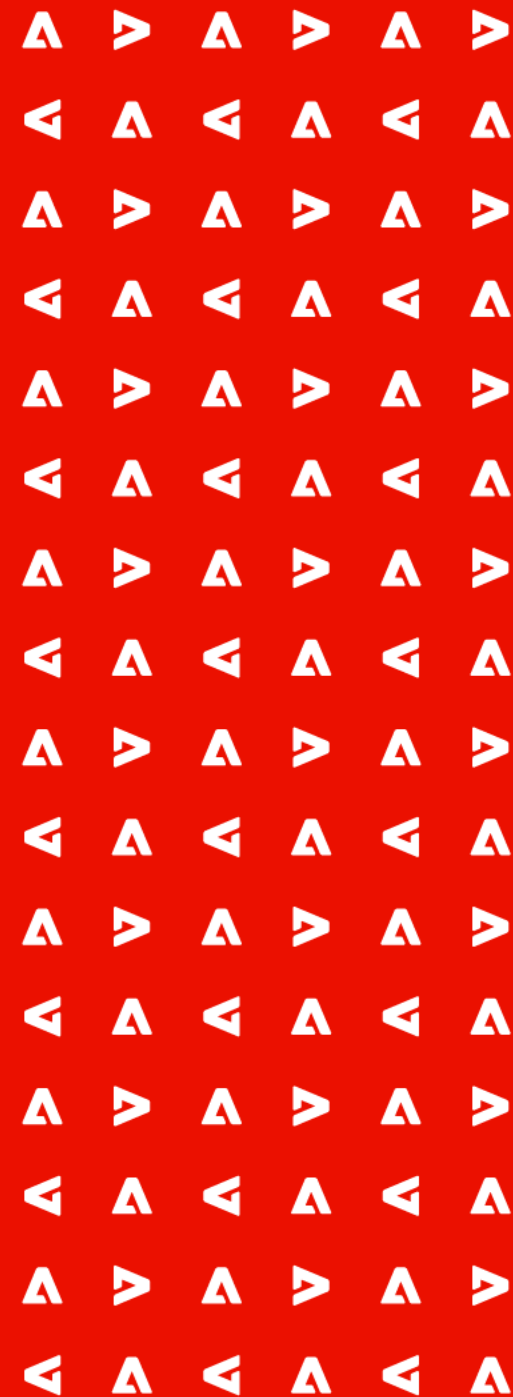


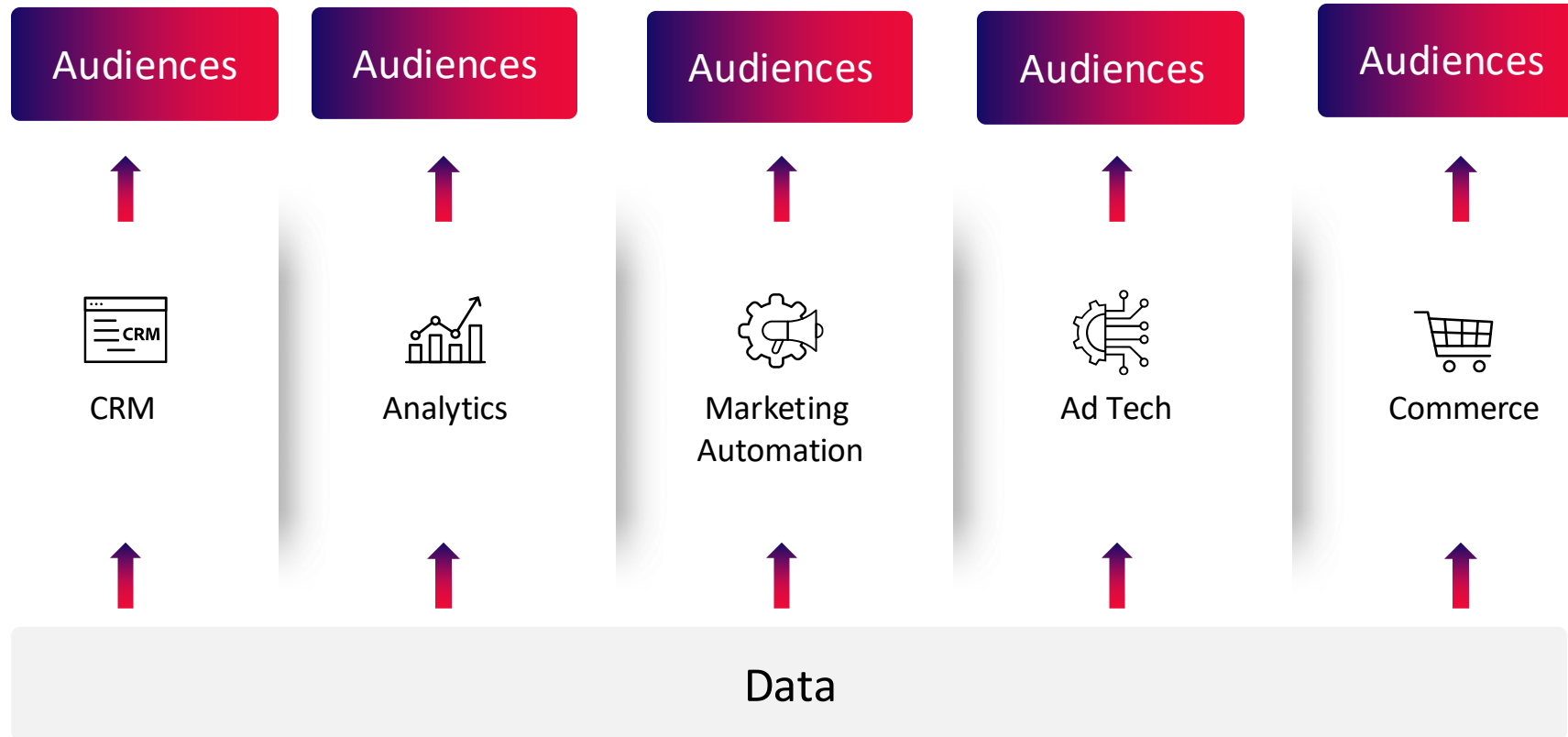


The future of data management (Composability and Clean Rooms)

Kyle Morehouse | Sr. Director, Adobe Experience Platform
August 6th, 2024



A sea of data



- No source of truth
- Data redundancy & duplication
- Disjointed view of the customer
- Lack of cohesive governance framework

