Adobe Experience Platform Federated Audience Composition

Real-Time CDP and Journey Optimizer

Agenda

1 AEP and Federated Audience Composition

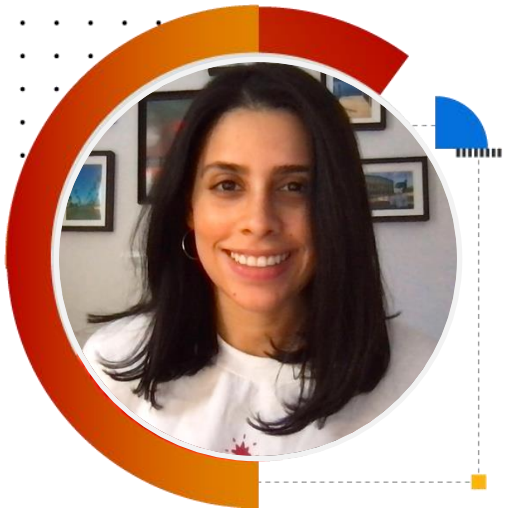
2 Audience Creation

3 Audience Enrichment

4 Implementation Approach & Guardrails

5 Q&A

Technical Validation | Hands-on Lab Instructors



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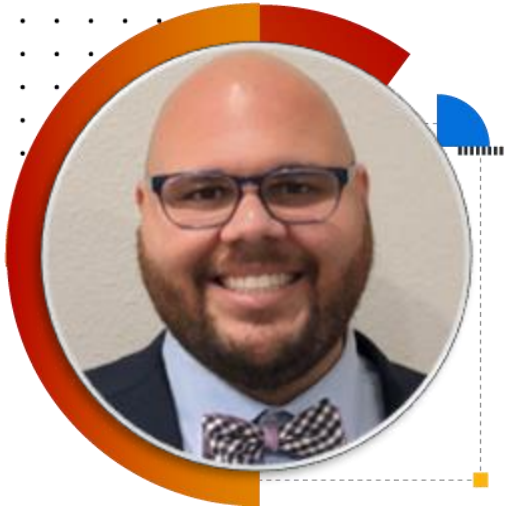

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Agenda

1 AEP and Federated Audience Composition

Adobe Experience Cloud

Content, Commerce & Workflows			Data Insights & Audiences				Customer Journeys			
Adobe Experience Manager	Adobe Commerce	Adobe Workfront	Adobe Analytics	Adobe Customer Journey Analytics	Adobe Real-Time CDP	Adobe Mix Modeler	Adobe Journey Optimizer	Adobe Marketo Engage	Adobe Target	Adobe Campaign

Unified Profile | Common Identity | Experimentation | Composable | Multi-Cloud | API-First / Headless | Data Sovereignty | Privacy & Governance

Adobe Experience Platform

Data | Content | AI/ML

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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

