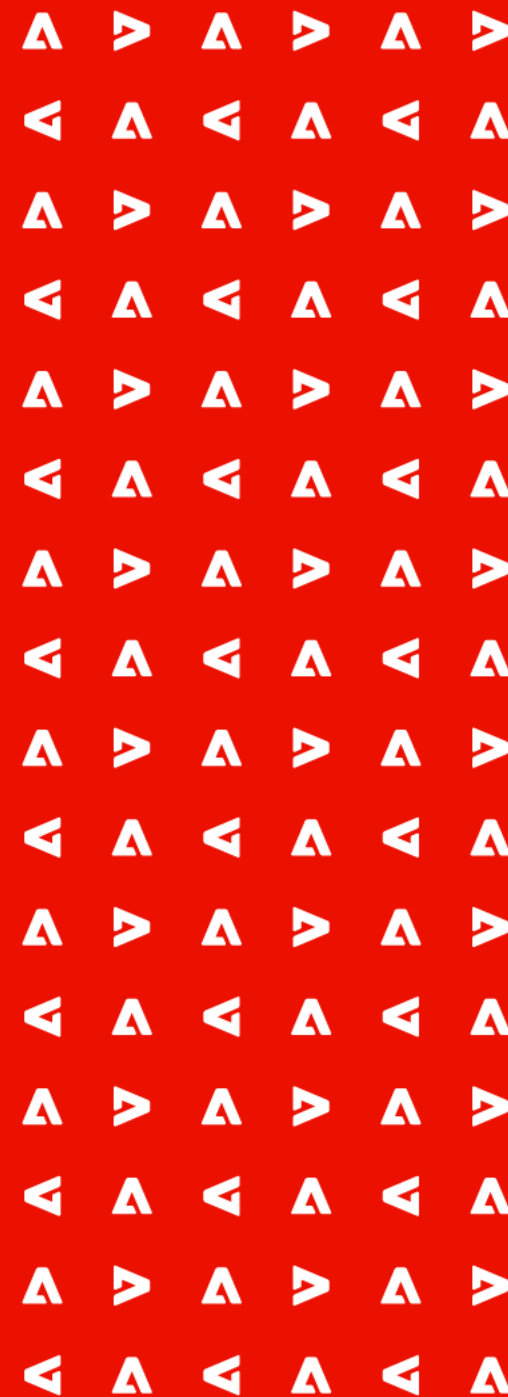




Top 10 quick-win use cases for Experience Makers

Anne Sharp, Group Manager, AEP Expert Solution Consulting



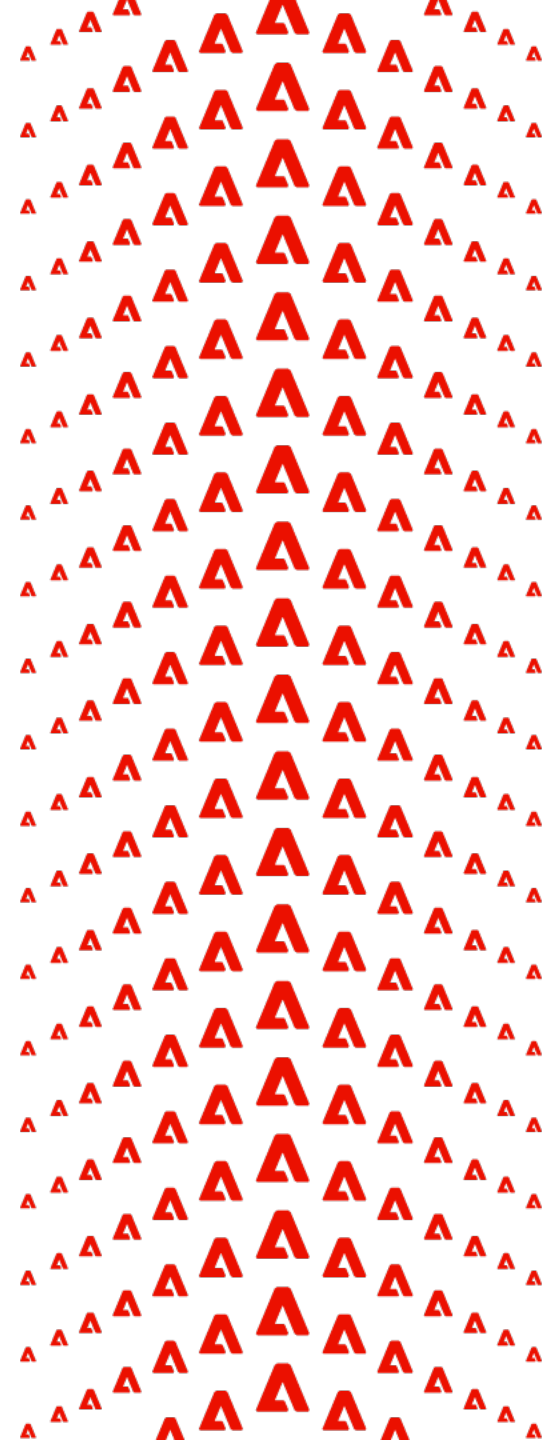
Agenda

10:00 – 10:15am: Adobe use case framework

10:15 – 11:15am Top 10 quick-win use cases for experience makers

11:15 – 11:45am Overcoming blank-page syndrome with Experience Platform use case playbooks

11:45am – Noon: Anne's top 3 pieces of advice



Adobe use case framework



Activity

Activity

Describe an elephant to me

What's a use case?

Omnichannel activation

Real time profile

Faster speed to market

Lifetime value

Look-alike modeling

AI/ML automation

Prospecting with partner data



Paid media retargeting

Data ingestion

Productivity
improvement

Win-back campaign

Increase revenue

All of these are aspects of a use case, but none of them is a holistic use case

A well-defined use case methodology ladders up to incremental revenue and cost savings

Incremental Revenue

Customer Experience Use Case

A Customer Experience Use Case impacts ***your end clients and customers.***

Cost Savings

Employee Experience Use Case

An Employee Experience Use Case impacts ***your employees.***

A well-defined use case methodology ladders up to incremental revenue and cost savings

Incremental Revenue

Customer Experience Use Case

A Customer Experience Use Case impacts **your end clients and customers**.

It is defined through 5 questions:

- 1. **Why** is the use case worth delivering? (What is the business driver?)
- 2. **Who** is the target audience?
- 3. **What** is the desired action?
- 4. **Where** is the experience delivered?

