



Data-driven Personalization for SecurFinancial

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Initiatives to drive impact

Enable and execute experimentation and personalization among global stakeholders & teams.

Adopt Real-Time CDP for unified profile and more precision personalization

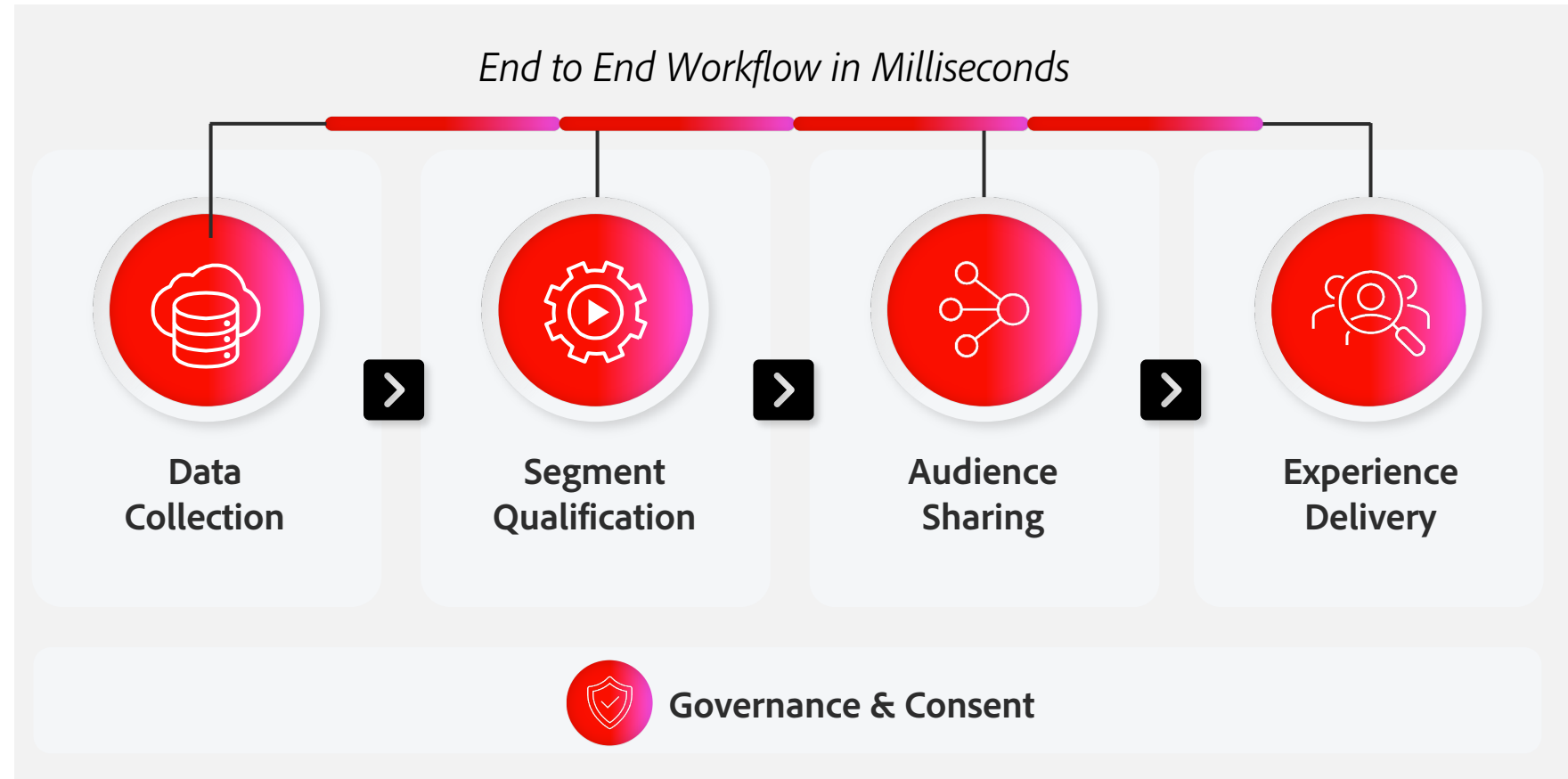
*Import Content Fragments/Templates for speed of scale and execution

