



and Adobe Experience Platform

Agenda

Adobe Experience Platform Overview

Foundational Elements

Future State Enhancements

How Does it Come Together?



A large, solid red arrow pointing from the left edge of the slide towards the right, partially overlapping the text area.

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.

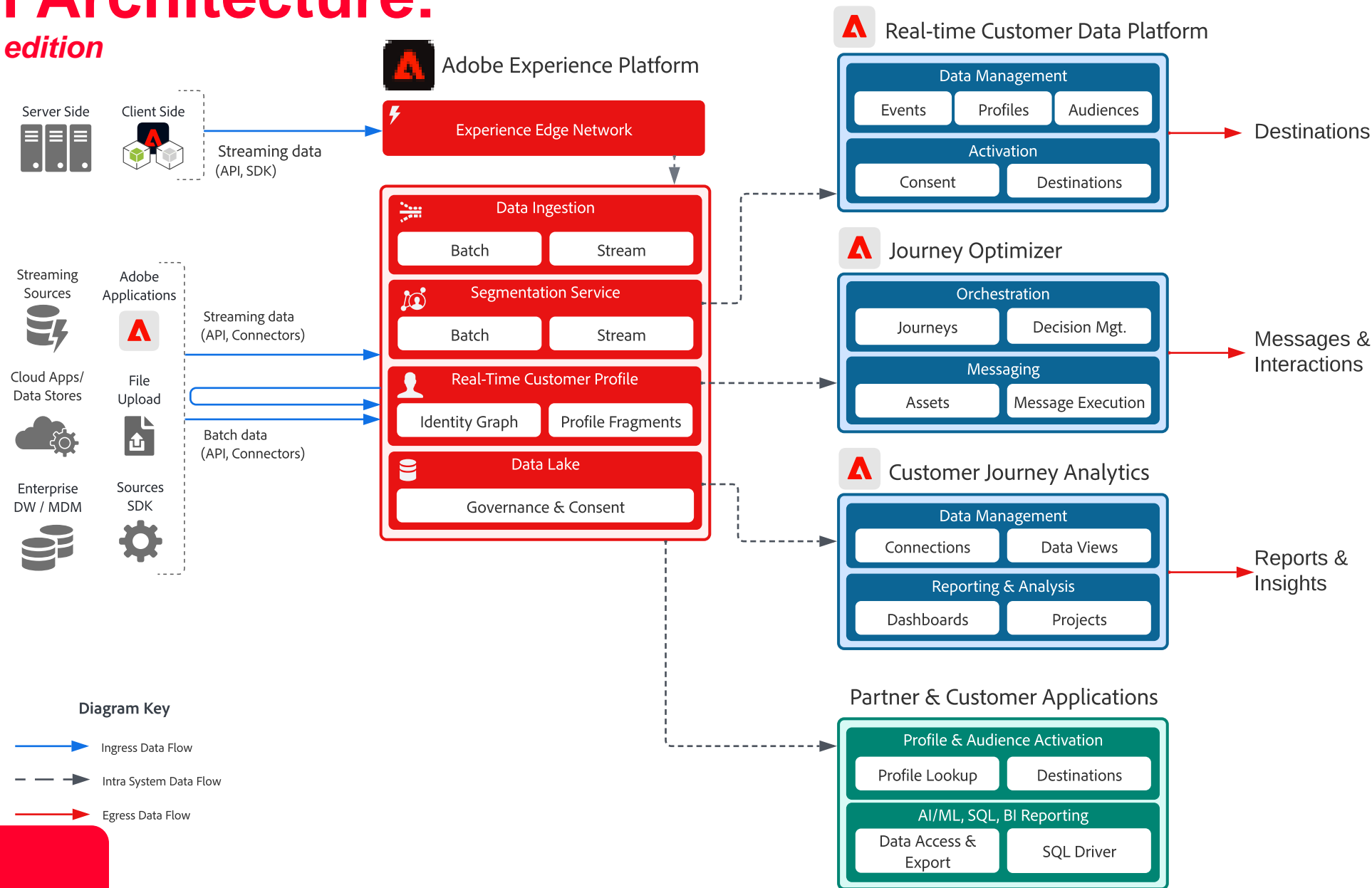
Gathering such data has long been a priority, but there is newfound urgency. Until now, most advertisers have depended heavily on data from business partners, including tech giants and ad-technology firms, to determine how to focus their ads. But all of the traditional tactics are under assault.

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.

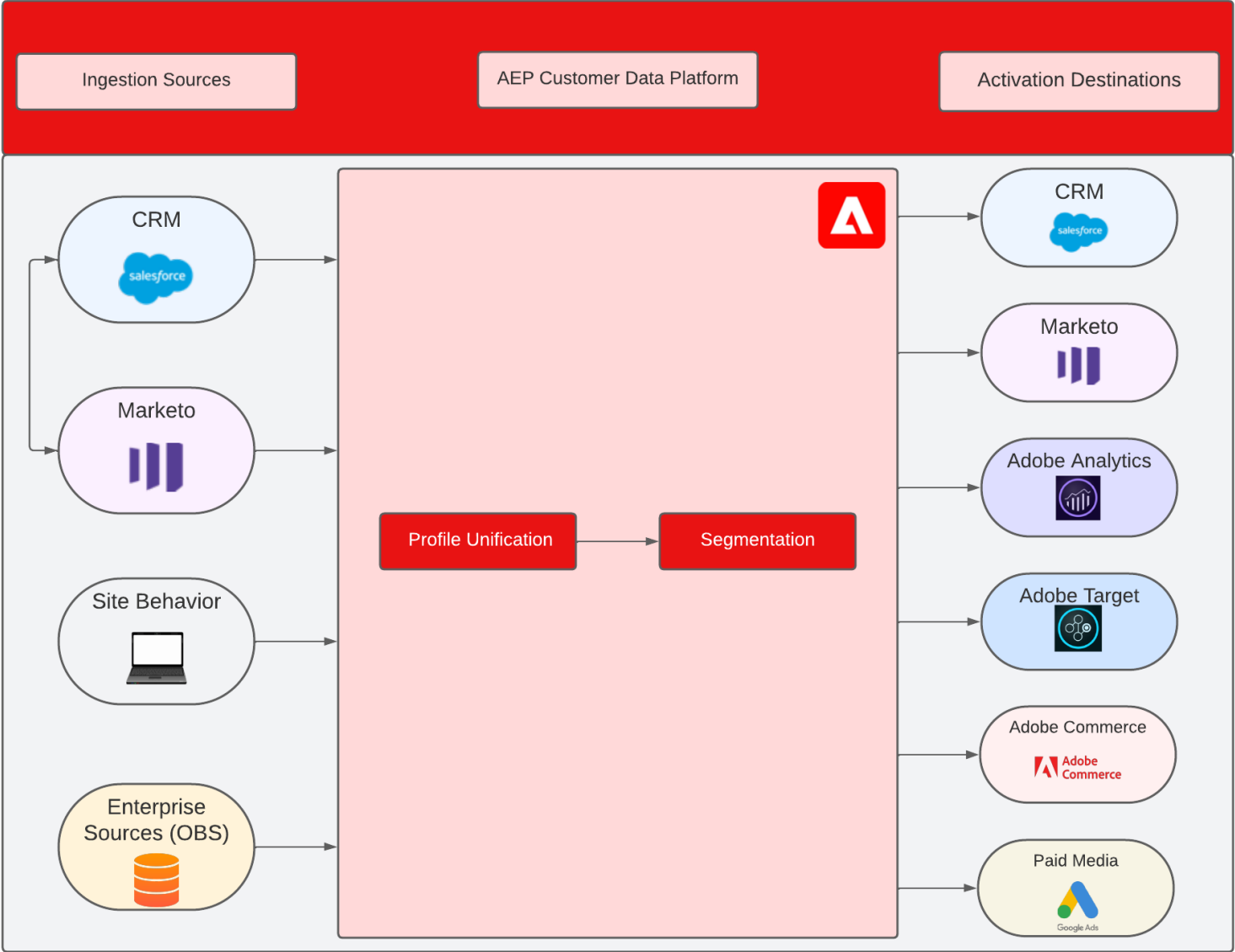
System Architecture:

Justify my job edition



System Architecture:

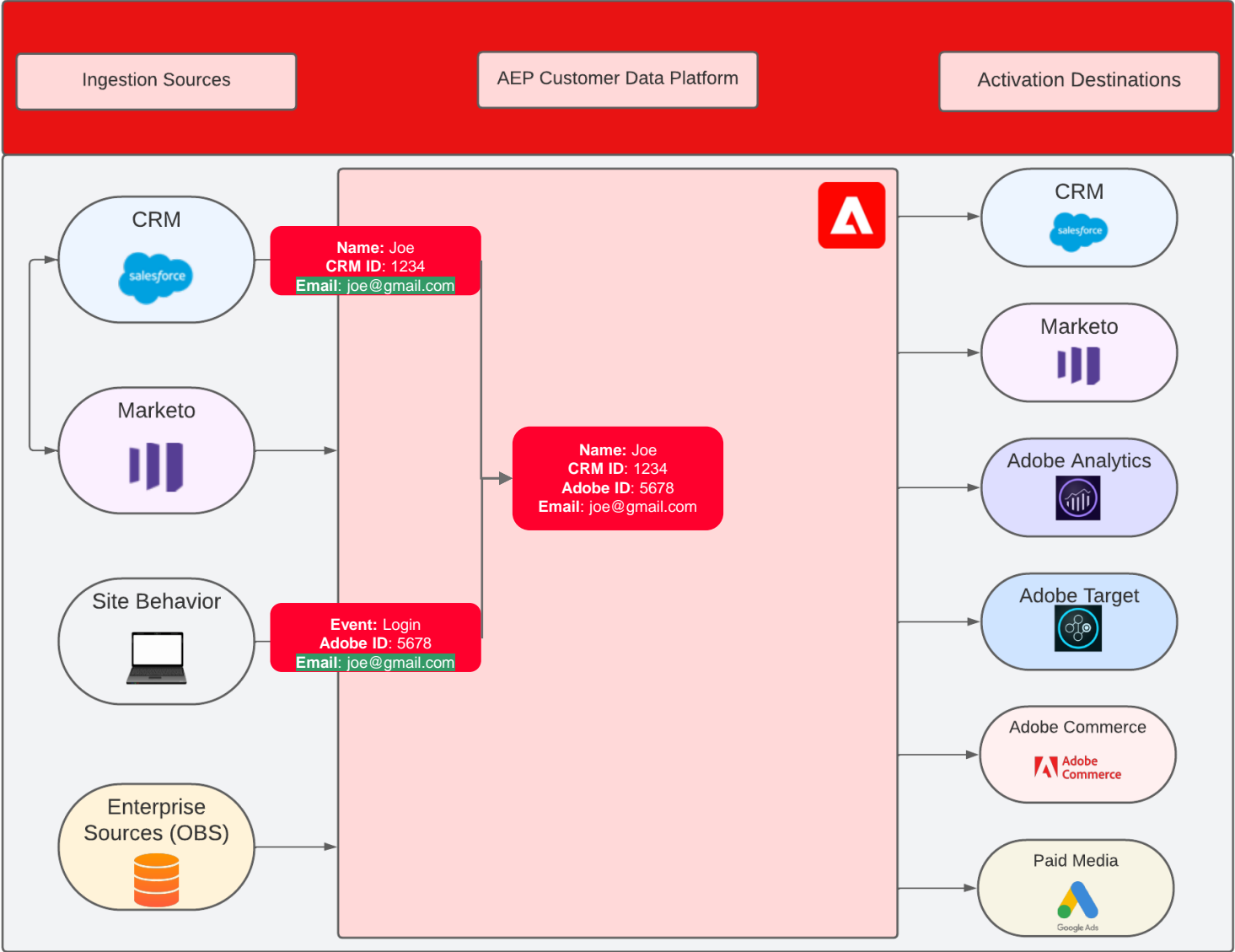
This time, in English



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

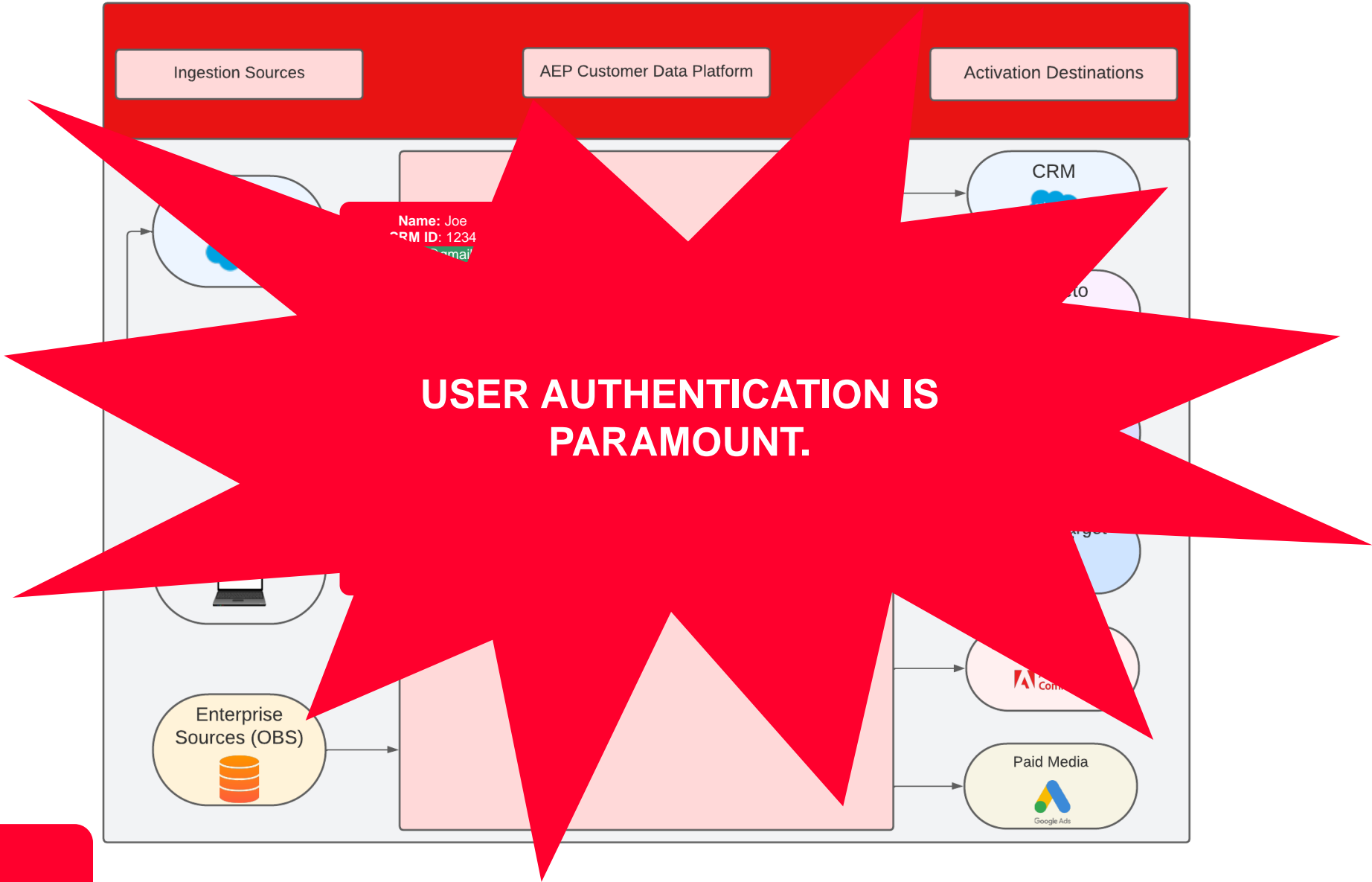


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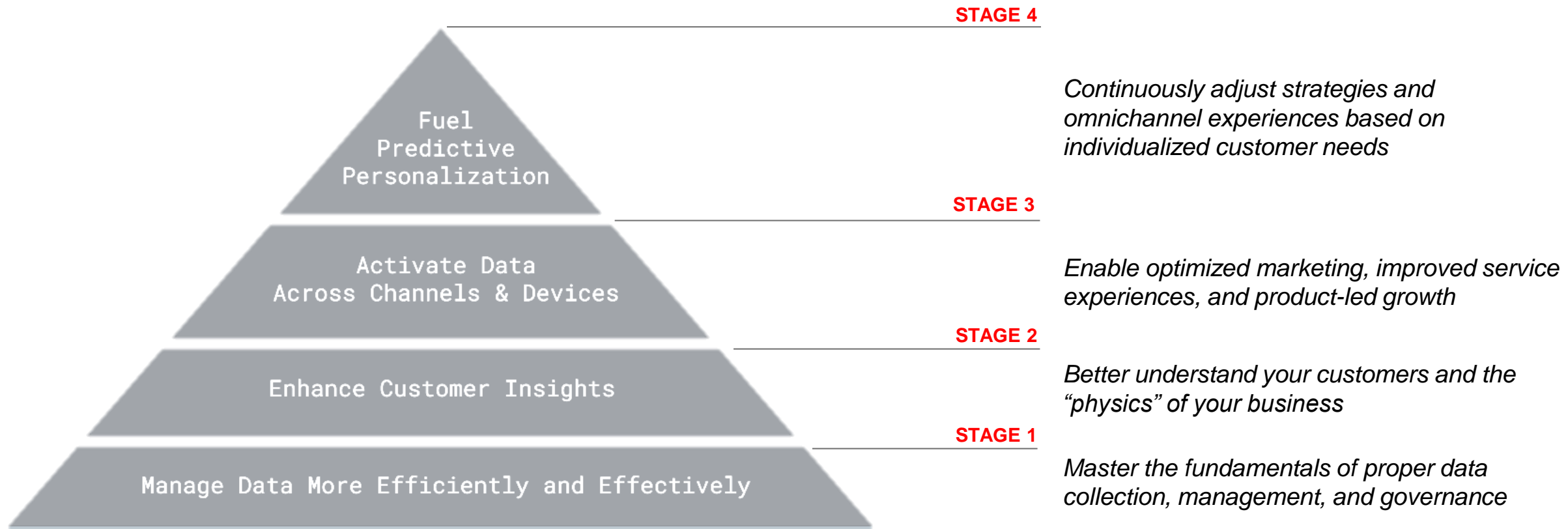
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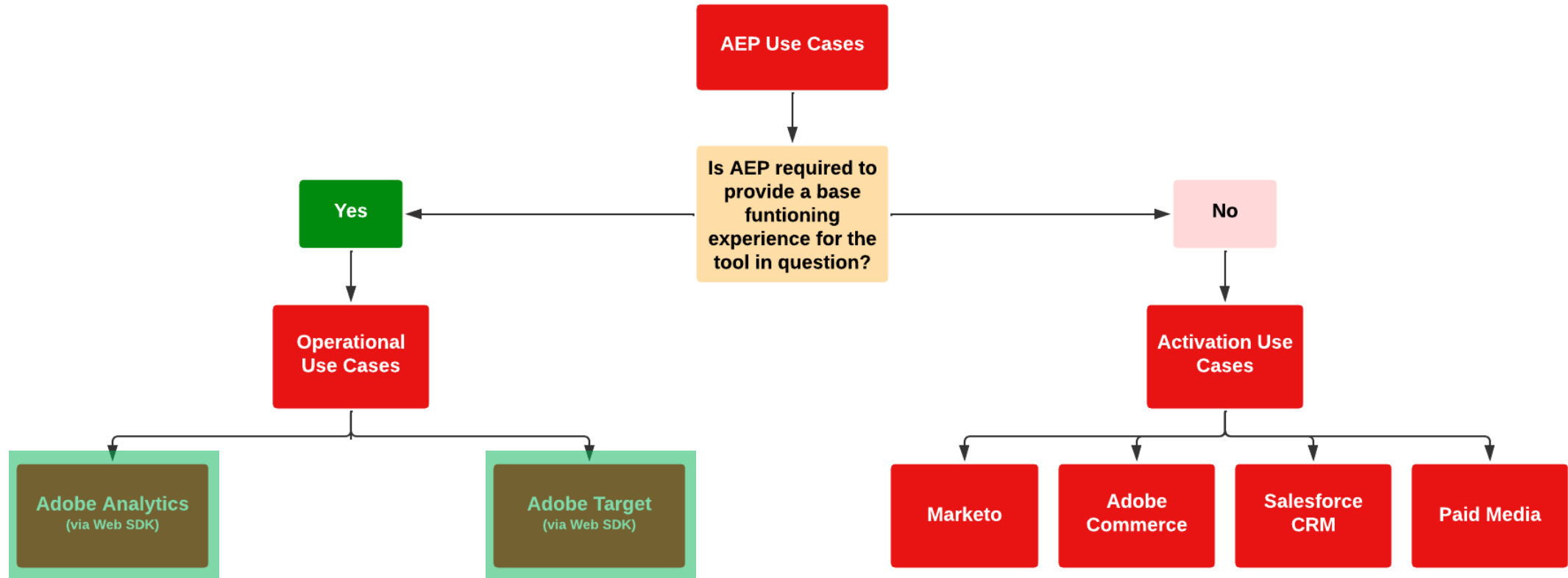
Foundational Elements