	Business Objective (Why)	Example CX Use Cases	Incr. Rev
	Increase upsell	Encourage customers who purchased from one category (e.g, kitchenware) to complete a complementary purchase via site offers and emails	\$5M
	Increase retention	Remind customers with expiring licenses to renew via email	\$3M

Cost Savings

Employee Experience Use Case

An Employee Experience Use Case impacts **your employees**.

It is defined through 5 questions:

- 1. **Why** is the use case worth delivering? (What is the business driver?)
- 2. **Who** is the employee persona?
- 3. **What** workflow is impacted?
- 4. **Where** in the organization does this happen (e.g, LOB, Geo)?

	Business Objective (Why)	Example Employee Experience Use Case	Hours Saved
	Improve Data Efficiency	Reduce time spent by data engineers on cleansing and stitching data on Expedia.com	500 hours annually
	Improve Campaign Efficiency	Reduce time spent by campaign managers on segment creation in 1 club	200 hours annually

A well-defined use case methodology ladders up to incremental revenue and cost savings

Incremental Revenue

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Cost Savings

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5. How did Adobe technology help activate the use case? (e.g, data standardization, operational unified customer profile, streaming segmentation, triggered journeys)

Top 10 quick-win use cases



Crawl, walk, run

	Crawl 	Walk 	Run 
Time scope	<1 month from use case kickoff to use case activation	1-3 months from use case kickoff to use case activation	3+ months from use case kickoff to use case activation
Data availability	Highly likely you already have, or are actively collecting data needed to fuel use case	Somewhat likely you already have, or are actively collecting data needed to fuel use case	Somewhat likely you already have, or are actively collecting data needed to fuel use case
Comparability	Highly likely you are acting on a comparable use case in existing tools (but with limited capabilities/efficiencies)	Highly likely you are acting on a comparable use case in existing tools (but with limited capabilities/efficiencies)	Unlikely you are acting on a comparable use case in existing tools (but with limited capabilities/efficiencies)
Organizational disruption	Low organizational disruption (same people, new – yet familiar – tools)	Medium level of organizational disruption (existing teams working in new ways)	High organizational disruption (new operating model, re-skilling/hiring)

Top 10 use cases

	Crawl 	Walk 	Run 
Acquire	Reach prospects who have not engaged with your brand		Partner-aided recognition for unknown personalization
Consider	Hand-raiser re-engagement across channels	Measure and act on cross-channel effectiveness	Closed-loop content analysis, generation, and optimization
Convert	Multi-audience channel suppression	Authenticated “next-best-offer” across channels	
Retain	Drive cross-channel context in call center	Multi-channel churn reduction	Life-event triggers for proactive, intelligent personalization

1. Acquire | Reach prospects who have not engaged with your brand

The ability to: Build prospect audiences using complex combinations of 3P data attributes and activate to marketing & advertising destinations

What makes it hard today

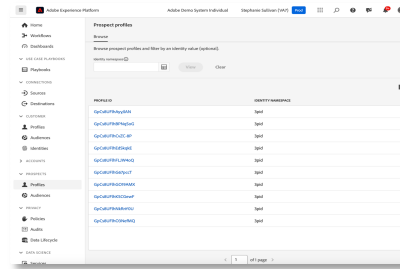
- Durability and reliability of cookie-based prospecting
- Partner data and prospect lists provide great value, but must be managed with correct governance
- Ad-hoc requests for list-based audience creation are time-consuming, not marketer friendly, and likely require IT involvement (SQL)

AEP workflow



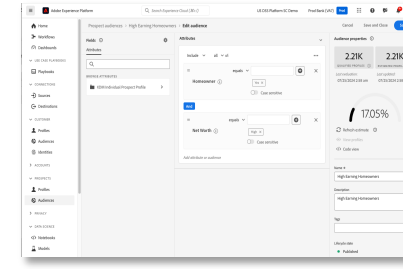
Step 1: Acquire

- Acquire durable third-party prospect data from partners you choose



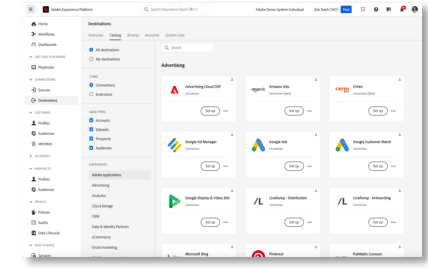
Step 2: Ingest

- Safely ingest partner-provided prospect list and 3P data attributes using dedicated prospect & governance framework



Step 3: Segment

- Build prospect audiences with powerful segmentation tooling



Step 4: Activate

- Activate audiences to marketing & advertising destinations

Impact

- Improved scale and reach for activation in MadTech destinations
- Applied governance framework allows for built-in risk mitigation
- Faster, more marketer-friendly segmentation (seconds vs. weeks)

Hotel brand **acquires 3P prospect list from partner** containing high-value customer attributes such as:

- Purchase seasonality
- Destination frequency
- Household income
- # people in household
- Interests/lifestyle

Hotel brand **ingests prospect list into Real-Time CDP** and applies "Third party data" data label to prevent misuse of data within the platform and downstream

To reach prospects for upcoming family summer travel campaign, the hotel brand **builds a segment using a unique combination of 3P partner data** within seconds that includes the following attributes...

- July 4 travelers
- Beach frequenters
- Families w/ 2+ children in HH

Hotel brand **activates that segment to Meta, GAM, and TikTok** to drive acquisition

2. Consider | Hand-raiser re-engagement across channels

The ability to: Leverage multiple data sources to identify high-value customers and intelligently re-engage them across multiple channels in real-time

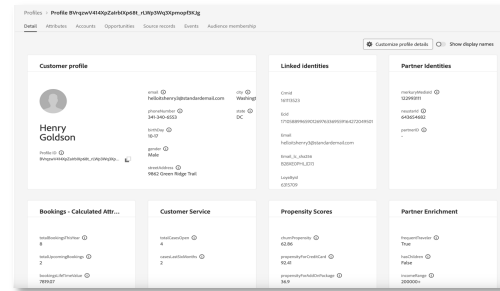
What makes it hard today

- Manual processes (e.g, batch) and limited channels slow down re-targeting effectiveness
- Segmentation and activation activities are channel-based
- Lack of cross-channel coordination leads to risk of contact fatigue

Impact

- Operational efficiencies working off the same audiences across channels
- Increase cross-sell/up-sell ("you may like this since you added this to cart")
- Increase conversion rates

AEP workflow



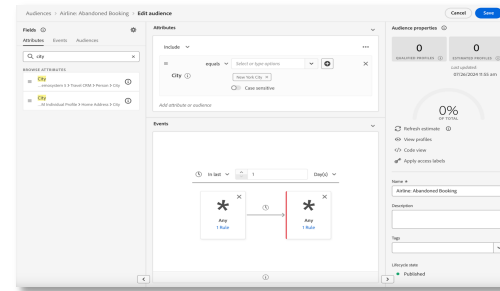
Step 1: Ingest & Stream

- Combine valuable attribute-level data with real-time event-level data to create operational customer profiles

Leverage **attribute-level data** such as...

