



# **and Adobe Experience Platform**

# Agenda

Adobe Experience Platform Overview

Operational Use Cases

Activation Use Cases

How Does it Come Together?



A large, solid red arrow pointing from the right edge of the slide towards the left, positioned behind the title text.

# **Adobe Experience Platform Overview**

# Problem statement

Privacy regulations have crippled brand's ability to rely on third party platforms for customer identification, data enrichment, and targeting.

Brands therefore must compensate by establishing their own robust first party data ecosystem.

## Big Tech Privacy Moves Spur Companies to Amass Customer Data

Marketers are staging sweepstakes, quizzes and events to gather people's personal information and build detailed profiles

By [Suzanne Vranica](#)

Dec. 2, 2021 9:49 am ET

New privacy protections put in place by tech giants and governments are threatening the flow of user data that companies rely on to target consumers with online ads.

As a result, companies are taking matters into their own hands. Across nearly every sector, from brewers to fast-food chains to makers of consumer products, marketers are rushing to collect their own information on consumers, seeking to build millions of detailed customer profiles.

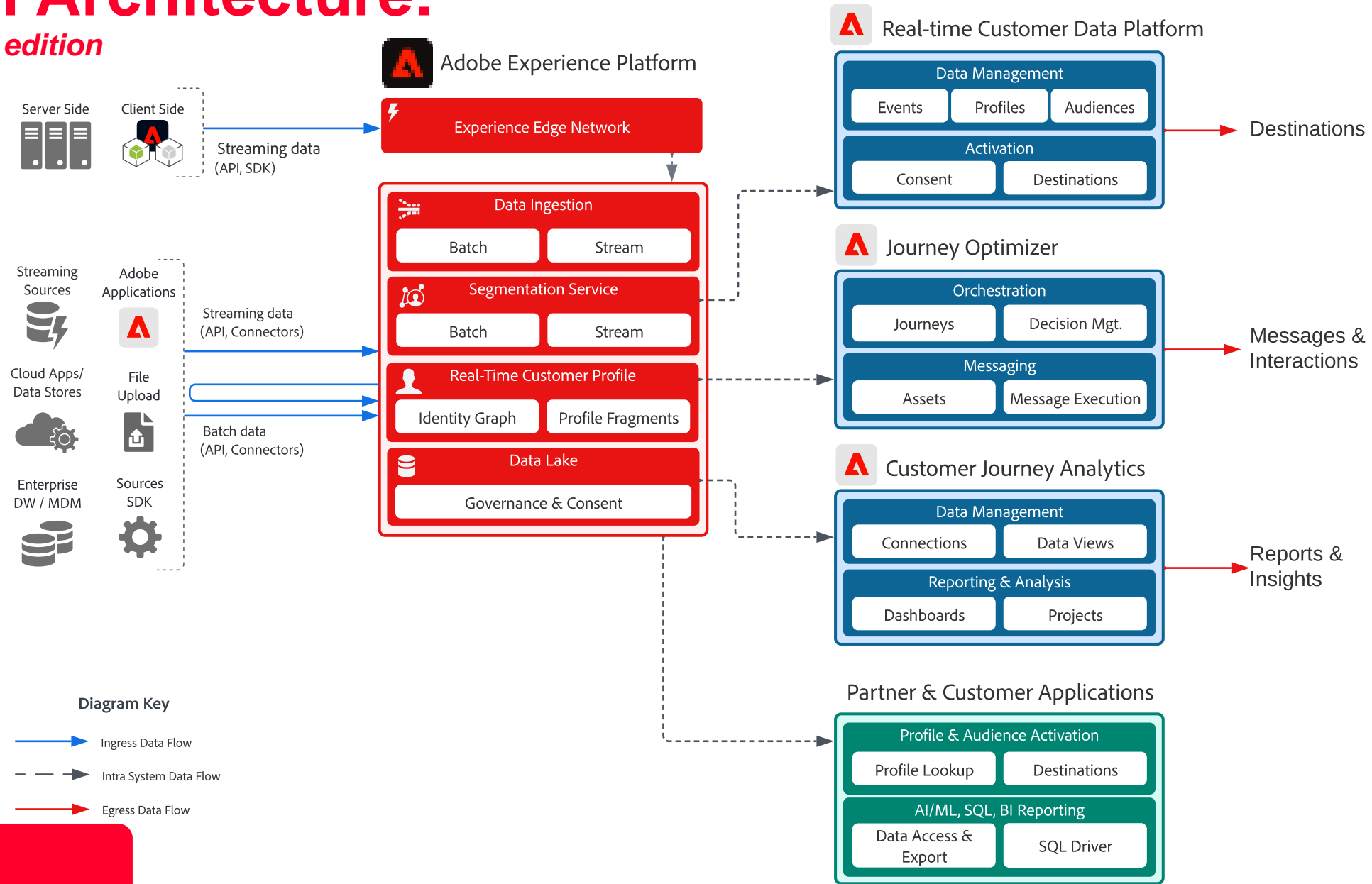
Gathering such data has long been a priority, but there is newfound urgency. Until now, most advertisers have depended heavily on data from business partners, including tech giants and ad-technology firms, to determine how to focus their ads. But all of the traditional tactics are under assault.

Companies aren't after just a few personal details. Many aim to log most of the interactions they have with customers, to flesh out what is called a "golden record."

This kind of information doesn't just help with online-ad targeting but also lets brands personalize other parts of their marketing, from the offers they send people to which products are displayed to customers online.

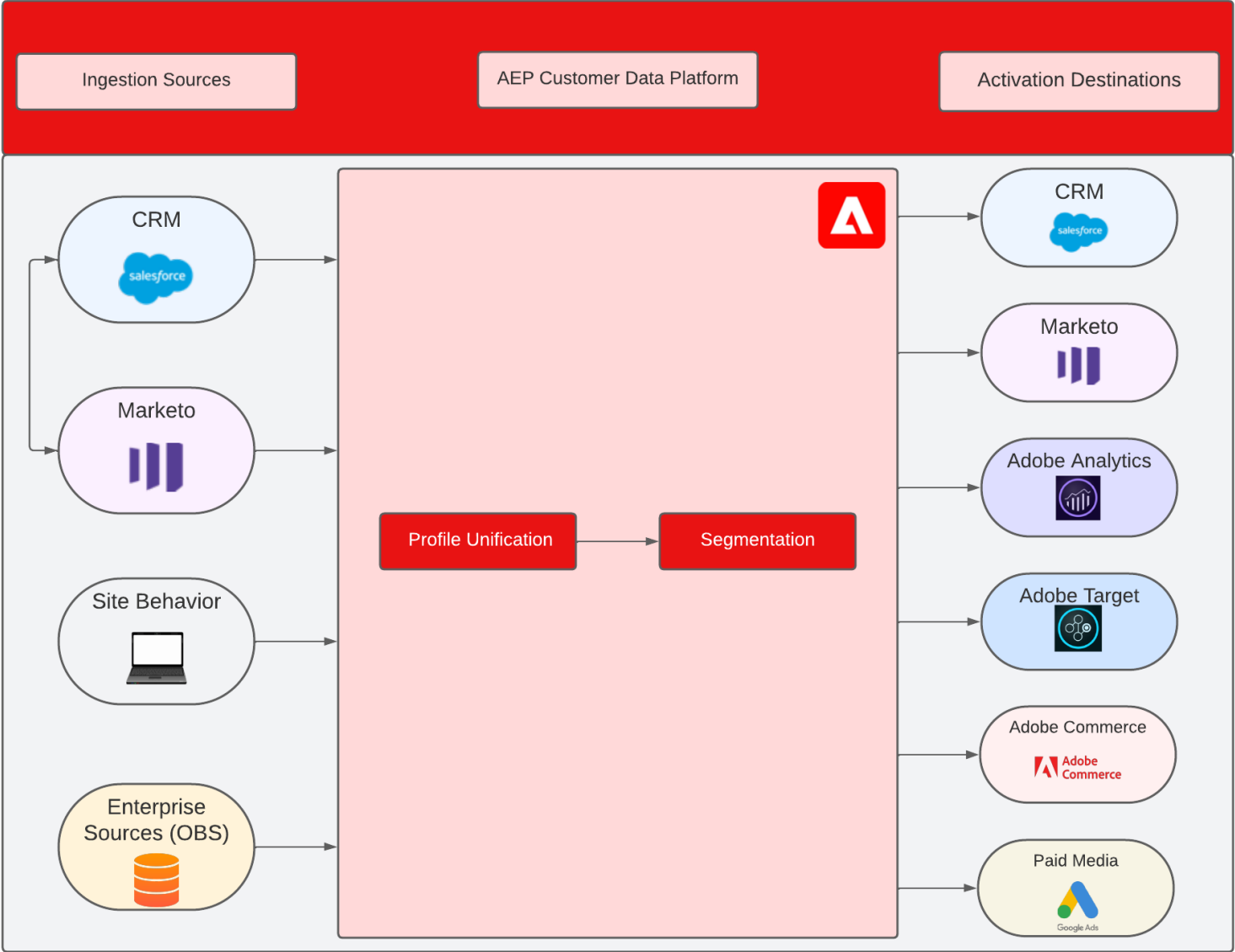
# System Architecture:

*Justify my job edition*



# System Architecture:

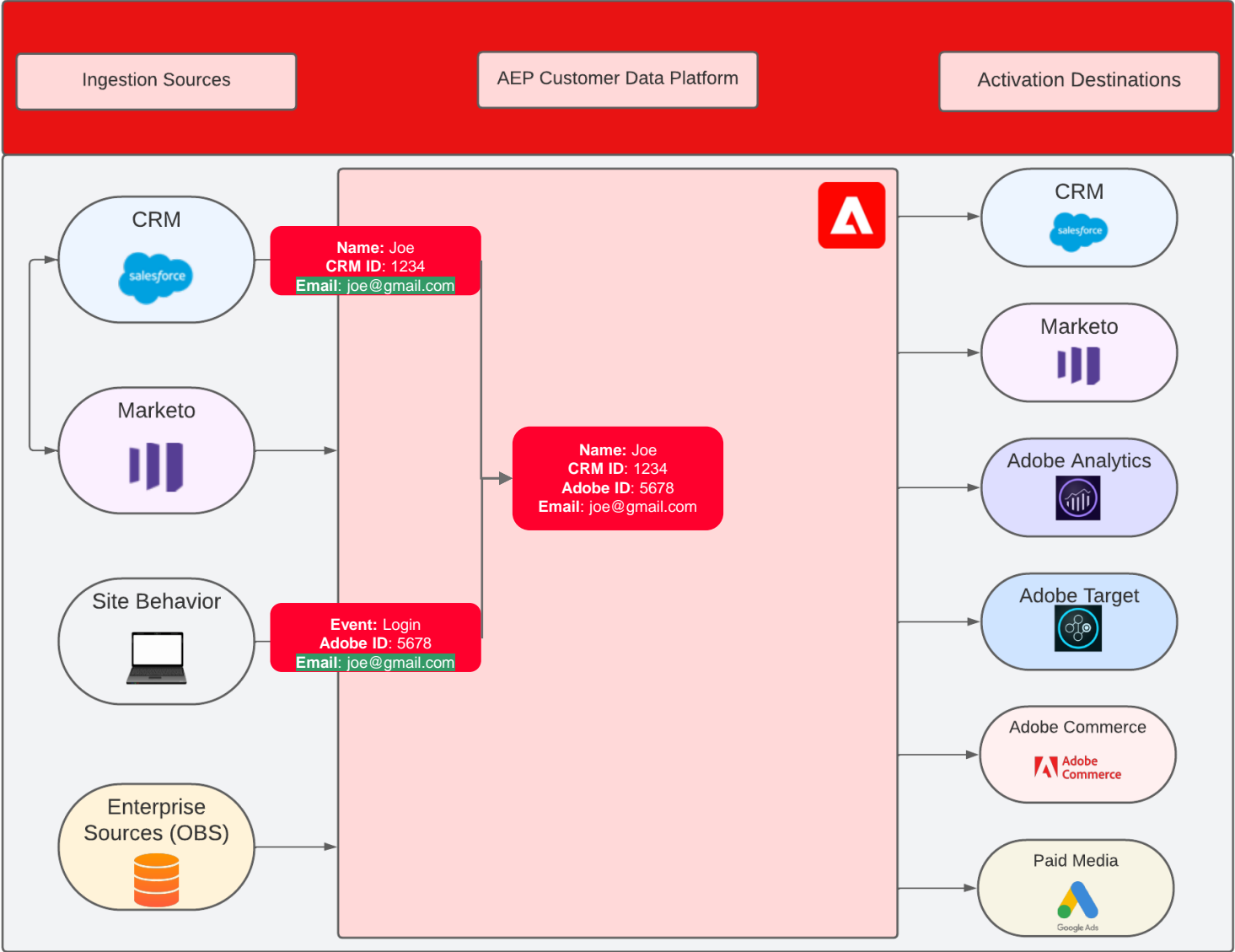
*This time, in English*



What makes a CDP so great?  
1) Combining and unifying disparate data sources into one distinct customer profile 2) Allowing segment creation to take place in one platform and apply universally across all touchpoints