Project Phases

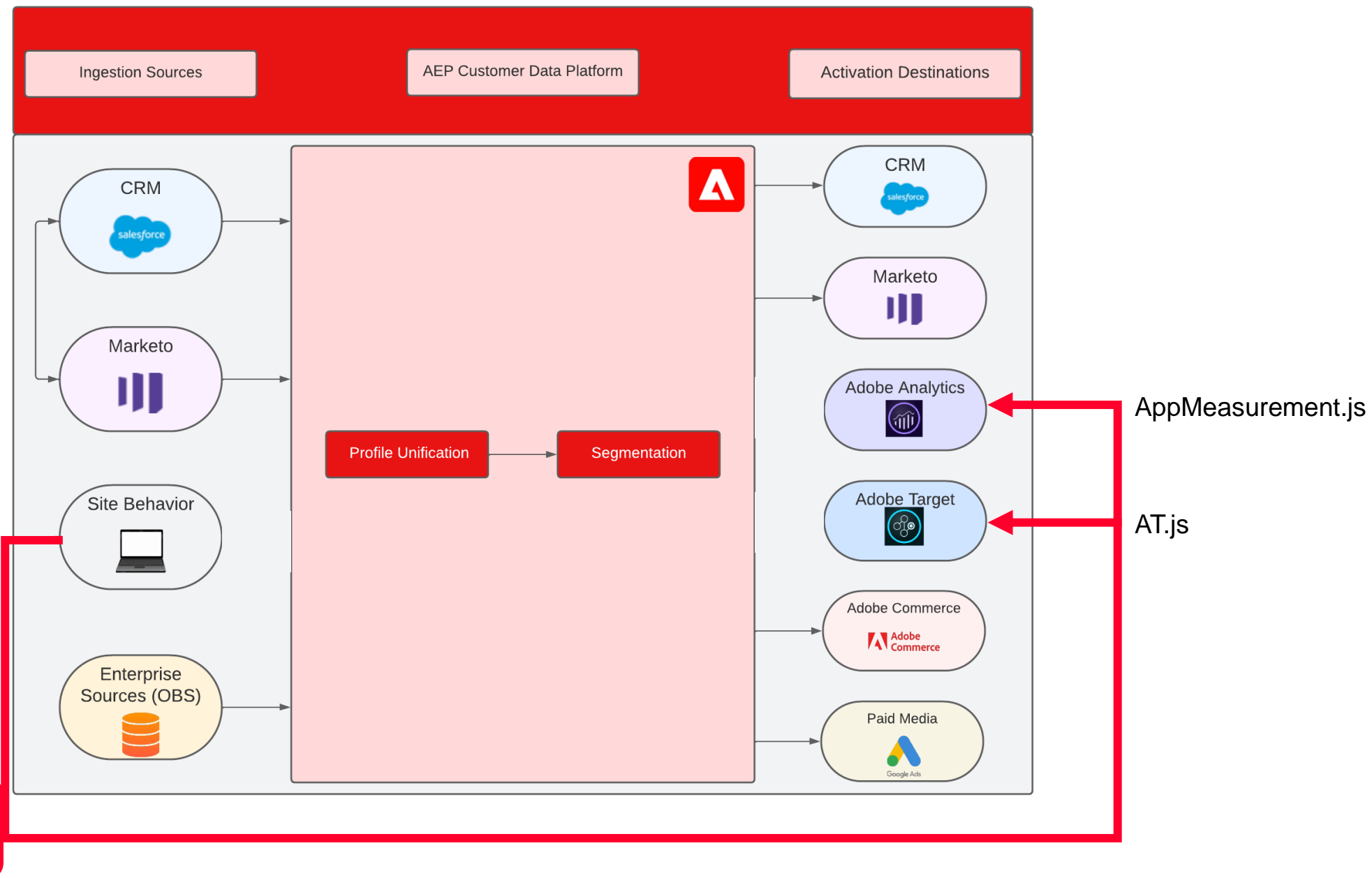


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Data Management	Customer Insights	Omnichannel Activation	Predictive Personalization
Accelerate time-to-value with new tools <ul style="list-style-type: none"> • Reduce engineering resources • Onboard new platforms with ease Maintain roadmap integrity as business needs change <ul style="list-style-type: none"> • CDP serves as centralized repository for segments • Reduces tech debt and ad hoc requests Resolve customer identities <ul style="list-style-type: none"> • Combine siloed data to unify into one singular view Cleanse and normalize data from different sources <ul style="list-style-type: none"> • Identify and rectify redundancies, duplicates • Apply consistent data structures across tools • Reconcile varying taxonomies across tools Enrich customer profiles <ul style="list-style-type: none"> • ID 3rd, 2nd party sources for profile enrichment Democratize access to business users <ul style="list-style-type: none"> • Lighten load on analytics and IT teams • Provide data directly to stakeholders Maximize IT productivity <ul style="list-style-type: none"> • Eliminate redundant instrumentation • Reduce reliance on third party pixels • Reduce systems integration request volume Comply with privacy standards <ul style="list-style-type: none"> • Develop data governance labels • Develop data governance strategy • Restrict data access Future-proof martech tools <ul style="list-style-type: none"> • Architecture is as agnostic as possible • Supports nascent tech integrations (IoT, voice) 	Augment customer journey intelligence <ul style="list-style-type: none"> • Identify productive user journeys leveraging Profile • Identify fallout of journey leveraging Profile Leave no data behind <ul style="list-style-type: none"> • Ingest data from web, mobile, connected apps • Go beyond traditional analytics (web) Enable multichannel attribution <ul style="list-style-type: none"> • Track long term value of customer • Consolidate attributes across customer lifecycle • Analyze touchpoints across data sources Create a customer-centered product roadmap <ul style="list-style-type: none"> • Wholistically understand entire customer journey • Prioritize roadmap based on business impact • Combine product, marketing, purchase data • Understand bottlenecks and ID improvements Increase testing & experimentation velocity <ul style="list-style-type: none"> • Minimize cost of failure • Expanded targeting toolbelt capabilities • Target using disparate data system attributes 	Boost conversion of known customers at specific point <ul style="list-style-type: none"> • Push stuck customers through journey • Sync customer lists to adtech/martech tools • Address specific bottlenecks with hyper-targeting • Access walled gardens • Segment using full toolbelt across channels • Update lists in real time Enable segmented marketing across properties <ul style="list-style-type: none"> • Personalize messages by segment • Collect info about customer preferences, behavior • Determine what most appeals to them • Rule based segments fuel omnichannel marketing Boost conversion of unknown customers at specific point <ul style="list-style-type: none"> • Convert a customer from unknown to known • ID unknown customers, encourage authentication Remarket to abandoners <ul style="list-style-type: none"> • Flag, nurture inactive customers • Trigger messages across digital properties Suppress irrelevant messaging <ul style="list-style-type: none"> • Ensure ad dollars not going to wrong people • Rule based exclusion segments to maximize ad \$ Create lookalike models <ul style="list-style-type: none"> • Select customers based on value scores • Pass numeric attributes and IDs to media vendors • Create lookalike models based off these IDs • Combine with attribution model Provide data to customer service reps <ul style="list-style-type: none"> • Traditional CRM only sees some data, not all • CDP fills in the gaps • Agent can access CDP data in real time Enable next-gen loyalty program <ul style="list-style-type: none"> • Old: serve promotions to repeat customers • New: drive loyalty - web/app, in-store, inventory • CDP sends to data sources that do predictive model • To deliver best messaging for the individual Location based marketing <ul style="list-style-type: none"> • Geo-target campaigns across all channels • Ingest data from web, app, CRM, Marketo • Append signals from location data • Apply rules to uncover opps • Trigger relevant messaging Coordinate messaging across channels <ul style="list-style-type: none"> • Use CDP as orchestration layer • Provides overview of activity of ALL sources • Set rules in one platform that apply universally 	Modeled attributes and real-time, omnichannel engagement <ul style="list-style-type: none"> • Ingest scores from predictive models • Provide Target, Marketo, etc with real time recs • First product, cross sell, up sell • Data based on all touchpoints (no silos)