- Propensity data from data science outputs
- Purchase data from commerce systems
- Demographic data from CRM systems

Stream in **real-time, event-level interaction data**



Step 2: Segment

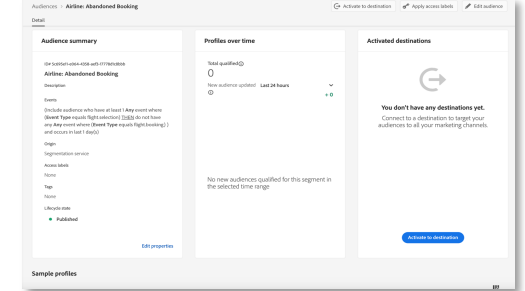
- Create high-value audiences using unique combinations of attributes and events

Create a **segment** that includes:

- Propensity to buy = 75+
- # orders YTD = 5+
- Gender: Female

And the following events:

- Added to cart in last 24 hours
- Did not purchase



Step 3: Retarget & Re-engage

- Activate high-value audiences to multiple destinations via one workflow
- Re-target customers based on their explicit actions (or inactions)
- Take immediate action through direct, 1:1 re-engagement if an event is recognized

Based on abandon cart event...

- Include customer in **multi-channel re-targeting campaign** that is activated across Snap and TTD at the **segment-level**
- Take **immediate, trigger-based action** via email communication at the **1:1 level**

3. Convert | Multi-channel audience suppression

The ability to: Remove customers from centralized audiences following a conversion event

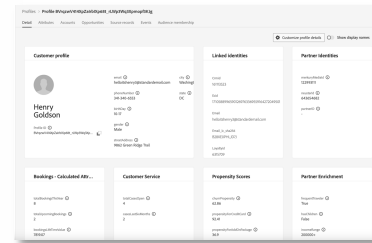
What makes it hard today

- Lack of real-time conversion data
- Audience management is de-centralized
- Lack of cross-channel coordination leads to media waste
- Inability to define “next best experience” following a conversion event at the 1:1 level

Impact

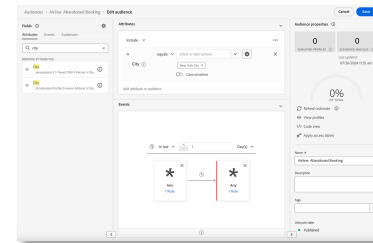
- Operational efficiencies working off the same audiences across channels
- Improve media ROI (responding to actual events vs. guessing)
- Increase repeat, high-usage customers

AEP workflow



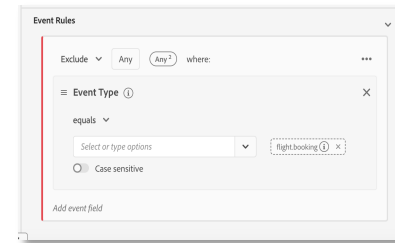
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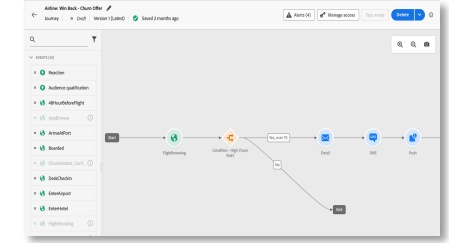
Step 2: Segment & Activate

- Create high-value streaming segments using unique combinations of attributes and events
- Activate audiences to multiple destinations via one activation workflow



Step 3: Disqualify

- When a specific conversion event happens (regardless of channel), disqualify customer from streaming segment



Step 4: NBE Journey

- When specific conversion event happens (regardless of channel), kickoff a “Next Best Experience” journey to continue 1:1 engagement

Retail bank leverages **attribute-level data** such as:

- HH income ranges sourced from partner data
- Demographic data from CRM systems

...As well as **real-time, event-level interaction data** in Experience Platform

Retail bank creates a **segment** that includes:

- High-earning individual = True
- State = Texas

And the following events:

- Account creation w/in 7 days
- Did not open checking account

...And **activates** that segment to multiple destinations to drive new customers to open a checking account

Because Experience Platform is actively listening for the “opens a checking account” event, when a new customer does open a checking account, this customer is **immediately disqualified from cross-channel communications** to compel them to do so

When a customer opens a checking account, have this **act as the trigger for a tailored “Next Best Experience” journey** to drive initial deposit, account help, and onboarding/ orientation

4. Retain | Drive cross-channel context in call center

The ability to: Arm call center representatives with real-time attribute-level data and interaction data to drive personalization and decrease call volume

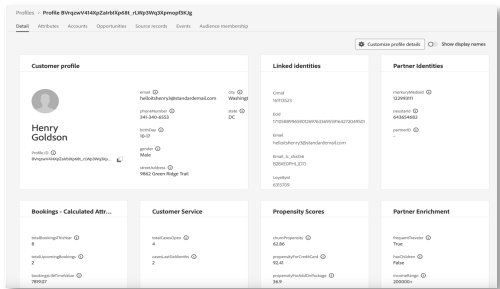
What makes it hard today

- Call center representatives have limited visibility to inbound caller's previous interactions
- Offers and recommendations are often scripted, not considering the customer context

Impact

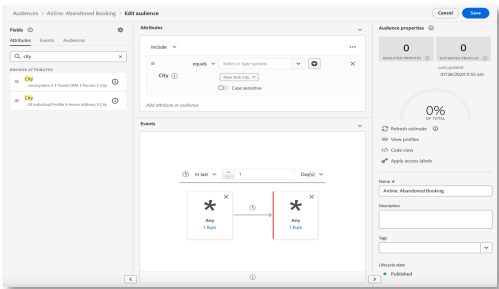
- Reduced costs due to decreased call volume and faster call resolution
- Increase in customer satisfaction

