Dear, sir or madam:

I am happy to hear from you through Joy that after reviewing my cv, you may have some interest in my past experienced and my skillset. Thanks for attention. I am so honored and feel respected.

And I know your team is concentrating on Adobe Experience Cloud now to make excellent digital marketing solutions for clients everywhere. I do appreciate it very much that mostly possibly your team is which I am always being aim to find, stay in, contribute to, and grow together with team in . Therefore, I did have use the last weekend to think over and is ready to answer your questions about my familiarity on the adobe product listed below.

Forgive me for that this letter or doc may be longer than you expect and it may seem to be too long but useful for you to know about me over my expertise on adobe suite. For the whole doc, I will:

1. explicitly and simply explain the conception and thinking from my past experience
2. highlight the key point

## Familiarity On Adobe Experience Cloud (you mentioned)

### Adobe Real-Time CDP

Total Familiarity: 75%-90%

* **Data Collection** (Batch&Stream): Conceptionally 100% Technically 100%
* **Data Profile/Segmentation/Identity**: Conceptionally 100% Technically 100%
* **Data Science/Modeling**: Conceptionally 100% Technically 60%
* **Destination**: Conceptionally 100% Technically 80%
* **Data Governance**: Conceptionally 90% Technically 80%

Adobe Real Time CDP is a new but late product which was launched several years late after I left Merkle in 2019. Before I left Merkle, I was in a project called IKEA product recommendation system. Our team were intended to work out a real time system. But due to client budget and knowledge and the limit of adobe experience cloud, we just created a system with high delay recommention update that could not be compared to the real-time or near real-time recommendation engine of TikTok or Tmall and even other famous e-com platform in china. But I myself is capable to build a real-time system with Spring Cloud and Tensor Flow and Hadoop Eco. I have my own [Gitee project](https://gitee.com/david-jackson-luther-king/data-cloud.git) that is to be developed and researched. And a Design Doc Named as **Data Cloud (Phase I Recommendation Engine) System Architecture Design.pdf** has been added to the .zip pack for your reference.

Below are my understanding of Adobe Real Time CDP

1. Adobe Real Time CDP 's **Targets and Ideas**
   1. **Data All Combined**

Any kind of CDP/DMP/Data Lake/Data Mesh/Data Grid/Data Base

* 1. **Data All in One**

All kind of data sources according to their relationship, quality and other measurement are put into adobe real time CDP and in a Global view to be used for coordinating tasks, comprehensive reporting, and other functions

* 1. **Data Deep Learning**
     1. Reporting and Audience targeting could only meet the basic and a little bit upper marketing needs.
     2. But Data Modeling is a great tool to lock target, strengthen sticky, keep high loyalty, keep in-time business and marketing changing using frontier data tech.
  2. **Data Act in Time (Real Time)** 
     1. Within user session act at once
     2. Over through a user-brand interaction cycle
        1. Awareness from different channels
        2. Multiple times Touching end point like app, mini program, online store, offline store, etc

1. From **marketing or business view**:
   1. **Data Collection & Integration**
      1. Offline Batch Data
         1. CRM Data
         2. 2nd Party Data e.g.
         3. Client Self Build Data Lake/CDP
      2. Online Stream Data
         1. Adobe Analytics
         2. Adobe Target
         3. Other Adobe Partner Product Data Stream
         4. Client Self Build Data Stream
   2. **Data Governance**
      1. Raw Data
         1. Data Washing
         2. Data Preprocess
      2. Unique Customer Identification

1. **Data Usage**
   1. User Profiling
   2. User Categorizing
   3. Data Science Service (Modeling)

