

Customer Data Management for Commerce

ECOMMERCE INNOVATION
SUMMIT

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Director, Adobe Experience Platform

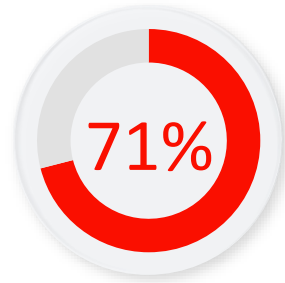


Experience is the number one driver of growth in the experience economy

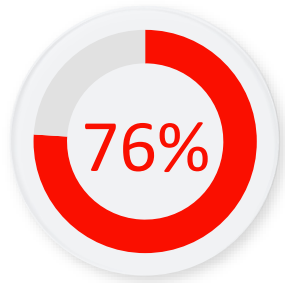


As consumer expectations accelerate, experiences must evolve

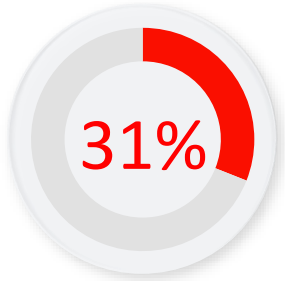
Personalization is the #1 driver of great experiences & growth



Consumers say **personalization is important** to a great experience

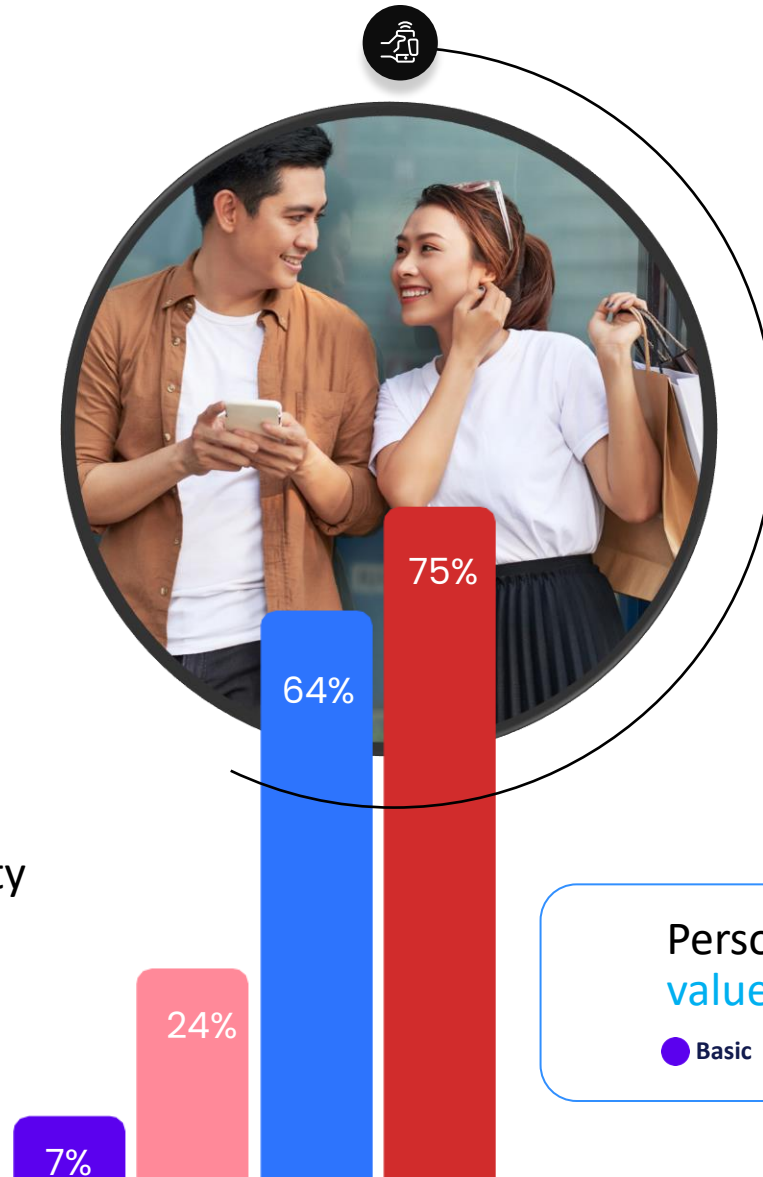


Consumers **get frustrated** when they don't receive personalized experiences



of retailers **personalize retention**, which is a key differentiation opportunity

