



10 essential experience management capabilities.

Learn how Adobe Experience Platform can help you transform your business.




Delivering a great customer experience (CX) across channels is at the top of the list of priorities for most businesses. And with good reason. According to research from Adobe and Forrester, experience-led companies grew revenue 1.7 times faster and increased customer lifetime value 2.3 times more than other companies in the past year.

But surprisingly, according to a recent report by Gladly, only 38 percent of businesses describe themselves as truly “experience-led.” This is troubling when you consider that more than 70 percent of consumers say one of their biggest frustrations is repeating themselves multiple times when interacting with brands. Sixty-four percent say they “feel like a ticket number” when they ask for help.

In addition to expecting personalisation, your customers show increasing concerns about data privacy. Across the globe, regulations and standards for data privacy are becoming stricter, more pervasive, and more actively enforced.

For marketers and IT professionals, it’s challenging to create truly personalised experiences at scale while adapting to changing privacy regulations. Adobe Experience Platform meets your customer expectations by transforming all your data—Adobe and non-Adobe—into customer profiles that update in real time and reside in a single, centralised repository. Much more than just a customer data platform (CDP), it delivers powerful intelligence features to help you analyse data and gain insights. In addition, it helps you easily automate data governance policies and achieve compliance with the latest regulations and standards. Recognising these capabilities, Gartner recently named Adobe a Leader in its *2021 Magic Quadrant for Digital Experience Platforms*.



This eBook takes a look at 10 key capabilities of Adobe Experience Platform and describes how they can help you transform the customer experience.

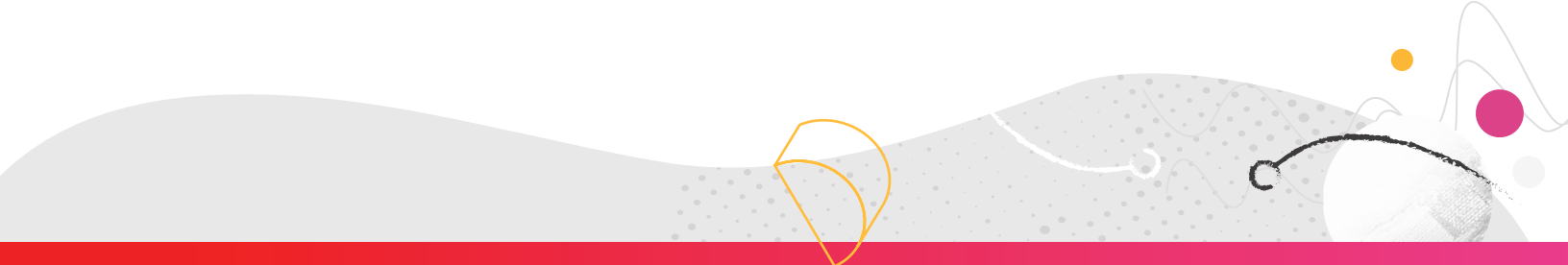
Table of contents

1. Unite data from all your channels.	4
2. Quickly and accurately resolve identities to know your customers.	5
3. Enrich customer profiles in real time.	6
4. Ensure compliance with changing data privacy regulations.	6
5. Build strategies for a “cookieless” world.	7
6. Uncover insights that identify opportunities.	8
7. Give marketing teams access to AI-powered analytics.	8
8. Empower your data scientists to do more in less time.	9
9. Create hyper-personalised experiences.	10
10. Accelerate application development.	11
Take the next step.	11

1. Unite data from all your channels.

It's clear that today's consumers and business buyers interact with brands through multiple channels—mobile, social, email, events, and so on. Customers connect on multiple devices, and their information is fed into various systems—including CRM, ERP, and marketing automation—with data collected at each step. More often than not, this information resides in silos across an organisation in various formats—both structured and unstructured. To ensure that data is truly useful and delivers insights you can act on, your business needs a centralised, 360-degree view of the customer.

The right customer experience platform can help you build meaningful, multidimensional customer profiles based on individual preferences, behaviours, purchase history, needs and challenges, and so on, combining all types of internal and external data. Adobe Experience Platform does this while also standardising all your customer data, regardless of source, so that you can readily access and use it across the organisation.

A decorative graphic at the bottom of the page featuring a light gray background with wavy lines and a pattern of small dots. Overlaid on this are several abstract shapes: a yellow outline of a stylized 'D' or 'C' shape, a white circle with a black outline, and a solid pink circle. A black line with a circular end also curves through the design.

The right mix of systems and platforms will help you streamline workflows and processes, unify data and content, and optimise the customer experience.

2. Quickly and accurately resolve identities to know your customers.

According to a 2020 survey by Statista, the average individual has access to more than 10 connected devices in their household, and individuals have access to more than two computers and more than two mobile devices. You need to know if a device belongs to someone your brand already knows, or someone new to you. Adobe Experience Platform helps you see people instead of devices—identifying existing versus potential customers so that you can deliver a more personalised and consistent experience.