AEP workflow



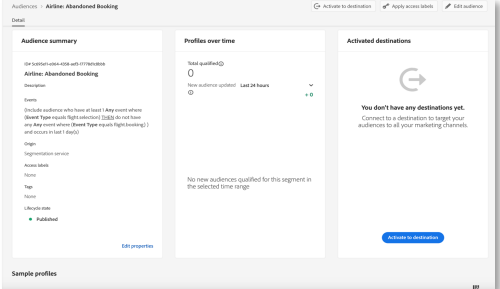
Step 1: Ingest & Stream

- Combine valuable attribute-level data with real-time event-level data to create operational customer profiles



Step 2: Workflow Setup

- Enable the OOTB, Adobe-provided, Profile Access API via built-in destination workflow



Step 3: Profile Attribute Pull

- Internal call center system makes API call to operational customer profile to return specific customer attributes, including most recent interaction data

Airline leverages **attribute-level data** such as:

- Loyalty Tier
- Travel Preferences

...As well as **real-time, event-level interaction data** to understand what site page customers were on before they called the call center

Enable the OOTB, Adobe-provided, **Profile Access API via built-in destination workflow** GET request

- When a customer calls the call center, a call center agent can **use the customers' phone number to "pull" up their unified profile**
- Using data within the operational unified profile, the agent can **visualize valuable attributes** about that customer as well as their most recent interaction events

1. Consider | Measure and act on cross-channel audience effectiveness

The ability to: Understand audience impact in driving key KPIs and create activation-ready segments directly from analysis engine

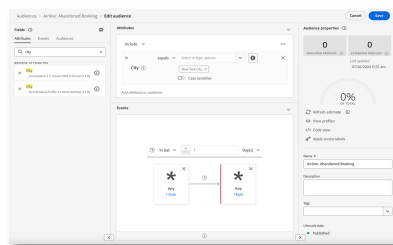
What makes it hard today

- Disconnected data measured at the channel level exacerbates siloed view across customer journey
- Inconsistent metrics across an organization
- Inability to action on insights without reliance on IT teams to query, run, and compute audiences for marketing

Impact

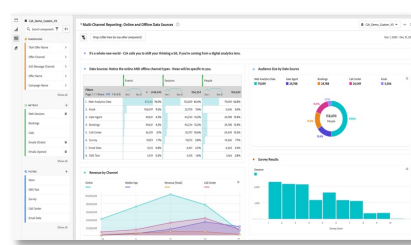
- Decrease time between insight identification and actioning on that insight
- Reduce costly IT and development overhead
- Reduce duplication of data between insights engine and activation engine

AEP workflow



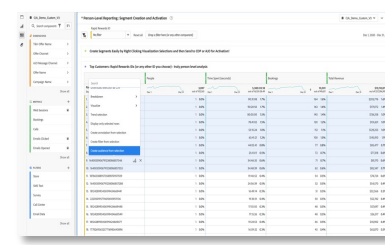
Step 1: Segment

- Create high-value audiences using unique combinations of attributes and events



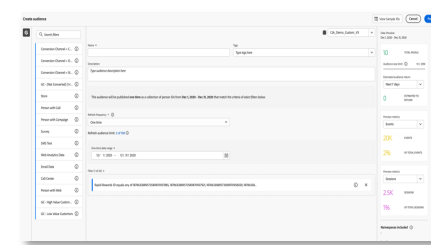
Step 2: Analyze

- Visualize audience effectiveness in driving valuable business KPIs such as conversions, purchases, impressions, and traffic across channels



Step 3: Create

- "Right click" to create audiences within insights & analysis engine



Step 4: Activate

- Publish audiences directly into activation engine, where it can be combined with other attributes and events, or simply activated across channels immediately

- Create **high-value audiences using unique combinations of attributes and events** (ex. Audience A and Audience B)
- Activate Audience A and Audience B to email channel

- **Visualize** Audience A's conversion rate on email vs. Audience B's conversion rate on email over a specific period
- **Identify patterns** in Audience A's spike in conversions vs. Audience B's spike in conversions

After further analyzing patterns within the spike data, **combine a subset of Audience A and Audience B to create Audience C**

Publish Audience C directly into activation engine, where it is immediately ready for activation across other destinations as well, such as push, SMS, or paid media.

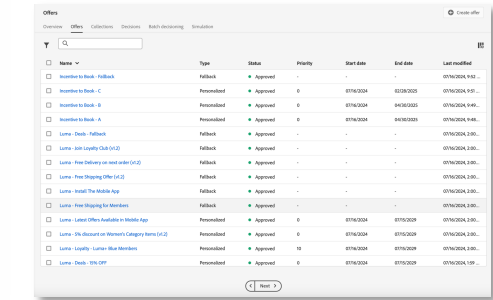
What makes it hard today

- Varied definition of “offers” across lines of business promotes complexity
- Lack of cross-channel consistency and adaptability of NBO
- Inability to manage cross-channel frequency capping to prevent contact fatigue

Impact

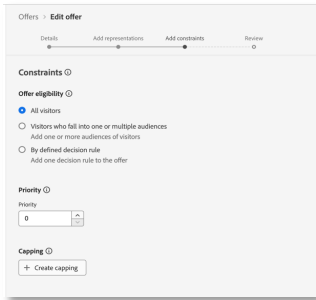
- Improve campaign performance by delivering personalized offers across multiple channels
- Increase operational efficiencies by centralizing and reducing duplication efforts
- Reduce risk of contact fatigue

AEP workflow



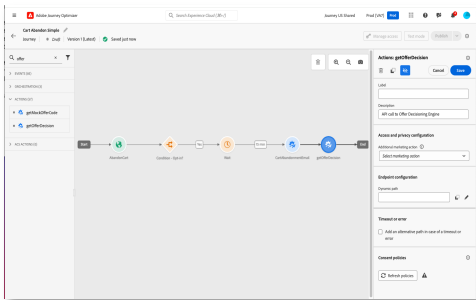
Step 1: Create

- Create offers within a centralized offer library leveraging data from the real-time customer profile
 - Generate variations of offer content for specific channels
- Telco company **creates an offer** for new mobile device upgrade
 - Designate the start and end dates for the offer as well as representations across email and web



