

Singapore Summit - Adobe Experience ...

Singapore Summit - Adobe Experience Platform Hands on Lab

1. Exercise 1 - Insights
2. Exercise 2 - Take Action

1. Exercise 1 - Insights

Learning Objectives

In this exercise you will become familiar with the Customer Journey Analytics interface and learn how to leverage its ad hoc analysis to understand the end-to-end journey customers are taking across channels. We will showcase the significance in understanding all data sources to answer your business questions and introduce some of the new features unique to Customer Journey Analytics such as Forecasting, Guided Analysis, Intelligent Insights, Journey Mapping and Summary Data Support.

Scenario

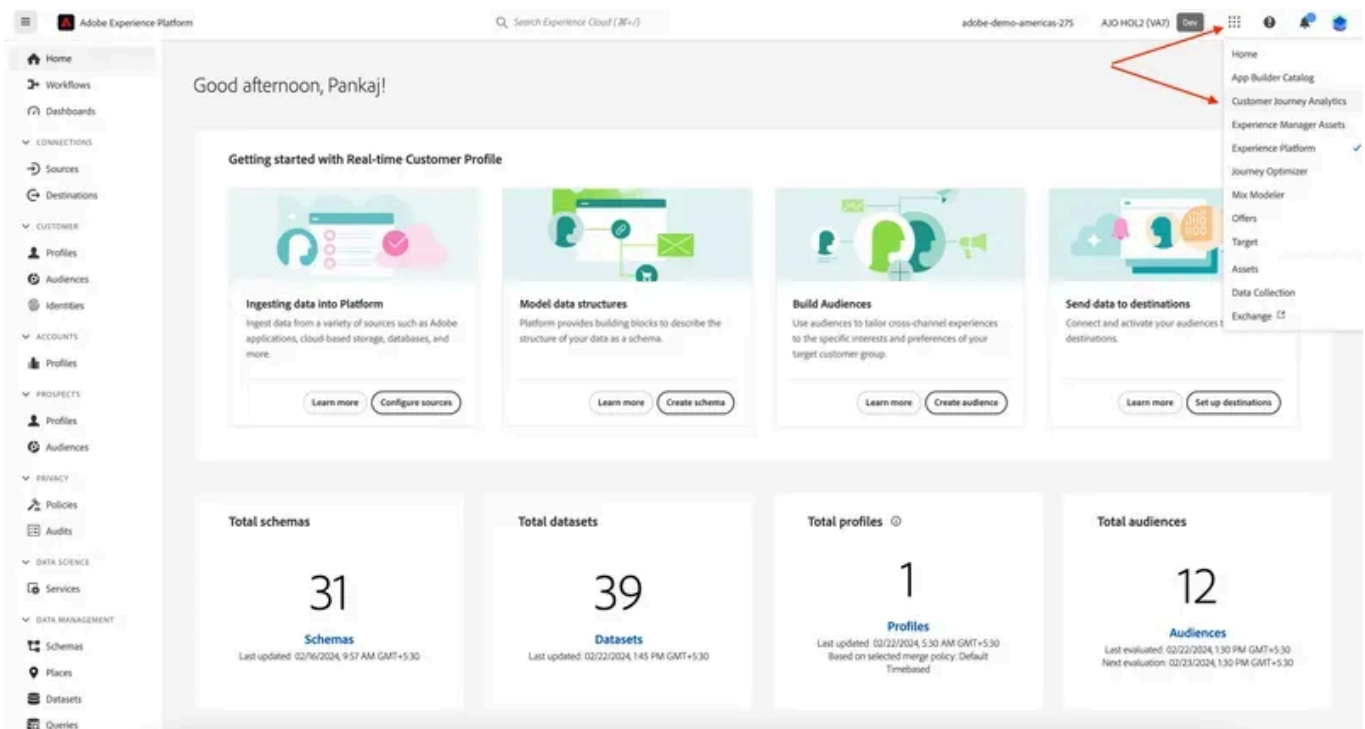
SecurFinancial are a leading retail bank offering personal banking services across a range of loans, credit cards and insurance products. While business is good, the call center and branch managers have been complaining that they need more staff to keep up with the demand. As an analyst you've been tasked with identifying and locating any current issues in their online journeys and locate opportunities to divert offline interactions to digital channels.

Access

Your login credentials should be available on your desk including your lab participant number.