Key Challenges

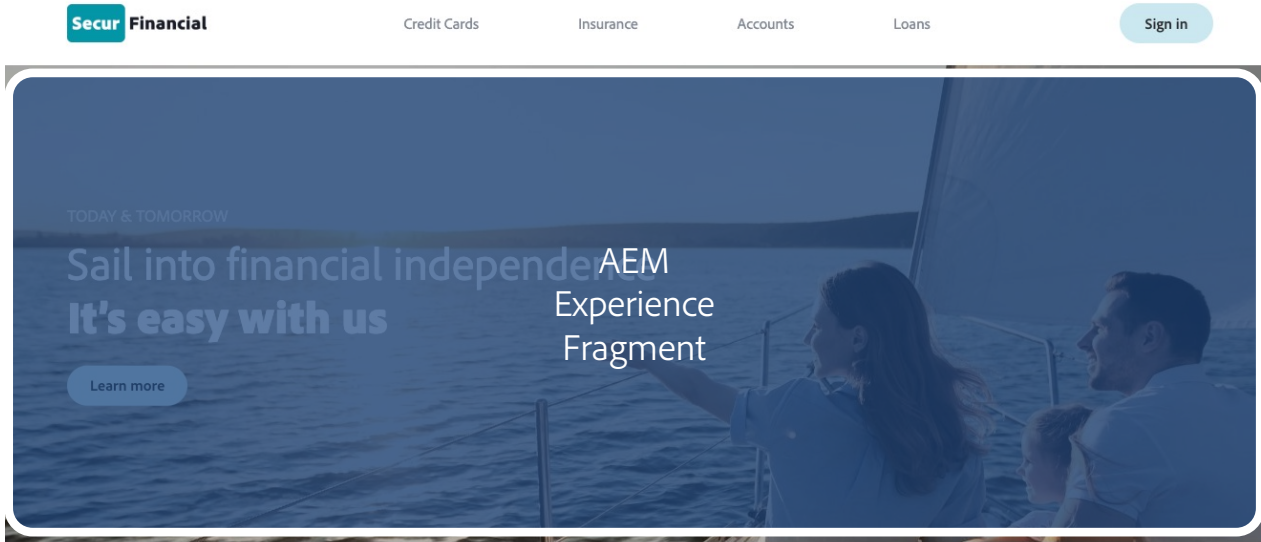
- Create personalized experiences for each visitor on the homepage.
- Avoid overwhelming users with excessive information and choices.
- Effectively govern the release process for new features and updates.
- Ensure changes are implemented smoothly and securely.
- Prevent disruptions to critical operations.

Adobe Target and Adobe Real-Time CDP

- Rich real-Time CDP audience profiles combine behavioral event data with other sources
- Leverage Real-Time CDP profile data of a known loyal customer who is engaging through the site or app to instantly personalize or test messages via Target.



Dynamic personalized experience (every time)



Popular offers and services



Decisioning



Adobe Target (Premium)

Profiling



Adobe Real-Time CDP

Data Collection



Adobe Data Collection

Content



Adobe Experience Manager*

DEMO

Meet Bartek

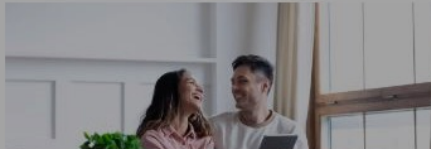


TODAY & TOMORROW

Sail into financial independence It's easy with us

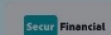
Learn more

Popular offers and services



Credit Cards

SecurFinancial connects you to



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[Allow All](#) [Disable All](#)