Step 2: Define

- Define decisioning logic for offer arbitration and selection (e.g. qualification rules, constraints, offer ranking, eligibility)
- Define the decision criteria to determine:
 - Qualification rules** (what would someone have to do to qualify for this offer?)
 - Eligibility** (Who is eligible to receive this offer?)
 - Constraints and ranking** (Offer priority ranking vs. other offers in the library)



Step 3: Enable

- "Activate" offers from a single UI, enabling them to be referenced within 1:1, cross-channel journeys and other personalization activities

Insert “decisioning” step into cross-channel journey, where offer library can be referenced to serve personalized offer based on defined decisioning logic



Walk

3. Retain | Multi-channel churn reduction

The ability to: Identify, anticipate, & predict customer churn before it occurs; proactively launch multi-channel re-engagement campaigns as part of prevention efforts

What makes it hard today

- Difficulty identifying at-risk customers as well as causal factors
- Understanding the *right* proactive measure to reduce churn for a specific customer or customer segment

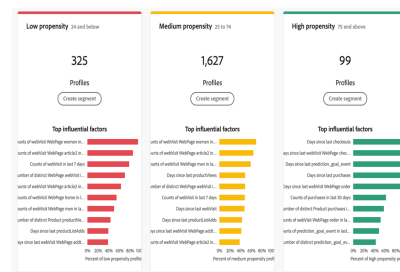
AEP workflow



Step 1: Predict

- Leverage out-of-the-box AI models to generate propensity to churn scores across customer base

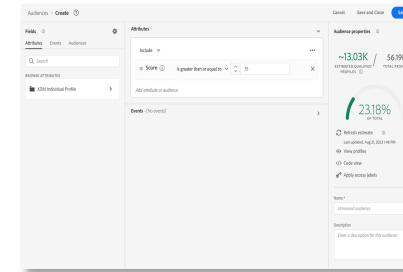
Using Customer.ai, a utilities company **generates churn scores** for all single-product customers and their likelihood NOT to login within the next month



Step 2: Identify

- Surface high, medium, and low propensity "cohorts"
- Visualize top influential factors contributing to propensity to churn score by cohort
- Understand fallout details by cohort

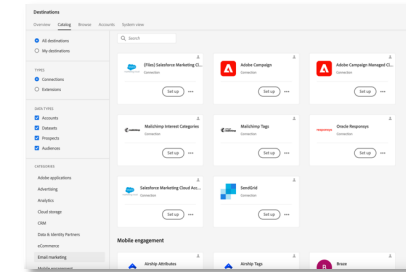
- **Visualize a high, medium, and low scoring summary** for all customers included in model run
- **Surface top 10 influential factors** including: zip code, # of login failures YTD, days since most recent login attempt



Step 3: Segment

- Create at-risk audiences based on specific propensity score threshold and/or at the high, medium, low cohort level

Create a segment of "high" propensity to churn customers using the "Create Segment" button in the scoring summary



Step 4: Activate

- Activate at-risk audiences to multiple destinations via one activation workflow
- Use at-risk segment qualification to initiate cross-channel, 1:1 re-engagement journey

Initiate win-back campaign across email and push for customers that fall into the "high propensity to churn" segment

Impact

- Reduce customer churn
- Improve customer loyalty

1. Acquire | Partner-aided recognition for unknown personalization

The ability to: Recognize and personalize to unauthenticated customers and prospects without the need for a login

What makes it hard today

- Single-digit authentication rates on owned properties make prospect personalization complex, latent, and difficult to measure
- “Forcing” authentication via a pop-up or other call to action fractures the site experience

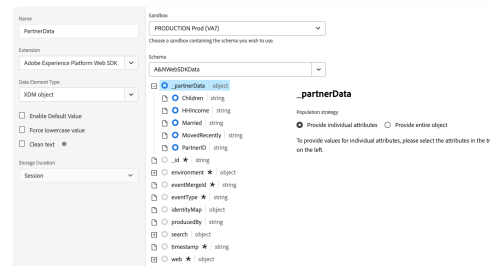
AEP workflow



Step 1: Agree

- Establish working relationship with partner
- Agree to leverage real-time recognition capabilities from partner

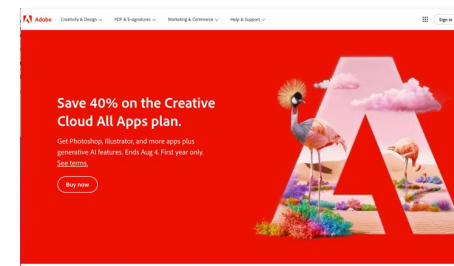
Hotel brand sets up working relationship with Merkle, including the ability to leverage Merkle's **real-time recognition capabilities**



Step 2: Recognize

- Set up rules to “call” partner when an unauthenticated visitor visits the website
- Partner probabilistically recognizes customer and returns valuable attribute-level data about that customer

- Hotel brand **configures high-traffic web pages to “call” Merkle** when an unauthenticated visitor visits the site
- Using their **probabilistic data matching techniques**, Merkle recognizes customer and returns attribute-level data such as “luxury shopper”, “multiple children”, and “frequents beach destination”



Step 3: Personalize

- Those partner-provided attributes + real-time interactions act as inputs on which to personalize in milliseconds

In the same web session, the Hotel brand can now use the Merkle-provided attributes + latest interaction events to **serve a personalized offer to this unauthenticated visitor** for their top tier properties in the Caribbean over spring break

Impact

- Reduce customer churn
- Improve customer loyalty
- Increase conversions via enhanced upper-funnel personalization

2. Consider & Convert | Closed-loop content analysis, generation, and optimization



The ability to: Understand and optimize against content characteristics that drive the highest business outcomes for high-value audiences

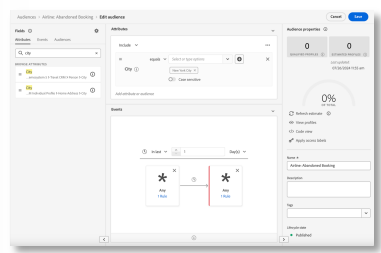
What makes it hard today

- Inability to understand asset and content impact on key business priorities
- Content creation and analytics teams operate in siloes with independent tooling to drive independent outcomes