Login via <https://platform.adobe.com>

Once authenticated switch to **Customer Journey Analytics** using the solution switcher:

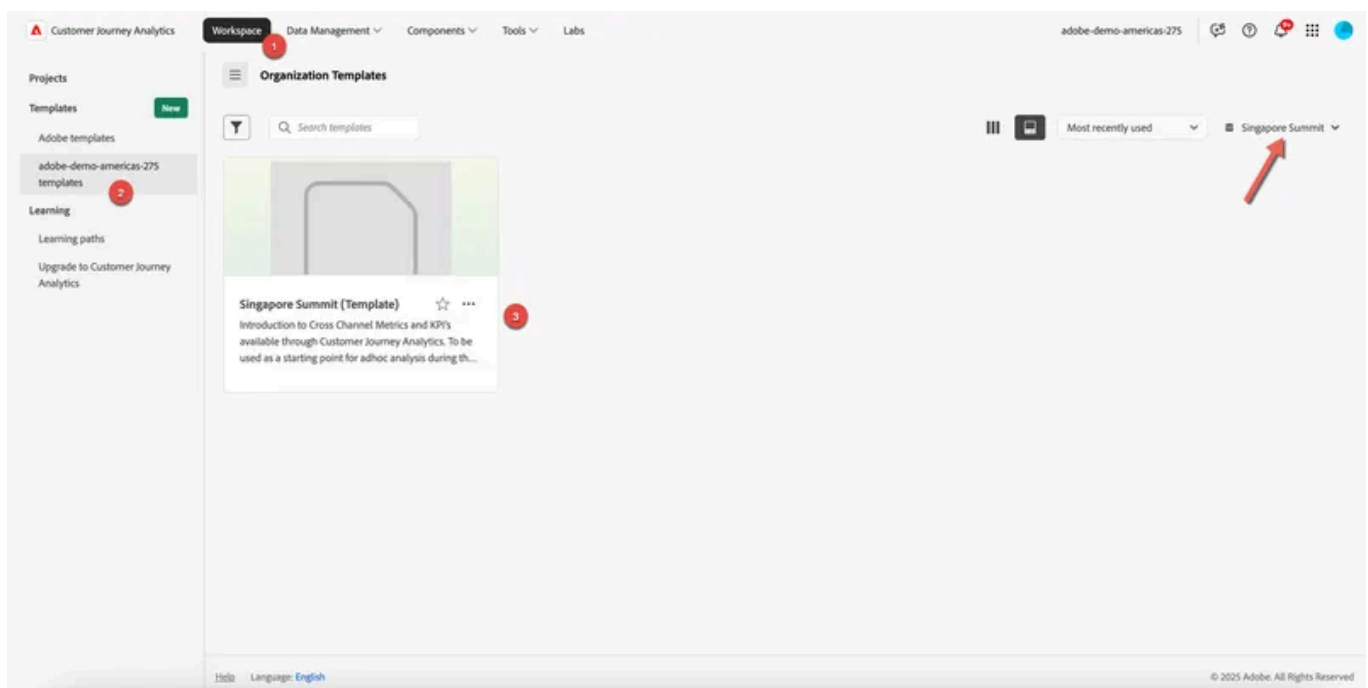


1.1 Create a project

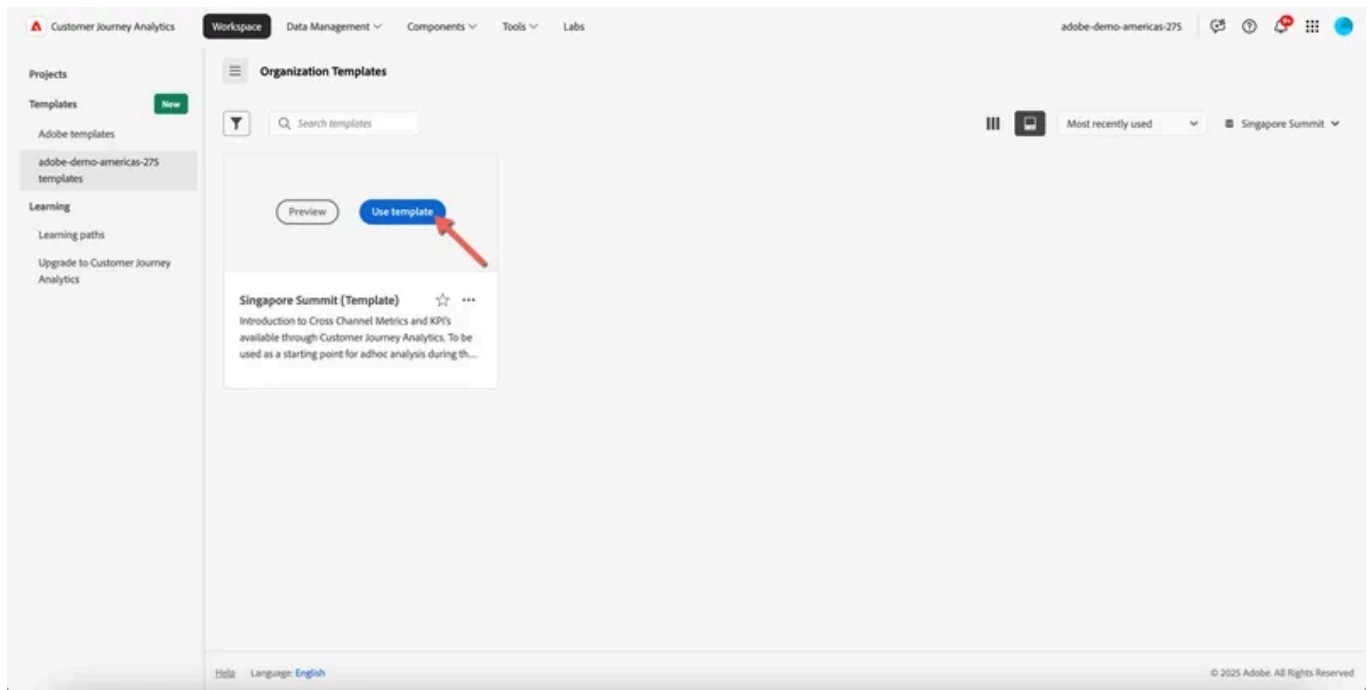
First we'll start by creating a new project from a pre-built template. This will provide you with some initial insights while giving you an isolated area to explore the data further.