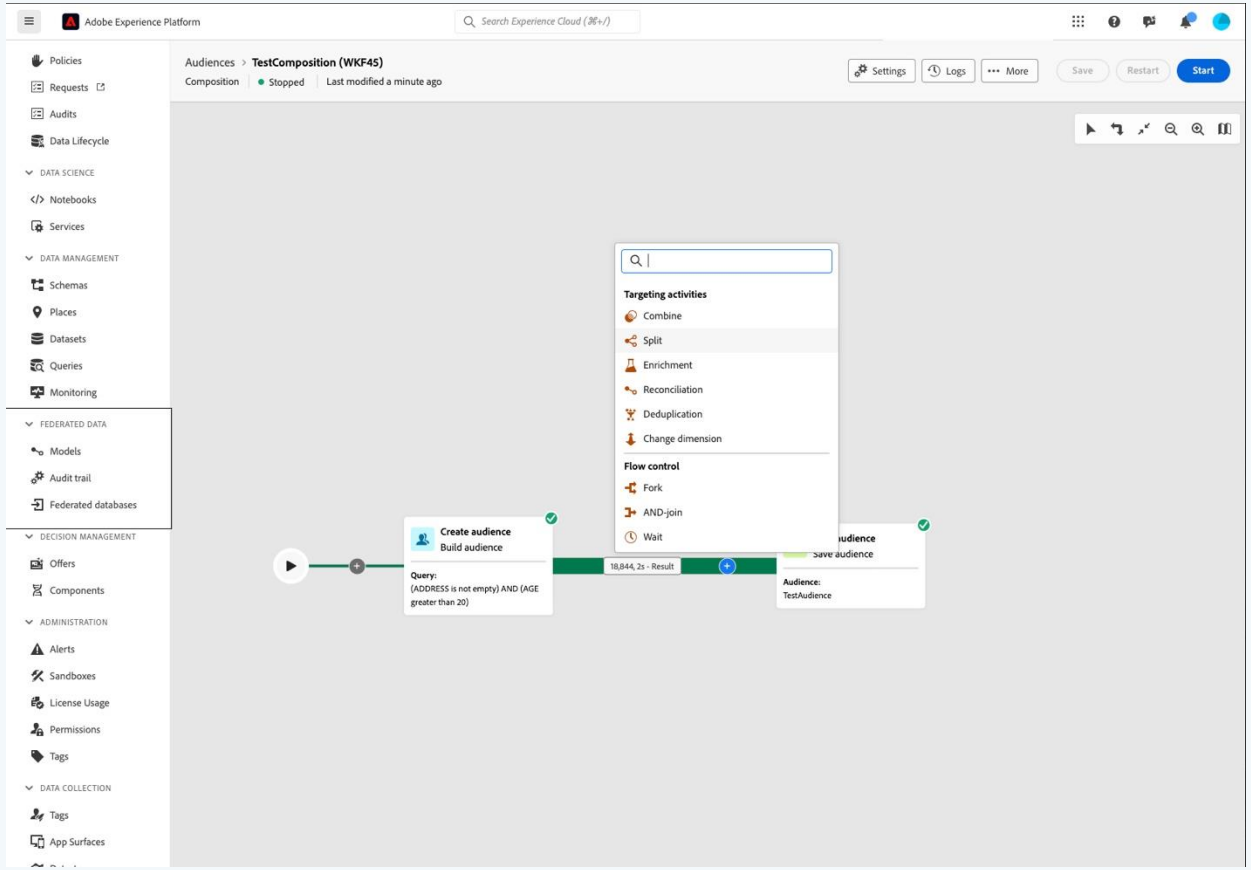
Build audiences using critical datasets that reside in enterprise warehouse systems without moving the underlying data.

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.



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A comprehensive approach to audience curation and activation

Federated Audience Composition with Real-Time CDP and/or Journey Optimizer Value Proposition

1

Expand access to critical warehouse-based datasets to create high-value audiences

Utilize existing data warehouses as the main system of record, while leveraging best-in-class applications to power great customer experiences.

2

Comprehensive support to power engagement use cases

Federated Audience Composition, paired with Real-Time CDP or Journey Optimizer supports brand-initiated, personalized experiences with federated audiences and delivers in-the-moment experiences triggered by real-time events, combined with person attributes to meet use case requirements across teams.

3

Minimize data movement and duplication

Create audiences from datasets that live in an enterprise data warehouse without copying underlying data to manage actionable marketing profiles and audiences.

4

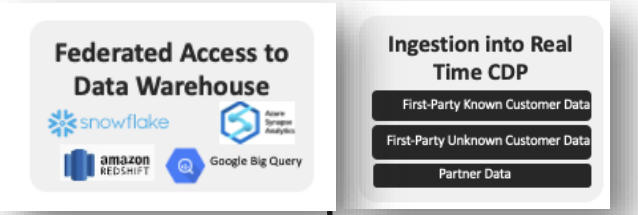
Utilize a single system for experience-driven workflows

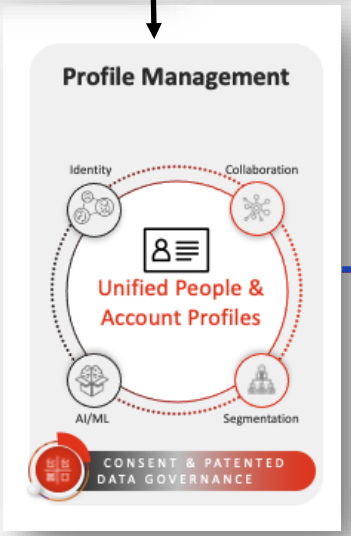
Curate ingested and federated audiences in Adobe Experience Platform and coordinate outbound experiences across all channels.

