



[REDACTED] 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.

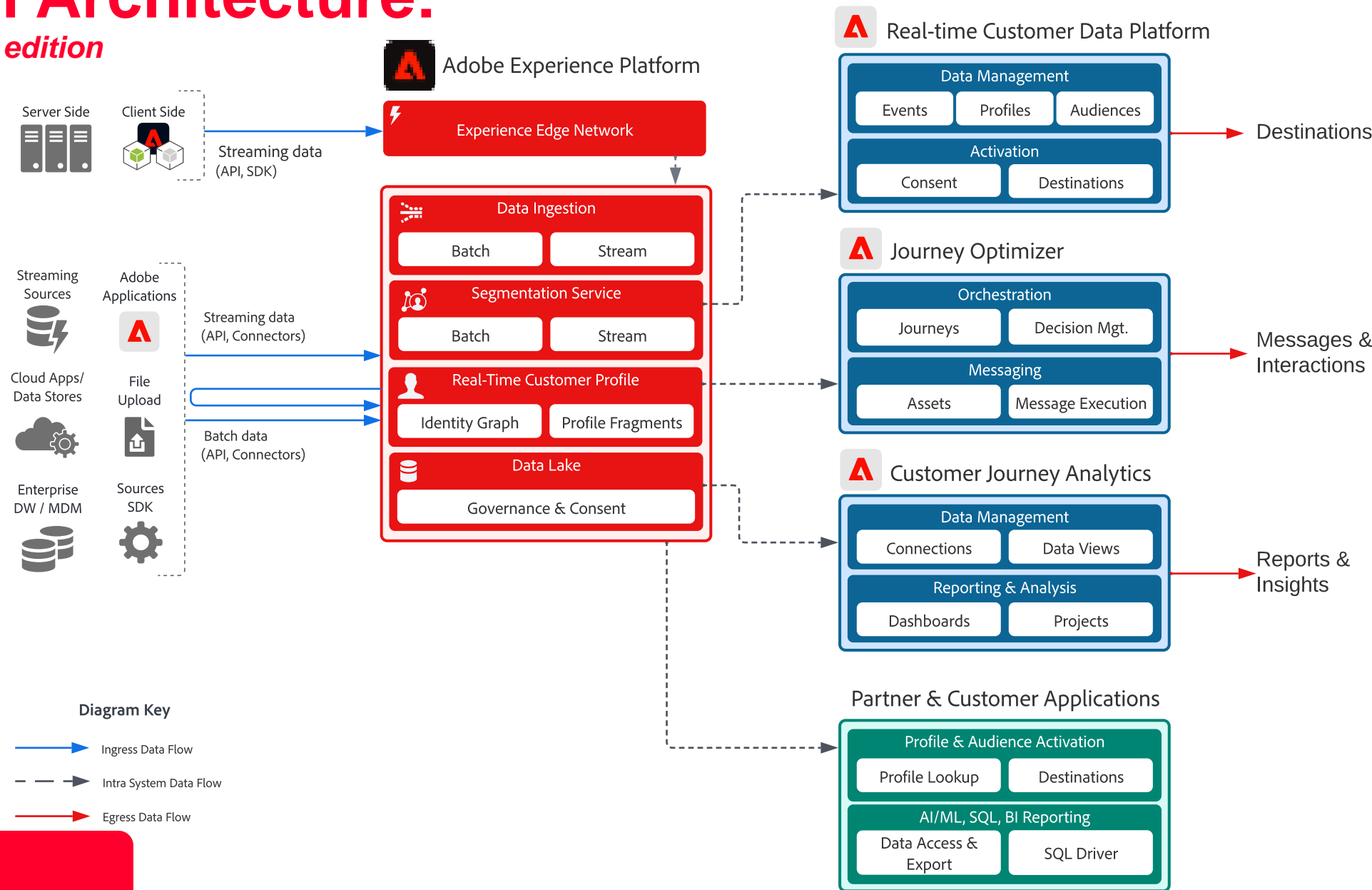
Gathering such data has long been a priority, but there is newfound urgency. Until now, most advertisers have depended heavily on data from business partners, including tech giants and ad-technology firms, to determine how to focus their ads. But all of the traditional tactics are under assault.

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.

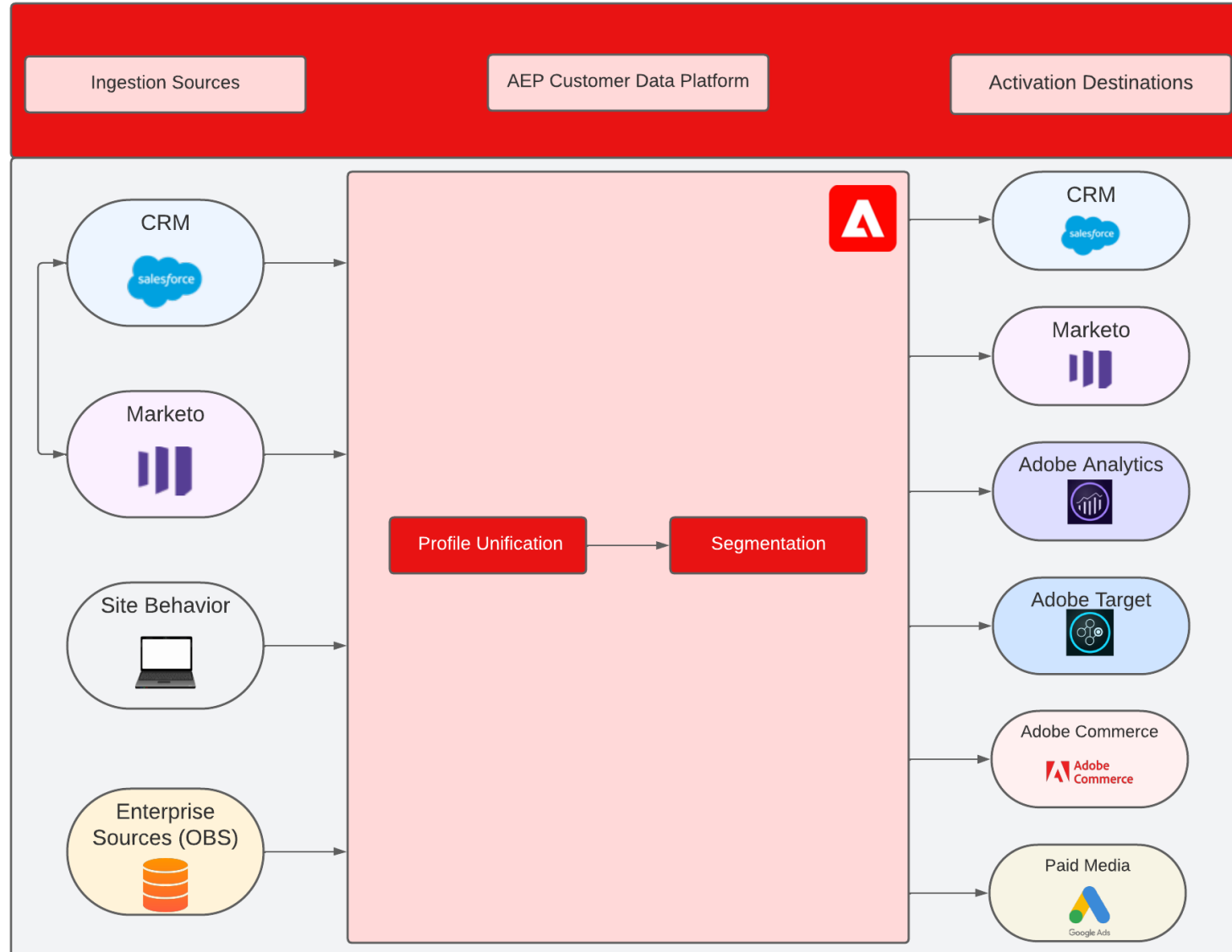
System Architecture:

Justify my job edition



System Architecture:

This time, in English

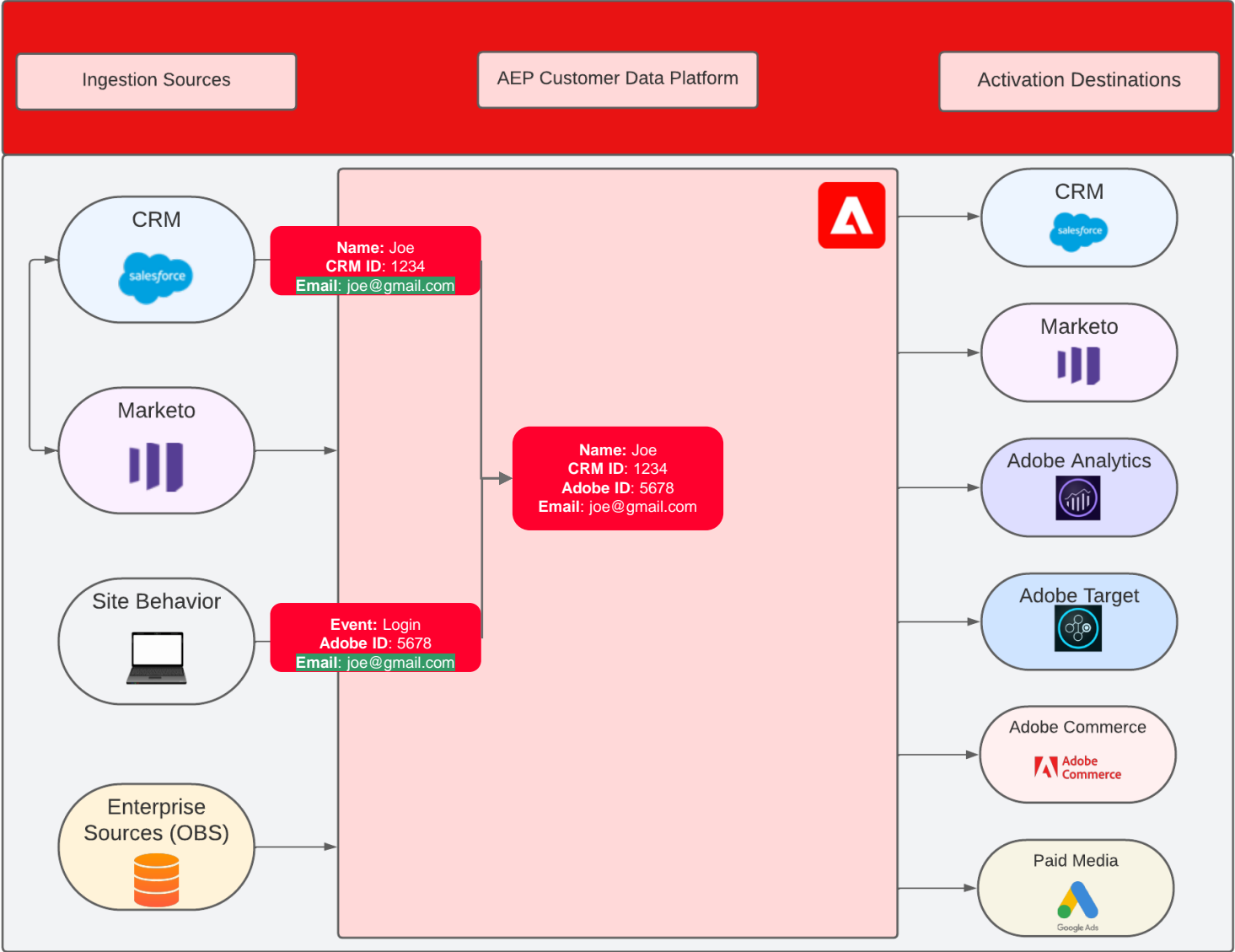


What makes a CDP so great?