Sources: The Value of getting Personalization right – McKinsey,
2021 Failure to Scale – Adobe + Incisiv, 2021,



Personalization is **the top driver** of **growth** for Retailers



Conversion



Order value



Revenue per Visitor

Personalization maturity **exponentially increases value** for Retail Brands

Basic Segment Microsegment One to One

Personalization is No Longer Optional in the Experience Economy

1

Rapid Market Changes

Customer behaviors in how they search, shop and service is shifting so deep insight is key

2

Redefined Retail Operations

The race for digital transformation is making a more data driven operating model critical

3

Empowered Shoppers

Customers have more choice than ever & demand personalized experiences

4

Rise of Hybrid Shopping

Customers engage across multiple channels & expect consistent experiences



Not all Retailers are keeping
pace with the change

Experience is
now the #1 driver
of brand choice
- over product or price



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**Most retailers
have personalized
less than ½ of their
Customer Experience.**

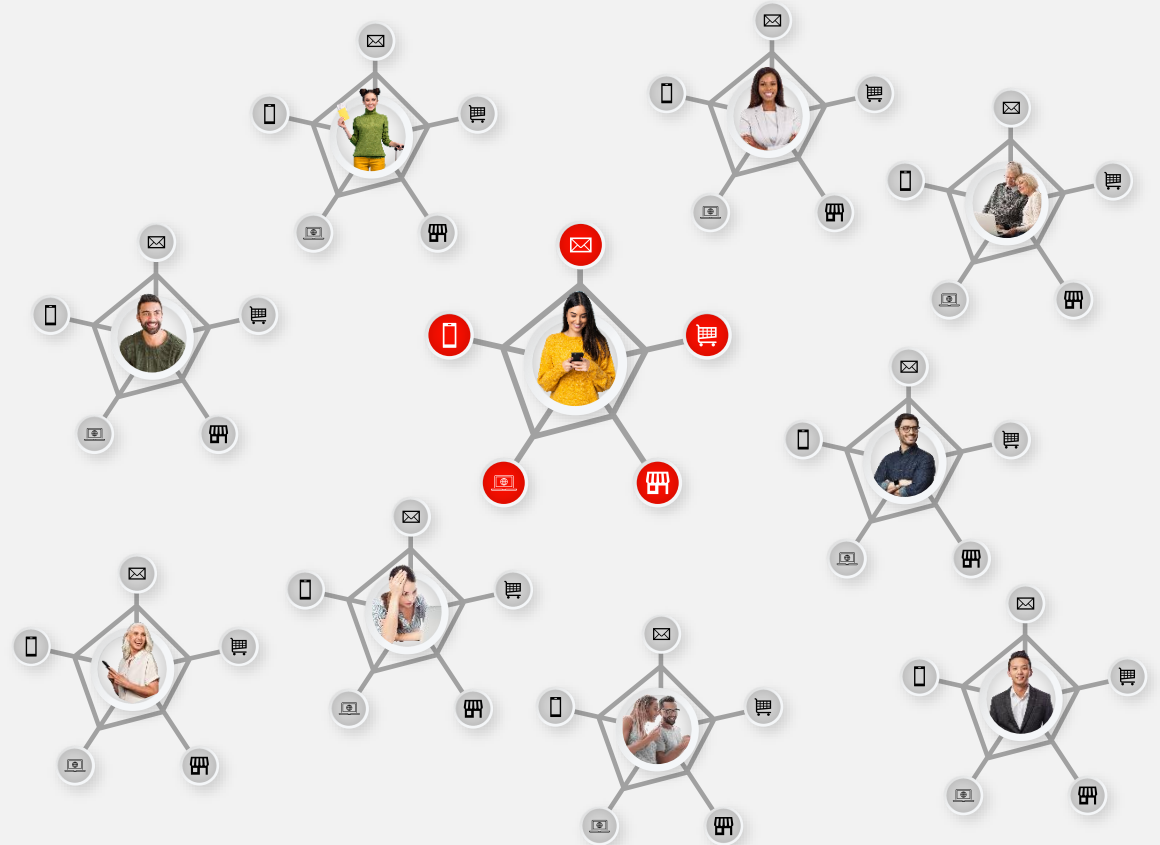


Personalization at Scale

Personalization is delivering a customized experience to the right customer on the right channel