# System Architecture:

Quick Example

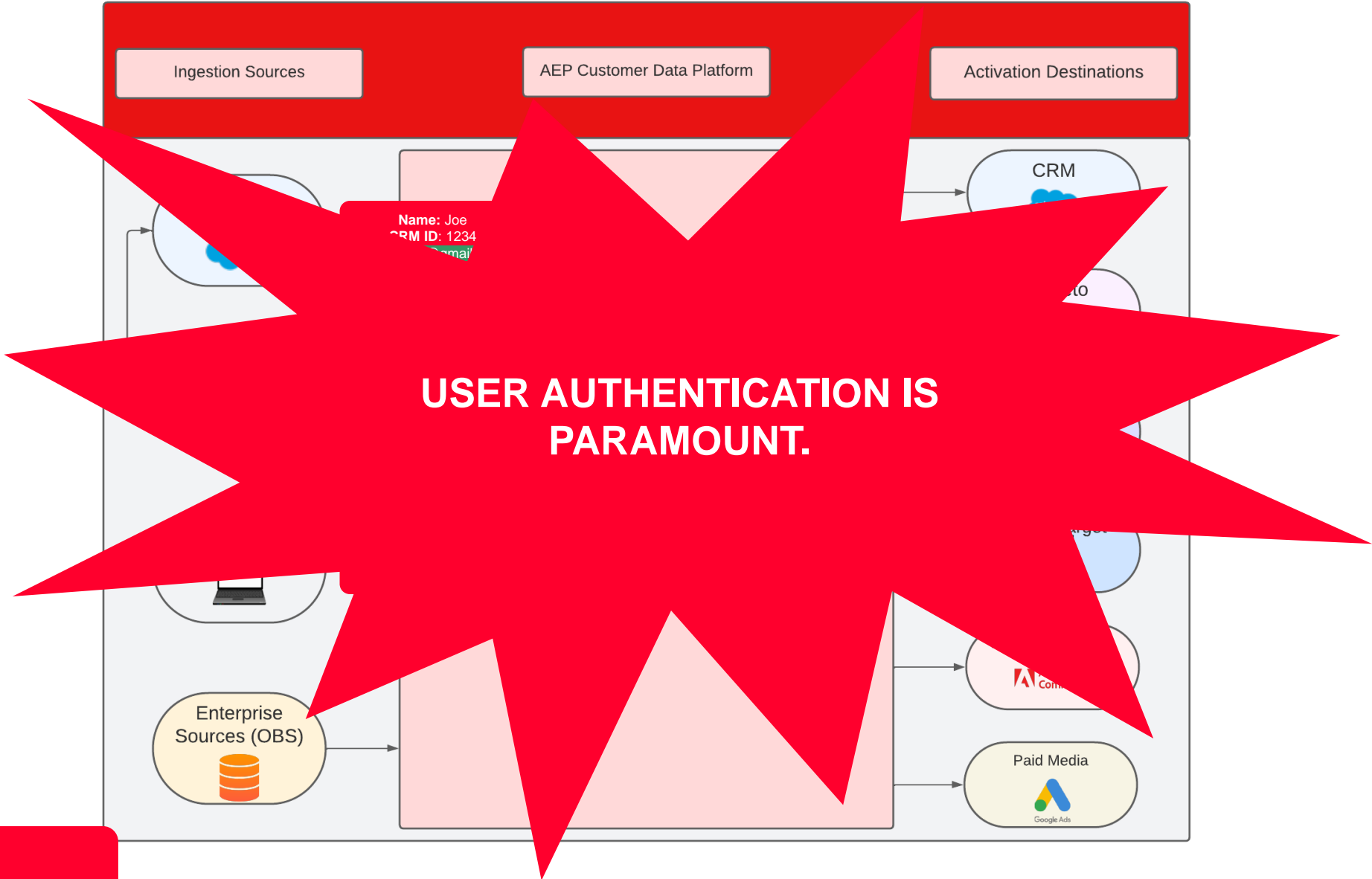


What makes a CDP so great?

1) Combining and unifying disparate data sources into one distinct customer profile 2) Allowing segment creation to take place in one platform and apply universally across all touchpoints

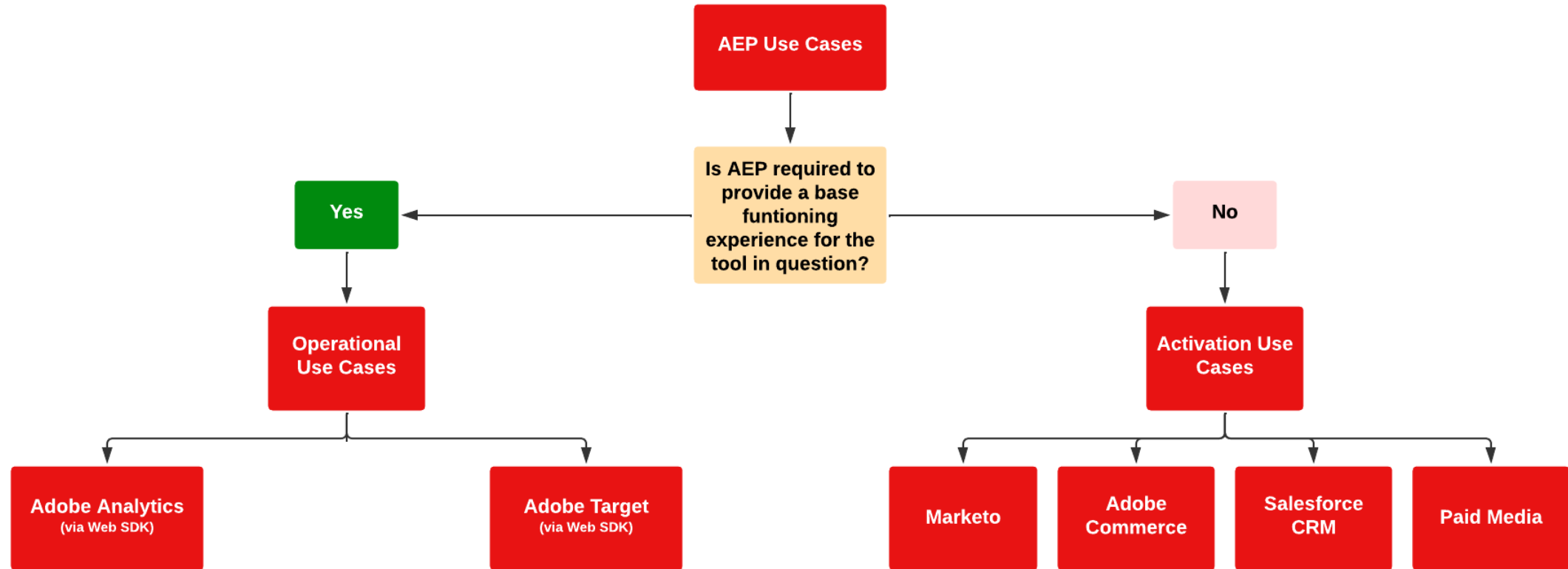
# System Architecture:

*Quick Example*





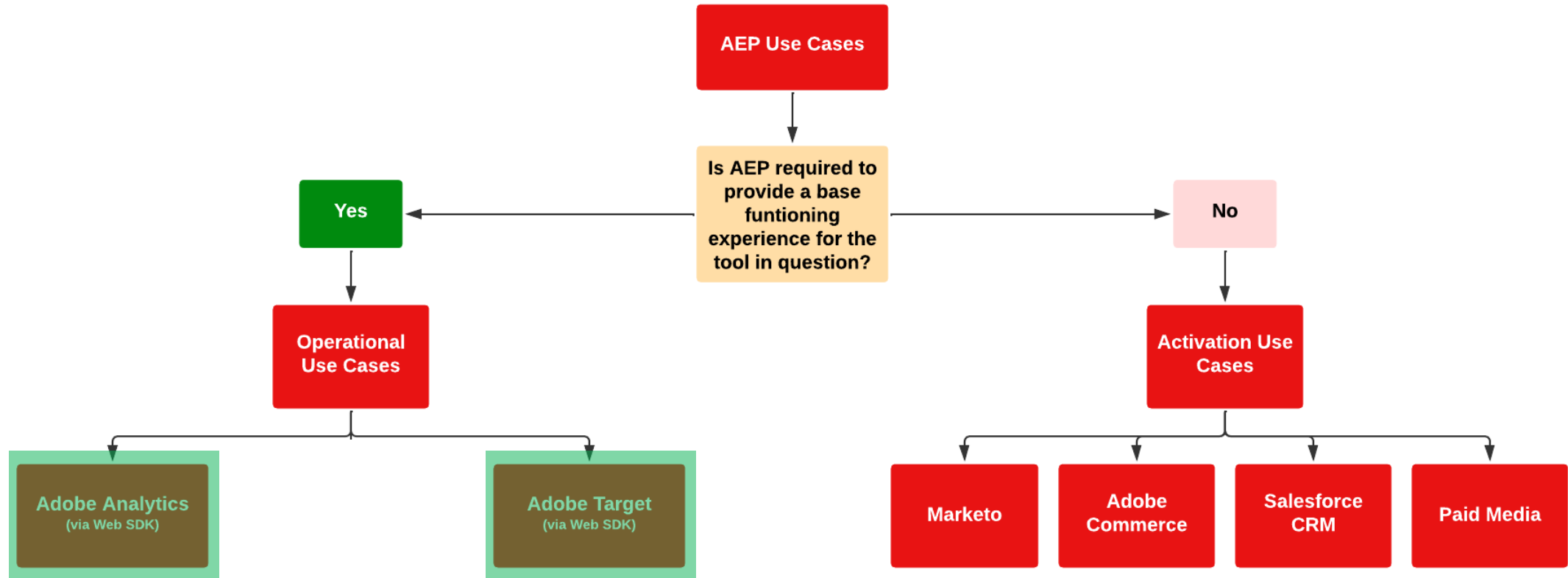
# Where do we start?