All leading to disconnected customer experiences

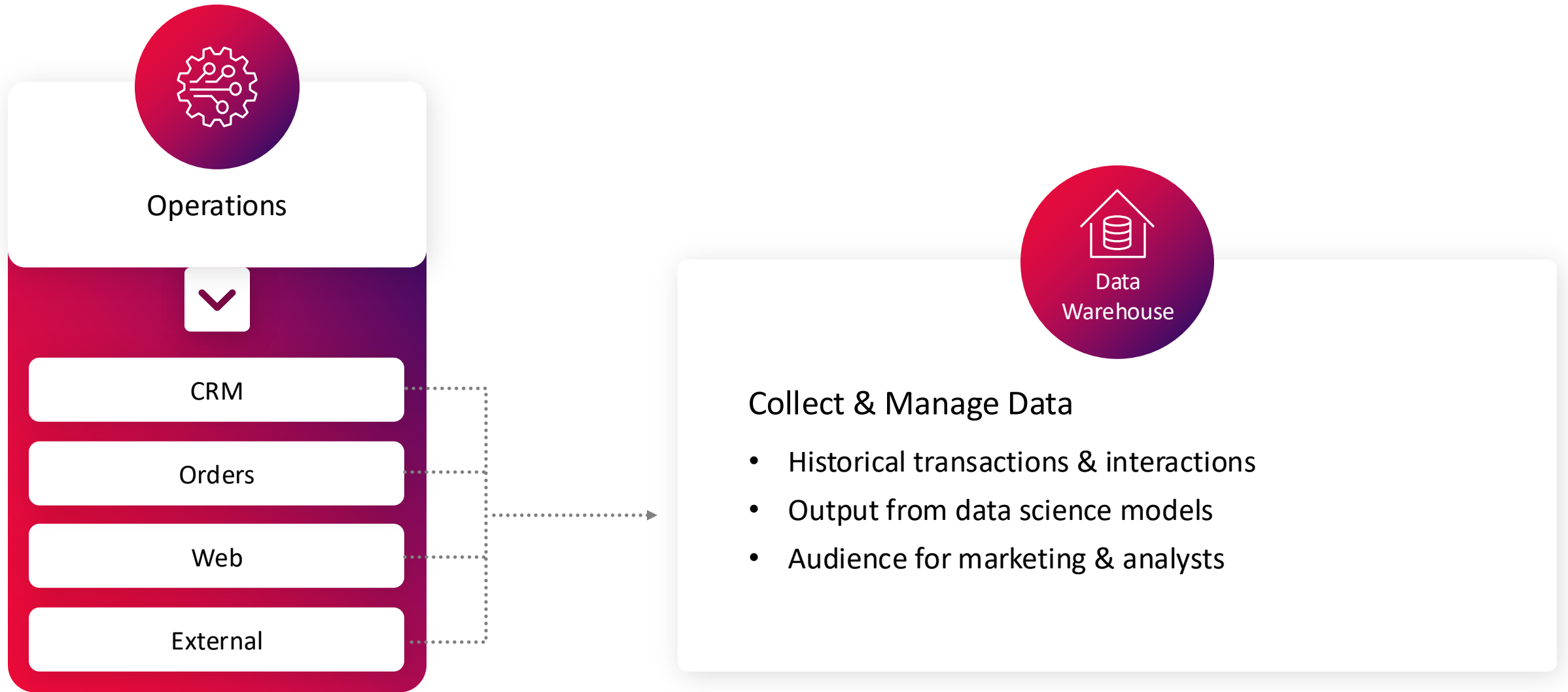
Combating the sea of data

Data Consolidation

- Where is the “source of truth” for data within your organization?



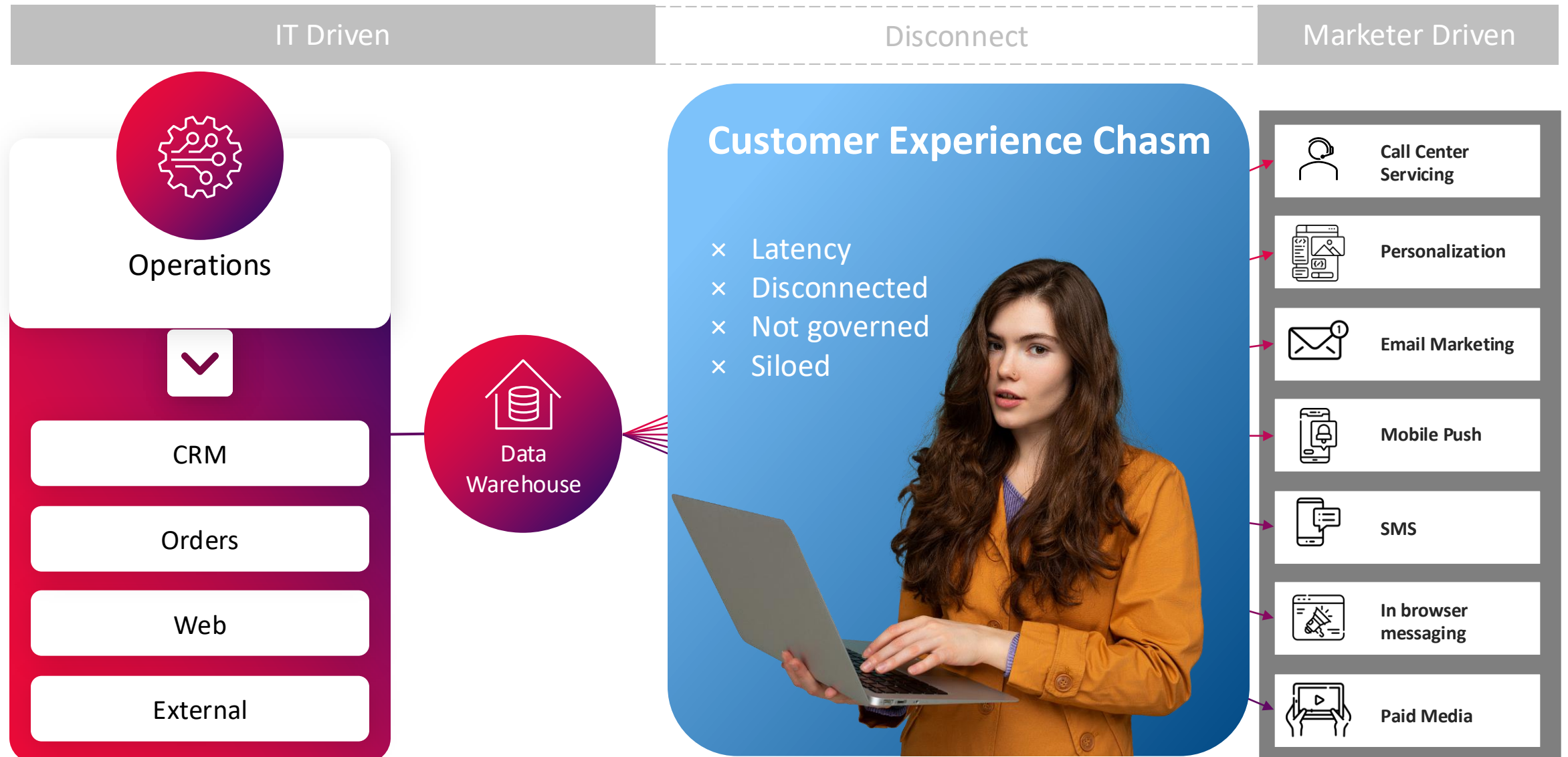
Increased adoption of warehousing for digital experience use cases