Personalization at Scale is being able to do that for every customer on every channel in real time



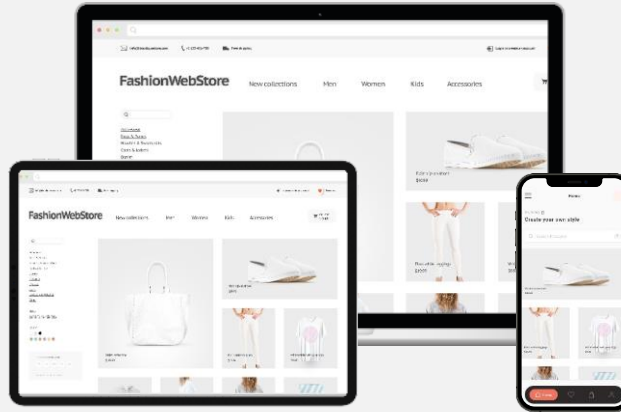
3 Pillars of Personalization at Scale

In the Experience economy, brands need to deliver Personalization at scale. This is delivered through the pillars of Content, Data and Journeys.



Unified Profile

Creating single view of customer
& managing data responsibly



Enterprise Content Management

Accelerating content & scaling personalization
across channels

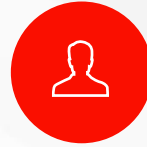
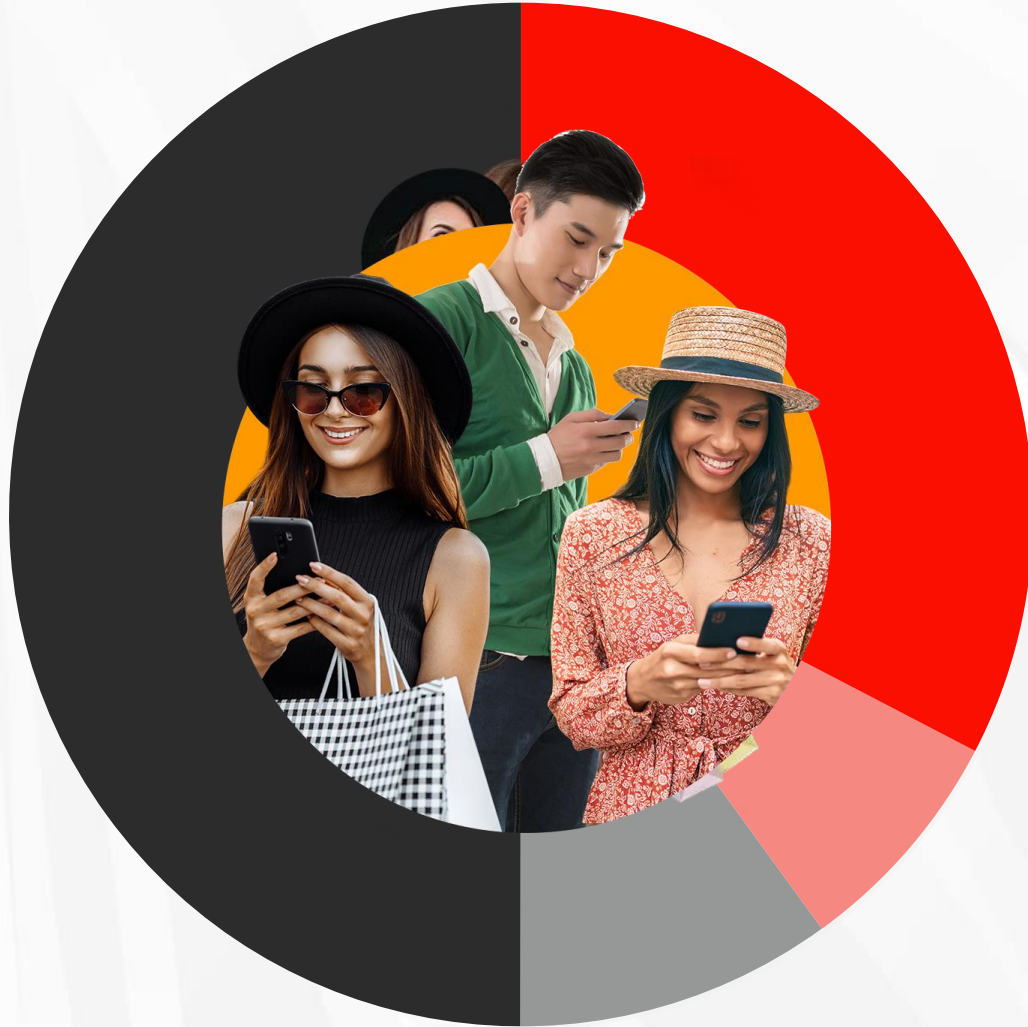


