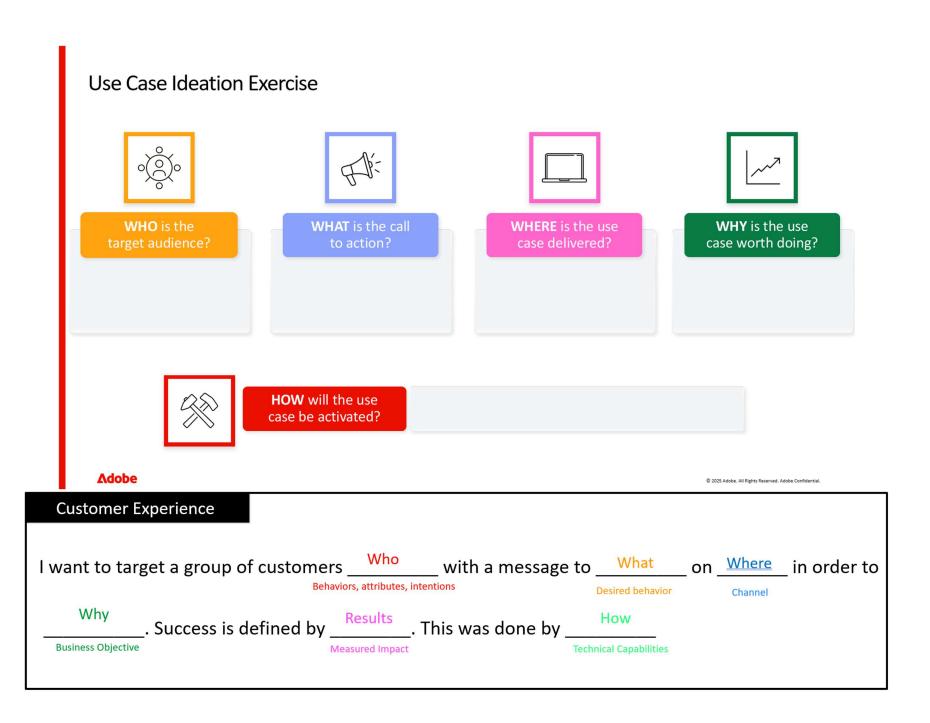
## S651: Leveraging customer engagement use cases to drive business outcomes

Kristy Duncan, Director, Product Management
Michelle Bai, Director of Analytics and Value Engineering

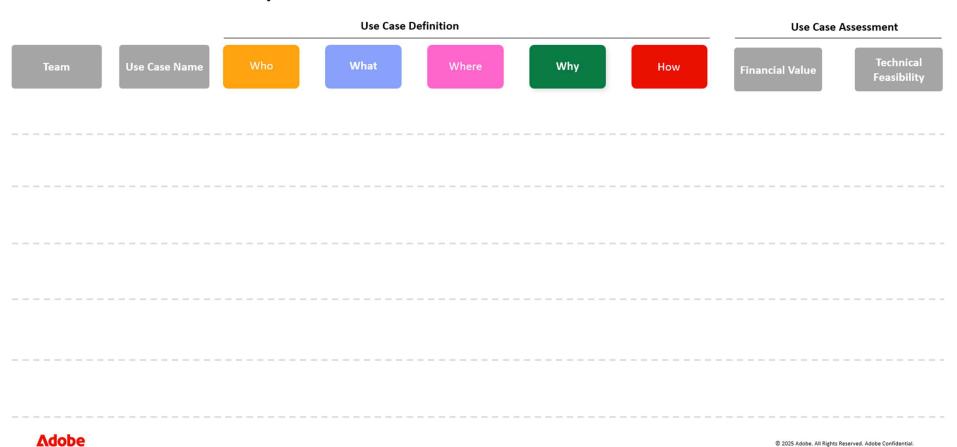
Summit2025-s651@adobe.com



Adobe Summit



## Cross-functional teams collectively ideate and prioritize use cases by value and feasibility



## **Customer Experience Use Case Maturity**

		<b>₽</b> Crawl	<b>∱</b> walk	ネ Run
	<b>Data</b> What data do you leverage for personalization?	Digital behavioral data	<ul> <li>First, 2<sup>nd</sup> and 3<sup>rd</sup> party data connect to a unified profile</li> </ul>	<ul> <li>Contextual signals (e.g. external events)</li> </ul>
ĘĢ,	Audience How are customer segments created and used?	Batched audience (daily)	Streaming audience near real- time	Edge/in-the-moment audience
	Journey How do you manage and execute omnichannel campaigns?	Campaigns siloed by channels	<ul><li>Triggered campaigns</li><li>Automatic orchestration among digital channels</li></ul>	<ul> <li>Triggered 1:1 journeys         Orchestration among digital and offline channels     </li> </ul>
	Measurement  How are channel, campaign, customer performance and insights reported?	<ul> <li>Campaign and channel-specific measurement</li> <li>Last-touch descriptive statistics</li> </ul>	<ul> <li>Journey-level measurement</li> <li>Multi-touch attribution and semi-annual Media Mix Modelling driving top-down planning</li> </ul>	<ul> <li>Customer-life-cycle measurement</li> <li>AI/ML incrementality unifying all channels, driving recurring optimization</li> </ul>
	Content How is content produced and delivered?	<ul> <li>Purpose-built content in its entirety</li> </ul>	<ul> <li>Content fragments manually re- used</li> </ul>	Real-time AI/ML content assembly