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

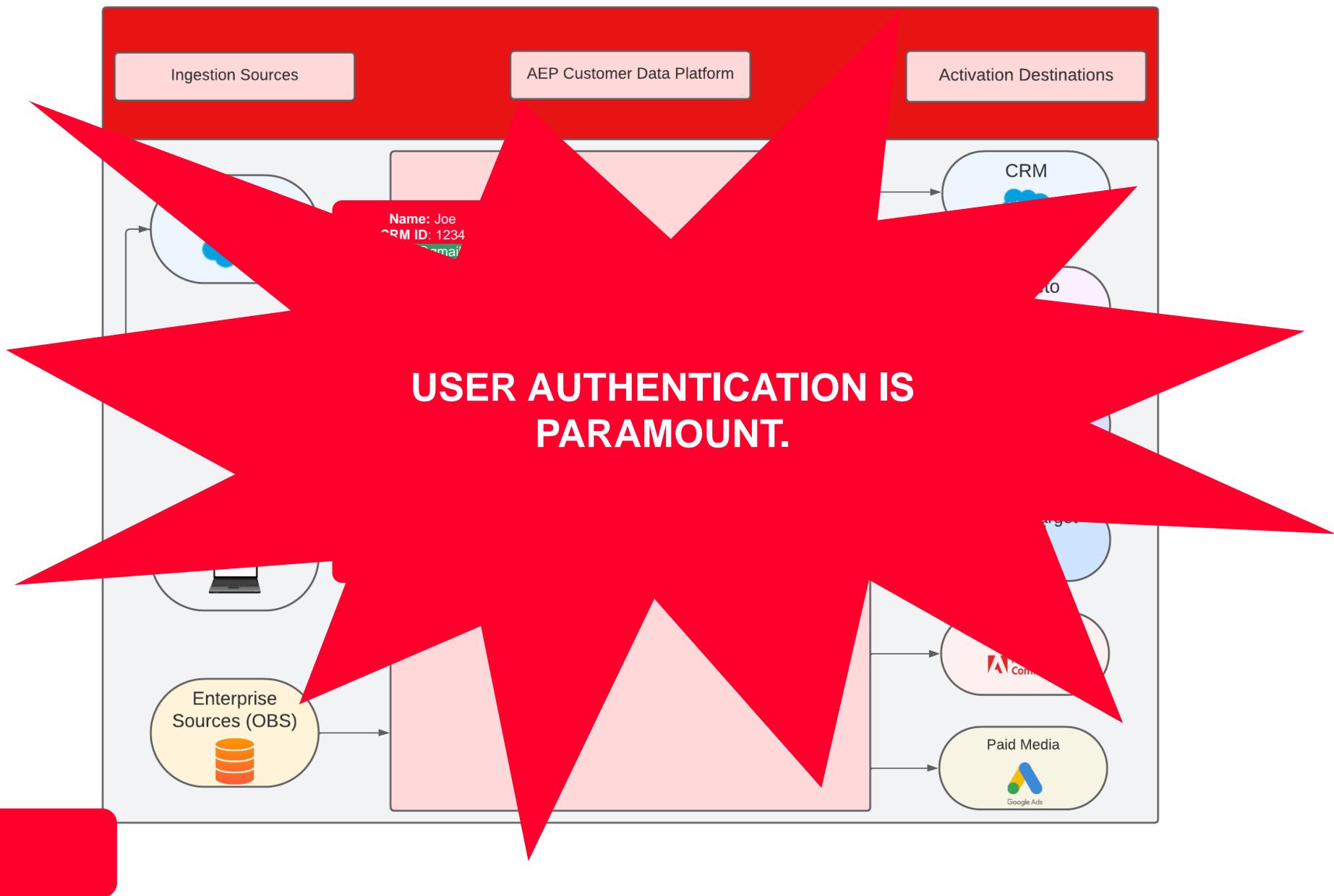


What makes a CDP so great?

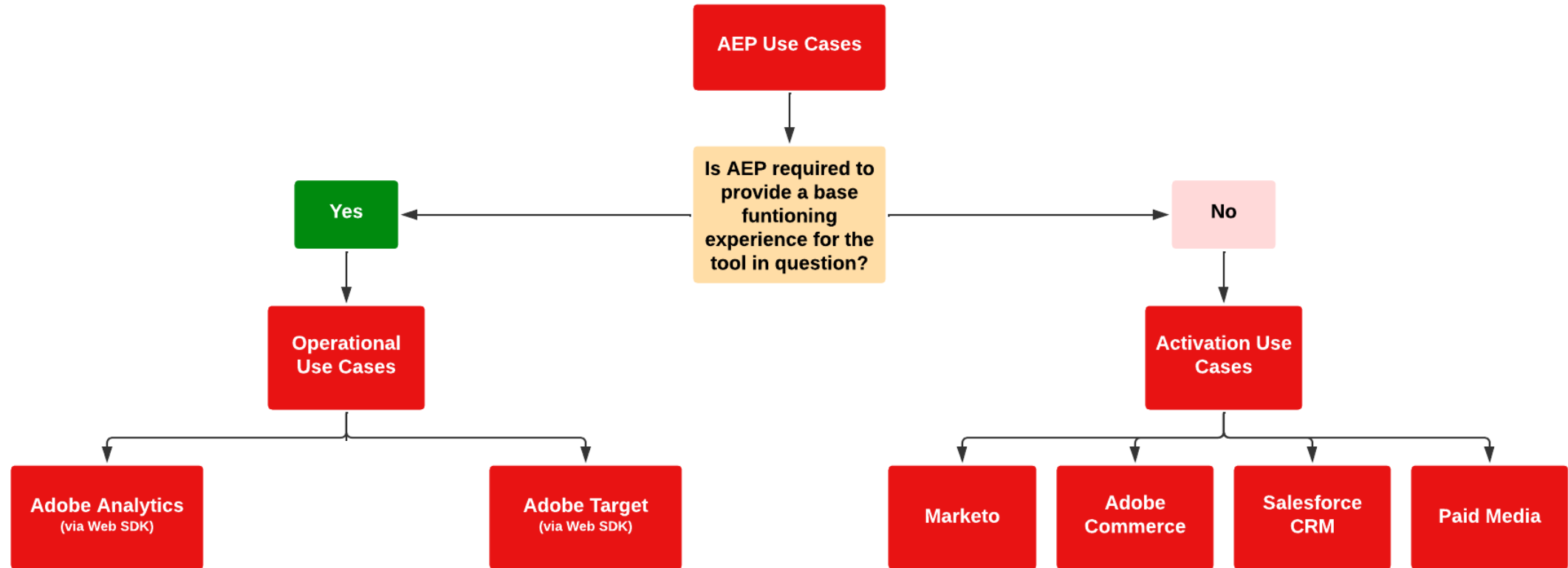
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System Architecture:

Quick Example



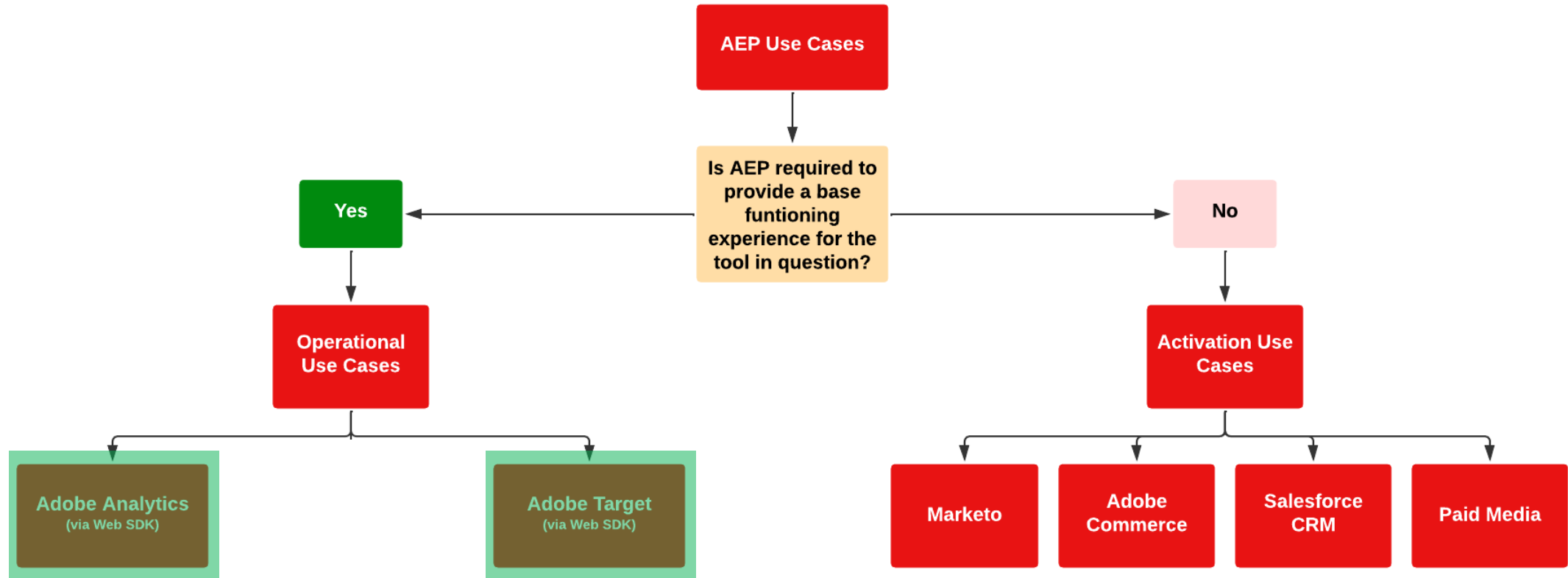
Where do we start?



