reducing the time and resources needed to prepare and normalize your data. AI and machine learning present data insights in a standardized format so they're easy to analyze and understand. Then, the platform automatically connects to the right channels and devices, which deliver truly meaningful experiences based on those insights.



Preparing for a world without cookies

Consumers are growing more and more concerned about privacy and how their data is being used. And rightly so. With pressure mounting from consumers and privacy advocates, third-party cookies are slowly being phased out.

For example, Apple has blocked all third-party cookies in its Safari browser, and Google announced that it would start phasing them out in its Chrome browser sometime in 2022. Also, with Apple's release of iOS 14 in 2021, apps will be required to request user consent for device-based tracking. This will limit the use of their Identifier for Advertisers (IDFA) and tighten privacy regulations for mobile attribution. When changes like these become the norm, companies may not be able to accurately measure ads or other analytics without specific technology for capturing, managing, and protecting their own first-party data.

Second-party data will also play a vital role and will get a big boost from privacy-first workflows that allow you to share audience segments with other companies. Look for a customer data platform that has capabilities for second-party data relationships. This is important for operators and programmers who need video ratings. Or for expanding your reach and interactions with your audiences. Say you're an e-sports platform. It might make sense to forge a data relationship with a league entity popular with some of your audience segments.

Building out first- and second-party data capabilities will give you a huge leg up when we actually get to the point of a cookie-less world. “Looking forward, it’s about re-embracing and owning the relationships with your customers—not outsourcing it,” says Mike Grier, Adobe industry strategy leader for media, entertainment, and communications. “You have to understand what it is they want, how they interact with your products, even how they pay you. They all come into play.”

Onboarding and activation come into play as well, and when you control your first-party data, you can make those experiences better, too. “First-party data and onboarding should be considered mission-critical table stakes immediately because external sources of data are going away—and getting a cookie-less first-party data program operational can take many months,” says Nancy Marzouk, founder and CEO of identity resolution firm MediaWallah, an Adobe premier partner. “Marketers need to restart the strategic work now around how they’ll continue to build customer data profiles efficiently and accurately in order to get a better understanding of their customers and serve them the right experiences.”

Consider Epic Games’ lawsuit against Apple and Google over their app store policies. “It’s about more than Epic Games not having control of payments,” says Grier. “It’s a signal that the company wants to control the relationship they have with their customers, and more of the personalization piece.” If Epic could gather and manage their own data on their 250 million players, the potential for enhancing their customer experiences is immense—especially with the creativity they’ve already exhibited in their games.

Many companies are in a similar position. They might not be battling the big giants' platform policies, but they are facing a decision—to go with the status quo by outsourcing their data, or to build the capacity to manage it themselves. Choosing the latter now means they won't have to scramble tomorrow. More importantly, they'll have the robust data capabilities needed to survive and thrive today.

Yet, as we move toward a world without third-party cookies, and brands find ways to identify their customers and their relationship to the brand—they're going to have to be diligent about data privacy, exposure, and how they govern their data. Any customer data platform will have to meet CCPA and GDPR regulations, and quickly adapt to new legislated changes.

The right technology will make these data transitions easier. Choose applications with those capabilities built in and you'll earn the trust and loyalty of your customers who share their data with you.

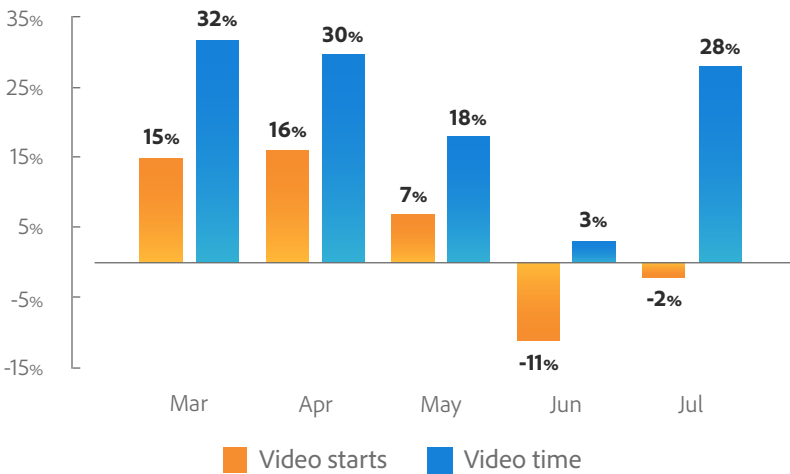


The art of what's possible

As a marketing or technology professional in media and entertainment, you're tasked with huge responsibilities. And the pandemic has only made them harder.