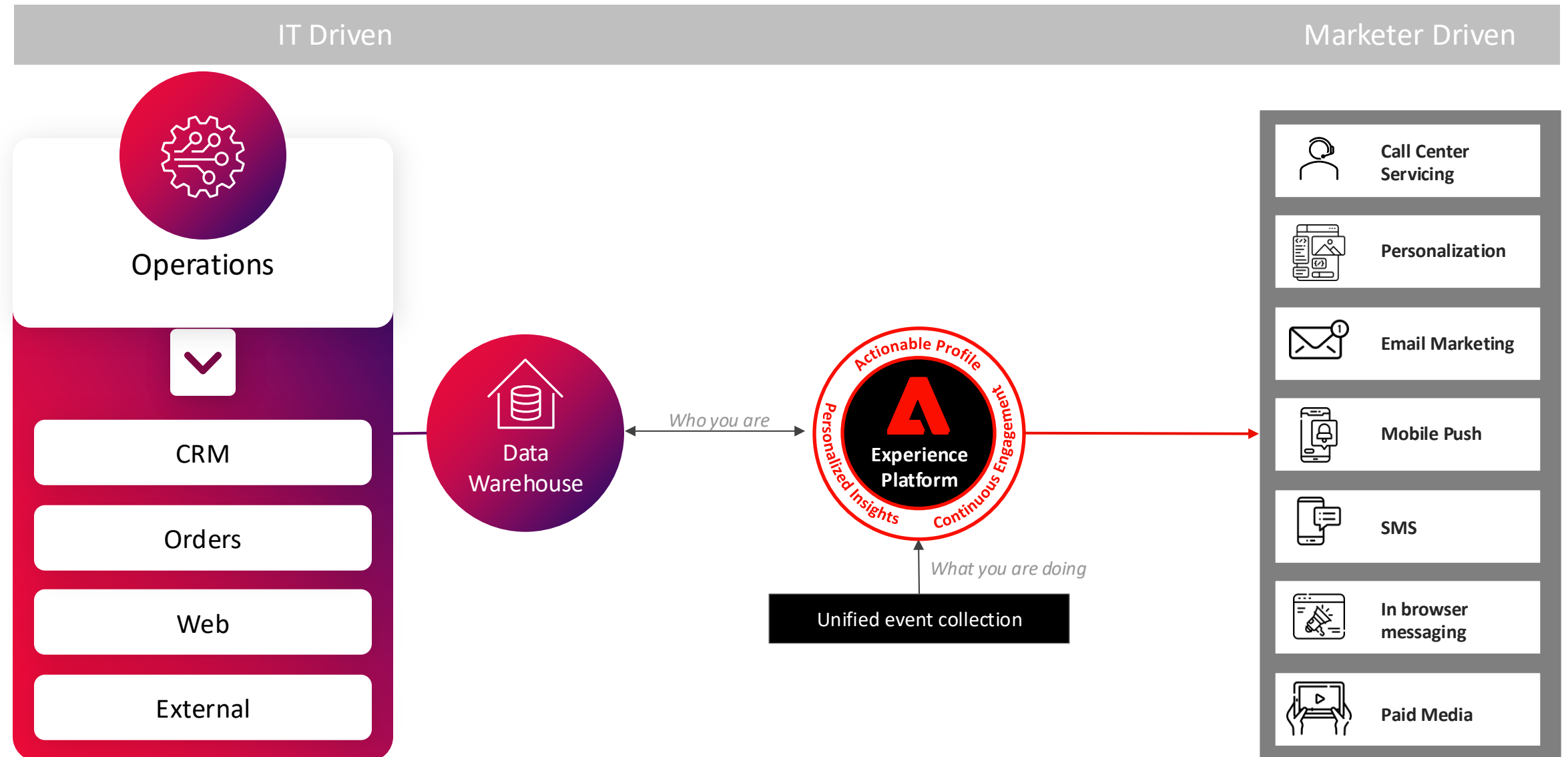
Enterprise Alignment for Personalized Insights & Engagement



Enterprise Alignment for Personalized Insights & Engagement



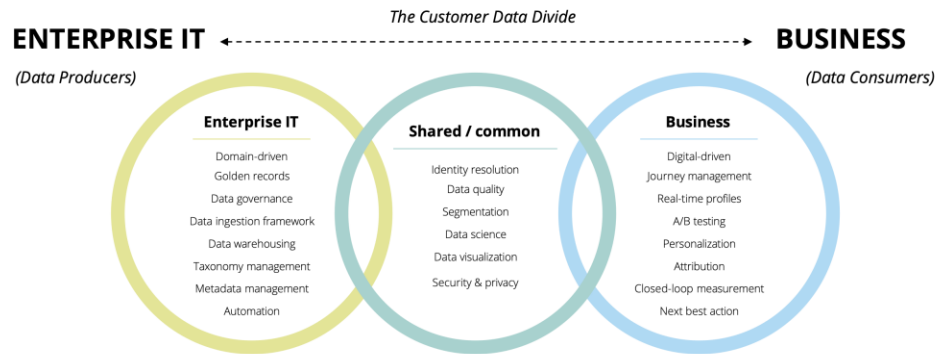
Enterprise Alignment for Personalized Insights & Engagement



Dual-zone approach to data management

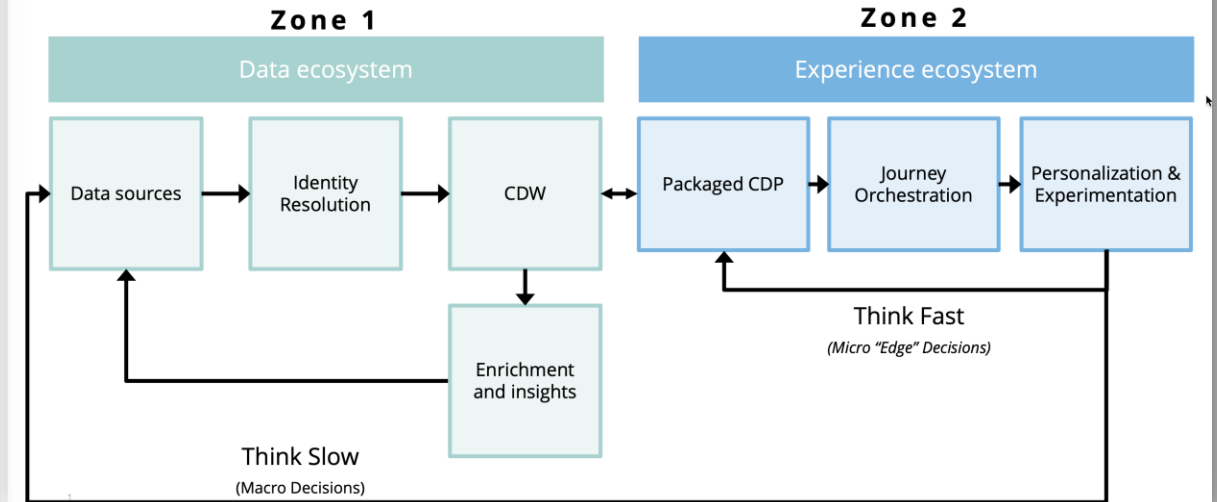
Dual Zone bridges the Customer Data Divide between IT and Business

The Customer Data Divide is the many degrees of separation that exist between the different internal teams which creates misalignment.



A "Dual Zone" approach establishes key design principles for the CDP

Dual Zone is not just focused on technology architecture but also the business architecture of end-to-end experience governance.