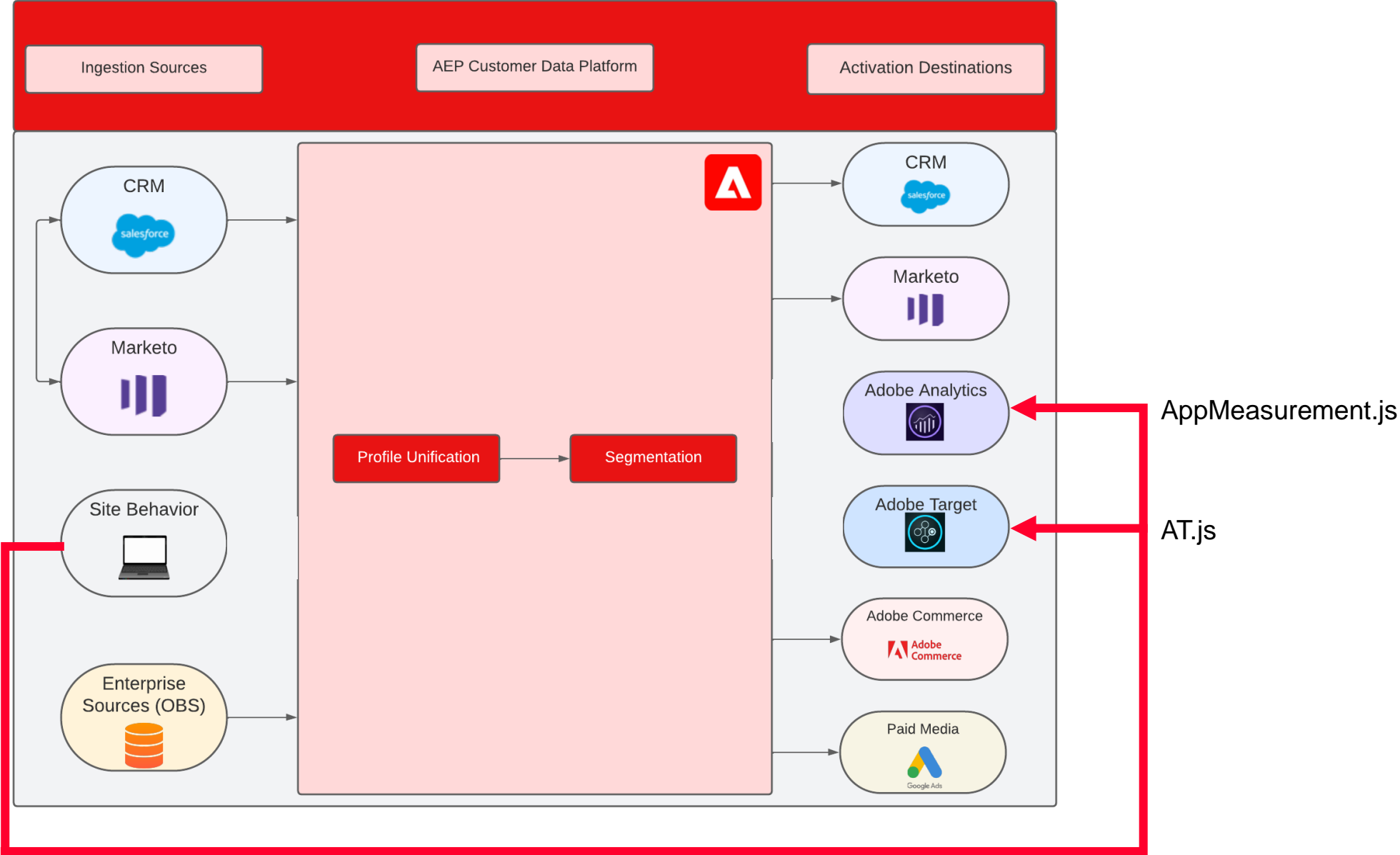


Operational Use Cases

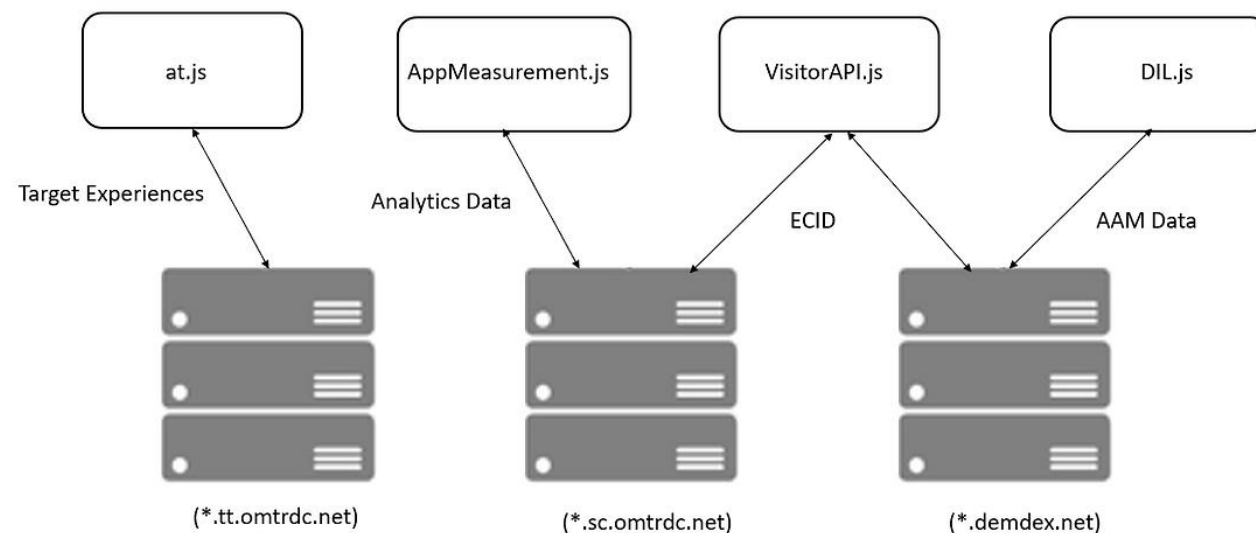
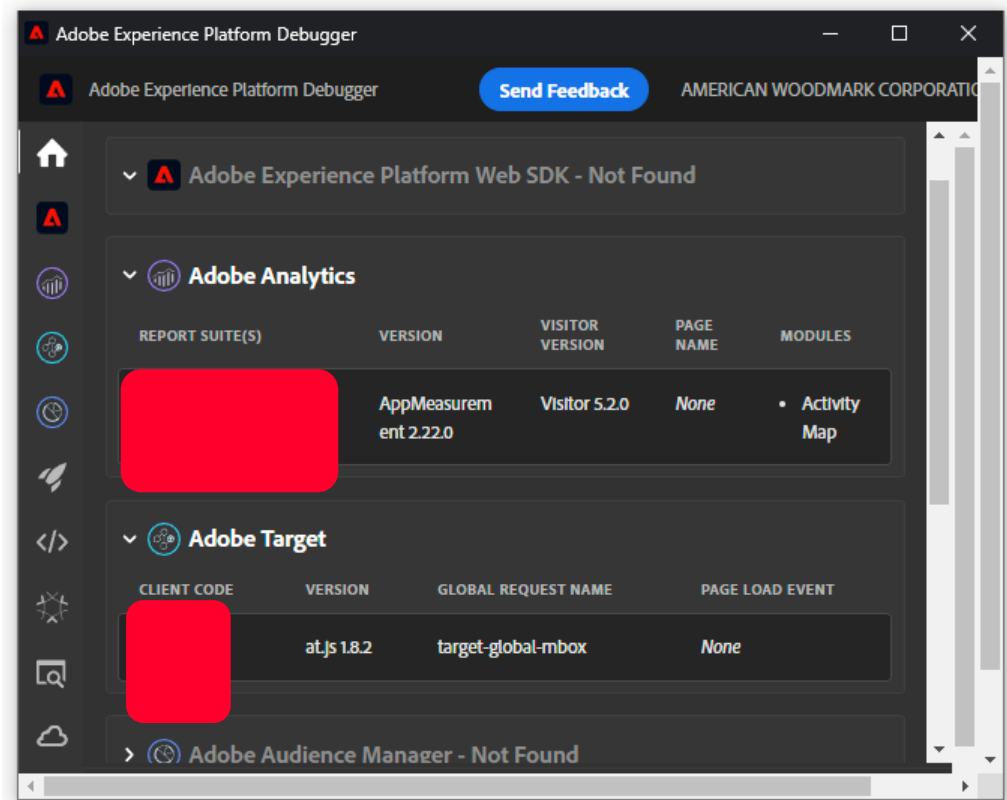
Adobe Analytics and Adobe Target