[Deloitte](#) reports that the average U.S. consumer subscribes to four video streaming services, up from three before COVID-19. But they also found nine percent have both added and canceled at least one paid service, suggesting more churn as consumers seek value. That means it's even more important than ever to innovate in how you provide that value.

Video starts and time year-over-year growth (U.S. 2020)

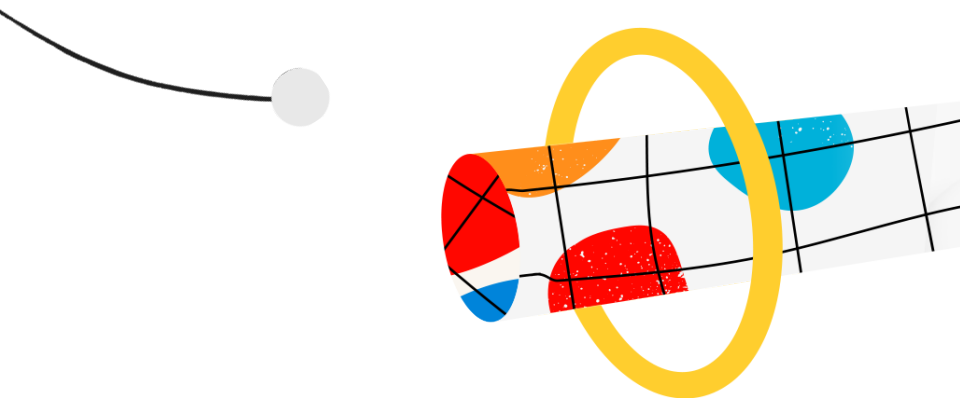


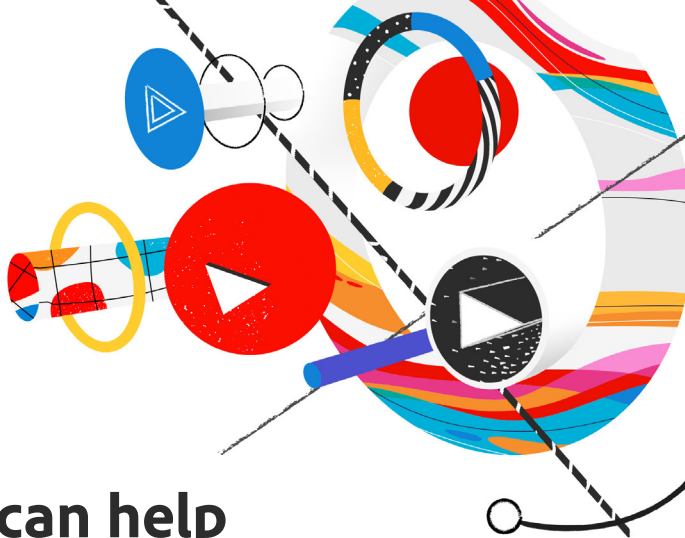
Shelter-in-place orders have greatly impacted video consumption in the U.S. in 2020. A surge in July correlates with a re-emergence of COVID-19 cases.

Disney planned to release the film version of Lin-Manuel Miranda's *Hamilton* this past summer. But with theaters completely shut down, they pivoted and released it on Disney+ instead. They promoted it heavily in the weeks leading up to their July 3 launch with special offers bundling Disney+, Hulu, and ESPN. Yet they also took the bold step of canceling their free trial shortly beforehand, so people had to subscribe to watch it. According to [Forbes](#), the *Hamilton* debut resulted in a 74 percent jump in Disney+ subscriptions over the Independence Day weekend (752,451 worldwide and 458,796 in North America).

There's no saying how many of those new subscribers will stay with the platform. But if Disney can capture real-time data about who they are and what they do, and then keep them as delighted as they were with *Hamilton*, they have a good chance of turning them into loyal customers.

You can do the same. Know your customers. Know their behaviors. Know what they're doing in the moment. And you won't throw away your shot.





Adobe can help

You may have all the data you can handle right now. But if you don't have the ability to truly blend it all together and allow everyone to access it, you won't have a true understanding of your customers or be able to dig deep into their customer journeys.

Adobe gives you those capabilities with Real-Time Customer Data Platform and Customer Journey Analytics—both built on Adobe Experience Platform. Customer Journey Analytics helps you gain an in-depth understanding of your customers and their behaviors across every step in their journey. Then, with the powerful engine in Real-time CDP, join it all together into a single interface, tie it to individual users, and use AI and machine learning to deliver highly personalized experiences to the right people at the right time.

Learn more about our [Real-time Customer Data Platform](#) and [Customer Journey Analytics](#).

[Get details](#)

Sources

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Scott Mendelson, "'Hamilton': A Spike in Disney+ Subscribers Can't Yet Compare to Global Theatrical Box Office Success," Forbes. July 6, 2020.



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