Source: <https://www.deloittedigital.com/us/en/insights/research/dual-zone.html>

AEP is an extension to your cloud warehouse strategy



Data warehouse

- Long term storage
- Schema on read
- Customizable by IT, and can build custom apps on top
- Greater interoperability with various tools and applications in the industry
- Building custom machine learning applications and productionizing ML models



Adobe Experience Platform

- Actionable profile (caching)
- Purposeful schema (schema on write)
- No-code UI for data democratization
- Optimized workflows for increased usability to reduced time to value
- Governance layer to support data policies, compliance support



Evolve from Brand Initiated to In-the-moment engagements

In-the-moment & Personalized Engagements



Brand initiated

- 
- 📍 Shift from reactive to proactive and predictive engagement
 - 📍 Optimized, contextual experiences based on customer preferences
 - 📍 Connected experience across the customer journey

Composable CDPs offer several benefits, but there are considerations

Overall:

- Composable CDPs offer increased flexibility with accessing data warehouse data, but are more latent (since systems need to federate the data rather than having a copy readily available) and require IT maintenance across multiple systems
- Traditional CDPs offer a profile that is both centralized and real-time since copies of the data are readily available within the system, but require more upfront work to make sure ingested data are meeting the right schema requirements
- **Adobe offers the ability to do both Composable and Traditional CDP functions**

Promoted benefits of composable CDP



Technology licensing cost savings



Greater control by eliminating the need to copy customer data to another system



Flexibility to work with any data, connect to any system, and use only the components needed

...But there are nuances



Combination of license cost and FTE hours to manage composable apps can often be greater than cost of platform approach

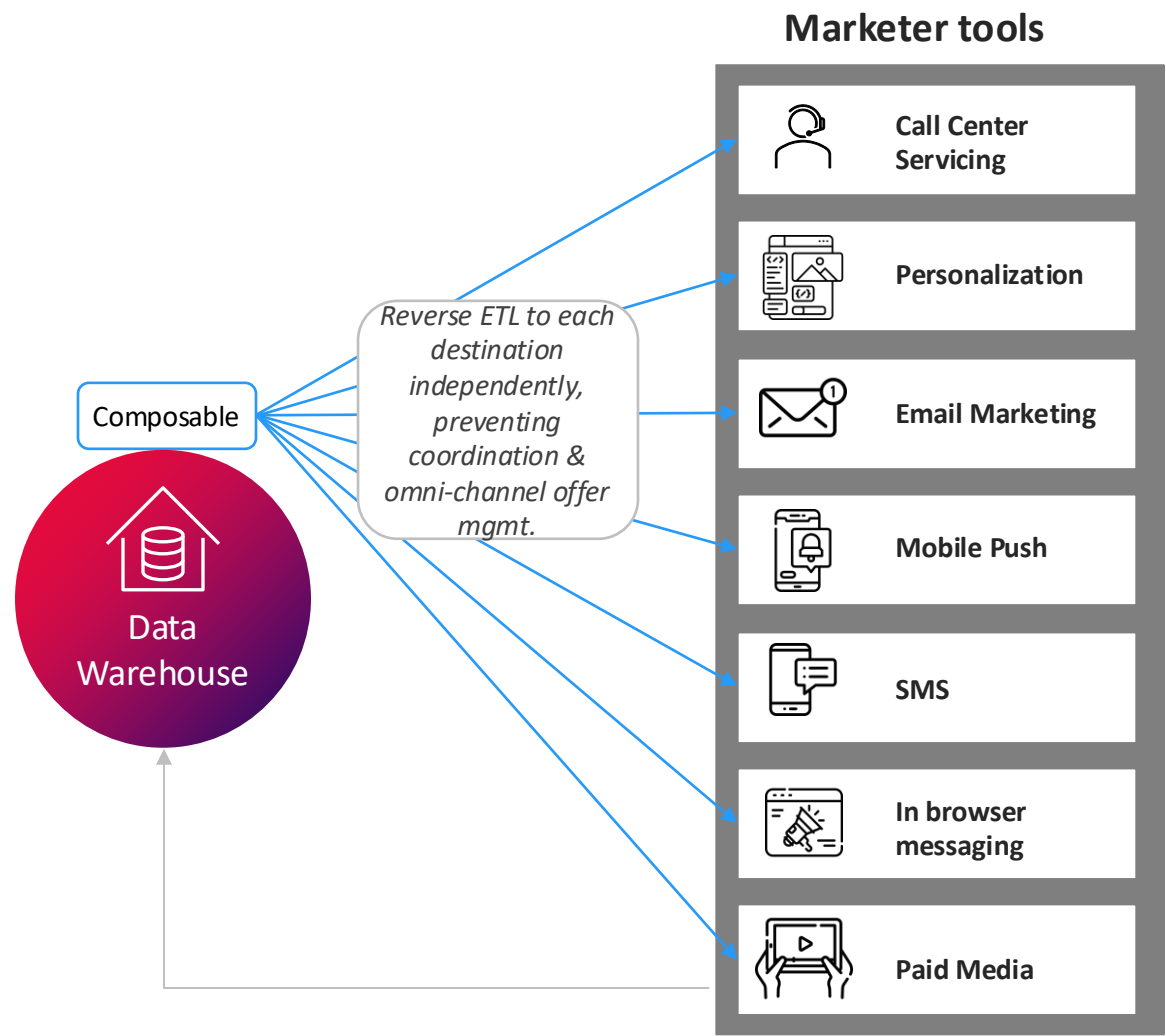


Advanced use cases and real-time capabilities may require additional functionality that would have been included with a traditional CDP



Any limitations in the data warehouse (latencies, user access challenges, governance, messy data) are passed downstream. AI/ML, and other computing outside the data warehouse likely require copying data