Unlock data to drive Personalization at Scale – Full Picture

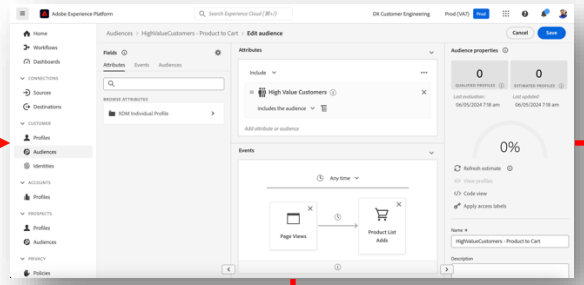
Minimize data movement
Federate datasets directly or Ingest from the data warehouse and manage marketing profiles, audiences, and attributes all from one UI.

Augment with Digital Interaction Data
Combine pre-defined Audience with Digital Interaction data to **trigger** customer





In-the moment



Inbound

Owned Properties
Web, In-App, and Beyond

Outbound

Inbound

Brand Initiated

Outbound

Advertising
DSPs, Platforms, and Beyond

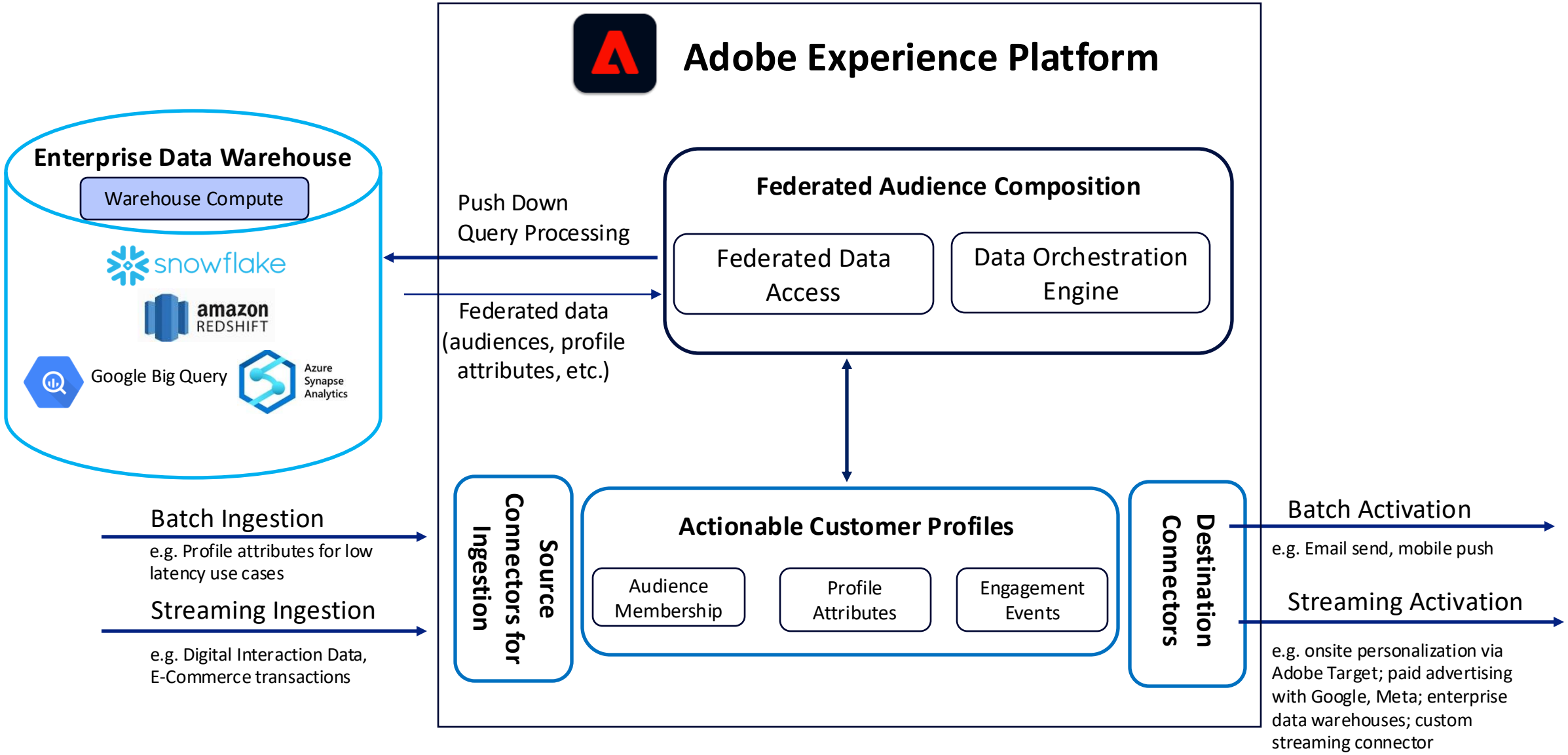
Marketing
Email, SMS, Push, and Beyond

Create Actionable Profiles and Richer Audiences
Combine datasets to create actionable profiles and informed Audiences

Personalized Customer Experiences
Reach your Audiences across different Activation channels for both Brand and Customer Initiated Moments. eg; Adobe Journey Optimizer

Adobe

High level Flow



Address technical needs and customer experience use case requirements

Provide data engineering teams with flexibility…

Leverage data warehouse investment to power marketing use cases

Utilize only the data that is needed to meet low-latency use case requirements

Address privacy and security needs by keeping sensitive data in enterprise systems

Go beyond reverse ETL and coordinate data in a single system for multi-channel activation

…while meeting marketing requirements at scale

Create and enrich audiences and profiles* with critical and actionable enterprise data for effective personalization

Utilize a marketer-friendly UI to access relevant audience data needed for marketing activities

Immediate availability of essential audience data for cross-channel, in-the-moment experiences

Access and consolidate marketing audiences in a single system for consistent and streamlined activation

*Profile Enrichment use cases with Federated Audience Composition is a roadmap item

Agenda

2 Audience Creation

Federated Audience Composition use case patterns

Audience Creation

Build new audiences from enterprise datasets **without copying underlying data** and activate those audiences with prebuilt destinations.

Audience Enrichment

Enrich existing audiences in Adobe Experience Platform by utilizing composed audience data that has been federated from the enterprise data warehouse. This data will not be persisted in Adobe Experience Platform customer profiles.