1. **Data Output (drive inner cycle and out-target marketing, sales, advertising job)**
   1. Connected to adobe eco (platform or app) (Integrated)
   2. Connected to 3rd mature end product (partner level Integrated)
   3. Connected 3rd party system (MA/Data System/E-commerce)( Data Flow Out API Mode)
2. From **Technical and Data Science View**
   1. **Data Collection**
      1. **Data Flow API & SDK -** Adobe Experience Platform Data Collection (Developer Console)
         1. Formerly Known as Dynamic Tag Manager Adobe Launch
         2. Extend Many Features : support collecting data to **Real Time CDP/Adobe Target/Adobe Audience Manger/Event Forwarding/Third Party ID Sync**
      2. **Batch Data Ingestion**
         1. Support Json
         2. Support Parquet
   2. **Data Governance**
      1. Merge policy
      2. Data governance framework
   3. **Data Usage**
      1. Profile & Segment (Taxonomy setting, simple for a child)
      2. Modeling Service ( AI & ML, Data Modeling, hands-on for a Data Architect and Data Scientist)
   4. **Data Output**(destination)
      1. Integrated third party partner like Saleforce, Adobe Target.
      2. Data Flow API

### Abode Target

**Familiarity: 90%**

For:

* Creating Activities
* Setting User Segment
* Creating Variations,
* Setting Testing and Refining Model
* Running Test
* Examining Test with Reporting,

I have hands-on project experience.

### Adobe Journey Optimizer

**Familiarity :70%**

It is New Product After 2019. I just did some researching on it. Here below is my understanding:

* + - 1. Aim: **Optimize User Experience** during the whole jounery of user touching the e-com end to **drive some conversion goals** such as purchase, views, clicks, sign up, activities’ interactions( *I am intended to avoid using site or website or online shop, because in china market you will find offline store is a very important sale channel*)
      2. What does it do from my view?

1. It is really look like an enhanced combinations. Adobe Analytics(tagging) and Adobe Target.
2. Compared to Adobe Analytics and Adobe Target, **it is not focus on reporting**, but focus on improving User Experience timely to lock the customers and keep high sticky. Adobe Journey may rule outing personal level’s page views performance, link click rate, most potentially relative product to customers etc, and then **customize the user journey in time (in a session level)** to drive goals and achievements.
3. It is kind of **A/B test tool for the whole user journey and it focus contents variations** but for adobe target may by UI design.

### Adobe Journey Analytics

**Familiarity :60%**

It is New Product After 2019. I just did some researching on it. Here below is my understanding:

* + - * 1. Aim: **AI Driven or Data Driven Decision Assistant** using a enhanced view and analysis that is similar to but higher tech than user path analysis reporting, conversion funnel reporting ,heat map in adobe analytics
        2. Compared to adobe analytics, it can **friendly given better suggestions on marketing decisions in both tiny modification level and high marketing strategy level**, by using multi front end data(offline/online/3rd party MA) and doing modeling and reporting.
      1. Difficulity
* Technically difficult is almost none.
* But the analytics conception is really new to me but **not difficult to learn**, I have spent a weekend to take almost 70% courses on this part.

## Familiarity On Adobe Experience Cloud (you didn’t mention)

### Adobe Developer Platform (Known as Launch, DTM)

**Familiarity :95%**

Will have five words to describe the difficulty:

Easy / Not Difficult / Middle /Not Easy /Hard

Web SDK :100% (Known as Tagging) Easy

Data Engineer part

File upstream API : easy

Data Merge policy: not difficult

Data Integration API: not difficulty

Data Governance Policy: middle

Data QA: not difficult

### Adobe Audience Management

**Familiarity :100%**

Hand-on experience

AAM + Adobe Target

Blue Kai (Core Tag)

## Last Words

Besides, last but not least. According to the special MA market in china. Tiktok, Tmall, JD, RedBook, Wechat, I think some Solution may not easily be deployed with adobe product. So in the last time my team and I did do some trying on pushing the brand owner to our own solutions. And after these projects and experience, I did have some thinking about content,creative and digital marketing and did draft an idea or a future solution spec of digital maketing for the role of the company (Artefact, a French company) I tried to apply for last year. Anyway, I hope you can take a look of my thinking and hopefully I could expect that we could have a happy discussion and deep and detailed thinking on it. The deck file will attached together, named ‘Ideas On Nowadays Digtial Marketing.pdf’ .

At last, please forgive me for some tiny language mistakes, and some inexplicit expression cause there is so much developing jobs in my team which is in a manufacturing company (Simon) factory end.

Sincerely.

David Ding