Legacy deployment bypasses AEP



Legacy deployment is more cumbersome



AEP Web SDK deployment is more streamlined

summary

▼ **Adobe Experience Platform Web SDK**

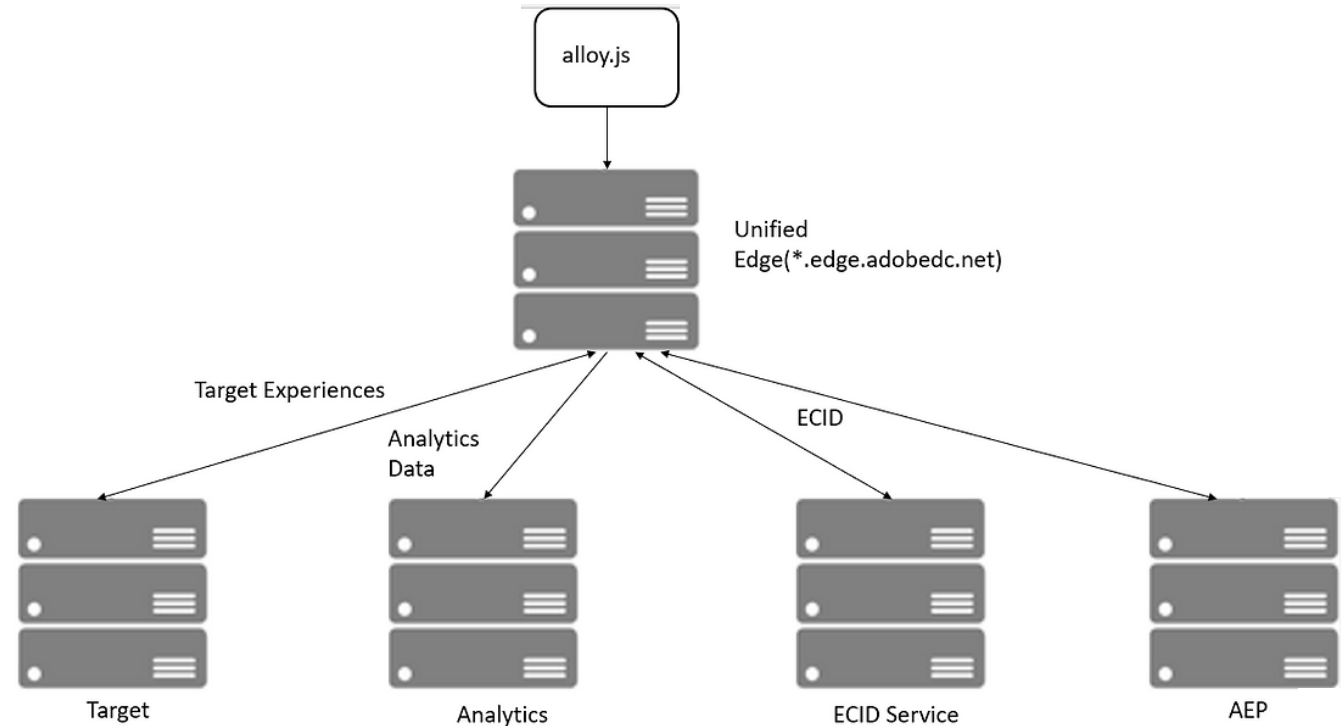
| LIBRARY VERSION | NAMESPACE | DATASTREAM ID | EDGE DOMAIN | IMS ORGANIZATION ID |
|-----------------|-----------|--------------------------------------|------------------|---------------------|
| 2.17.0 | alloy | 316d481e-273e-48b9-b17b-ce22da82116b | edge.adobedc.net | [REDACTED] |

▼ **Adobe Analytics - Not Found**

▼ **Adobe Target - Not Found**

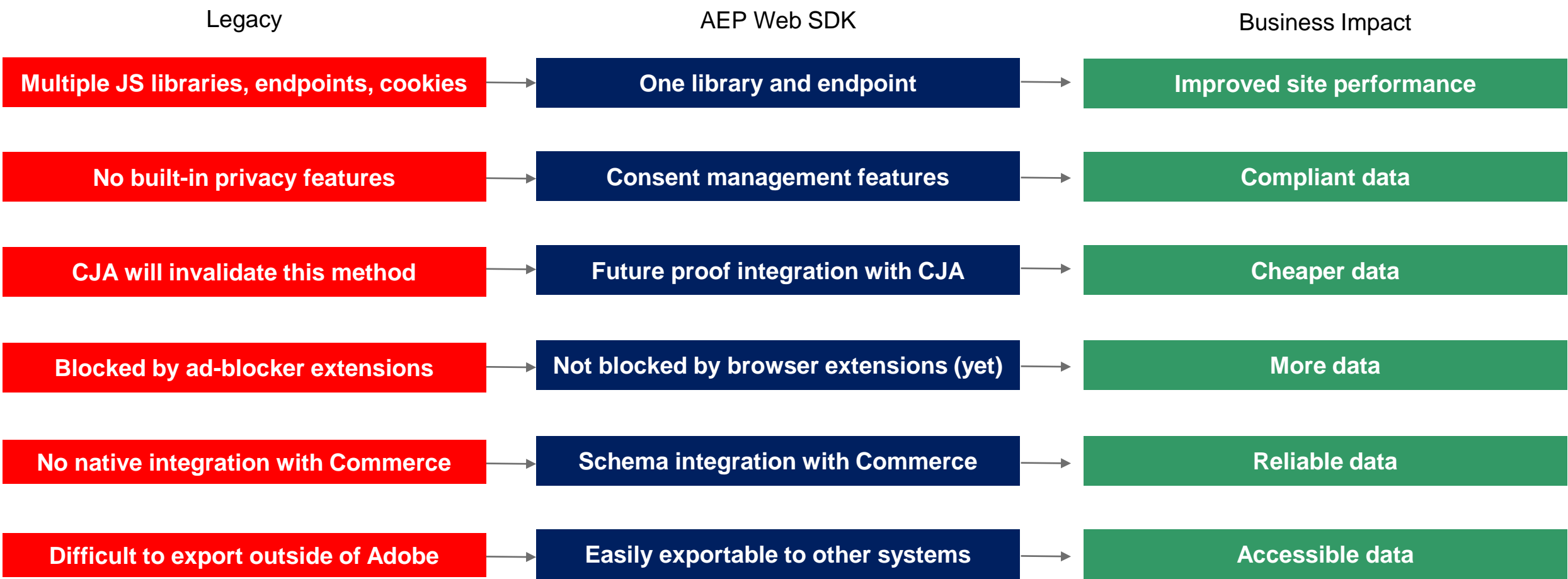
Upstream request to service 'com.adobe.target' finished with success.
▶ body: {} 5 keys
▶ header: {} 2 keys