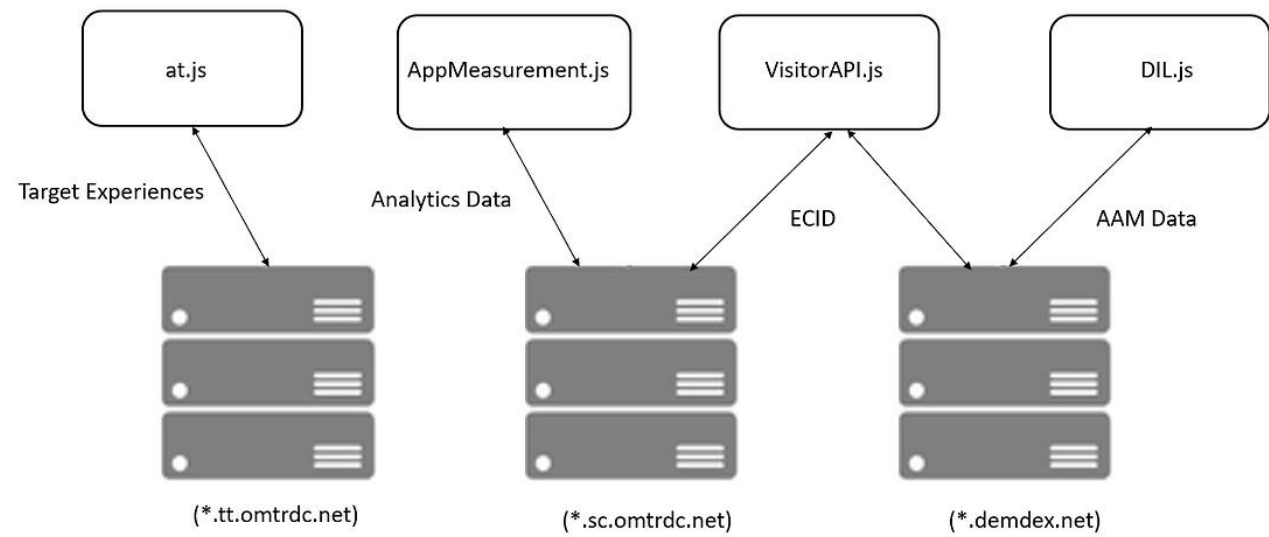
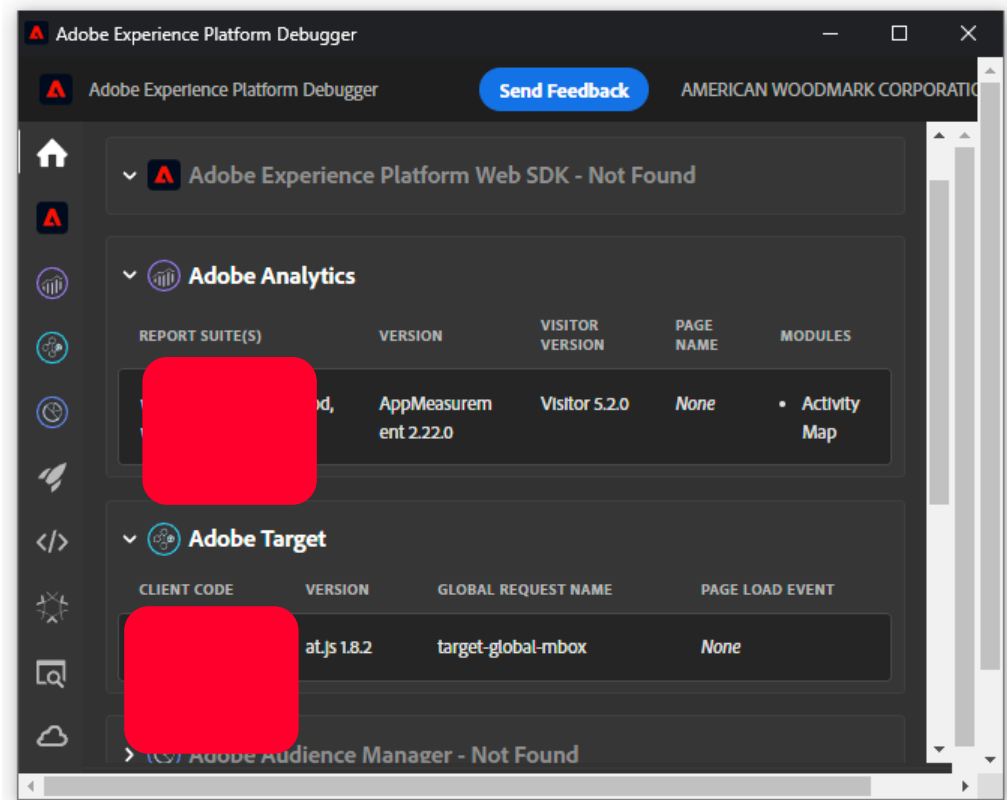
Adobe Analytics and Adobe Target



Legacy deployment bypasses AEP



Legacy deployment is more cumbersome



AEP Web SDK deployment is more streamlined

summary

▼ **Adobe Experience Platform Web SDK**

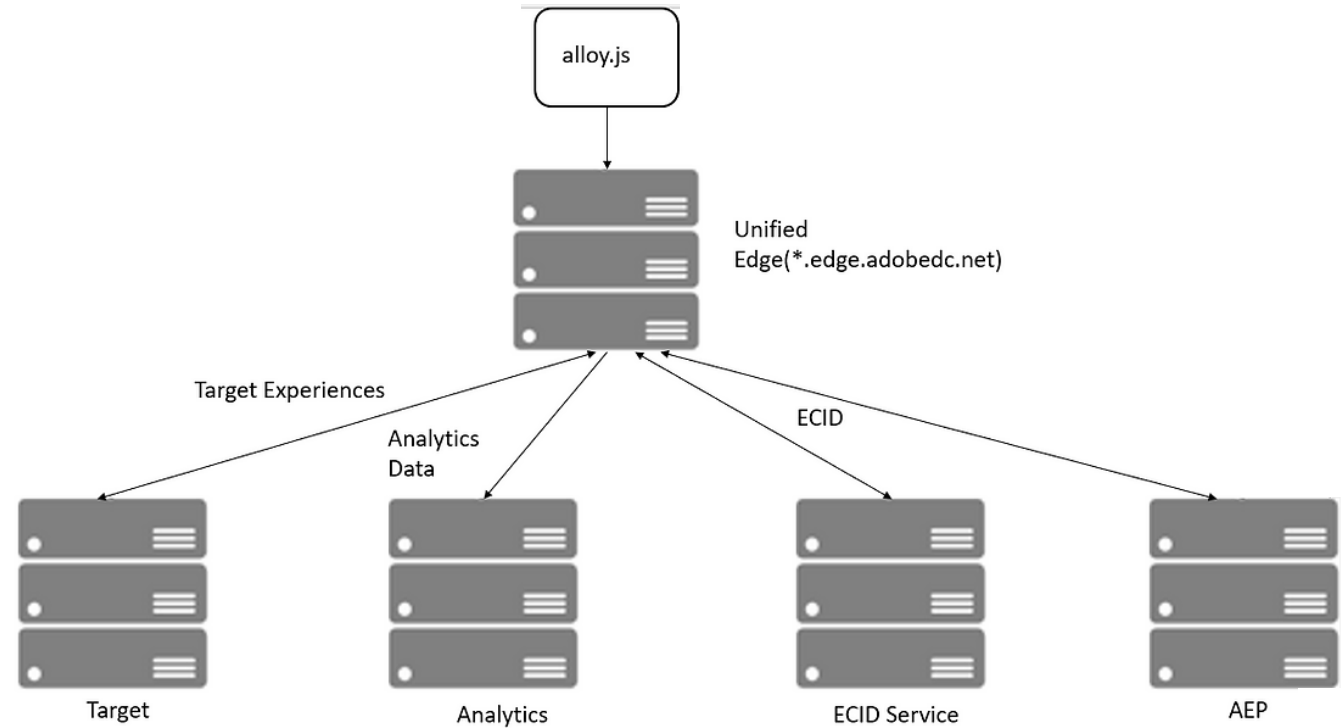
LIBRARY VERSION	NAMESPACE	DATASTREAM ID	EDGE DOMAIN	IMS ORGANIZATION ID
2.17.0	alloy	316d481e-273e-48b9-b17b-ce22da82116b	edge.adobedc.net	[REDACTED] 62@AdobeOrg)