Impact

- Improve media ROI
- Grow content ROI
- Increase conversion via personalization
- Reduction in asset churn/duplication

AEP workflow

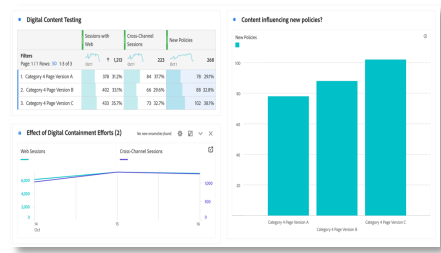


Step 1: Segment

- Create high-value audiences using unique combinations of attributes and events
- Ensure appropriate metadata content tagging to capture different characteristics

Grocery company **creates "Audience A"** that includes the following attributes:

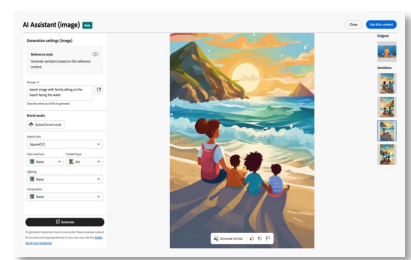
- Health-conscious = True
- Age = 25-35
- Online order type = Frequent
- Gender = Female



Step 2: Analyze

- Understand how different characteristics of images and language of content drive business outcomes for different segments

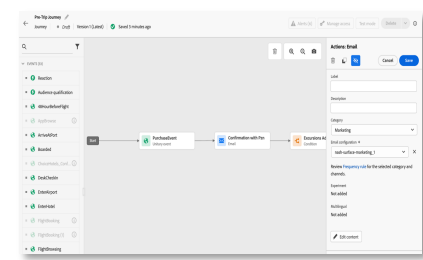
When further analyzing Audience A, **visualize how the usage of keywords "organic" and "grass-fed" led to higher conversions** for Audience A



Step 3: Generate

- Generate and prioritize content variations that drive the highest business outcome for specific segments

For the other campaigns Audience A is exposed to, **generate content employing these variables** more often



Step 4: Activate

- Enable content variations in campaigns across paid, earned, and owned channels

Activate more personalized content variations for Audience A by way of cross-channel audience and content insights

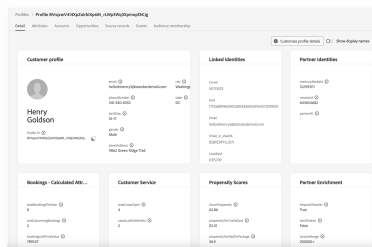
3. Retain| Life-event triggers for proactive, intelligent personalization

The ability to: Listen for leading indicators of life events and initiate trigger-based campaigns and journeys to drive customer value

What makes it hard today

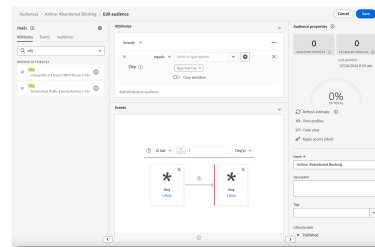
- Disconnected, siloed data across 1P, 2P, and 3P sources force reactionary life-event triggers vs. proactive ones
- Manual processes (e.g, batch) and limited channels slow down targeting effectiveness and ability to capitalize on the moments that matter

AEP workflow



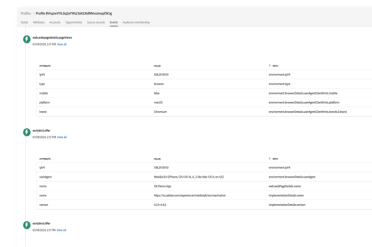
Step 1: Ingest

- Combine valuable attribute-level data with real-time event-level data to create operational customer profiles



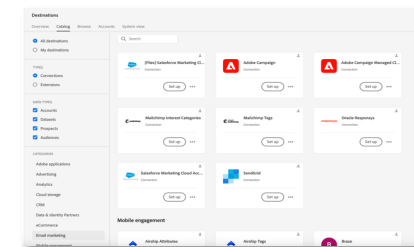
Step 2: Segment

- Create high-value, "life-event" audiences using unique combinations of attributes and events as leading indicators to that life event



Step 3: Anticipate

- Listen for those specific leading indicators, regardless of the source or channel from which they originate



Step 4: Action

- Activate "life-event" audiences to multiple destinations via one activation workflow
- Use life event qualification as a trigger to initiate 1:1, product-specific, cross-channel engagement campaign

Impact

- Increase cross-sell/up-sell
- Increase customer loyalty/CLTV

Retail bank ingests and **leverages attribute and event-level data** such as:

- Student loan holder from 3P partner data
- Has checking account from CRM system
- Procured marriage license in the last 3 months from 3P partner data

They **create a segment** that includes the following attributes:

- Has student loan = True
- Existing checking account = True

And the following events:

- Marriage event in last 3 months = True

They **listen** for the attributes and events that would qualify someone for this segment

Once the qualification event occurs, **activate audience** to Adobe Target, as well as X, Tik Tok, and GAM with specific "benefits of working with a financial advisor" campaign