Profile Enrichment

Allow enterprise audiences to be retained as attributes within actionable Adobe Experience Platform profiles to power **in-the-moment experiences triggered by inbound customer event signals**.

Roadmap Item

Marketer-friendly visual canvas to access essential datasets when composing audiences for activation

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Example Use Case: CitiSignal : *Fiber Eligible Prospects*

- Retarget CitiSignal customers who are eligible for Fiber internet service plans, in a paid social campaign
- Data Source: Snowflake (i.e. purely federated data)
- Data:
  - CitiSignal customers that don't have Fiber internet
  - Customer address where Fiber is available in the market
  - Customer has consented to email
- Destination: AWS S3

CitiSignal

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3 Audience Enrichment

Federated Audience Composition use case patterns

Audience Creation

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Roadmap Item

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Example Use Case: Reconcile an AEP audience against your federated data

Reconcile an AEP audience of ***Streaming Service Subscribers***

Data Sources:

- Snowflake – Federated
- Adobe Experience Platform

Data:

- Known CitiSignal customers (mobile subscriptions but no Fiber Internet) - ***Snowflake***
- CitiSignal Customers with a streaming service subscription ***– Adobe Experience Platform***

Example Use Case: In-The-Moment Personalization using Federated Audience Composition

In-the-moment marketing to *customers who are eligible for Fiber internet service plans and have recently viewed an internet plan page on the CitiSignal website.*

Data Sources:

- Snowflake – Federated
- Adobe Experience Platform

Data:

- Known CitiSignal customers (mobile subscriptions but no Fiber Internet) ***- Snowflake***
- Customer address where Fiber is available in the market (Fiber Eligible) ***- Snowflake***
- Opted-in to Email ***- Snowflake***
- Visited the internet plans page recently ***– Adobe Experience Platform (Real-time)***

CitiSignal

Adobe

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4 Implementation Approach & Guardrails