▼ **Adobe Analytics - Not Found**

▼ **Adobe Target - Not Found**

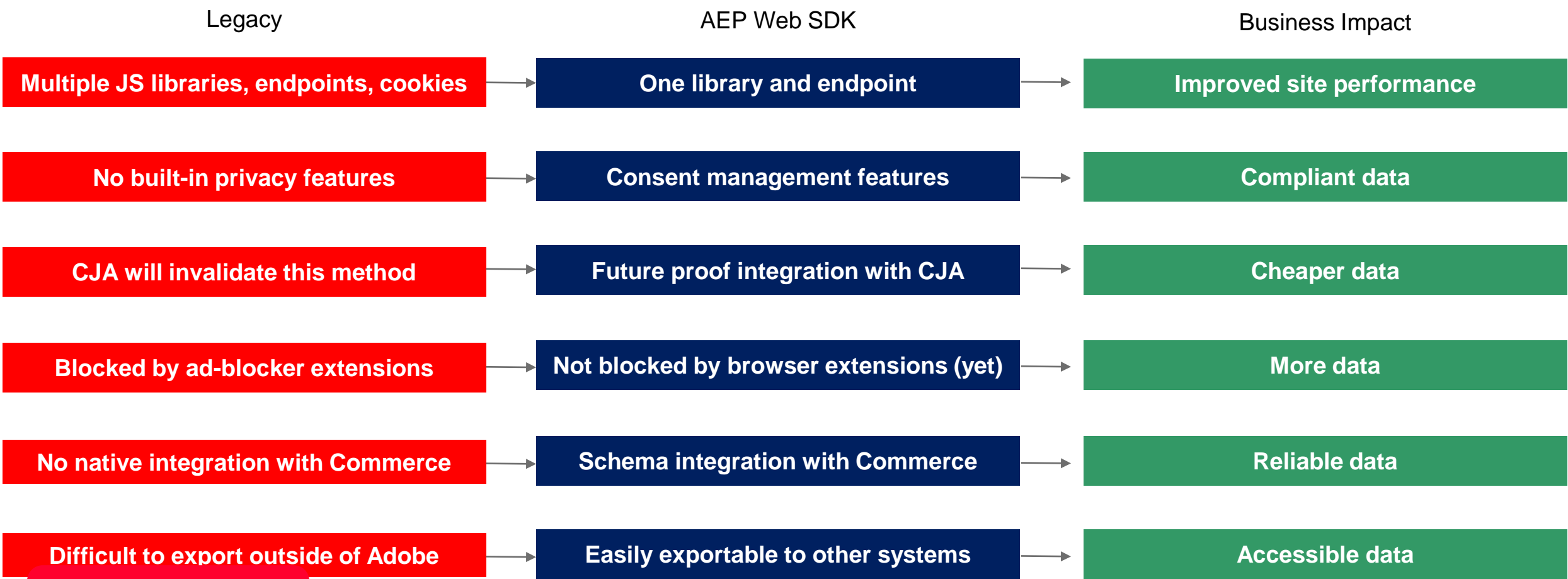
Upstream request to service 'com.adobe.target' finished with success.
▶ body: {} 5 keys
▶ header: {} 2 keys

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



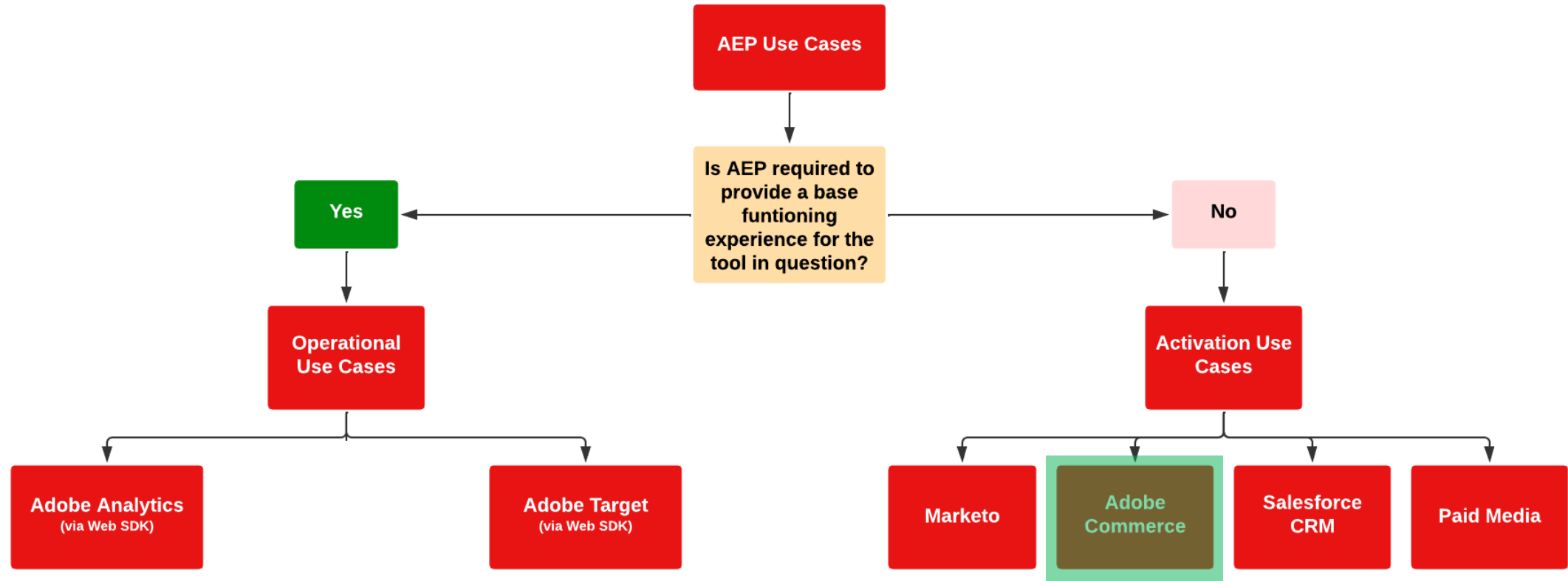
In Summary

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



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			WEB SDK

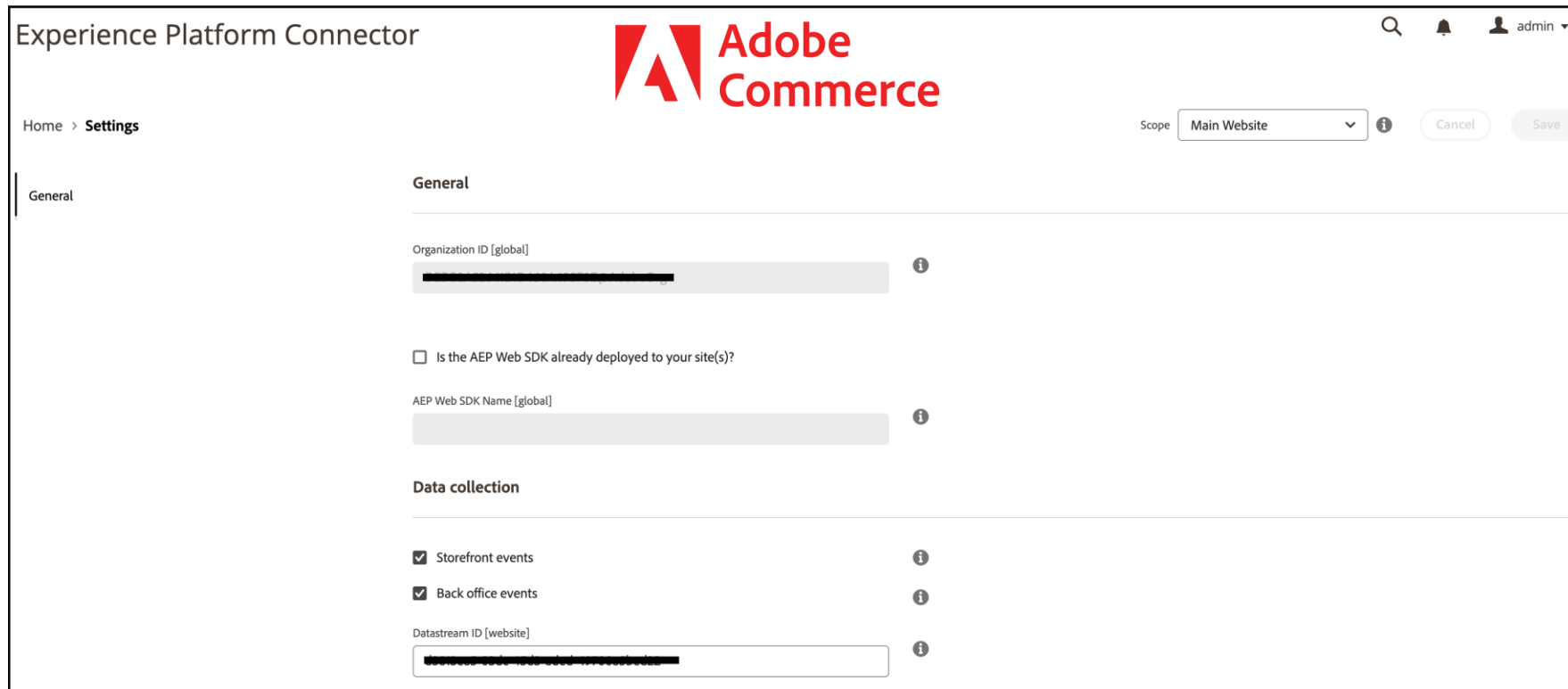
Adobe Commerce



Adobe Commerce

Goal: Automate, standardize, future proof data collection for eCommerce

Solution: Integration between Commerce and AEP packages, sends data



The screenshot displays the 'Experience Platform Connector' settings interface for 'Adobe Commerce'. The page is titled 'Experience Platform Connector' and features the Adobe Commerce logo. A breadcrumb trail shows 'Home > Settings'. The 'Scope' is set to 'Main Website'. The 'General' tab is active, showing fields for 'Organization ID [global]' and 'AEP Web SDK Name [global]', both with redacted values and information icons. A checkbox 'Is the AEP Web SDK already deployed to your site(s)?' is unchecked. The 'Data collection' section has checkboxes for 'Storefront events' and 'Back office events', both checked, with information icons. The 'Datastream ID [website]' field is also redacted with an information icon. The top right corner includes a search icon, a notification bell, and a user profile labeled 'admin'.

Experience Platform Connector

Home > Settings

General

Organization ID [global]

☐ Is the AEP Web SDK already deployed to your site(s)?