Adobe Target

ActivitiesAudiencesOffersAdministration

AEP Partner Shared Training Sandbox

APAP SecurFinance Homepage - Adobe DEMO

ExperiencesTargetingGoals & Settings

CancelNext

PreviewComposeBrowse

Secur Financial

Credit CardsInsuranceLinkAccountsLoans

Sign in

Sail into financial independence banner

TODAY & TOMORROW

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Popular offers and services

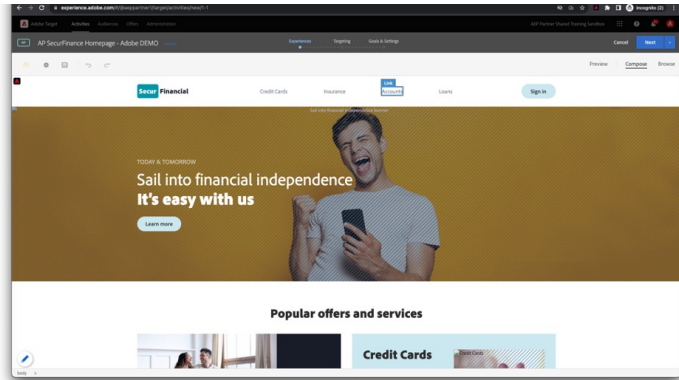
Credit Cards

Credit Cards

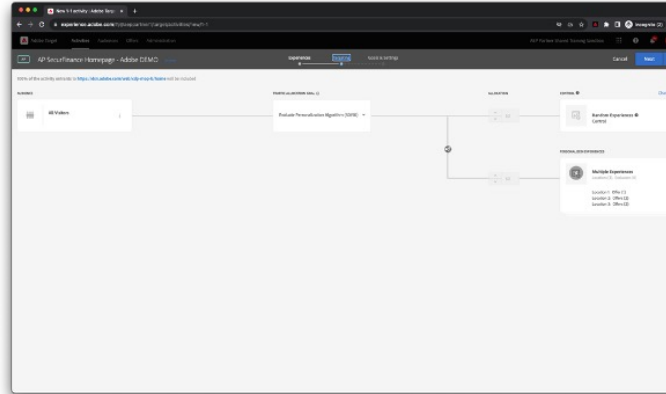
Switch to Live Demo



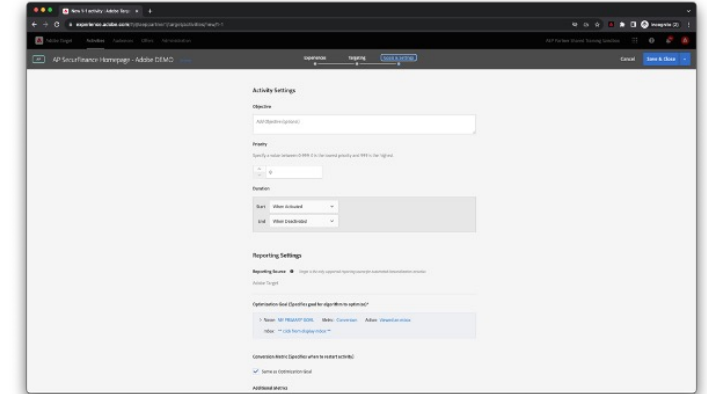
Demo Journey Highlights



**Unique Personalization
for every visitor**



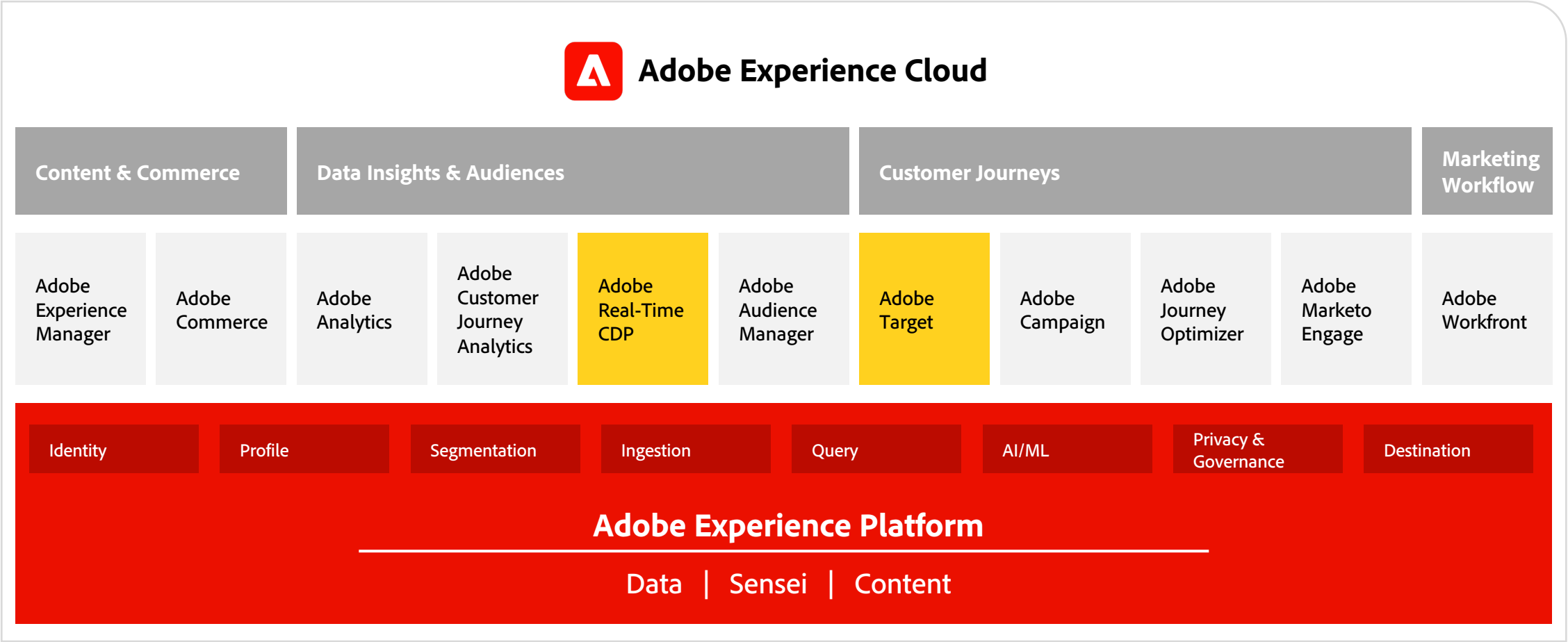
**Precise Targeting with
RT-CDP**



**Integrated analytics and
governance**