Under **Workspace** → **Templates** → **adobe-demo-americas-275 templates** you should see a template called **Singapore Summit (Template)**.

If you don't see it, check on the top right that the dataview is set to **Singapore Summit**.



Hover over the template card and click to **Use template**



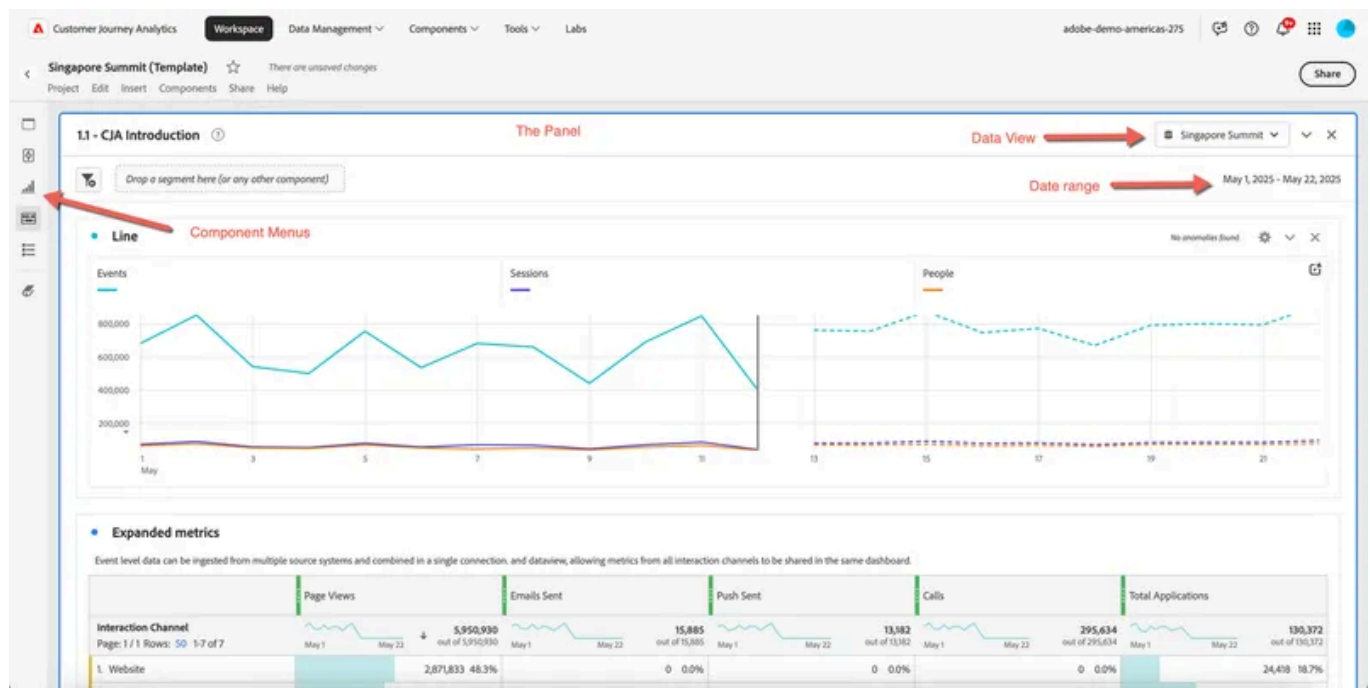
Take note of the following UI components:

Panel - Each dashboard/project is made up of one or more panels

Data View - Controls what data is available to the report - keep in mind this includes multiple datasets that can span multiple channels and data sources.