For example, if a returning customer visits your website, you want to be able to Recognise that individual and provide relevant information and offers. Amazon, for example, does this well when selling books to Kindle readers. Both the Kindle device and web page offer the customer several new titles that have been specially selected to match past preferences for author, theme, fiction versus nonfiction, and so on.

With Adobe Experience Platform, you can visualise a customer's journey across multiple channels sequentially, putting each action into context and enabling cross-channel analysis of customer behaviour.

Adobe relies on Experience Platform to connect with 970 million customers.

The solution that would eventually become Adobe Experience Platform started with a simple question: Could we create a single offering that would change the nature of our customers' experiences? We wanted to unify all customer data in one data platform, and stream online and offline data into a central repository. Nothing else on the market came close to doing this. So we designed Adobe Experience Platform, giving us the power to consolidate customer data into more than 970 million unique profiles and speed up the data refresh cycle from 24-72 hours to 10-14 seconds.

The new platform became a "single source of truth" that captured an accurate view of each customer and allowed for the right experience at the right time. As a designated repository for every single customer profile, Adobe Experience Platform gave us the 360-degree view we'd been looking for.



3. Enrich customer profiles in real time.

Today's digital interactions occur in seconds or milliseconds, with customers jumping quickly from web page to email to online chat to call center. One of the top frustrations for customers today is having to repeat themselves when seeking assistance—explaining their issue over chat, email, and then finally having to phone the call center to repeat everything yet again. If you can track and capture the behaviour of customers moment by moment, you'll be miles ahead in retaining loyalty and building your brand.

Adobe Experience Platform helps you know your customers' behaviours and attributes by integrating all their data—behavioural, transactional, and demographic—into a complete profile. The platform then automatically updates the customer's profile in real time, so that anyone in your business (sales, help desk, chat, accounting, and so on) is fully up to speed at every interaction. The help desk employee will know immediately, for example, that the customer who is calling has just returned a product online.

4. Ensure compliance with changing data privacy regulations.

With rapidly expanding data privacy regulations, it's crucial that you're able to handle customer data properly and respond quickly to customer requests for disclosing or deleting data. It's also important to make sure employees comply with new data privacy rules—and that privacy preferences are immediately reflected everywhere they need to be.

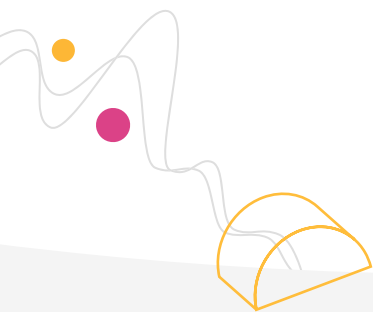
The built-in governance and data privacy features of Adobe Experience Platform help your entire organisation stay in compliance with evolving rules without having to do custom development. These features also help define and enforce compliance rules so that your employees can't use data in ways that are inappropriate. Adobe Experience Platform also integrates with leading consent management platforms (CMPs) for data privacy protection, including OneTrust and Sourcepoint.

Read our recent guide [*Building Consumer Trust with Data Governance*](#) to learn how to organise your data governance through technology, processes, and roles so that your customers feel safe giving you the data that helps you personalise their experience.

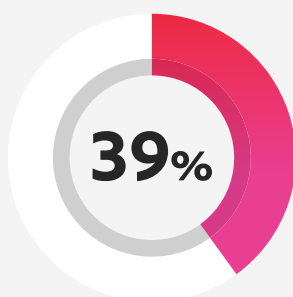
5. Build strategies for a “cookieless” world.

While Google has delayed the deprecation of third-party cookies until 2023, you can adopt data strategies now to better position your company for the future. Without third-party tracking cookies, every business will need to rely much more on first-party and second-party data to truly understand their customers' interests, preferences, and challenges. And find new ways to gather this data.

A recent survey by Epsilon found that about 80 percent of marketers are either very (39 percent) or moderately (41 percent) reliant on third-party cookies to help deliver personalised experiences. This very likely means that strategies like loyalty programs that reward customers for sharing data will become even more popular because they are an effective way to gather personal details and learn more about customers. Adobe Experience Platform helps you create customer profiles that reflect all customer interactions with your brand, including participation in loyalty programs, calls to customer service, purchase history, preferences, and so on.

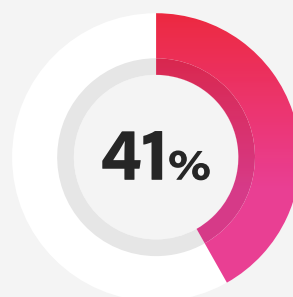


About 80 percent of marketers are either:



Very

or



Moderately

reliant on third-party cookies to help deliver personalised experiences.