Adobe Experience Platform:

A Next-Generation Platform for Real-Time Analysis & Actionable Profiles



Precision data-driven personalization at scale

01

Comprehensive manual and AI-powered testing and personalization at scale with Adobe Target

03

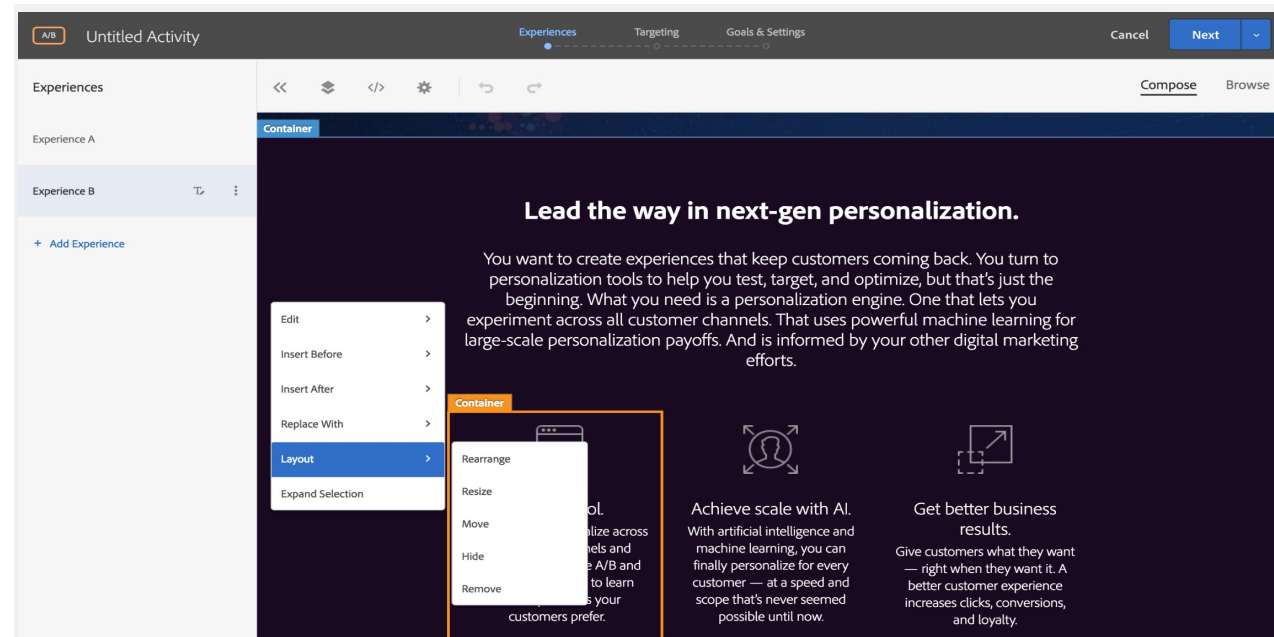
Unified profile data schema and segments for sophisticated personalization activation sourced from all online and offline interactions from Real-Time Customer Data Platform

02

Integrated analytics for confidence in reporting and optimization

04

Rapid, dynamic experience variation creation utilizing sourced experience and content fragments providing brand-approved assets from Adobe Experience Manager



6.5x

Return on investment in
3 years on average

6 months

Payback window for
return on investment