Guidance for Choosing the Best Implementation Approach

Guidance for choosing the Best Implementation Approach

Flexible Access to Enterprise Data via Ingestion or Federation

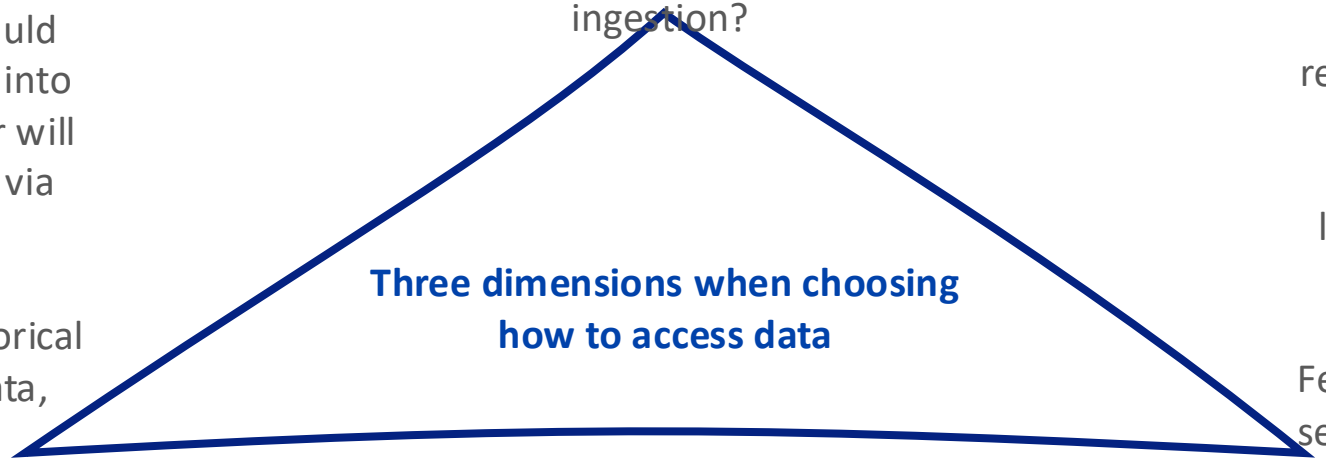
Use Case(s)

Does the use case require ad hoc access to enterprise data that can be federated (e.g. sending a one-time email to event registrants)? Or does the use case require regular and ongoing communication/journeys better suited for ingestion?

Dataset

For experience use cases, should the entire dataset be ingested into Adobe Experience Platform, or will an aggregated audience view via federation suffice?

Federated data examples: Historical transaction data, personal data, past offline interactions



Latency Requirements

Does the customer experience associated with the dataset require personalization in minutes or less, with ingested data immediately available? Or is a longer timeframe to access data via federation sufficient?

Federated latency examples: Email send, paid media campaign launch

Each organization determines their approach for ingestion vs. federation based on use case, dataset, and latency requirements

Troubleshooting / Guardrails

What rules apply once an Audience is imported via Federated Audience Composition?

- Upon ingestion in Audience Portal, the same rules as the ones for a manual audience import in Audience Portal apply, such as:
  - ✓ The default TTL of an audience is **30 days** and can be configured by the customer. After expiration, the audience count will be 0 and no longer usable/activable.
  - ✓ **Labels** can be applied to the audience directly from the Audience Portal UI
  - ✓ Audience can be activated to RTCDP destinations directly from the Audience Portal UI
  - ✓ Records in the audience that have not been reconciled with existing Profiles will result in the creation of a new Profile with the Segment Membership information only.

Consent / Privacy

At the end of a composition, an external audience is created in Audience portal. The following applies :

- Consent evaluation takes place on the unified profile and consent information is added to profile. Downstreams like RTCDP Destinations, based on marketing action specified on a destination, check each profile for consent information.
- The profile's consent information is compared against consent requirements for a particular destination. If the profile does not satisfy the requirements, that profile is excluded from the audience and is not sent to a destination.
- If a particular person is brought in by only one channel without consent information (e.g. a new person part of an FAC audience), and if the destination has a marketing action which translates to mandatory availability of consent, such profile will not get sent.

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5 Q&A

Share your Feedback!

[Adobe Experience Platform]

Federated Audience Composition

Hands-on Lab

Last Slide

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