6. Uncover insights that identify opportunities.

All kinds of useful insights hide within your customer data—especially if you can combine data from multiple channels. These insights can help you streamline the customer journey, uncover new markets, and find opportunities to cross-sell and upsell. They can also help you design and create new digital experiences.

Adobe Experience Platform applies artificial intelligence (AI) and machine learning (ML) to the challenge of understanding your customers. The platform comes with predictive intelligence from Adobe Sensei built into its core. Adobe Sensei is the intelligence layer of Adobe Experience Platform that delivers the AI and ML tools that make it easier to create compelling, personalised experiences, make informed decisions, and take actions that achieve results.

7. Give marketing teams access to AI-powered analytics.

Traditionally, data science and big data analytics have been solely the realm of statisticians, PhDs, software developers, and other specialists. This is gradually changing as powerful AI features become available in many applications and platforms.

By combining the power of AI with intelligent web services, business users now have ready access to advanced, AI-powered predictive analysis. The “democratisation of AI” basically gives anyone in your marketing organisation the power to predict customer behaviour, measure the impact of a campaign, and achieve a better return on investment. Adobe Experience Platform delivers this capability, making AI features available to business users through intelligent services, without support from scarce and expensive data scientists.

Your marketing analysts can easily set up predictions specific to customer experience use cases, and then activate those predictions in Adobe Experience Platform, other Adobe solutions, or third-party applications. You then start improving ROI with new self-service workflows, custom configurations, and flexible options to act on predictive insights.

8. Empower your data scientists to do more in less time.

No question, there is still a huge need for data scientists. And the good news is that not only is the power of AI now more accessible to business users, but it's also becoming more sophisticated and useful to data scientists—they can tackle bigger questions and perform more ambitious analyses.

Adobe Experience Platform automates and simplifies the data science workflow. As a result, your data scientists work faster and more effectively. For example, with Adobe Experience Data Model (XDM), data scientists help speed your time to market because they spend less time on data preparation. They can zoom into the future and look at long-term customer-centric trends—instead of spending their time creating one-off reports whenever requested by business users.

With Data Science Workspace, which is integrated into Adobe Experience Platform, data scientists can easily create intelligent services—APIs—powered by machine learning. These services work with other Adobe applications, including Adobe Target and Adobe Analytics, to help you automate digital experiences across web, mobile, IoT apps, and more.



9. Create hyper-personalised experiences.

Personalisation has come a long way since the days when adding a dynamic name field to an email message was considered a big advance. Today it's essential to sense, understand, and respond to customer expectations quickly—at any point in time.

Today's personalisation—often called hyper-personalisation—tailors each person's moment-by-moment experience to their immediate needs and the stage of the customer journey. Adobe Experience Platform comes with embedded intelligence features you can use to predict individual customer needs and design highly responsive and personalised experiences. For example, let's say a customer returns to a retail brand that sells outdoor gear and shows interest in hiking boots and backpacks. Based on the customer's profile and past purchases, browsing history on multiple devices, and attendance at an event at one of the brand's brick-and-mortar locations, the retailer could recommend the best brands and styles, engage the customer via email and social media with personalised offers and reminders, and then follow up after a purchase to measure customer satisfaction and offer a loyalty or rewards program.



10. Accelerate application development.

Without a doubt, one of the biggest challenges associated with developing new applications and web services is accessing the right data at the right time. When your organisation deals with fragmented data spread across various departments and locations, developing applications may require building multiple unique connectors to stitch together data sources.

Adobe Experience Platform centralises and standardises all customer data captured, allowing developers to access a single repository and focus on application logic rather than data discovery. This can save a substantial amount of time and help speed your products and initiatives to market. The platform also helps enrich your understanding of customer profiles with advanced analytics and intelligence capabilities.

Take the next step.

Today's customers expect a personalised experience, and when they don't get it they look for it somewhere else. With Adobe Experience Platform, you can create real-time customer profiles and use them to help your marketing and line of business teams deliver personalised experiences—all while maintaining governance, data privacy, and security. As customer trust, digital experience, and personalisation become increasingly important to every business, make sure you choose the right platform to meet your needs.

Explore everything Adobe Experience Platform has to offer.

[Learn more](#)

Sources

- 1 ["2020 Customer Expectations Report," Gladly, 2021.](#)
- 2 Karin Fenty, ["The Business Impact of Investing in Experience," Forrester Customer Experience Research Group, April 2018.](#)
- 3 Lionel Sujay Vailshery, ["Average number of connected devices residents have access to in U.S. households in 2020, by device," Statista, January 22, 2021.](#)
- 4 Sara Stevens, ["RIP Third-party Cookies: Are Marketers Ready?," Epsilon, December 2, 2020.](#)



© 2021 Adobe. All rights reserved.

Adobe, the Adobe logo, are either registered trademarks or trademarks of Adobe in the United States and/or other countries.