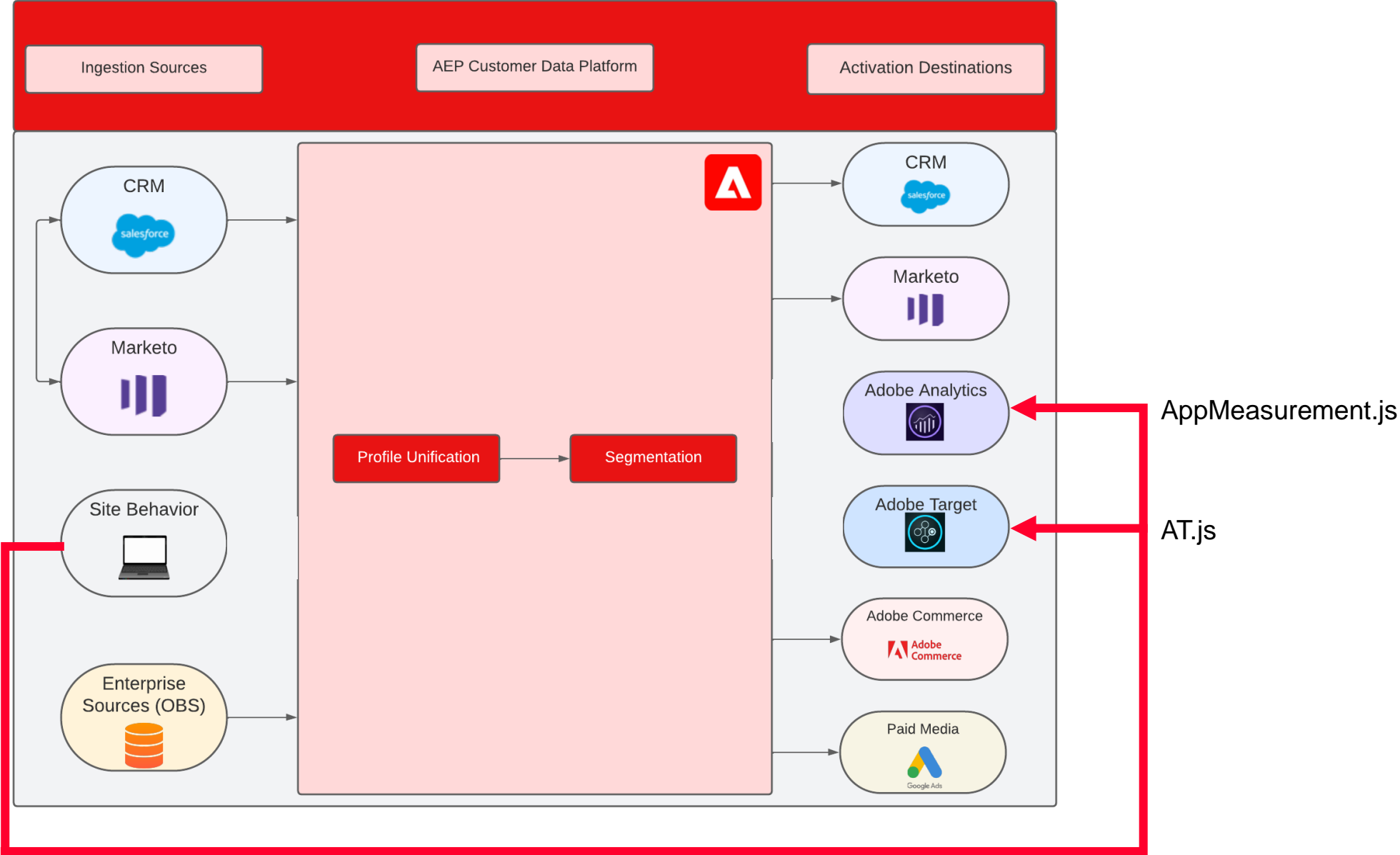


# Operational Use Cases

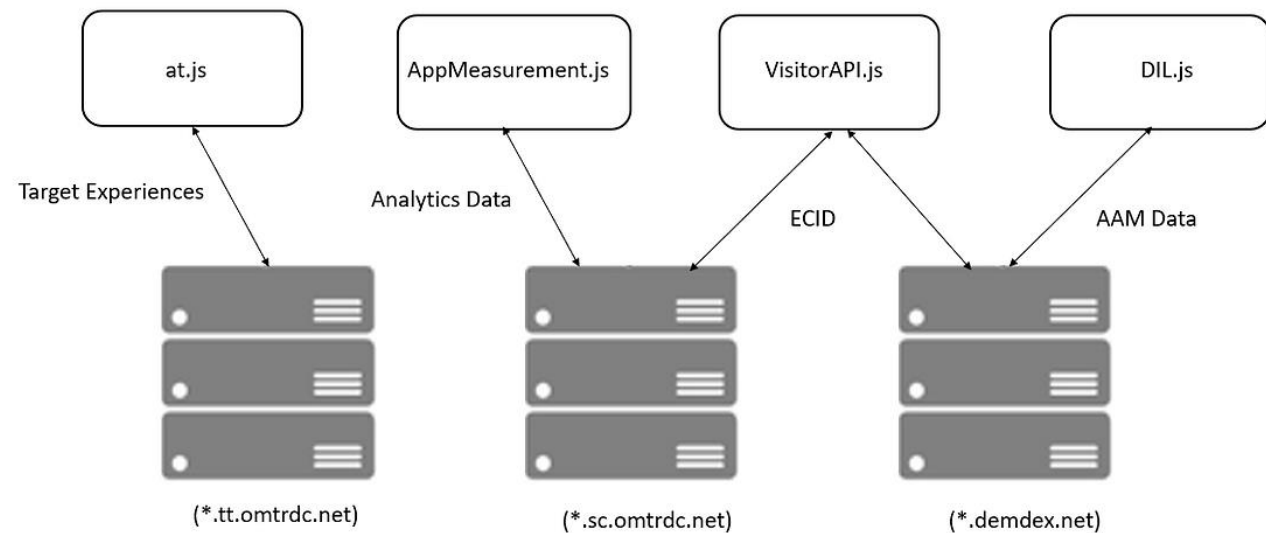
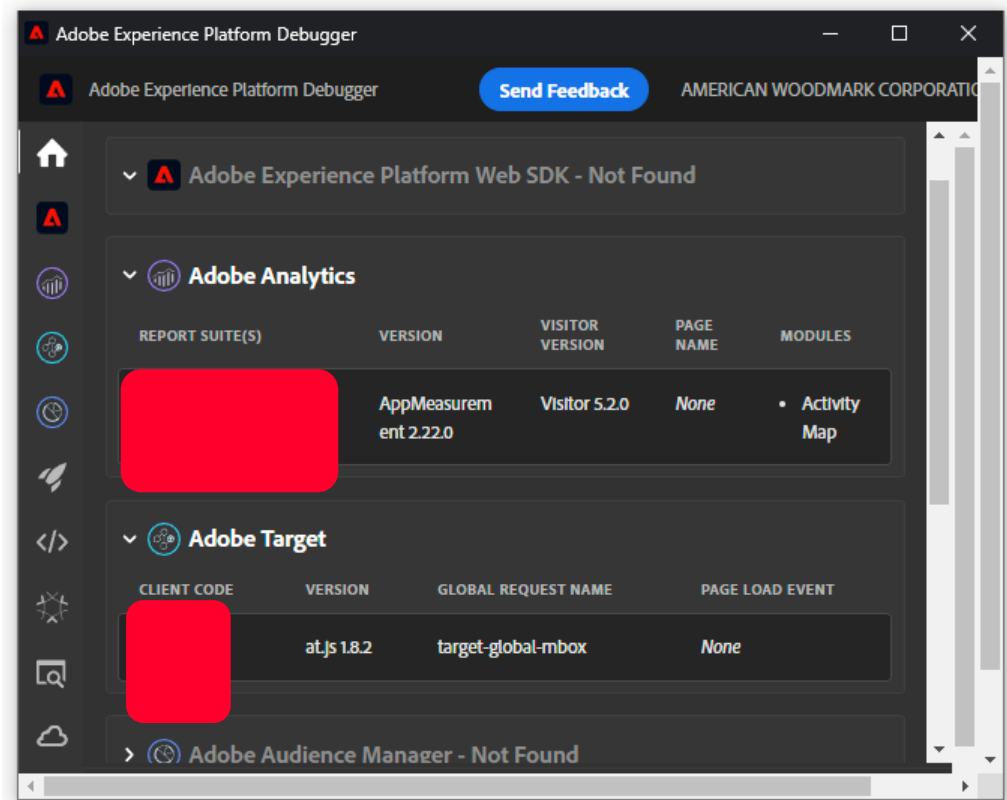
# Adobe Analytics and Adobe Target