Real-Time Retail Journeys

Orchestrating shopper journeys
with decisioning & automation

PEOPLE, PROCESS & TECHNOLOGY

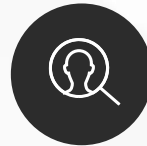
Unified Customer Profile: Person, Behavioral & Preference Data



Person Attribute Data:

WHO ARE THEY?

- Name
- Gender
- Address
- Loyalty status
- Phone number
- Email address



Behavioral Data:

WHAT DO THEY DO?

- Search Ad clicked
- Website visit
- Call Center Interaction
- Opened email offer
- Click-thru to site on mobile
- In store activity



Preferences:

HOW DO YOU BUILD TRUST WITH THEM?

- Consent by use case
- Data sharing transparency
- Opt-in programs and offers
- Communication frequency

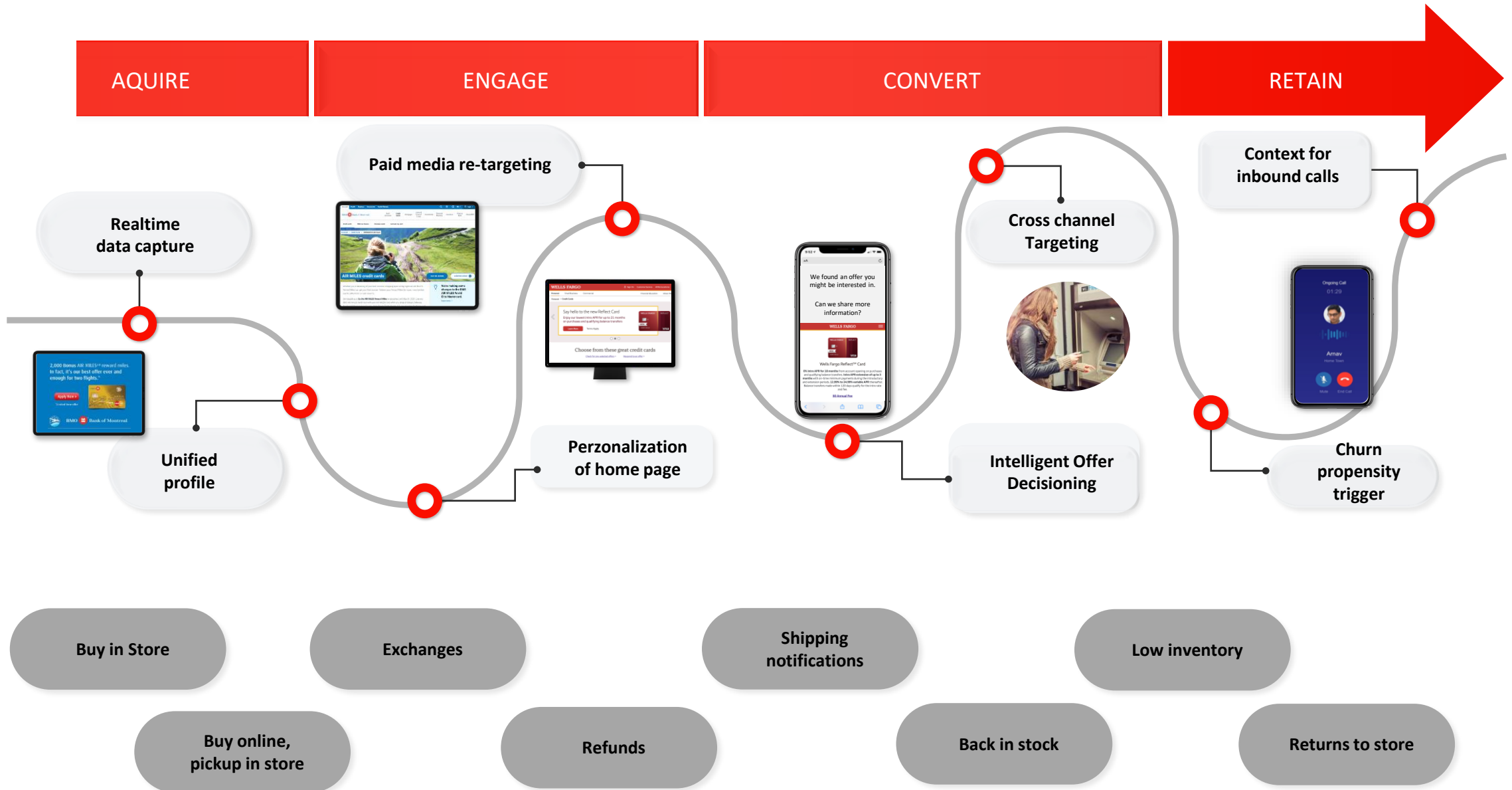


Audience

WHICH SEGMENT DO THEY QUALIFY FOR BASED ON WHAT THEY DO?

- Eligible for upgrades
- Cross channel shoppers
- New product prospects
- Propensity for churn
- Loyalty by genre (gold/silver/bronze)
- Suppression audience

Most events that drive a customer journey do not happen online



Say Goodbye to “Abandoned Cart” Campaigns, and Say Hello to:

Intelligent Re-Engagement

Objective

Intelligently and responsibly re-engage customers who have abandoned a conversion before completing it.



Out With The Old

Typical “abandoned cart” campaigns only account for the singular abandoned event and bombard customers with a singular “did you forget something?” message.



In With The New

Intelligent Re-Engagement accounts for all customer attributes & behavior & factors in real-time considerations



The Solution

A connected use-case approach for a connected experience



Say Goodbye to “Abandoned Cart” Campaigns, and Say Hello to:

Intelligent Re-Engagement

Powered by Adobe Experience Platform

Objective

Intelligently and responsibly re-engage customers who have abandoned a conversion before completing it. Act with intelligence and empathy to create experiences, not reminders.