AEP Web SDK Name [global]

Data collection

☒ Storefront events

☒ Back office events

Datastream ID [website]

Adobe Commerce

Scope: Main Website

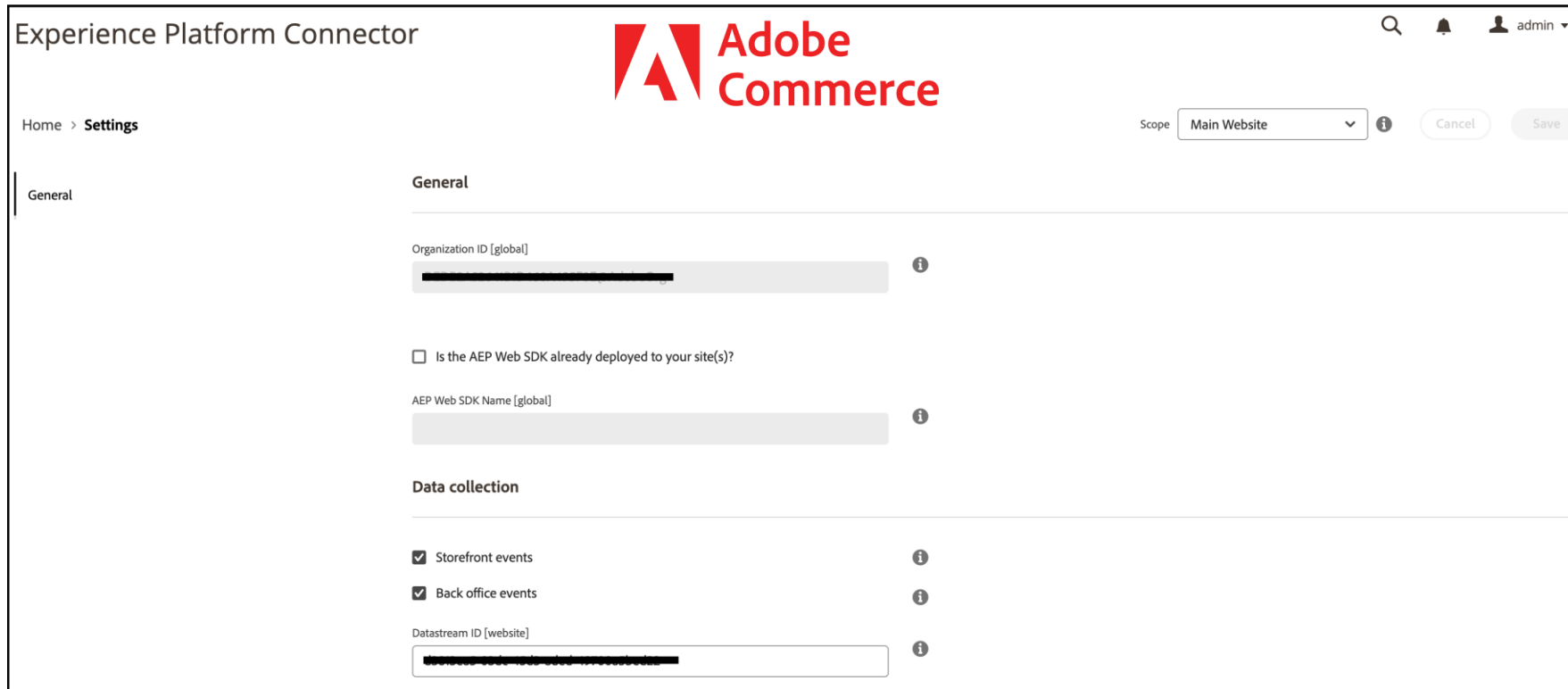
Cancel Save

admin

Adobe Commerce

Storefront data: actions that happen on the site – add to cart, purchase, login, registration, page view

Back Office data: actions that happen in the back end – order status updated



The screenshot shows the 'Experience Platform Connector' settings page in Adobe Commerce. The page has a header with the Adobe Commerce logo and a user profile 'admin'. The left sidebar shows 'Home > Settings' and 'General' is selected. The main content area is titled 'General' and contains the following fields:

- Organization ID [global]**: A text input field with a redacted value and an information icon.
- ☐ **Is the AEP Web SDK already deployed to your site(s)?**
- AEP Web SDK Name [global]**: A text input field with a redacted value and an information icon.
- Data collection**: A section with two checked checkboxes:
 - ☒ **Storefront events** (with an information icon)
 - ☒ **Back office events** (with an information icon)
- Datastream ID [website]**: A text input field with a redacted value and an information icon.

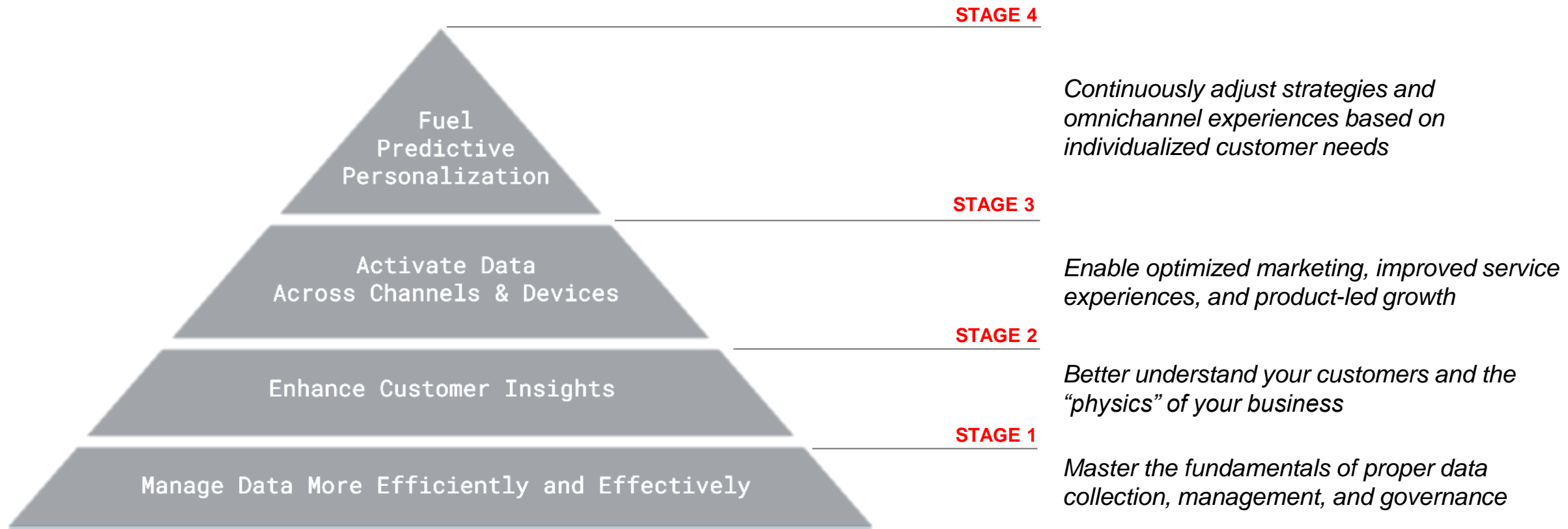
At the top right of the settings area, there is a 'Scope' dropdown menu set to 'Main Website', and 'Cancel' and 'Save' buttons.

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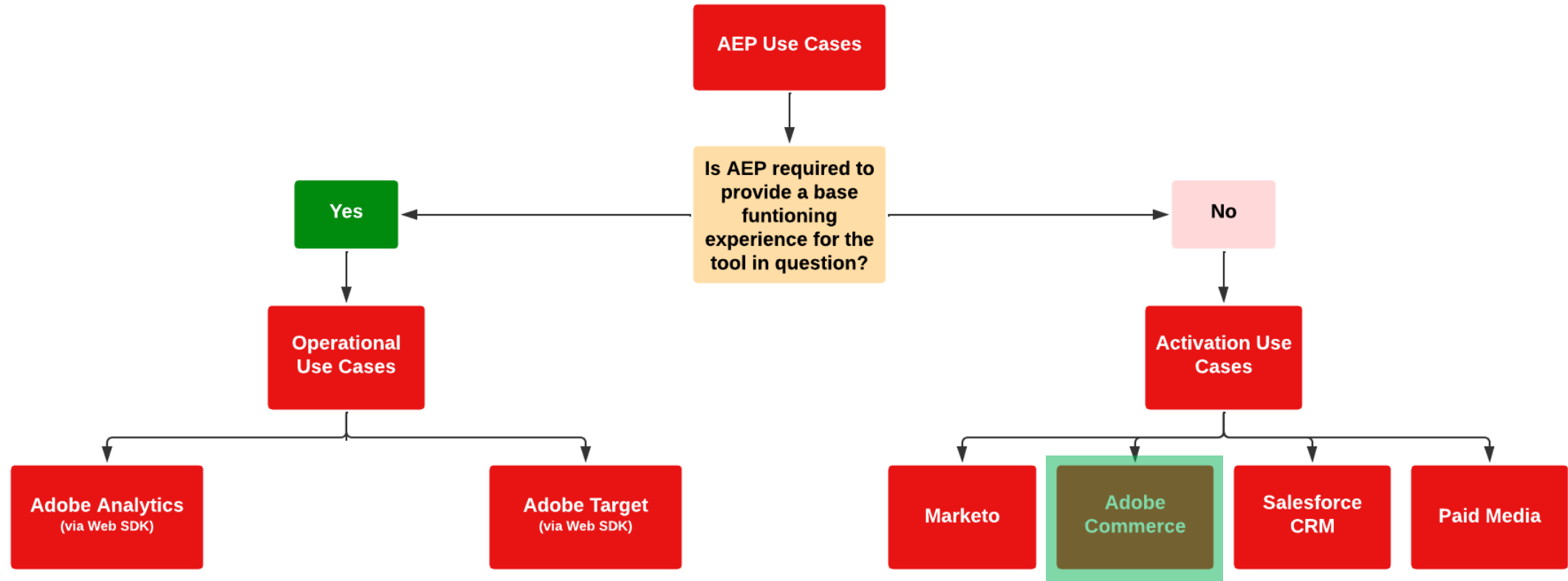
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Adobe Commerce