# Legacy deployment bypasses AEP



# Legacy deployment is more cumbersome



# AEP Web SDK deployment is more streamlined

**summary**

▼ **Adobe Experience Platform Web SDK**

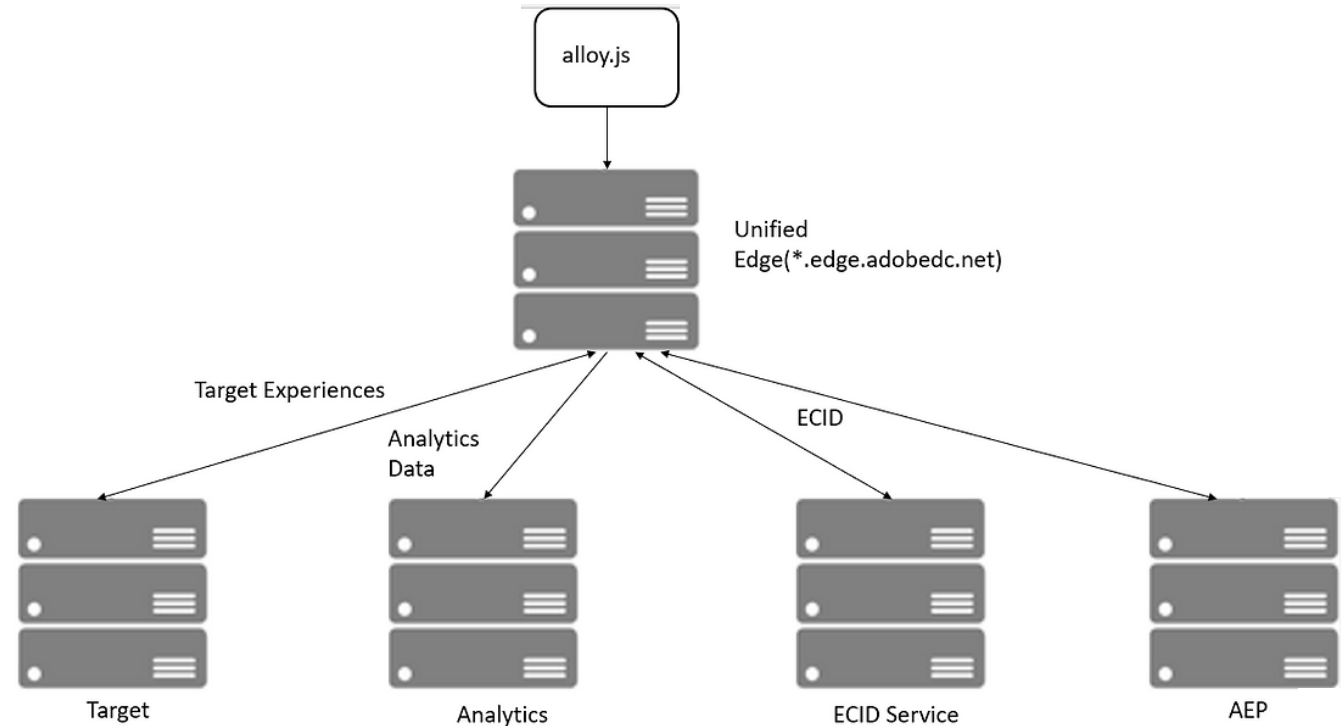
LIBRARY VERSION	NAMESPACE	DATASTREAM ID	EDGE DOMAIN	IMS ORGANIZATION ID
2.17.0	alloy	316d481e-273e-48b9-b17b-ce22da82116b	edge.adobedc.net	

▼ **Adobe Analytics - Not Found**

▼ **Adobe Target - Not Found**

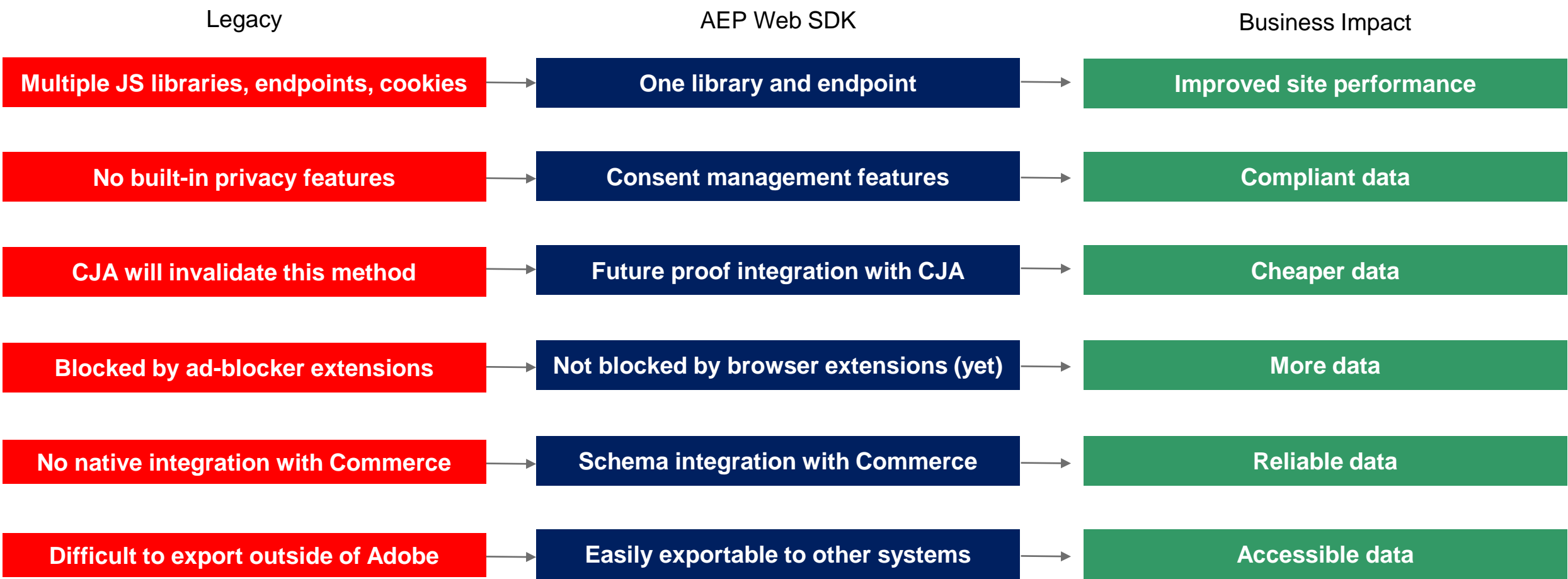
Upstream request to service 'com.adobe.target' finished with success.  
▶ body: {} 5 keys  
▶ header: {} 2 keys

Upstream request to service 'com.adobe.analytics' finished with success.  
▶ body: {} 5 keys  
▶ header: {} 2 keys