Date Range - The date range controls what data is displayed in the panel

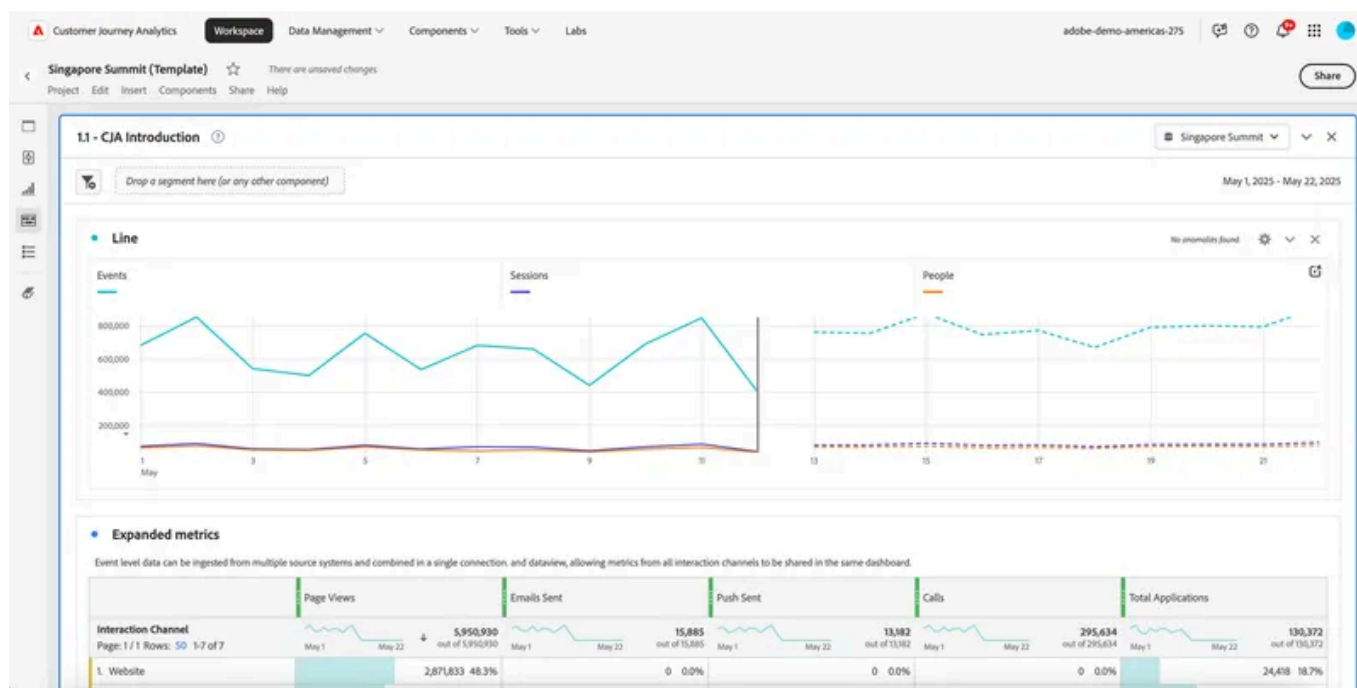
Component Menus - Provides access to add additional visualisations, components and panels to your report.



For this exercise we will walk through the first panel together.

You can see immediately the new primary metrics exposed through CJA: **Events**, **Sessions** and **People**. If you're familiar with Analytics you can think of these as being equivalent to Hits, Visits and Visitors - but remember in Customer Journey Analytics we're grouping data based on a person identifier, not a device (or cookie).

You can see immediately the new primary metrics exposed through CJA: **Events**, **Sessions** and **People**. If you're familiar with Analytics you can think of these as being equivalent to Hits, Visits and Visitors - but remember in Customer Journey Analytics we're grouping data based on a person identifier, not a device (or cookie).



Based on the forward looking date range defined for this panel, Customer Journey Analytics has provided some automatic forecasting to predict how the data will continue to trend over the coming weeks. You can leverage forecasting for:

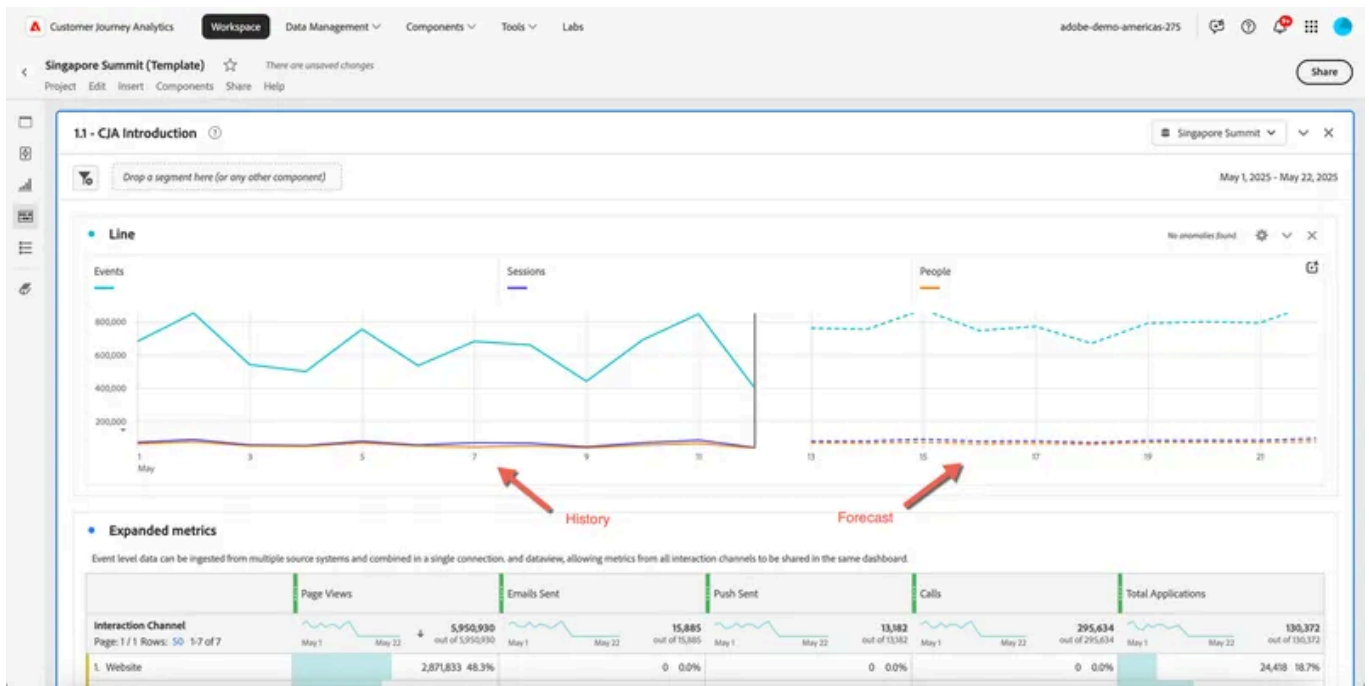
Planning: By analyzing trends and predicting future outcomes, you can identify potential opportunities and threats and adjust your strategies accordingly.

Budgeting: By forecasting future revenue and expenses, you can ensure that teams have adequate funds to cover their costs and invest in growth opportunities.

Risk management: By anticipating future events and trends, you can take proactive steps to mitigate risks and minimize potential losses.

Resource allocation: By predicting future demand, you can ensure the necessary resources are available to meet customer needs and avoid stock-outs or overstocking.

Performance evaluation: By comparing actual results to forecasted results, you can identify areas for improvement and make necessary adjustments.



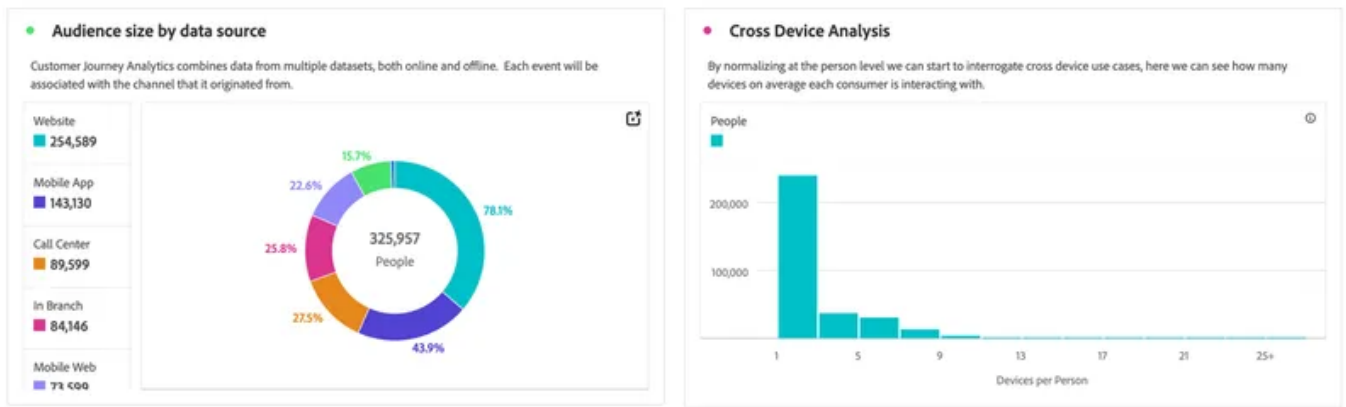
Since the event data ingested to CJA comes from multiple sources not just your website and app we can combine many different types of metrics into the same dashboard. Scroll down to the expanded metrics and you can see some examples of the types of metrics we can include and the source systems or **interaction channels** that these metrics were collected from. Some will be specific per channel, for example the **Calls** metric comes from the **Call Center** dataset, others will be shared across multiple source systems, for example **Total Applications**.