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



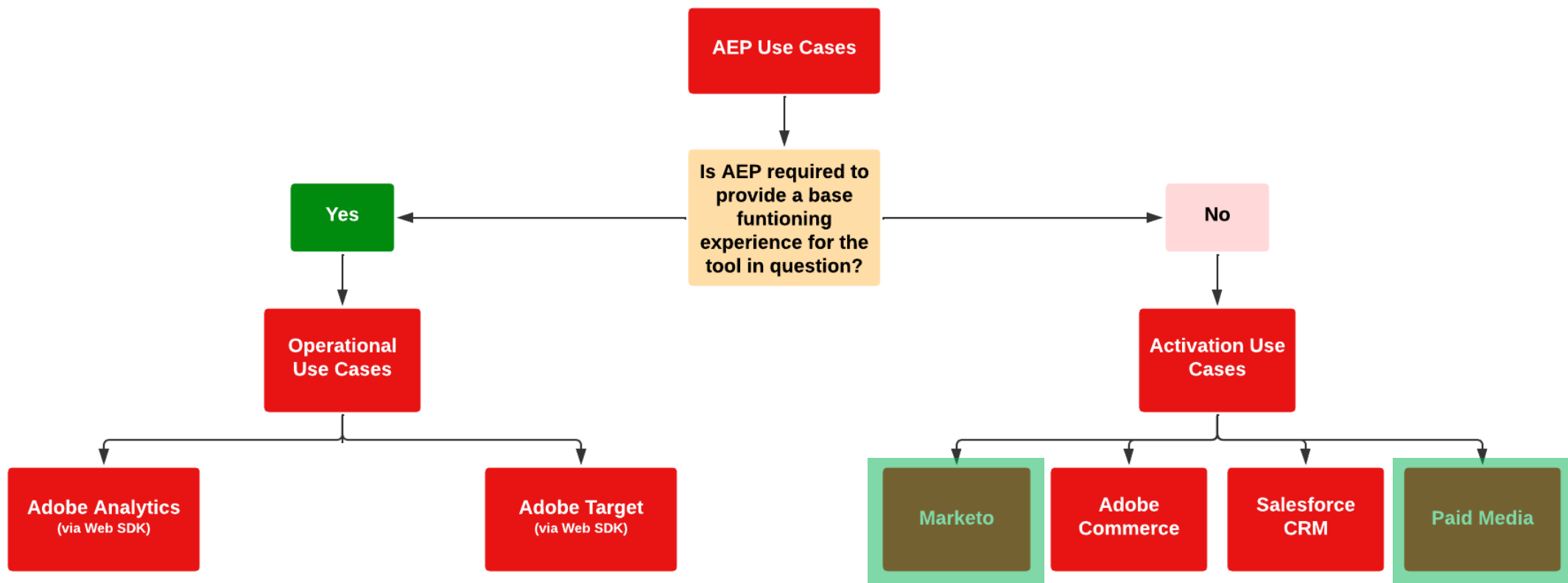
REPORTS

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

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COMMERCE DESTINATION			



Top AEP Use Cases for

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

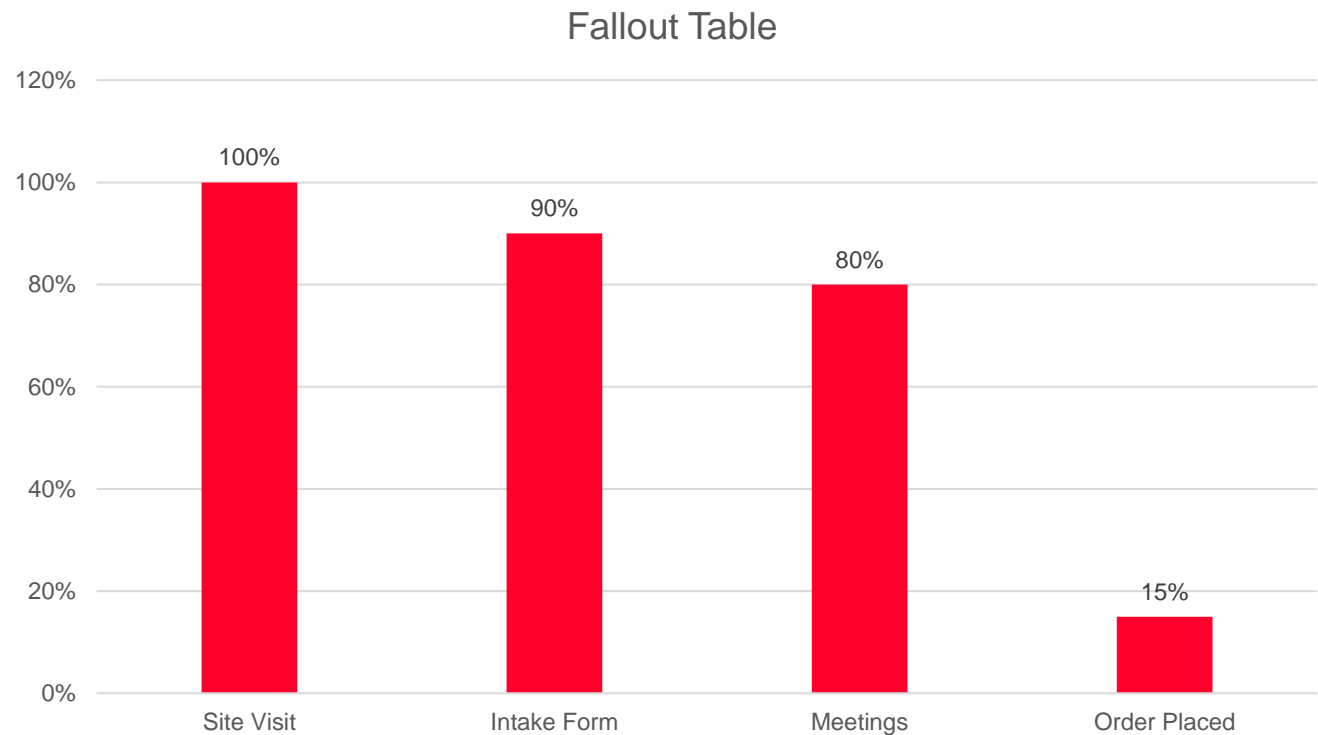
Now:

3rd party, cookie based, last click attribution, at mercy of media vendor

Supplement w/ CDP:

1st party, suppression, minimal reliance on vendors, full attribution

Scenario: Adobe Analytics Fallout



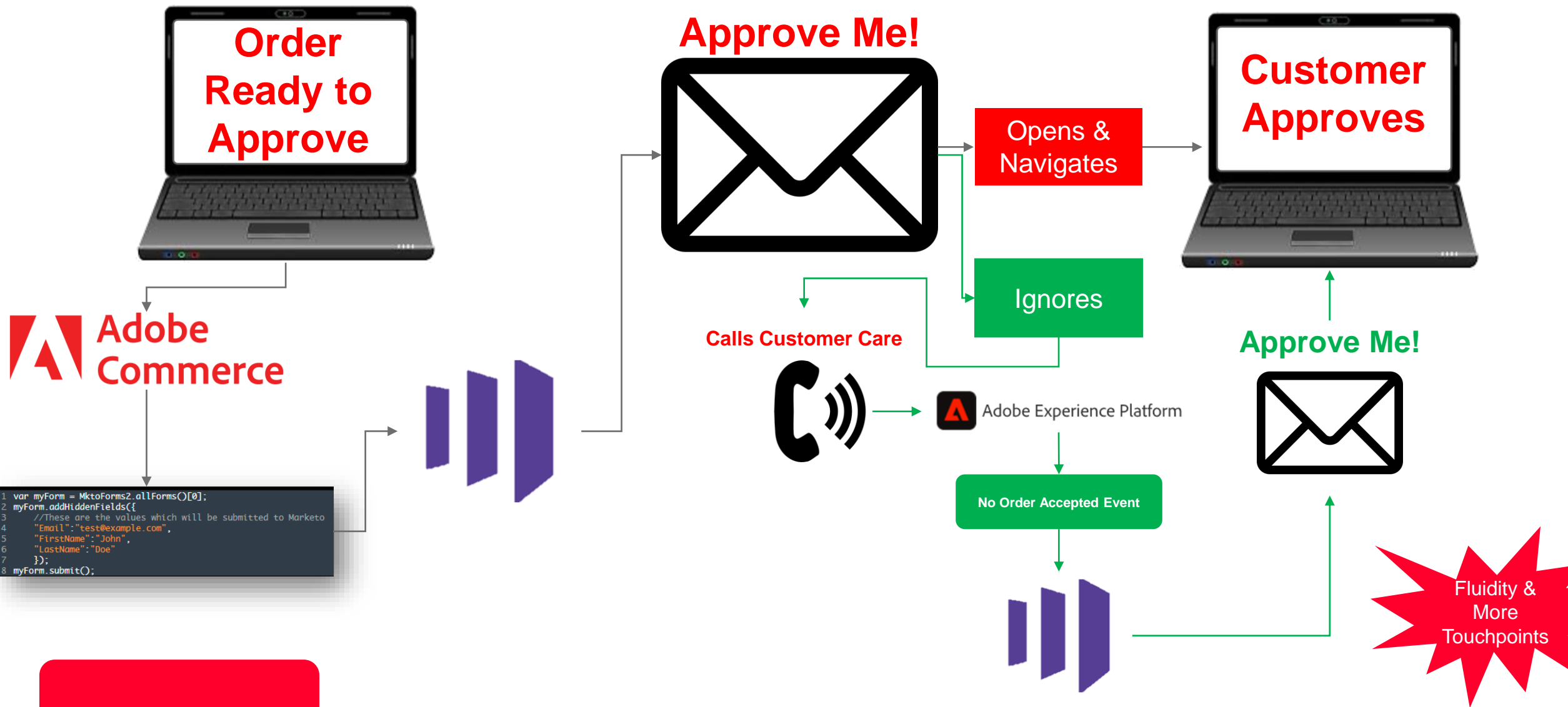
You will want to closely monitor and respond to KPI drop offs