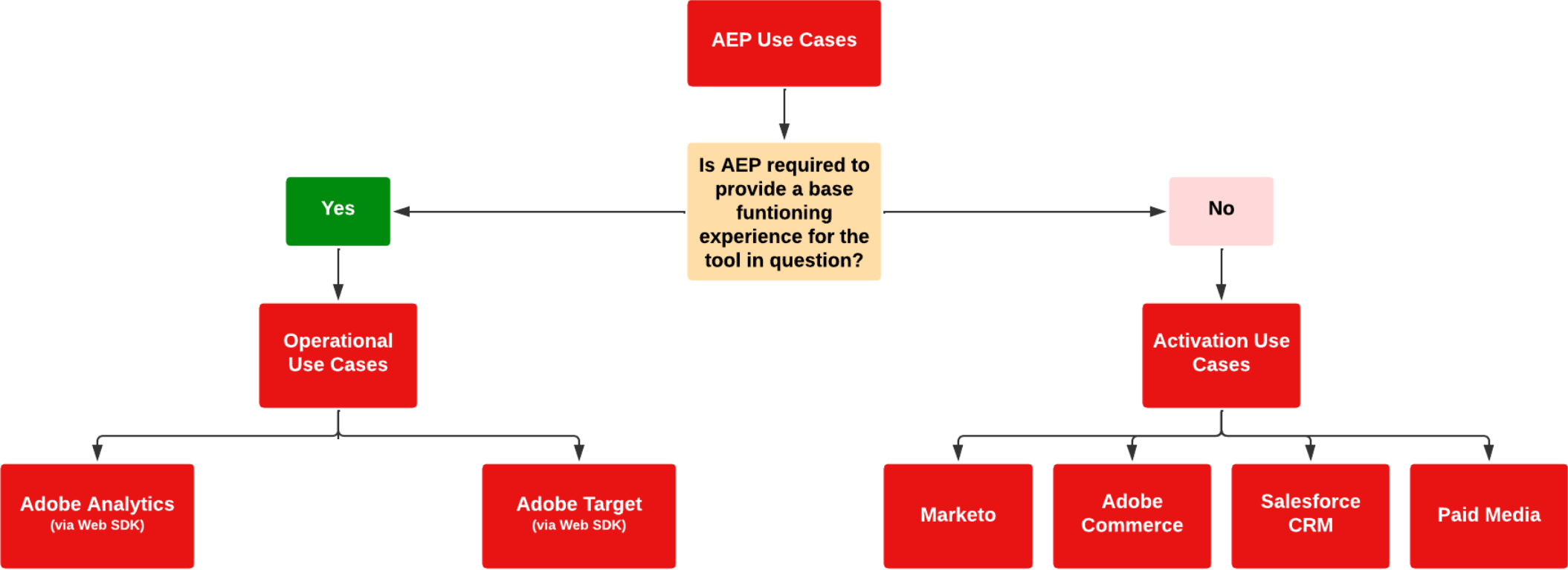


# In Summary

While we can deploy Analytics/Target via the legacy method, we should use AEP Web SDK because:



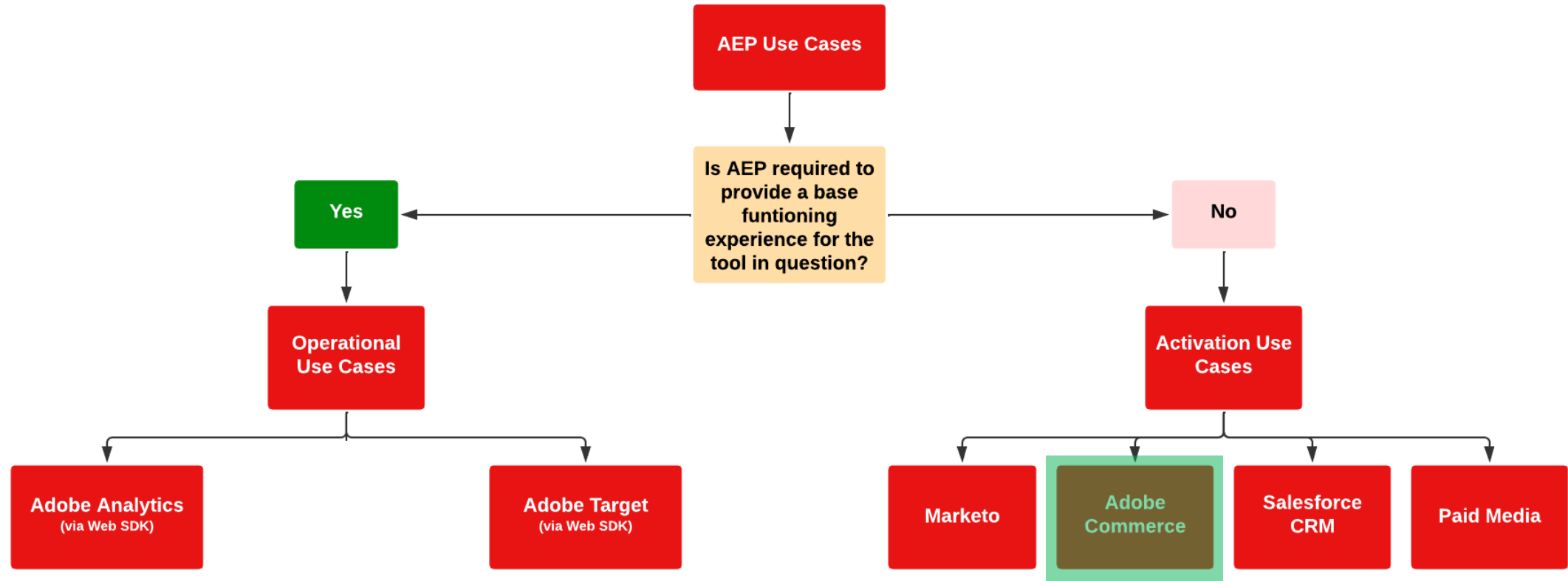
# Using AEP for Order Status and Details





# Activation Use Cases

# Adobe Commerce




# Adobe Commerce


**Goal:** Send CDP audiences to Commerce to deliver personalized experiences

*Buy two & get one free, modify hero banners, dynamic product pricing*


How is this different than Target?