Expanded metrics

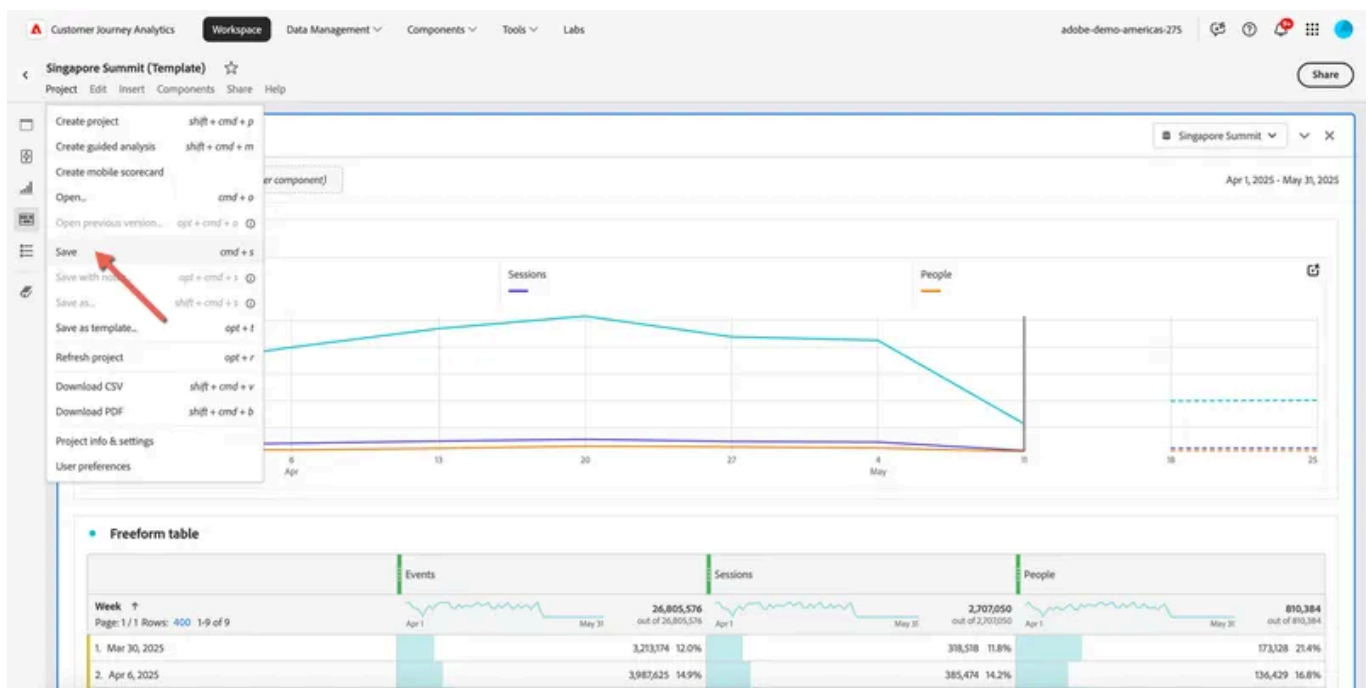
Event level data can be ingested from multiple source systems and combined in a single connection, and dataview, allowing metrics from all interaction channels to be shared in the same dashboard.

	Page Views	Emails Sent	Push Sent	Calls	Total Applications
Interaction Channel	6,381,808 out of 6,381,808	16,962 out of 16,962	14,206 out of 14,206	316,971 out of 316,971	140,623 out of 140,623
1. Website	3,078,843 48.2%	0 0.0%	0 0.0%	0 0.0%	26,106 18.6%
2. Mobile App	2,754,055 43.2%	0 0.0%	0 0.0%	0 0.0%	50,928 36.2%
3. Mobile Web	548,908 8.6%	0 0.0%	0 0.0%	0 0.0%	5,744 4.1%
4. No value	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
5. Adobe Journey Optimizer	0 0.0%	16,962 100.0%	14,206 100.0%	0 0.0%	0 0.0%
6. Call Center	0 0.0%	0 0.0%	0 0.0%	316,971 100.0%	34,638 24.6%
7. In Branch	0 0.0%	0 0.0%	0 0.0%	0 0.0%	23,207 16.5%