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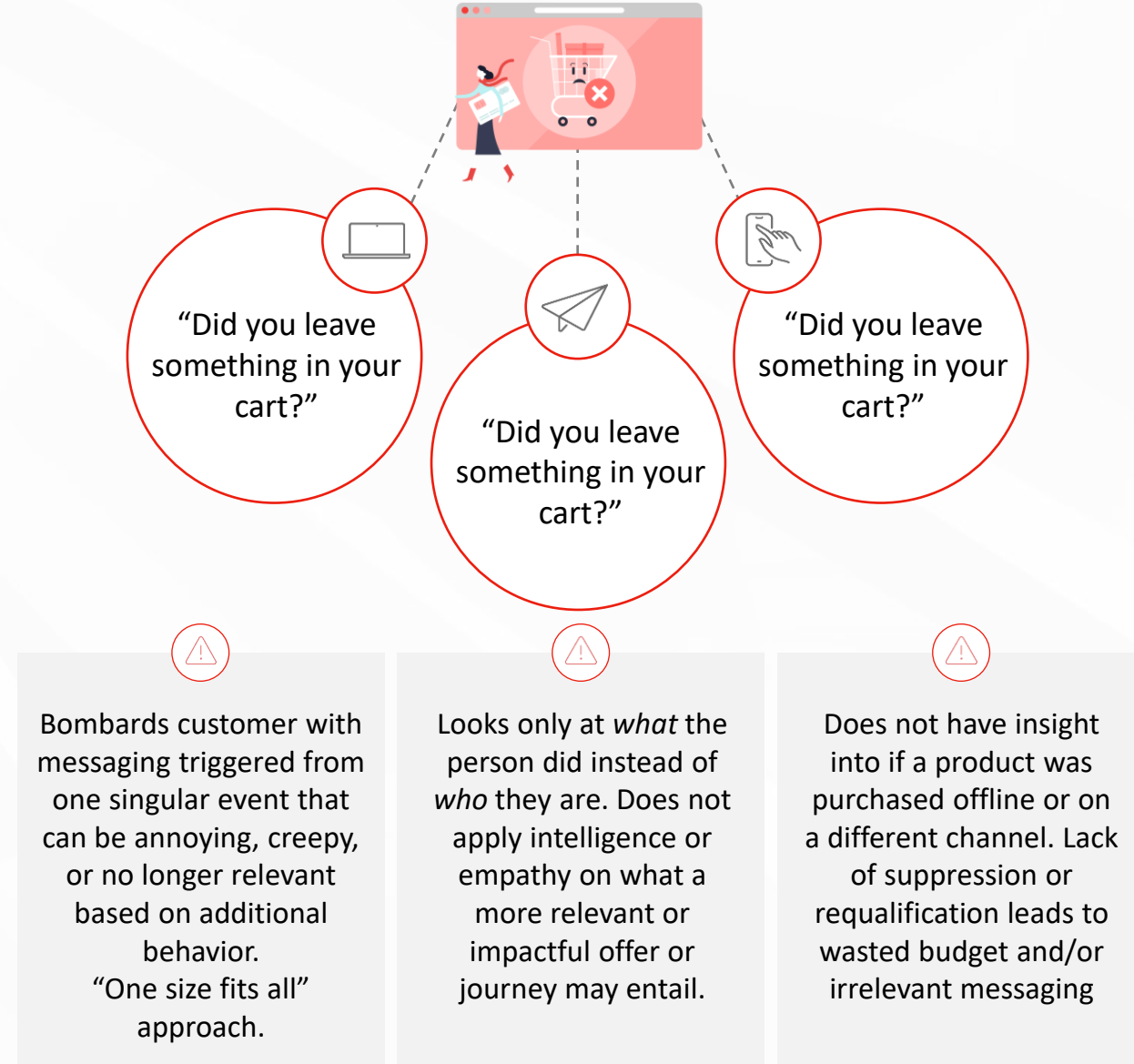


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Intelligent Re-Engagement

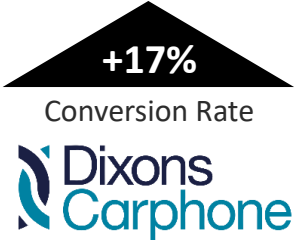
Consideration	Action	Solution
Past propensity to only convert with offer?	Wait until price-drop or offer personalized promotion	Real-time triggers for limited time offers and journeys
Showed interest in different product after abandon?	Update messaging/offers to reflect latest interest	Offer Decisioning for intelligence & optimization
Purchased offline or on a different channel?	Immediately suppress or requalify user on all channels	Real-time streaming data from online/offsite channels
Item now out of stock (or back in stock)?	Suppress/reactivate based on inventory status	Commerce integrations for in-the-moment considerations
Opted out of emails after receiving offer?	Also suppress across other channels for now	Unified governance & preference controls across channels
Know more about this customer than just this event?	Use all behavioral + attribute data to power personalization	Unified real-time profiles with behavior + attribute data
 Create compelling and personalized experiences by accounting for all a customer’s relevant behavior and attribute data – not just the abandoned conversion event.	 Re-engage responsibly by suppressing or requalifying the user in real-time based on a conversion, new behavior, propensity score, or change in preference/consent	 Account for real-time variables such as inventory status, price-drop offers, and proximity to store to intelligently power in-the-moment personalization at scale

Personalization enables brands to efficiently monetize the acceleration of digital commerce

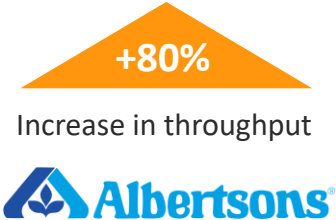


Leveraging a unified view of the customer and delivering personalized content that drives increased revenue, efficiency and customer lifetime value

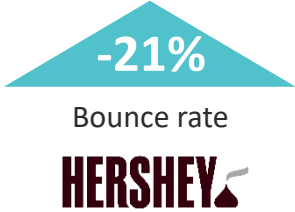
Revenue growth



Efficiency growth



Loyalty growth



Customer Next Steps



Personalization at Scale is a must-adopt strategy for being an experience business and meeting today's customer expectations