Experience Platform feature highlight: Use Case Playbooks



Use case playbooks

Actionable use case playbooks to identify and execute business priorities

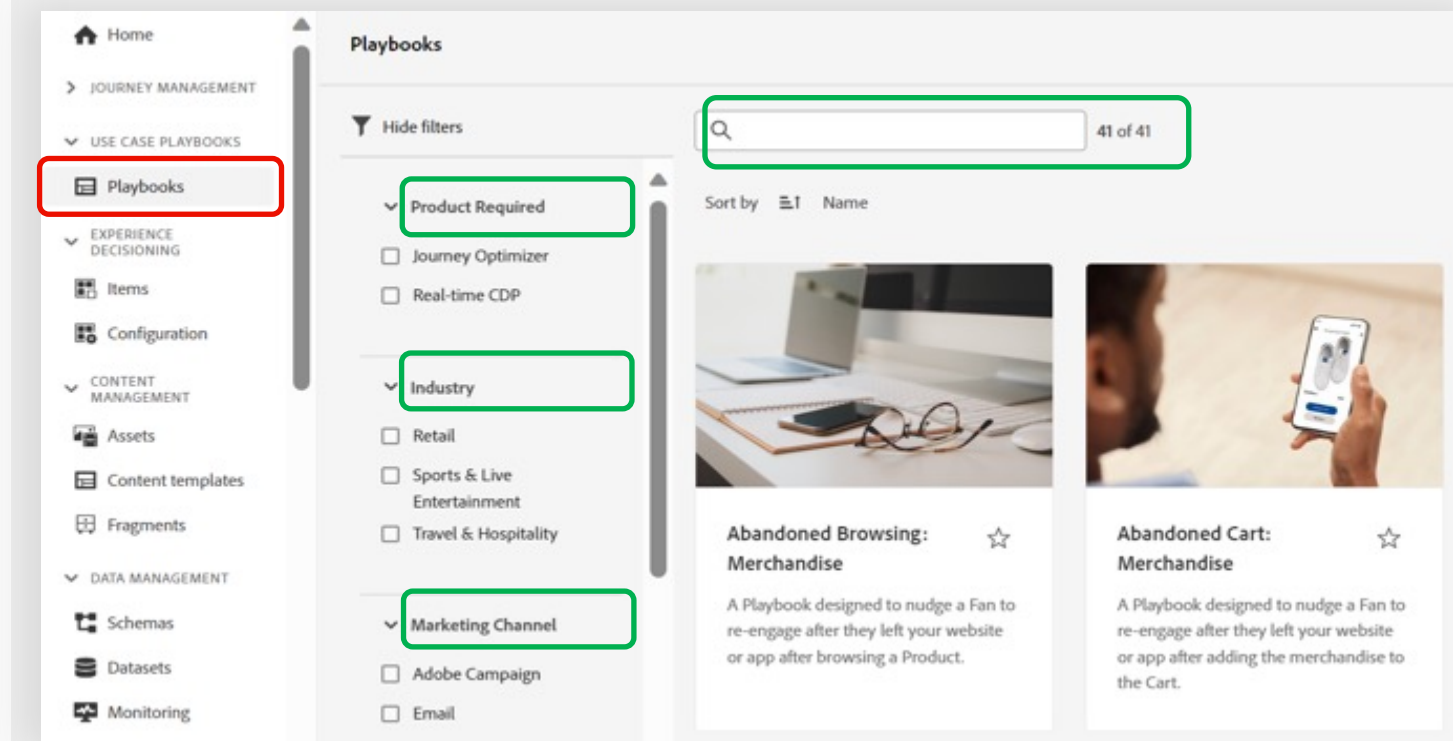
Catalog of industry-specific playbooks

40+ out-of-the-box turnkey use case templates organized by industry and marketing goal for streamlined implementation

Marketing goals are auto-translated into technical assets

Once a use case template is chosen, technical assets like sources, destinations, segments, and journeys are auto-generated

In-product use case playbooks



Use case playbooks drive two primary objectives

1

Initial adoption

Problem statement: "What do I do first?"

Goals:

- Accelerate initial time-to-value and adoption
- Overcome blank-page syndrome
- Acclimate practitioners in a no-risk environment

2

Ongoing value realization

Problem statement: "What can I do next?"

Goals:

- Get more out of current Experience Platform investment
- Scale standardized use cases across multiple LOBs
- Elevate practitioner fluidity

Use case playbooks drive two primary objectives

1

Initial adoption

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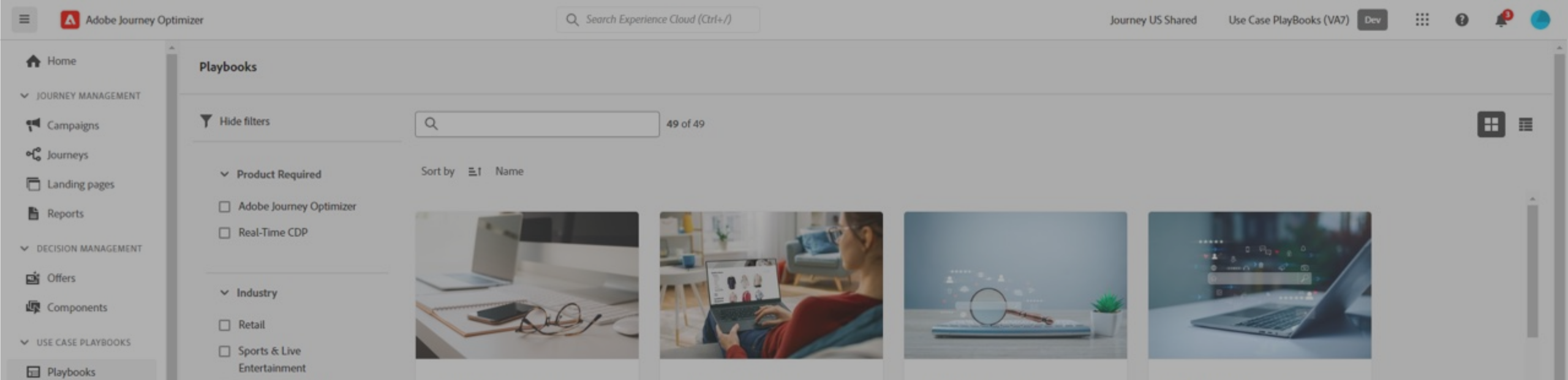
Ongoing value realization

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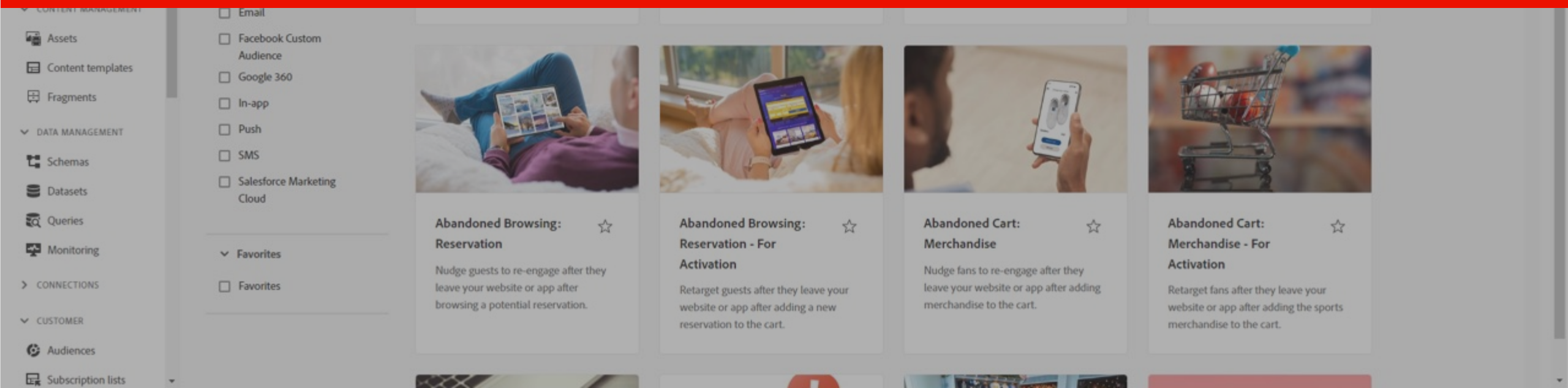
- Get more out of current Experience Platform investment
- Scale standardized use cases across multiple LOBs
- Elevate practitioner fluidity