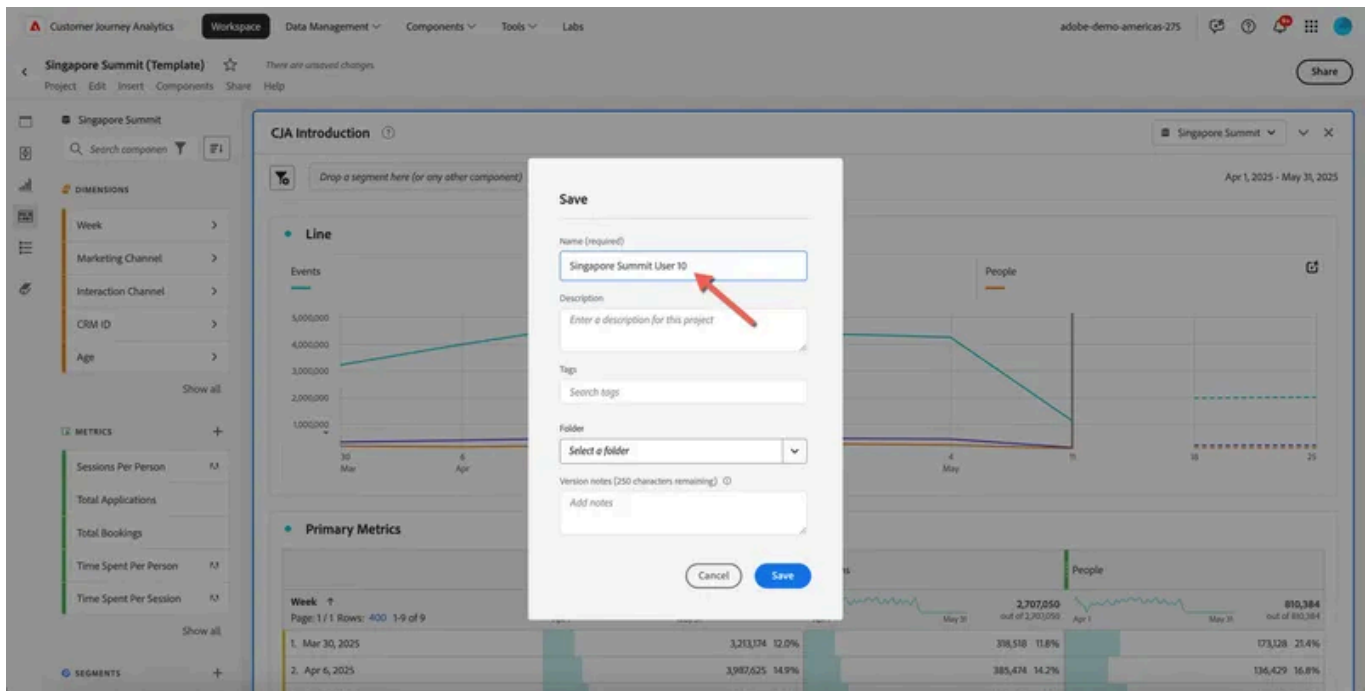
By grouping data at the person level, we can start to analyze things like audience size per channel and devices per person.



Now before we start our adhoc analysis let's save the project. Click on **Project** → **Save**.



Give your project a unique name by including your lab number or last name. Then click save.