Composable Use Cases



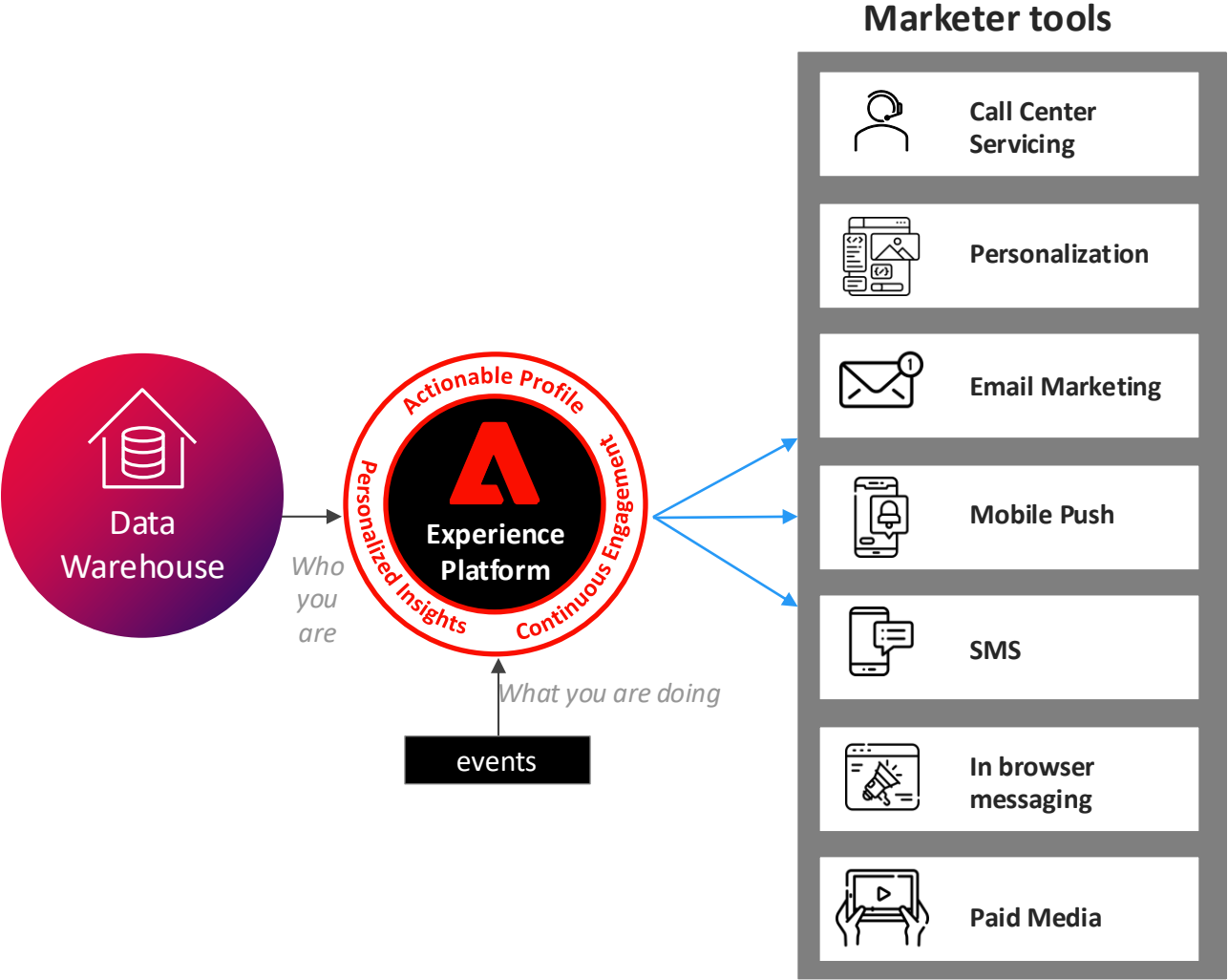
Use Case	Channel	Data Moves *?	RT?	Considerations
Ad Hoc/ Scheduled Campaign	Email, SMS, Push	N	N	
Direct Mail	DM	N	N	
Paid Media Targeting	Display, Social, CTV	N	N	
Paid Media Suppression	Display, Social, CTV	N	Y	\$\$\$ lost due to latency in segment qualification and activation
Web Personalization	Web	N	Y	Can only personalize based on pre-determined model score or segments
In App Personalization	App	N	Y	Can only personalize based on pre-determined model score or segments
Event-triggered campaign / journey	Email, SMS, Push, Inbound Web, In-App, In-Store	N	Y	Difficult to trigger messages based on customer behavior with composable, latent
Offer management	Email, SMS, Push, Inbound Web, In-App, In-Store	N	Y	Difficult to coordinate offer management across channels (actions in one channel do not change decisions in another), limit frequency
Clean room media activation and measurement	Display, Social, CTV	N	N	Overlaps are run 1x, based off of static views of segmentation

Recommended

With trade-offs

Not Recommended

Packaged Use Cases



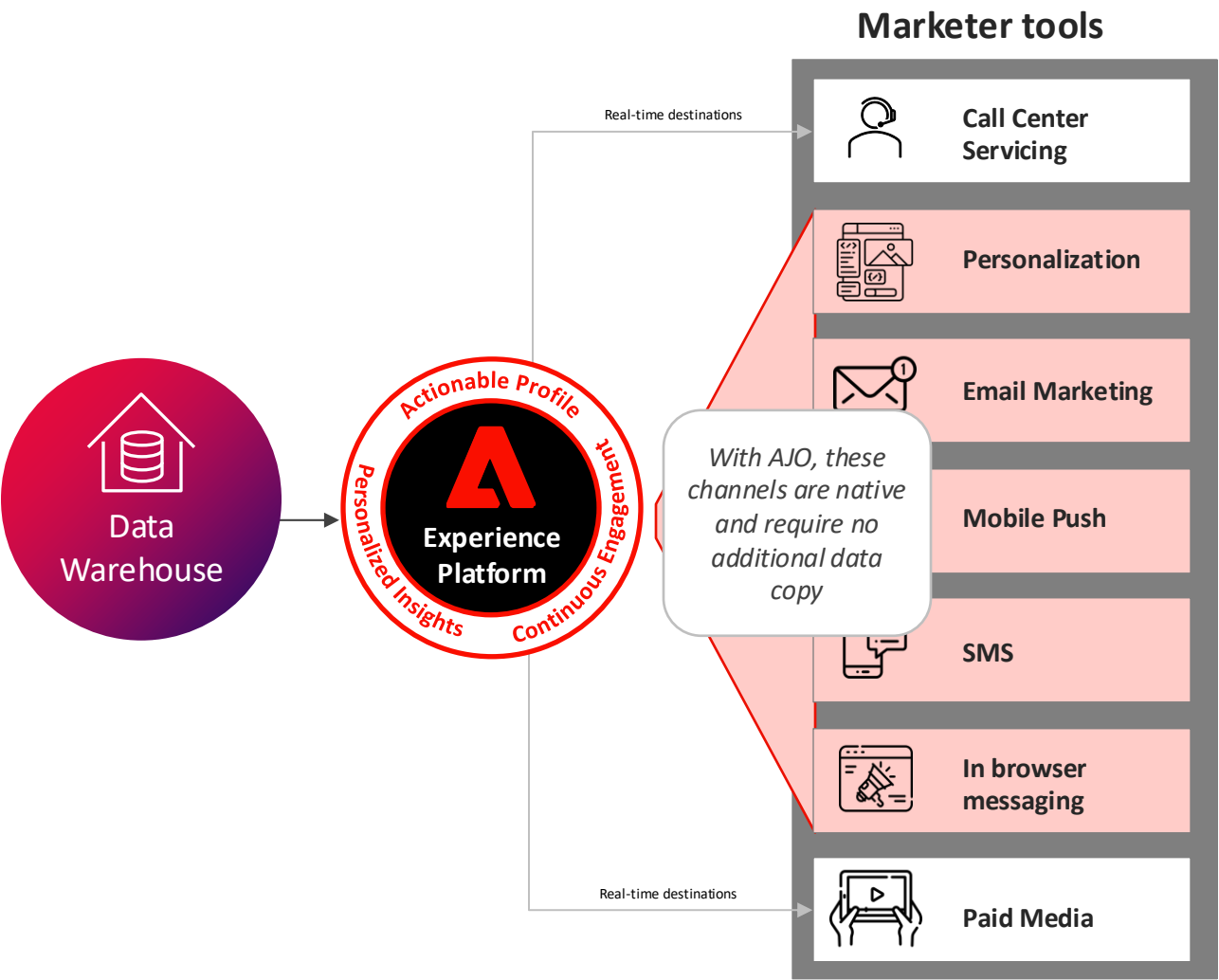
Use Case	Channel	Data Moves *?	RT?	Considerations
Ad Hoc/ Scheduled Campaign	Email, SMS, Push	Y	N	Data replication into Adobe
Direct Mail	DM	Y	N	Data replication into Adobe
Paid Media Targeting	Display, Social, CTV	Y	N	Many paid media workflows are still executed in batch...for now
Paid Media Suppression	Display, Social, CTV	Y	Y	Immediate activation of unsub segment
Web Personalization	Web	Y	Y	Can combine pre-determined model score and segments with real-time behavior to make better decisions
In App Personalization	App	Y	Y	Can combine pre-determined model score and segments with real-time behavior to make better decisions
Event-triggered campaign / journey	Email, SMS, Push, Inbound Web, In-App, In-Store	Y	Y	Requires real-time collection and activation of data.
Offer management	Email, SMS, Push, Inbound Web, In-App, In-Store	Y	Y	Can coordinate offers across channels, immediate change offer ranking based on observed behavior, and limit offer frequency
Clean room media activation and measurement	Display, Social, CTV	Y	Y	Dynamically change overlaps as underlying segments change, real-time data collaboration with publishers, cutting out expensive middle steps

