

## 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](mailto:Summit2025-s651@adobe.com)

**Adobe  
Summit**



## Use Case Ideation Exercise



**WHO** is the target audience?



**WHAT** is the call to action?



**WHERE** is the use case delivered?



**WHY** is the use case worth doing?



**HOW** will the use case be activated?

Adobe

© 2025 Adobe. All Rights Reserved. Adobe Confidential.

### Customer Experience

I want to target a group of customers Who with a message to What on Where in order to

Why. Success is defined by Results. This was done by How









Behaviors, attributes, intentions Desired behavior Channel

Business Objective Measured Impact Technical Capabilities

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

Use Case Definition							Use Case Assessment	
Team	Use Case Name	Who	What	Where	Why	How	Financial Value	Technical Feasibility

# Customer Experience Use Case Maturity

	 Crawl	 Walk	 Run
 <b>Data</b> What data do you leverage for personalization?	<ul style="list-style-type: none"> <li>Digital behavioral data</li> </ul>	<ul style="list-style-type: none"> <li>First, 2<sup>nd</sup> and 3<sup>rd</sup> party data connect to a unified profile</li> </ul>	<ul style="list-style-type: none"> <li>Contextual signals (e.g. external events)</li> </ul>
 <b>Audience</b> How are customer segments created and used?	<ul style="list-style-type: none"> <li>Batched audience (daily)</li> </ul>	<ul style="list-style-type: none"> <li>Streaming audience near real-time</li> </ul>	<ul style="list-style-type: none"> <li>Edge/in-the-moment audience</li> </ul>
 <b>Journey</b> How do you manage and execute omnichannel campaigns?	<ul style="list-style-type: none"> <li>Campaigns siloed by channels</li> </ul>	<ul style="list-style-type: none"> <li>Triggered campaigns</li> <li>Automatic orchestration among digital channels</li> </ul>	<ul style="list-style-type: none"> <li>Triggered 1:1 journeys</li> <li>Orchestration among digital and offline channels</li> </ul>
 <b>Measurement</b> How are channel, campaign, customer performance and insights reported?	<ul style="list-style-type: none"> <li>Campaign and channel-specific measurement</li> <li>Last-touch descriptive statistics</li> </ul>	<ul style="list-style-type: none"> <li>Journey-level measurement</li> <li>Multi-touch attribution and semi-annual Media Mix Modelling driving top-down planning</li> </ul>	<ul style="list-style-type: none"> <li>Customer-life-cycle measurement</li> <li>AI/ML incrementality unifying all channels, driving recurring optimization</li> </ul>
 <b>Content</b> How is content produced and delivered?	<ul style="list-style-type: none"> <li>Purpose-built content in its entirety</li> </ul>	<ul style="list-style-type: none"> <li>Content fragments manually re-used</li> </ul>	<ul style="list-style-type: none"> <li>Real-time AI/ML content assembly</li> </ul>