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

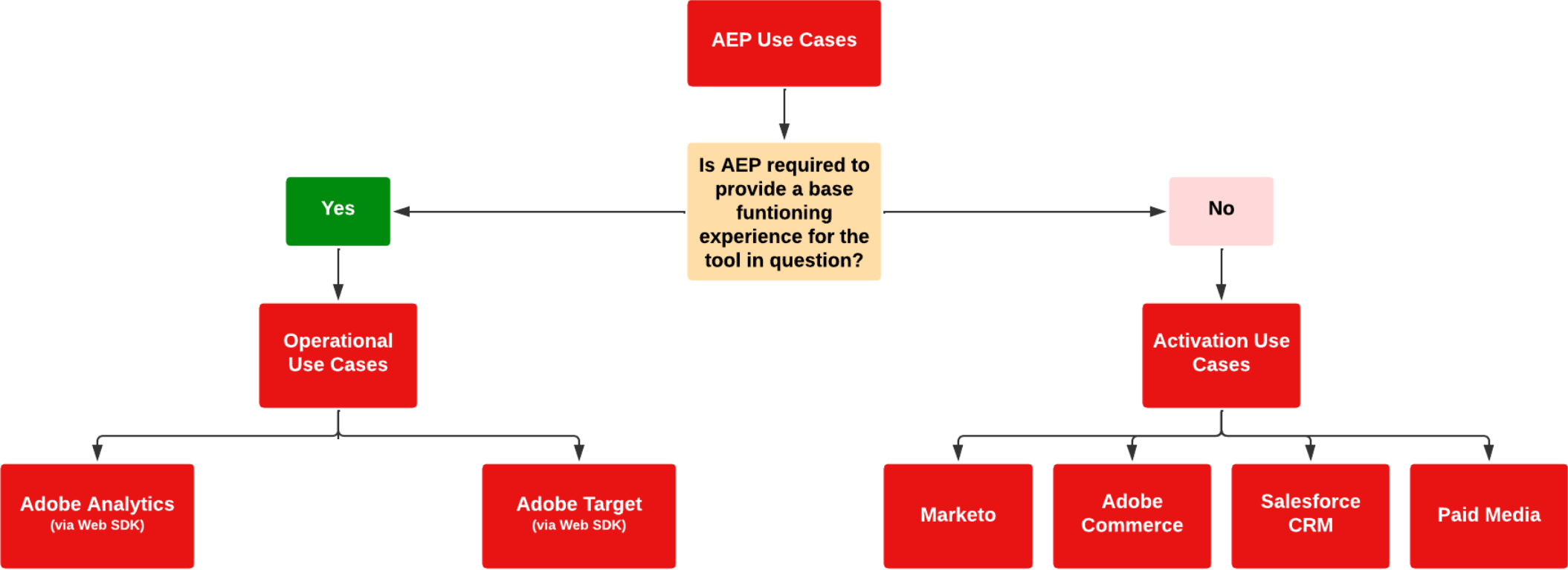


In Summary

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

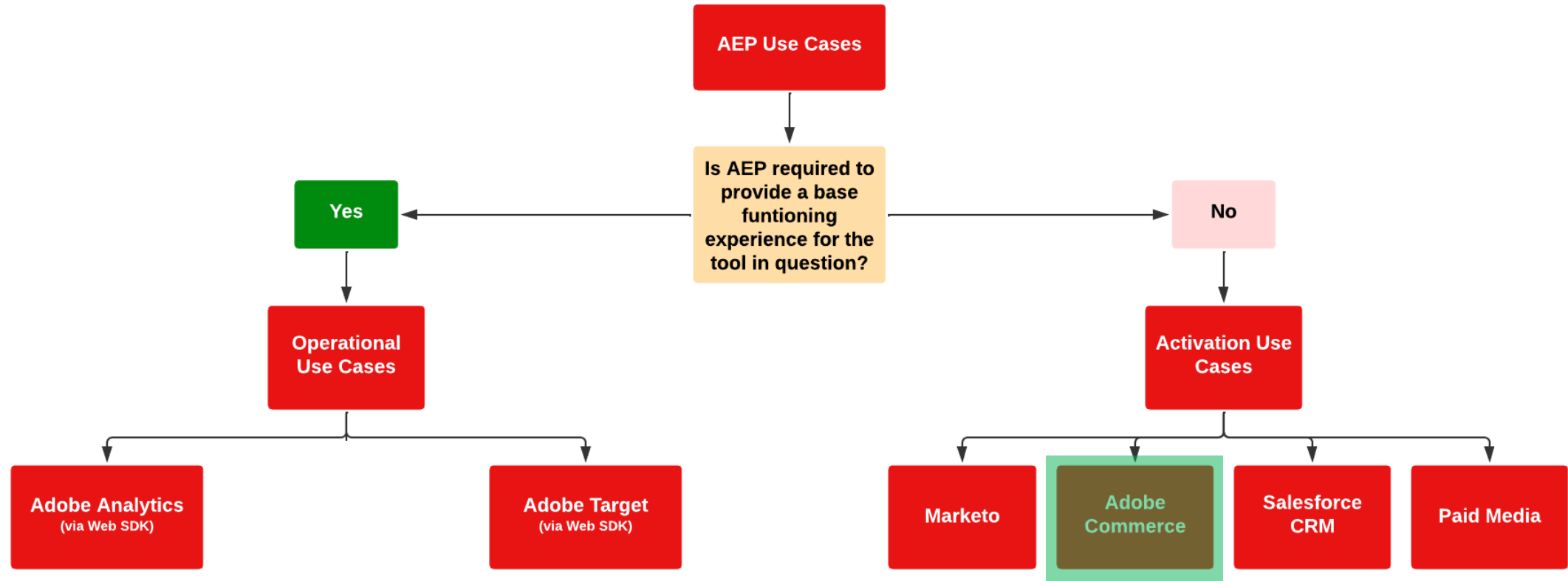


Using AEP for Order Status and Details