Recommended

With trade-offs

Not Recommended

Packaged (w/AJO)



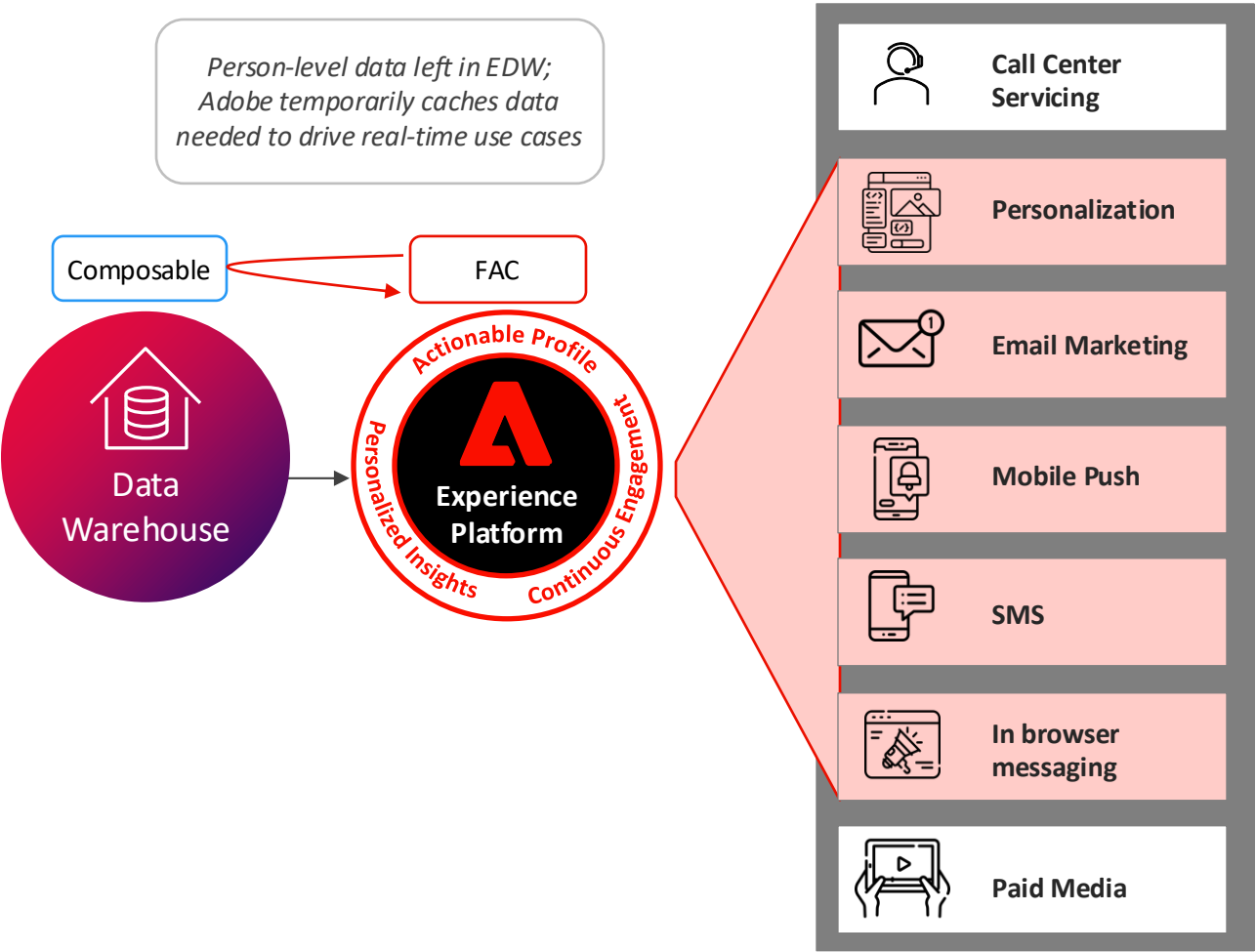
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Paid Media Suppression	Display, Social, CTV	Y	Y	Immediate activation of unsub segment
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Offer management	Email, SMS, Push, Inbound Web, In-App, In-Store	Y	Y	Can coordinate offers across channels, immediate change offer ranking based on observed behavior, and limit offer frequency
Clean room media activation and measurement	Display, Social, CTV	Y	Y	Dynamically change overlaps as underlying segments change, real-time data collaboration with publishers, cutting out expensive middle steps

Recommended

With trade-offs

Not Recommended

Federated Audience Composition provides dual-zone capabilities to support all use cases



Use Case	Channel	Data Moves *?	RT?	Considerations
Ad Hoc/ Scheduled Campaign	Email, SMS, Push	N	N	Leave customer data in EDW and query using FAC
Direct Mail	DM	N	N	Leave customer data in EDW and query using FAC
Paid Media Targeting	Display, Social, CTV	By choice	Y	Supports both approaches based on use case
Paid Media Suppression	Display, Social, CTV	By choice	Y	Supports both approaches based on use case
Web Personalization	Web	By choice	Y	Supports both approaches based on use case, leverages real-time profile and event data collection for in-the-moment use cases
In App Personalization	App	By choice	Y	Supports both approaches based on use case, leverages real-time profile and event data collection for in-the-moment use cases
Event-triggered campaign / journey	Email, SMS, Push, Inbound Web, In-App, In-Store	By choice	Y	Supports cross-channel journeys without introducing latency
Offer management	Email, SMS, Push, Inbound Web, In-App, In-Store	By choice	Y	Can coordinate offers across channels, immediate change offer ranking based on observed behavior, and limit offer frequency
Clean room media activation and measurement	Display, Social, CTV	By choice	Y	Dynamically change overlaps as underlying segments change, real-time data collaboration with publishers, cutting out expensive middle steps

Adobe Experience Platform Federated Audience Composition

Provides new pathways and expanded access to create audiences from enterprise data warehouses to power brand-initiated and in-the-moment experiences

ACCESS CRITICAL ENTERPRISE DATASETS

Get federated access to enterprise data warehouses to create audiences for engagement use cases and use a visual UI to access enterprise datasets.