DASHBOARD




SALES




CATALOG




CUSTOMERS



MARKETING




CONTENT



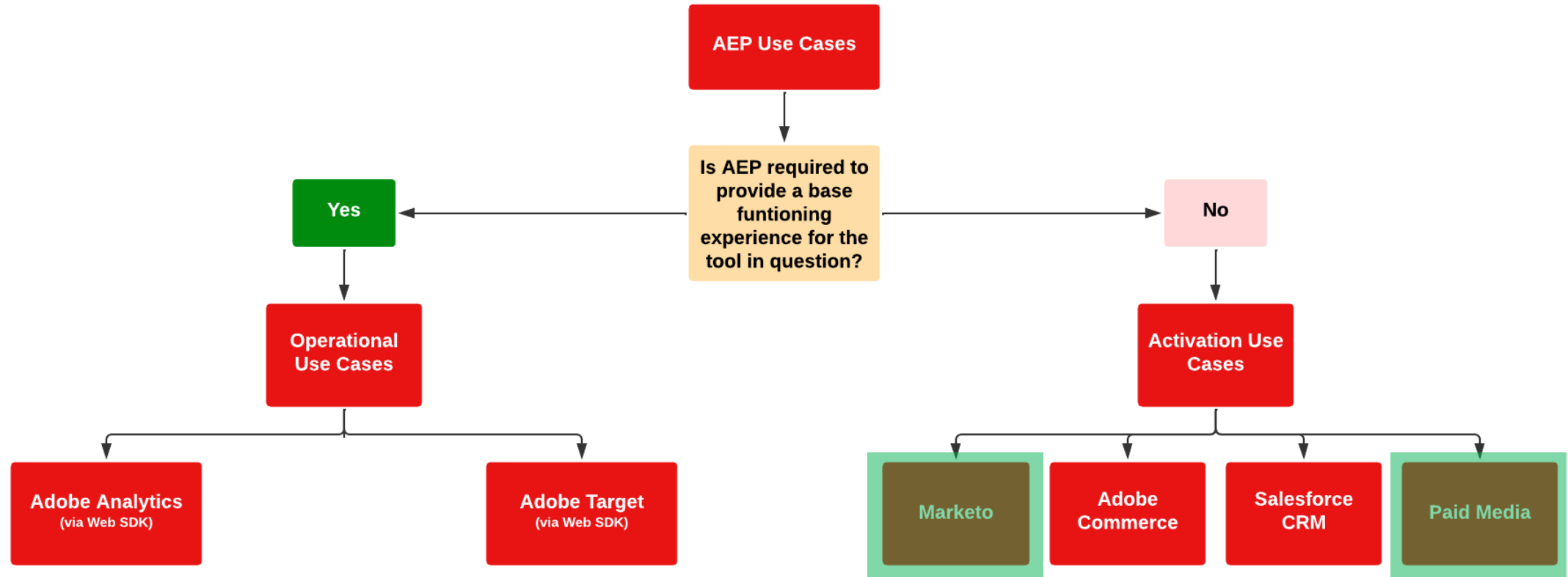
REPORTS

Real-Time CDP Audiences

 **Adobe Commerce**

Audience	Last Modified	Origin
Cart checkouts	Feb 16, 2023	Experience Platform
Just purchased radiant tee	Feb 16, 2023	Experience Platform
Orders over \$200	Feb 16, 2023	Experience Platform
Just purchased tanks	Feb 16, 2023	Experience Platform
Orders over \$50	Feb 16, 2023	Experience Platform
Shipped items over \$90	Feb 16, 2023	Experience Platform
Purchases over \$50	Jan 30, 2023	Experience Platform

# Where do we start?



# Top AEP Use Cases for AWC

## Marketo Campaign Development



### Now:

Campaign development from pre-defined and pre-constructed activities

### Supplement w/ CDP:

Campaign development available for full customer profile

## Media Retargeting



Google Ads

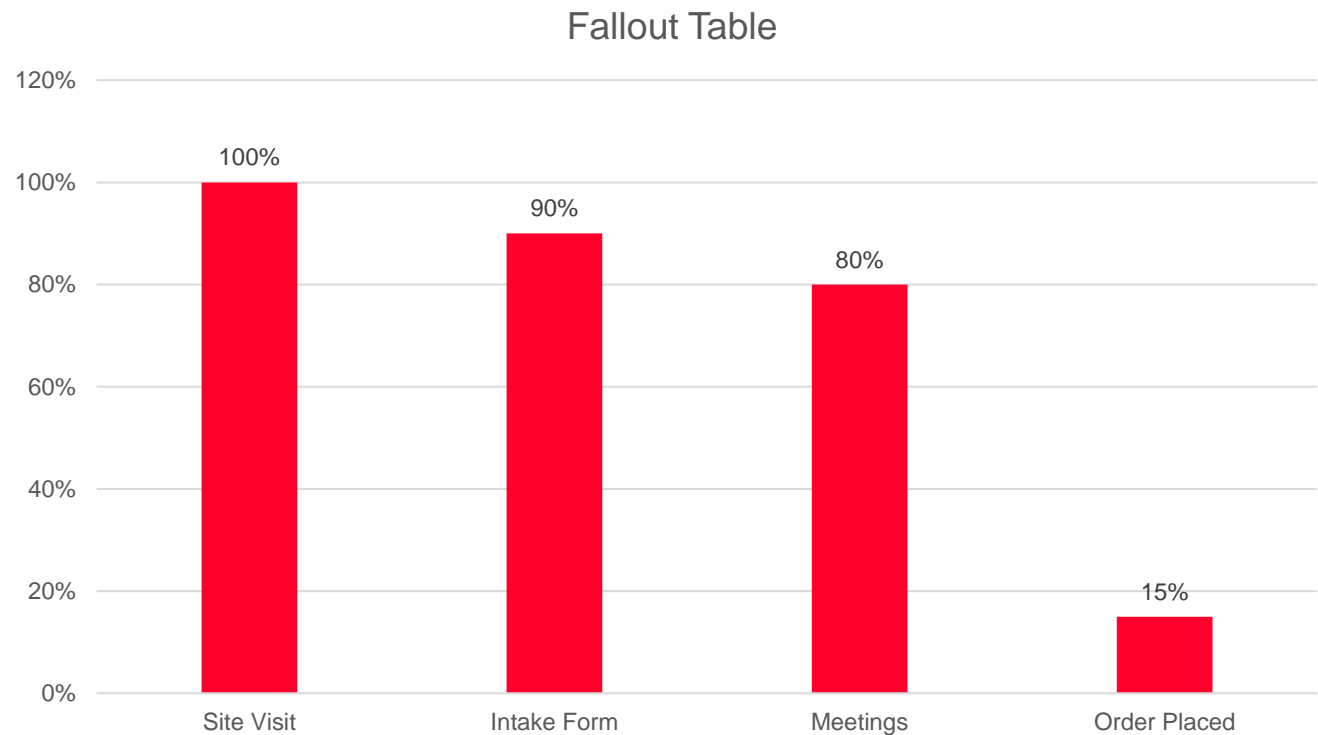
### Now:

3<sup>rd</sup> party, cookie based, last click attribution, at mercy of media vendor

### Supplement w/ CDP:

1<sup>st</sup> party, suppression, minimal reliance on vendors, full attribution

# Scenario: Adobe Analytics Fallout



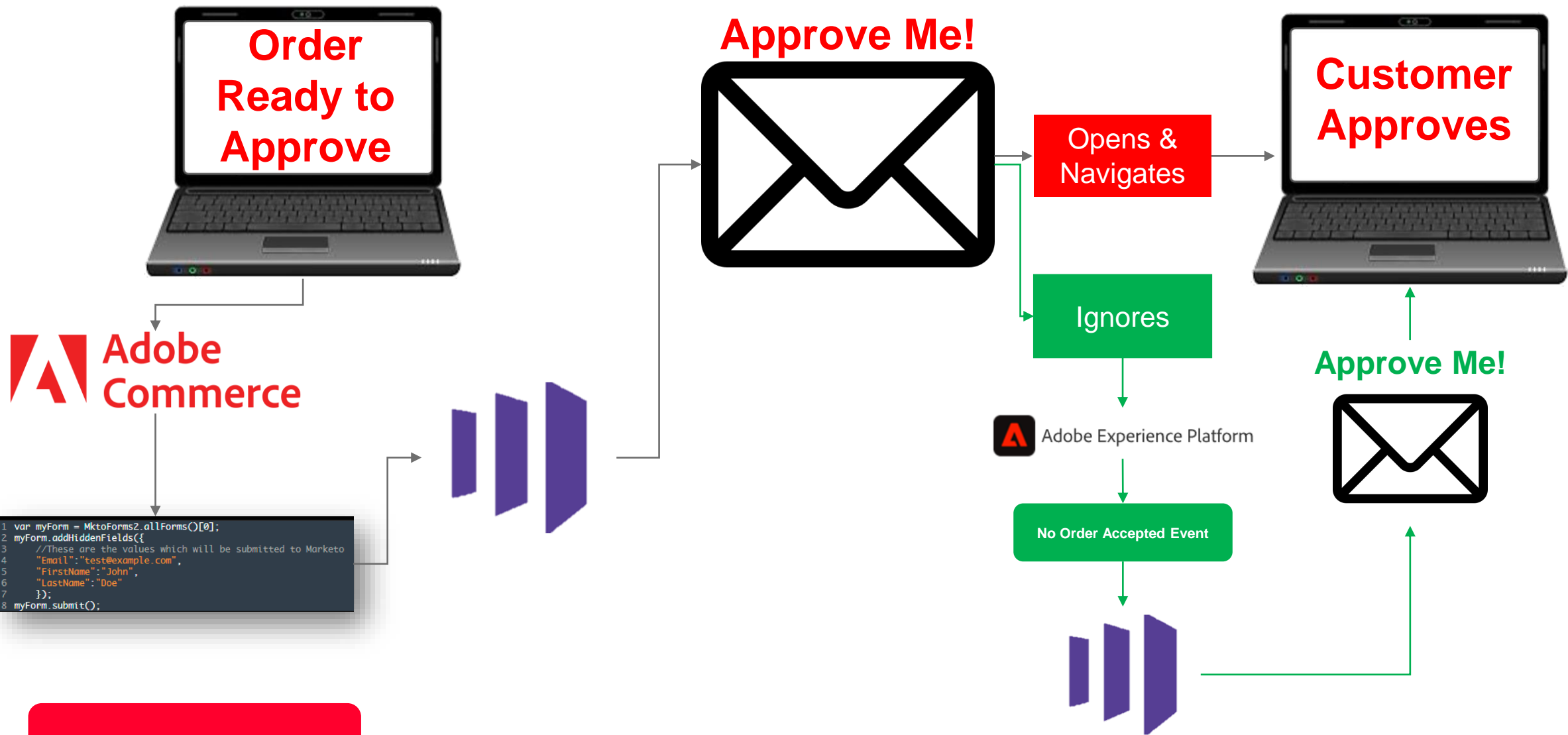
You will want to closely monitor and respond to KPI drop offs