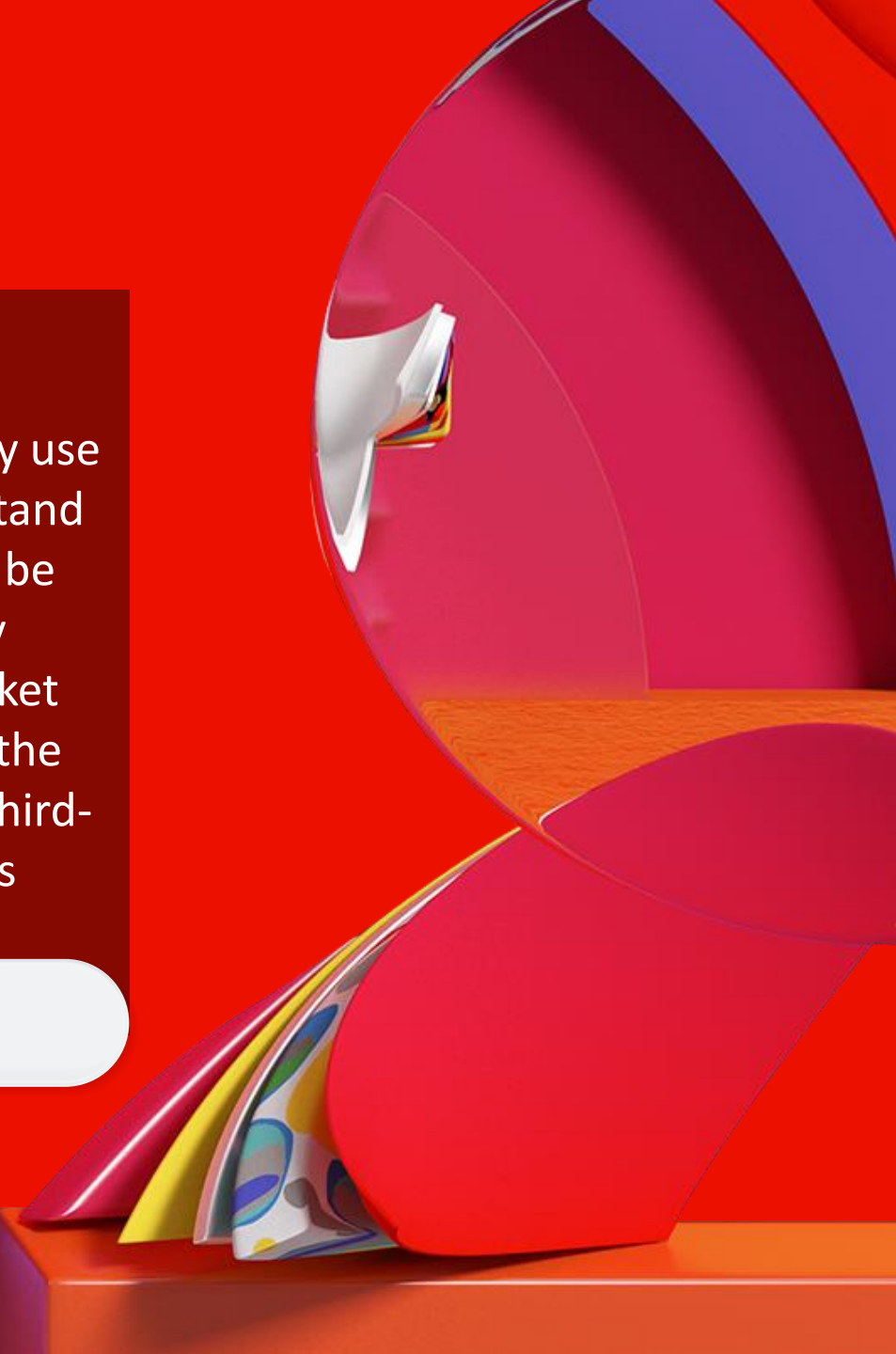


Assess your current technology stack to see if it can effectively scale in achieving the goals of your business and the needs of your customers



Map out your key use cases to understand how they may be impacted by upcoming market forces such as the deprecation of third-party cookies

Visit us at the Improntus stand if you would like to discuss



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