COMPOSE AUDIENCES

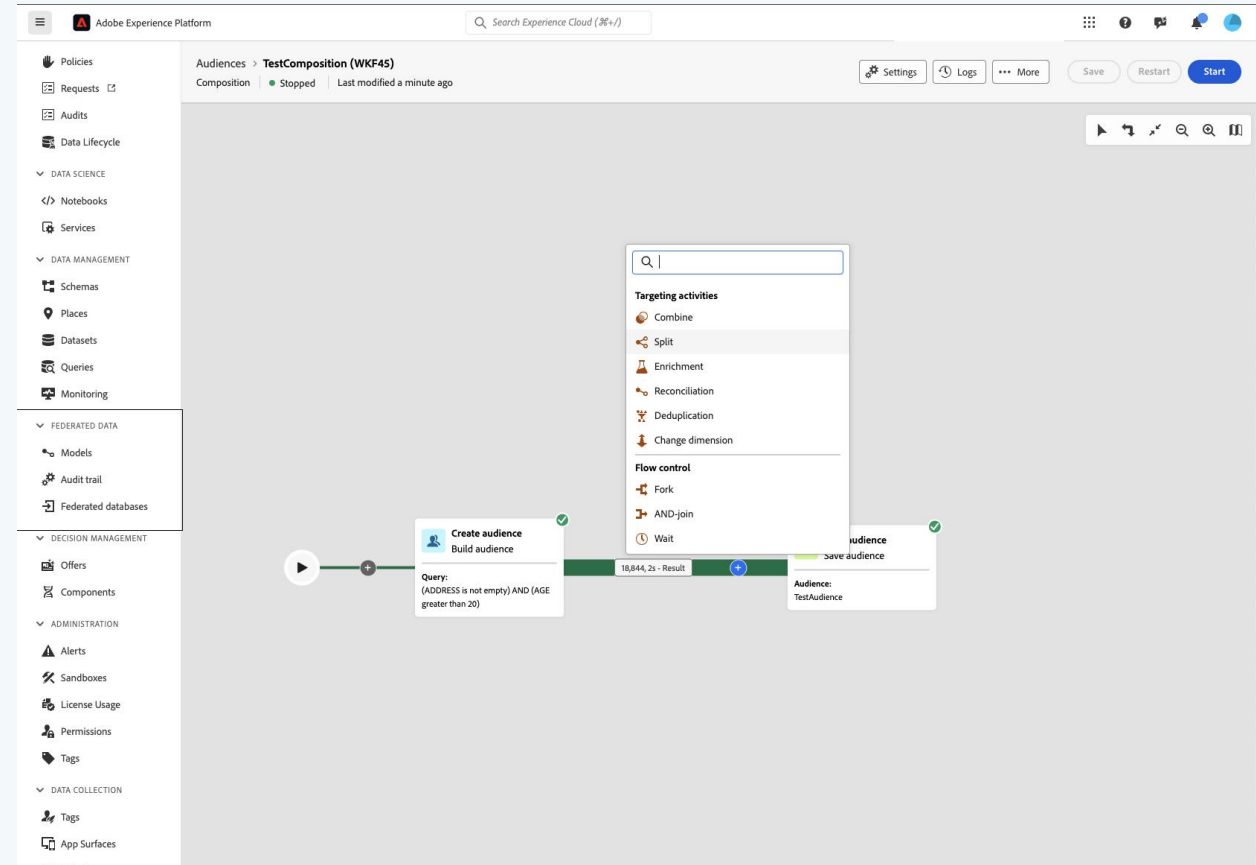
Build audiences using critical datasets that reside in enterprise warehouse systems without moving the underlying data.

ENRICH EXISTING AUDIENCES

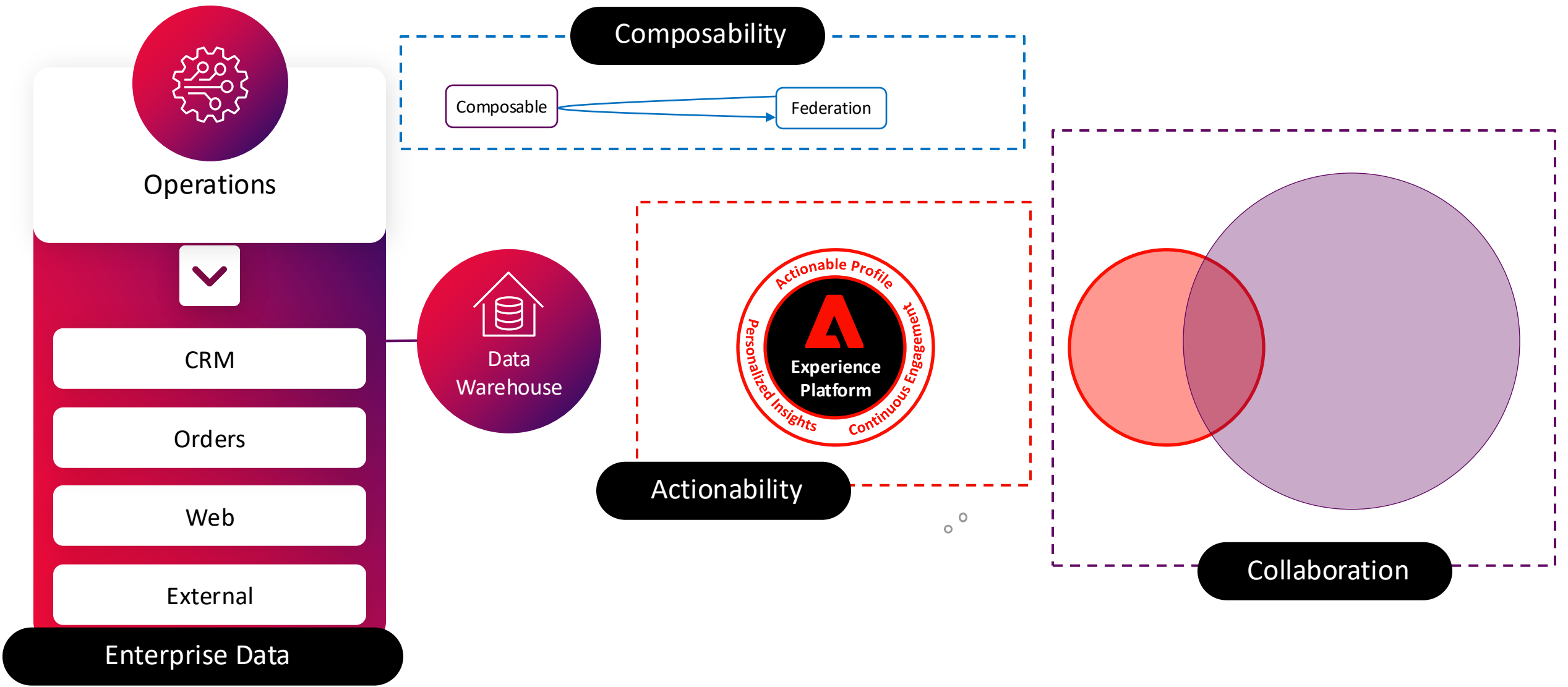
Refine audiences in Adobe Experience Platform using composed audiences from enterprise datasets to improve segmentation, targeting, and personalization.

ACTIVATE AUDIENCES ACROSS CHANNELS

In combination with Real-Time CDP and Journey Optimizer, drive consistent and personalized experiences across channels using prebuilt destinations.