# Marketo: Now

```
1 var myForm = MktoForms2.allForms()[0];
2 myForm.addHiddenFields({
3   //These are the values which will be submitted to Marketo
4   "Email": "test@example.com",
5   "FirstName": "John",
6   "LastName": "Doe"
7 });
8 myForm.submit();
```

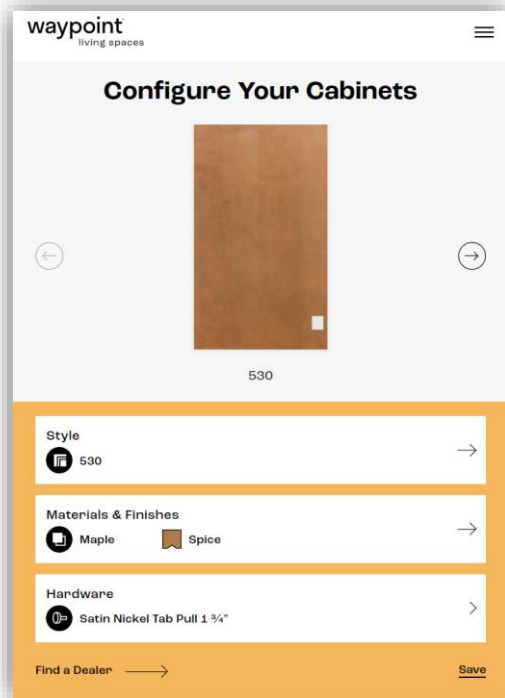
```
1 <html>
2
3 <head>
4   <!--
5     Munchkin Code
6     Replace with your own instance code
7   -->
8   <script type="text/javascript">
9     (function() {
10      var didInit = false;
11      function initMunchkin() {
12        if(didInit === false) {
13          didInit = true;
14          Munchkin.init('CHANGE ME');
15        }
16      }
17      var s = document.createElement('script');
18      s.type = 'text/javascript';
19      s.async = true;
20      s.src = '//munchkin.marketo.net/munchkin-beta.js';
21      s.onreadystatechange = function() {
22        if (this.readyState == 'complete' || this.readyState == 'loaded') {
23          initMunchkin();
24        }
25      };
26      s.onload = initMunchkin;
27      document.getElementsByTagName('head')[0].appendChild(s);
28    })();
29   </script>
30 </head>
31
32 <body>
33   <!--
```

# Marketo: Proposed





# Media Retargeting: Standard, focus on unknown



Display Retargeting Campaign 1

```
<!-- Retargeting Pixel Google Doubleclick -->
<script type="text/javascript">
var axel = Math.random()+"";
var a = axel * 1000000000000000;
document.write('');
</script>
```

# Media Retargeting: with CDP, focuses on known

Target customers  
that you know



Exclude current  
customers to only  
reach new customers



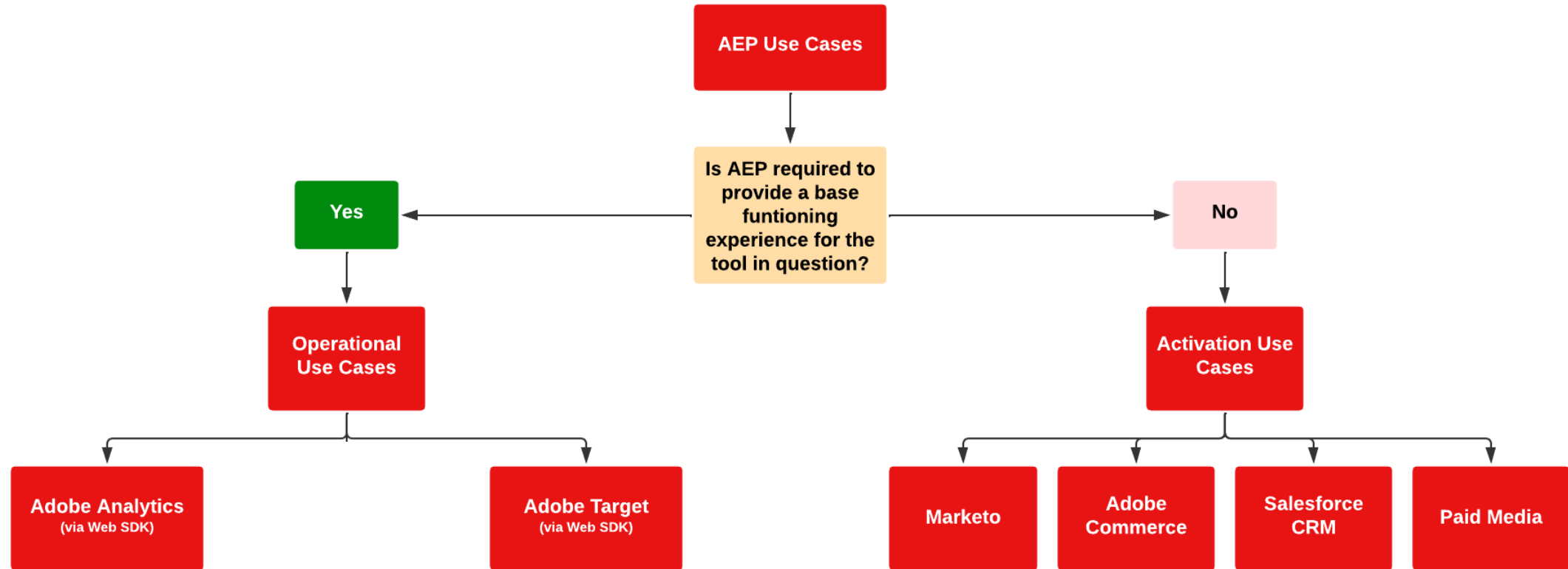
Reach users similar  
to your customers





**How Does it Come  
Together?**

# You decide



# ...But we have some ideas

	Site Development	Launch Phase 1	Launch Future Phase	
Marketo	AEP → Marketo POC Marketo → AEP POC	AEP → Marketo Fallout Optimization		
Adobe Analytics	Analytics Development	Fallout Analysis	Commerce Schema Integration	
Adobe Target	Target Development	Authentication Optimization	Touchpoint Optimization	1:1 Personalization and Recommendations API
Adobe Commerce			AEP → Commerce Integration	
Salesforce CRM			Evaluate Ingestion/Activation AEP	
Google Cust. Match	POC?		AEP → Google Customer Match	