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

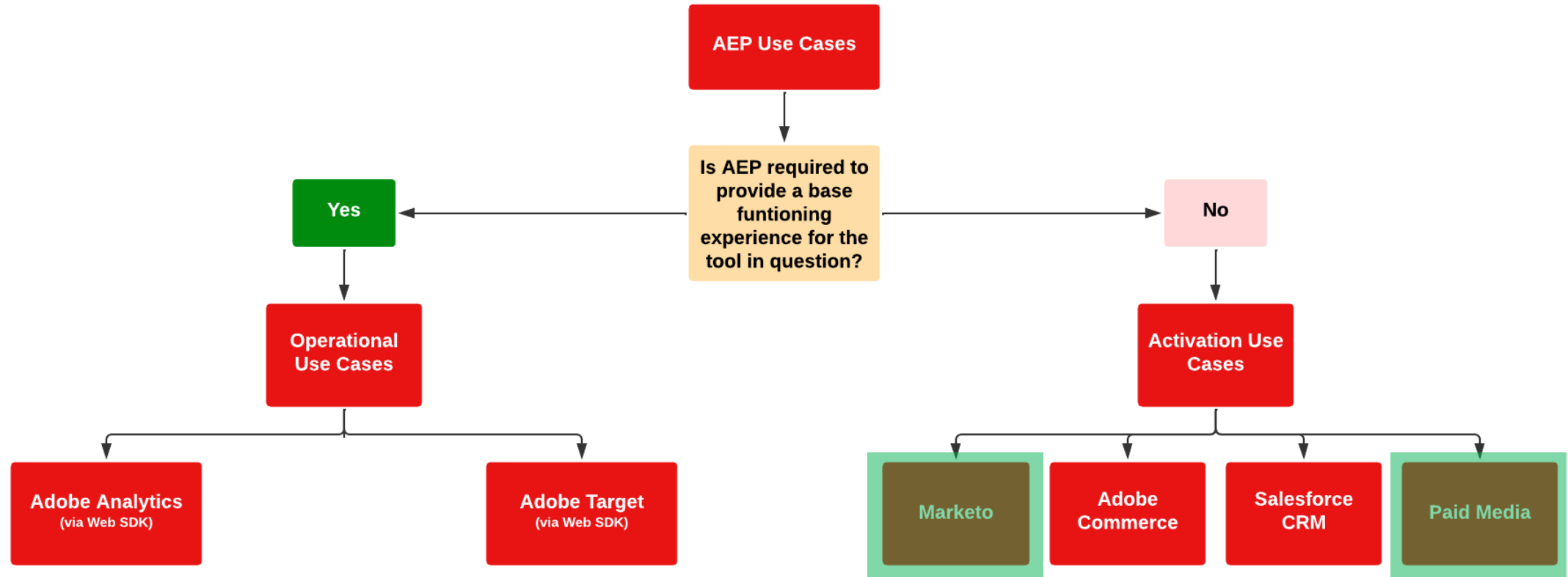
Real-Time CDP Audiences

 **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

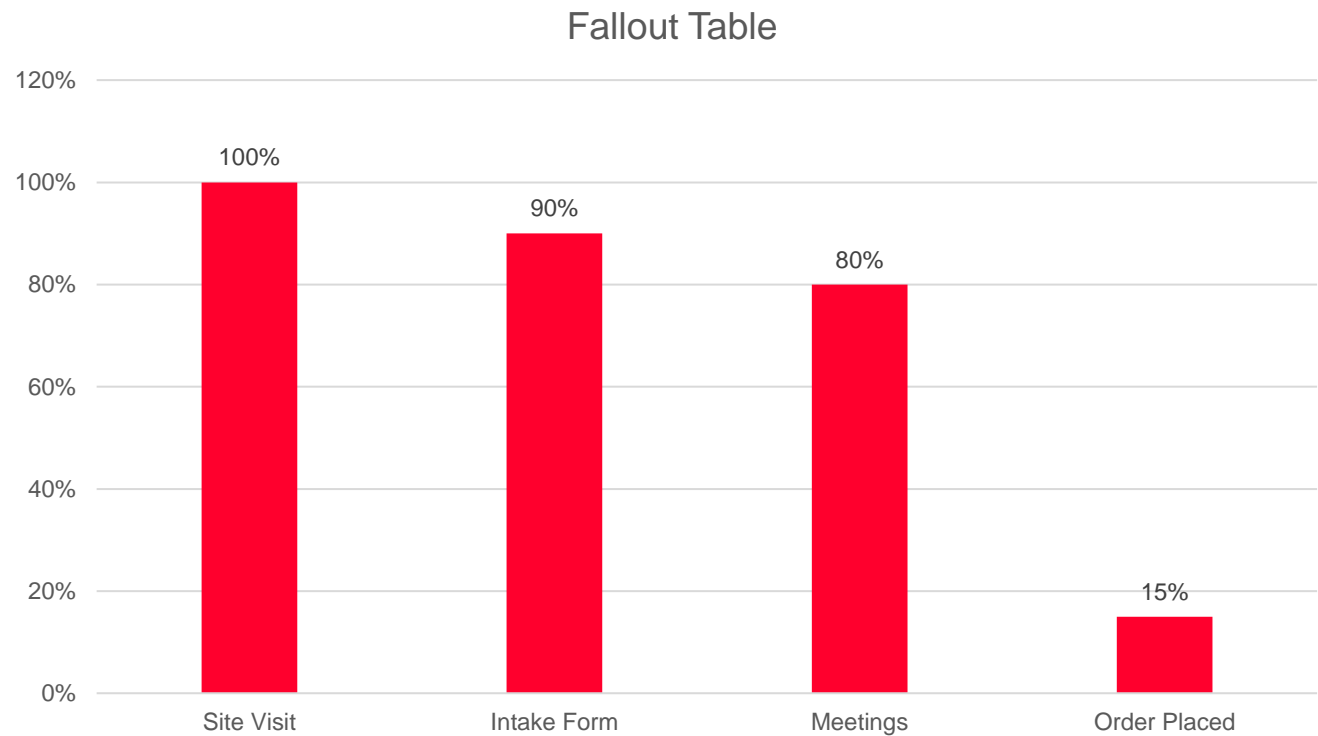
Now:

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



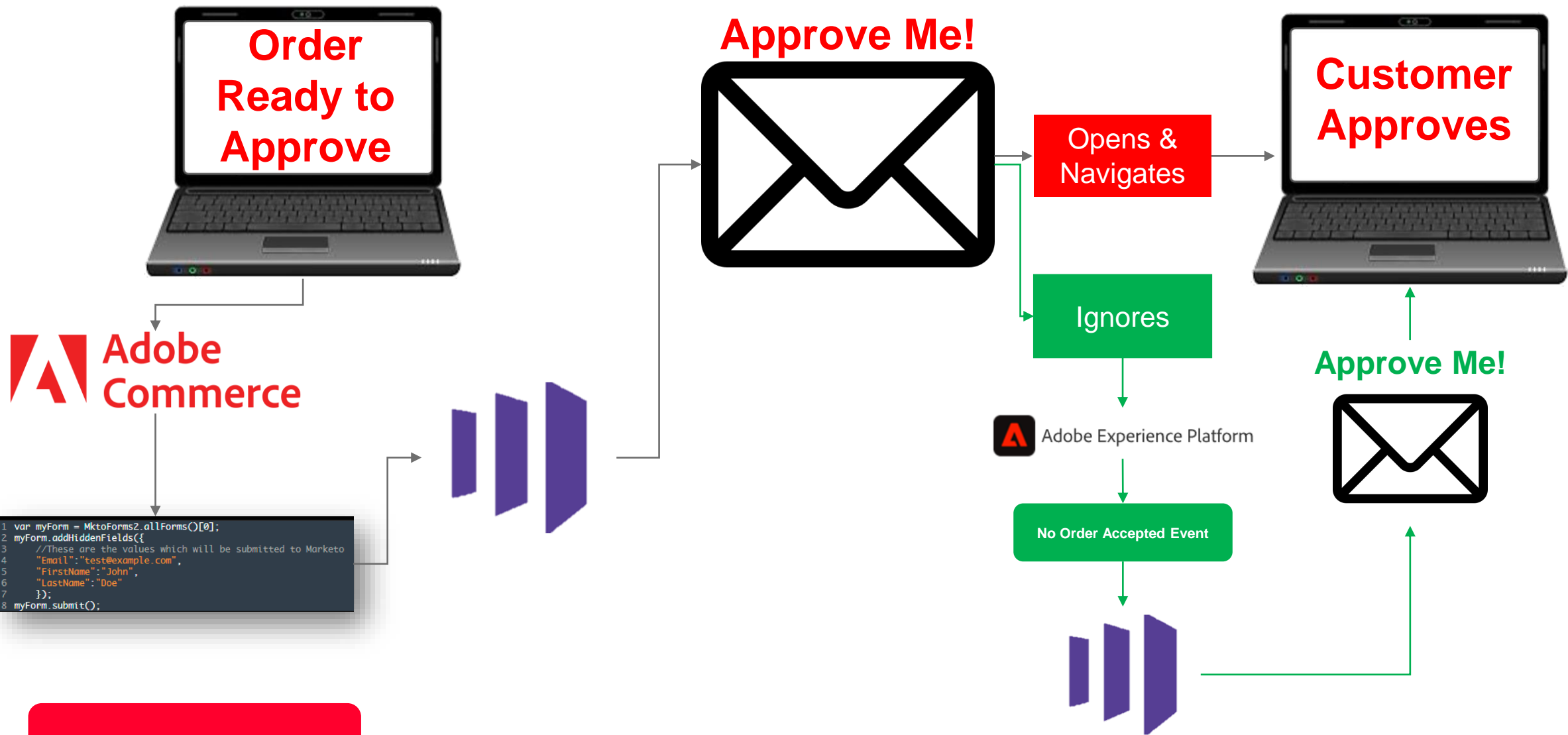
You will want to closely monitor and respond to KPI drop offs

Marketo: Now

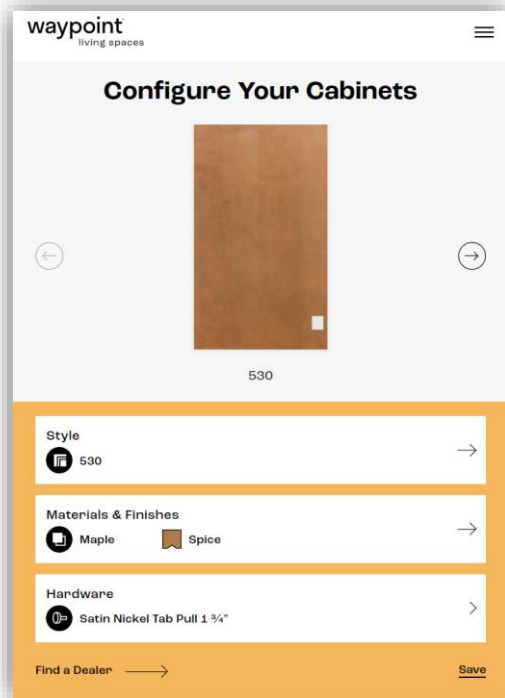
```
1 var myForm = MktoForms2.allForms()[0];
2 myForm.addHiddenFields({
3   //These are the values which will be submitted to Marketo
4   "Email": "test@example.com",
5   "FirstName": "John",
6   "LastName": "Doe"
7 });
8 myForm.submit();
```

```
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: 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



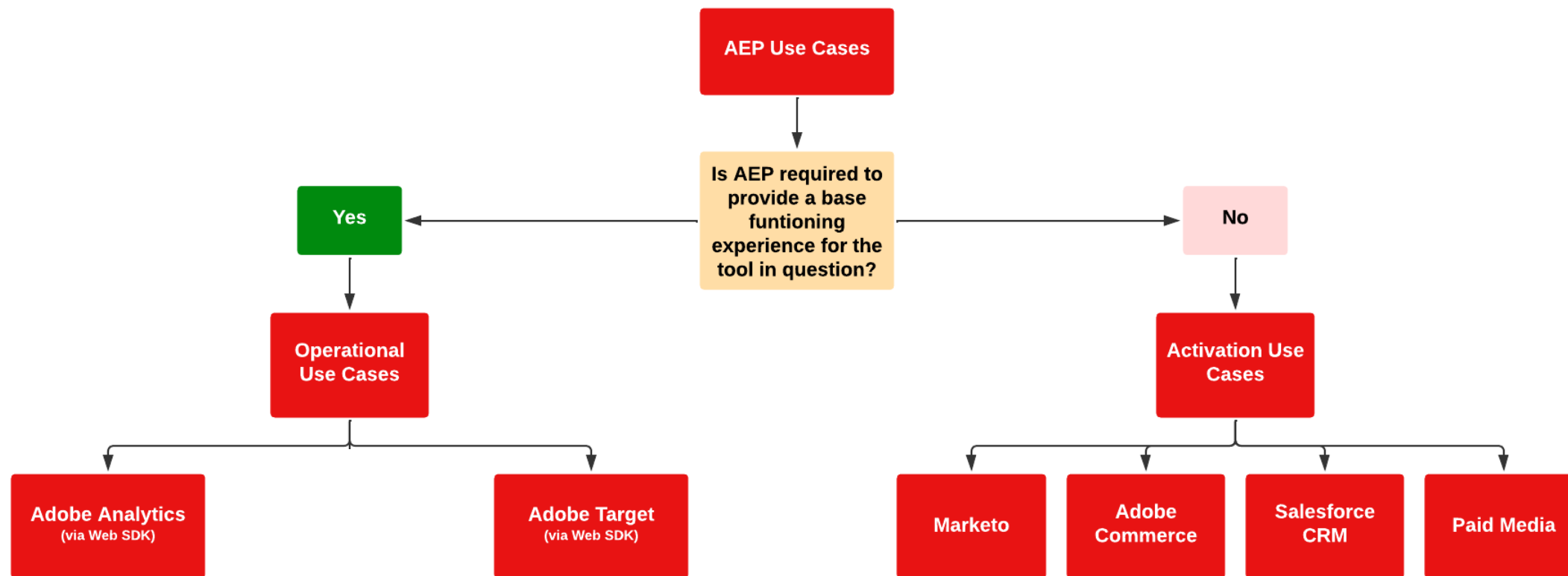
Reach users similar
to your customers





**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 | |