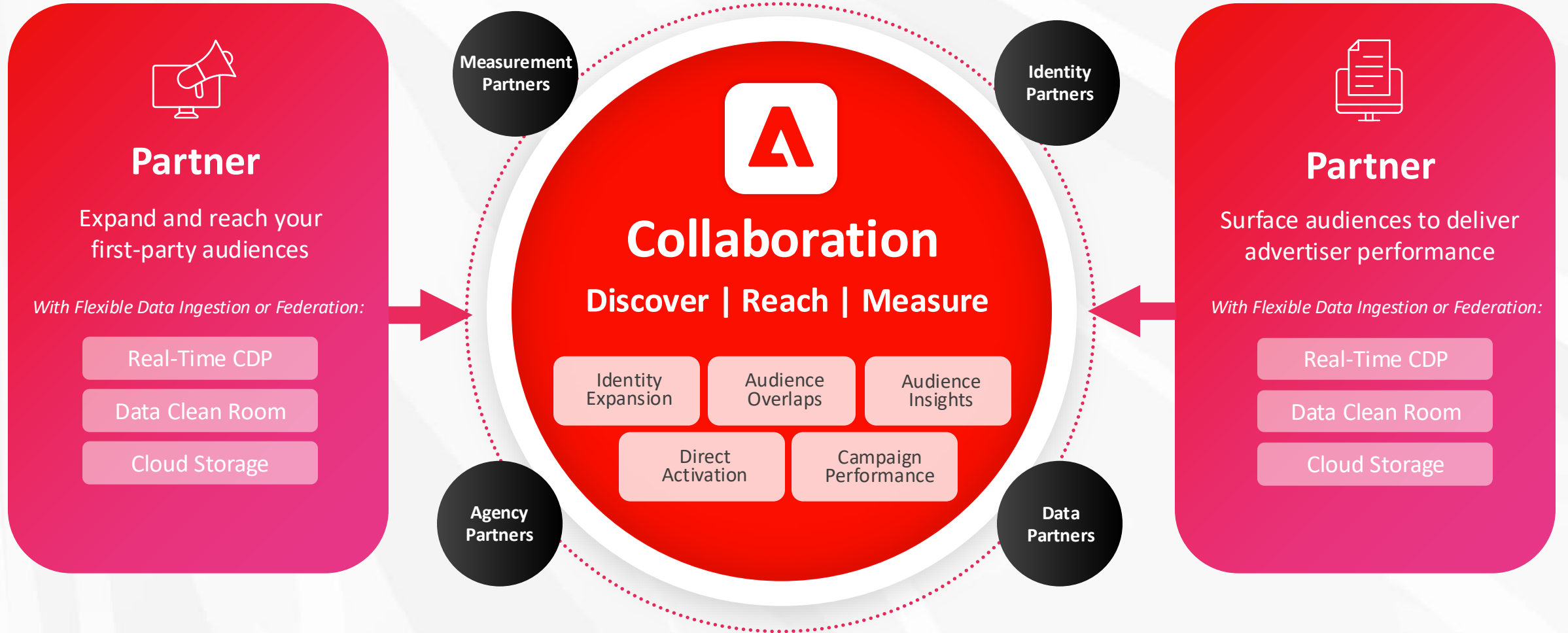


The 3 patterns to extend your enterprise data strategy

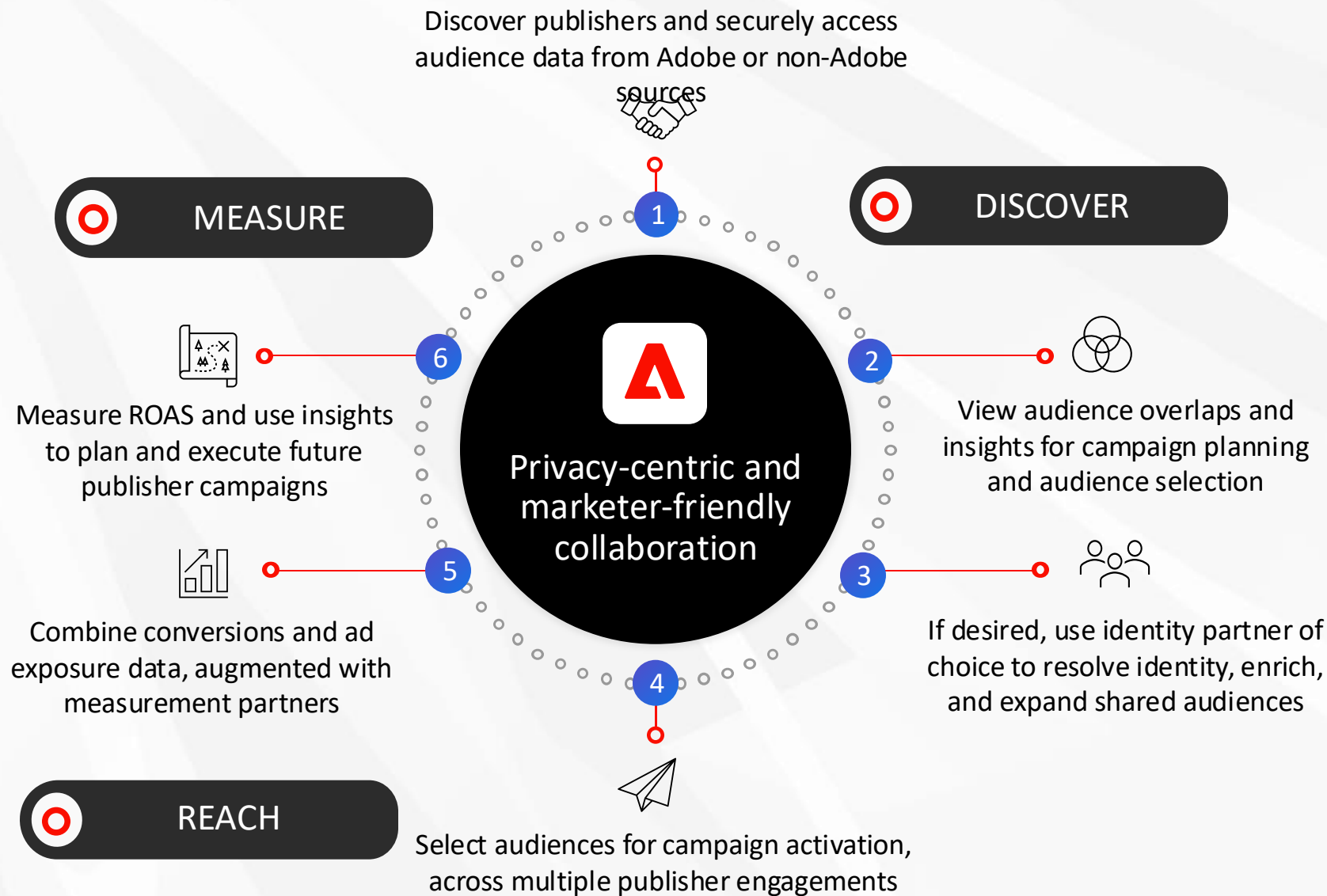


Adobe Real-Time CDP Collaboration

Privacy-centric and marketer-friendly data collaboration, for a world without cookies



Collaborate to discover, reach, and measure with Adobe



3 takeaways

- **Actionable profiles** are needed to take full advantage of low-latency use cases
- But that does not mean that all of your data needs to be moved out the warehouse....data minimization should be top of mind and **composable workflows** should be put in place to reduce the need to copy
- Your data strategy should include a comprehensive approach to **data collaboration** to ensure you can extend the value and reach of your 1st party data through partnerships