Act as the **foundation for further customization** & use case **maturity**



DEMONSTRATION

USE CASE PLAYBOOKS



Anne's Top 3 Advice



Anne's Top 3 Advice

Data does not have to be perfect

- Data will never be in a perfectly clean, hygienic, ideal state
- Waiting or aiming for perfection prolongs time-to-value through waterfall methodologies
- Craft initial "crawl" use cases based on what you have available today and augment as your use cases and data availability matures over time

Work backwards

When thinking about what data is needed to fuel a use case, start with the conversion goal and work your way backwards



✓ Ensures data strategy you end with meets the overall WHY of the use case

✓ Guides prioritization and prevents aggregation of impractical or idle data

"If you want to mow the lawn, you have to buy a lawn mower"

- Moving the needle requires risk
- Those risks can be offset by leaning on core metrics, constantly iterating and testing, and ensuring a transparent feedback loop from practitioners all the way to senior leadership



Processes Best Practices

Industry: Retail/Grocery

Employees: 53,000

Total Revenue: \$11.2B

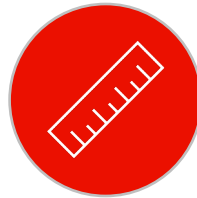
Existing Adobe Footprint: AEP (Real-Time CDP, Adobe Journey Optimizer, Customer Journey Analytics), AEM, Adobe Target, Adobe Campaign



Culture

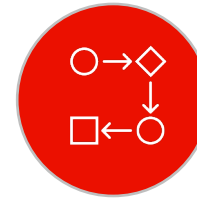
How did your leadership make the push to breakdown siloes between the legacy mindset of marketing on one side, IT on the other?

What were the initial first steps?



Measurement

Aside from revenue-driving or cost saving, what are some of the metrics you use to measure improvement in digital customer experience and personalization?



Operational

How do you work internally to:
1) Develop; and 2) Gain internal consensus on key KPIs/metrics when the drivers often cross multiple teams? Do you operate with a COE of sorts?



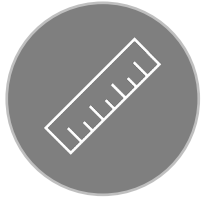
Tactical

What would you say to a peer of yours that says: "We know where we want to go, but don't know where to start. Where should we begin?"

Processes Best Practices

Organizationally (Organize around...)	+	Operationally (Execute on...)
• Leaning on core metrics that are most impactful to leadership • Constant, incremental iteration (testing and learning) • “If you want to mow the lawn, you have to buy a lawn mower”		• Centralized measurement & attribution • “All but only” approach to data management • Audience centralization

Organizationally (Organize around)



Leaning on core metrics

- Developed several iterations of metrics that would be most meaningful to leadership (in their case, attributing digital behavior to sales)
- From there, everything has been leading indicators, either positively or negatively, which helped drive toward a common direction
- **Takeaway:** Leverage a set of core metrics on which to measure "success", as success is easier to sell internally when everyone is speaking a common language



Testing & learning

- Many iterations on what data was important to us (the digital analytics team) and what data would be needed to illustrate the value of digital to the company.
- Getting foundational performance metrics around what areas can be personalized (app, website, paid, etc.) + what they should be personalized with. From there, easy to test personalized experience vs. the control. Short, constant tests as a way to incrementally learn what's working.
- **Takeaway:** Start small with testing. Segmentation & personalization across measurable channels (such as paid media with ROAS)



"Buying the lawn mower"

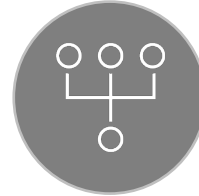
- There has always been a "healthy amount of skepticism on the success of digital vs. the actual business."
- "Without an ability to perform cross-channel analysis on the customer, we were unable to change our activation strategy in a meaningful way"
- Used core metrics to justify business case to leadership. "World is changing and we need to keep up with the rate of change"
- **Takeaway:** Moving needles requires risk. Those risks can be offset by leaning on core metrics, constantly iterating and testing, and ensuring a transparent feedback loop from practitioners all the way to senior leadership.

Operationally (Execute on)



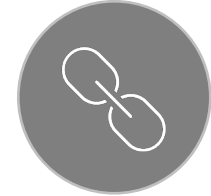
Centralized measurement & attribution

- **What:** Attributing campaigns, content, personalization tactics to cross-channel digital touchpoints at scale
- **How:** Leveraging Customer Journey Analytics to go beyond the online-only world of measurement within Adobe Analytics. Applying AI and automation to attribution activities
- **Examples:** What percentage of our sales is loosely attributable to digital activity (within 7 day lookback)? – ended up being 33%. Used CJA to identify, of 33%, how many are our most valuable customers? – ended up being 71%.



"All but only" approach to data management

- **What:** Worked backwards from end state to identify the data needed to fuel the experience. Started with very "basic" definitions of segments
- **How:** Used Real-Time CDP to develop high-value audiences. Used Adobe Target to test various personalization tactics for those audiences across owned channels.
- **Examples:** Creating different variations and versions of CTAs within mobile app, and homepage banner on website using CDP audiences. Recognizing performance improvements as a result.



Audience centralization

- **What:** Standardized audience creation and management across LOBs. Reducing number of systems in which audiences are created and managed.
- **How:** Leveraging audiences already built in external systems and importing them into CDP for activation.
- **Examples:** Highest value customers calculated by total monthly purchases above a certain threshold. Imported definition of this audience into CDP, where it was combined with real-time event data to qualify them for a new segment. Segment activated downstream to social media.