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();
```

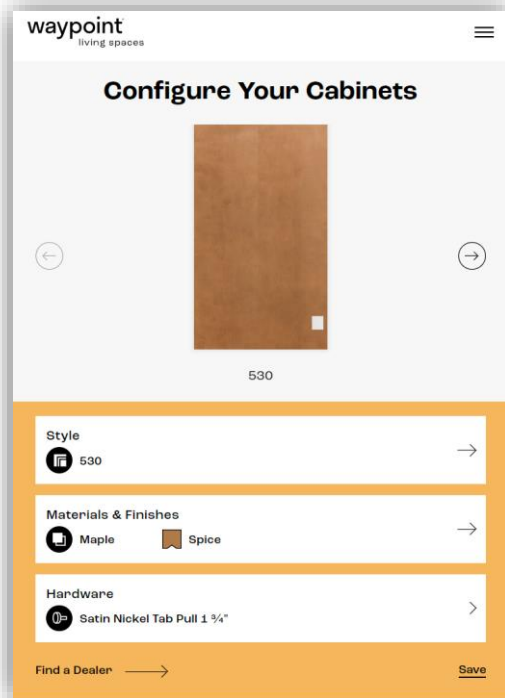
```
1 <html>
2
3 <head>
4   <!--
5     Munchkin Code
6     Replace with your own instance code
7   -->
8   <script type="text/javascript">
9     (function() {
10      var didInit = false;
11      function initMunchkin() {
12        if(didInit === false) {
13          didInit = true;
14          Munchkin.init('CHANGE 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: Future



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			MARKETO

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

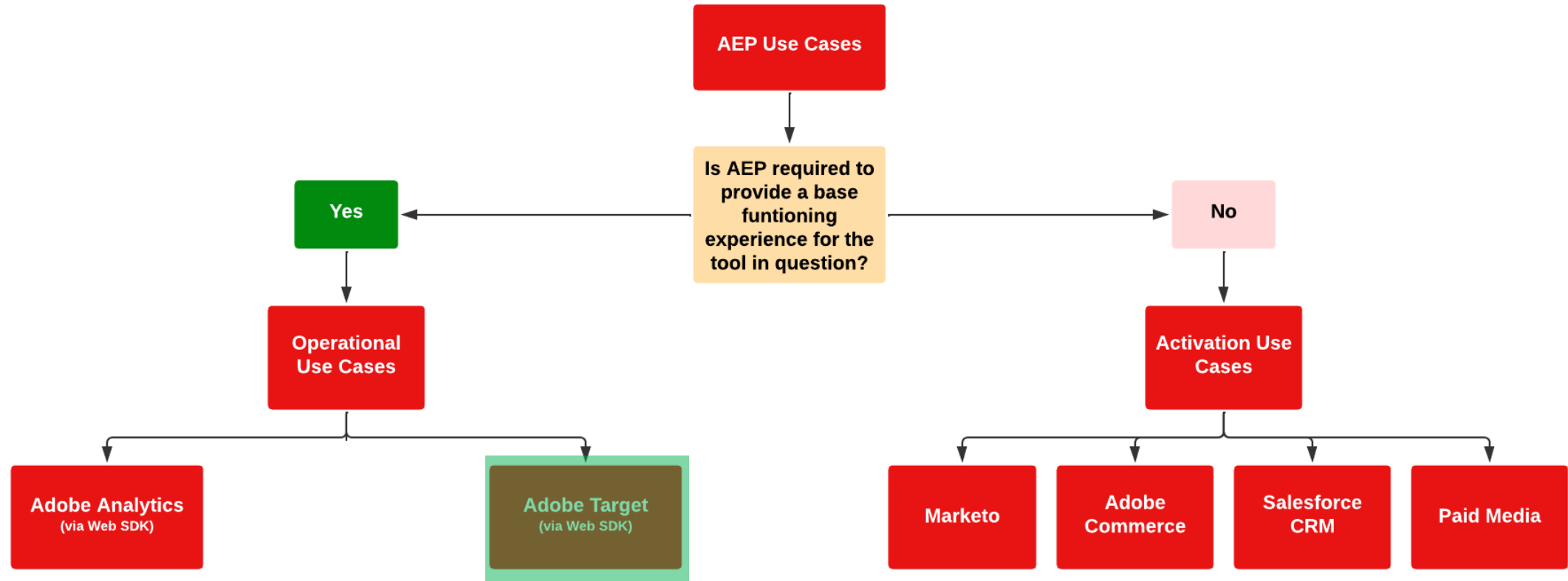


Reach users similar
to your customers

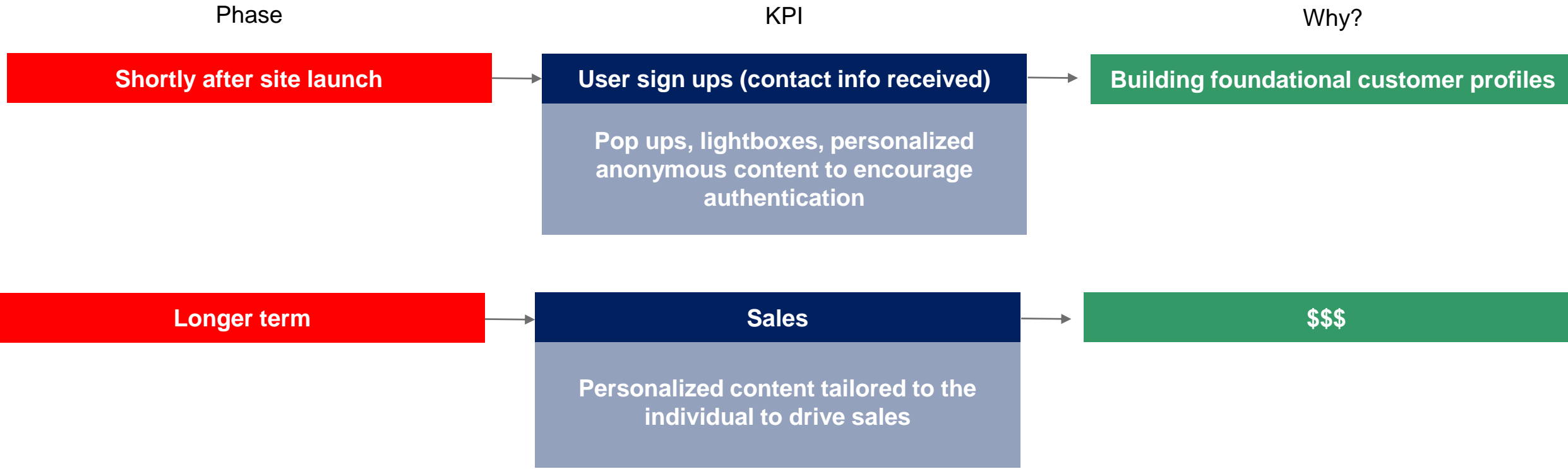


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			GOOGLE CUSTOMER MATCH

Adobe Target



Evolution of testing program

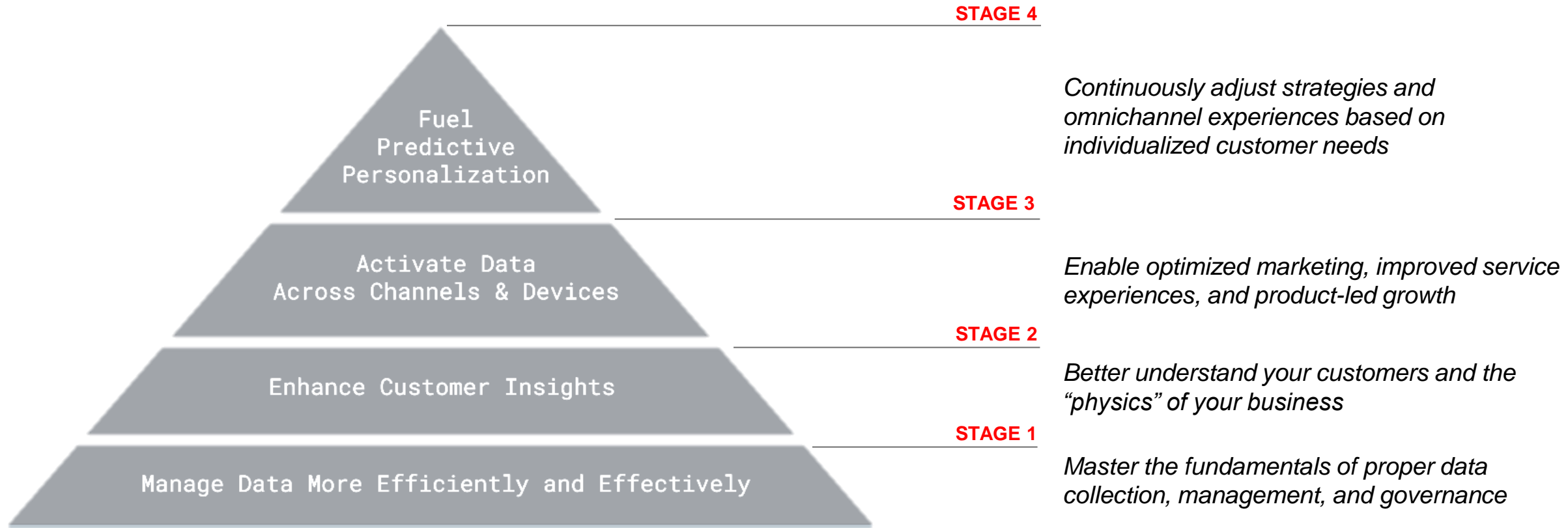


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<div>ADOBE TARGET</div>			



**How Does it Come
Together?**

Project Phases



Project Phases