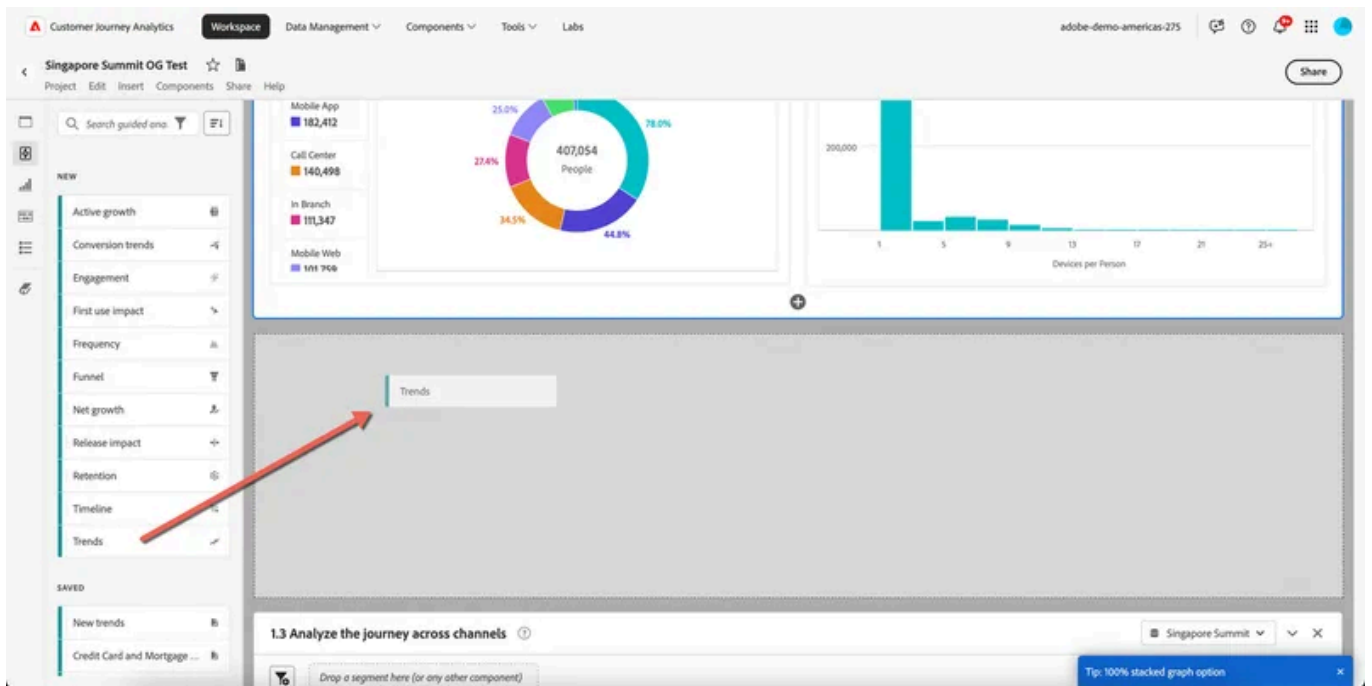


1.2 Guided Analysis

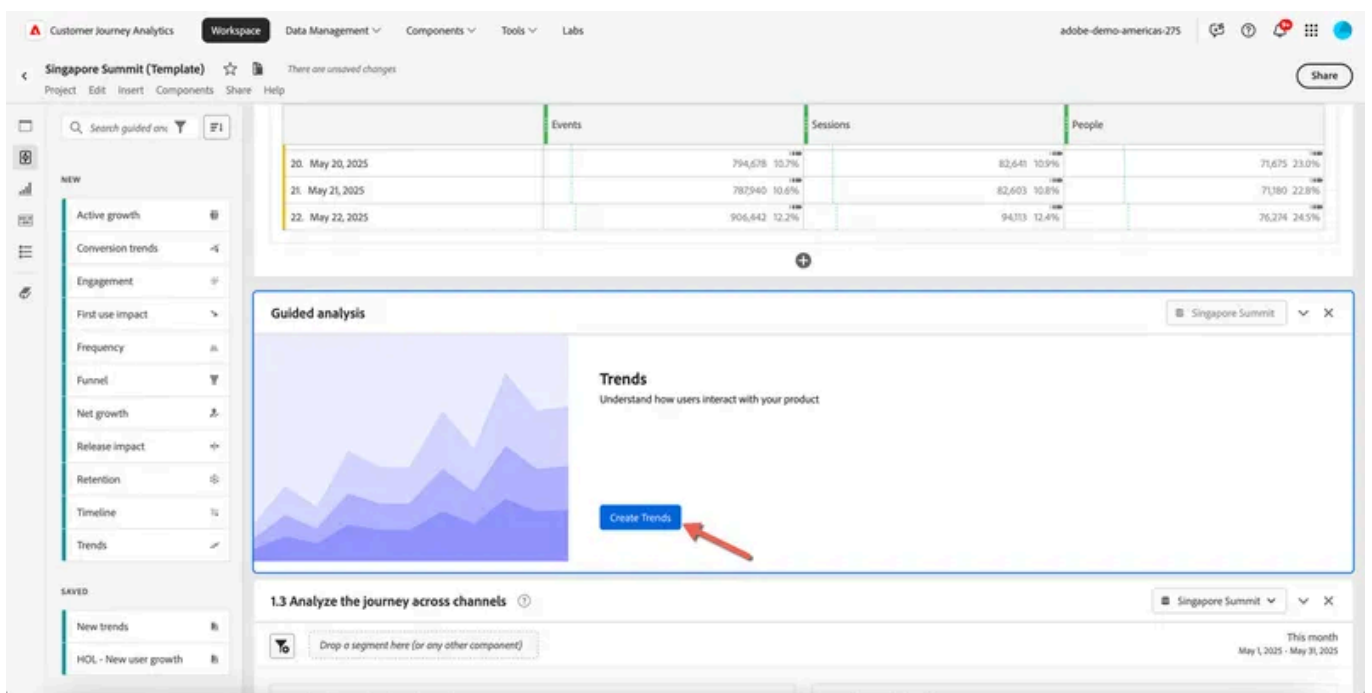
Let's take a look at how SecurFinancials new account applications are trending over the last few months.

We can use one of the new Guided Analysis options to quickly view this and break it down by attributes like the account type, the channel the application was submitted on and/or customer demographics.

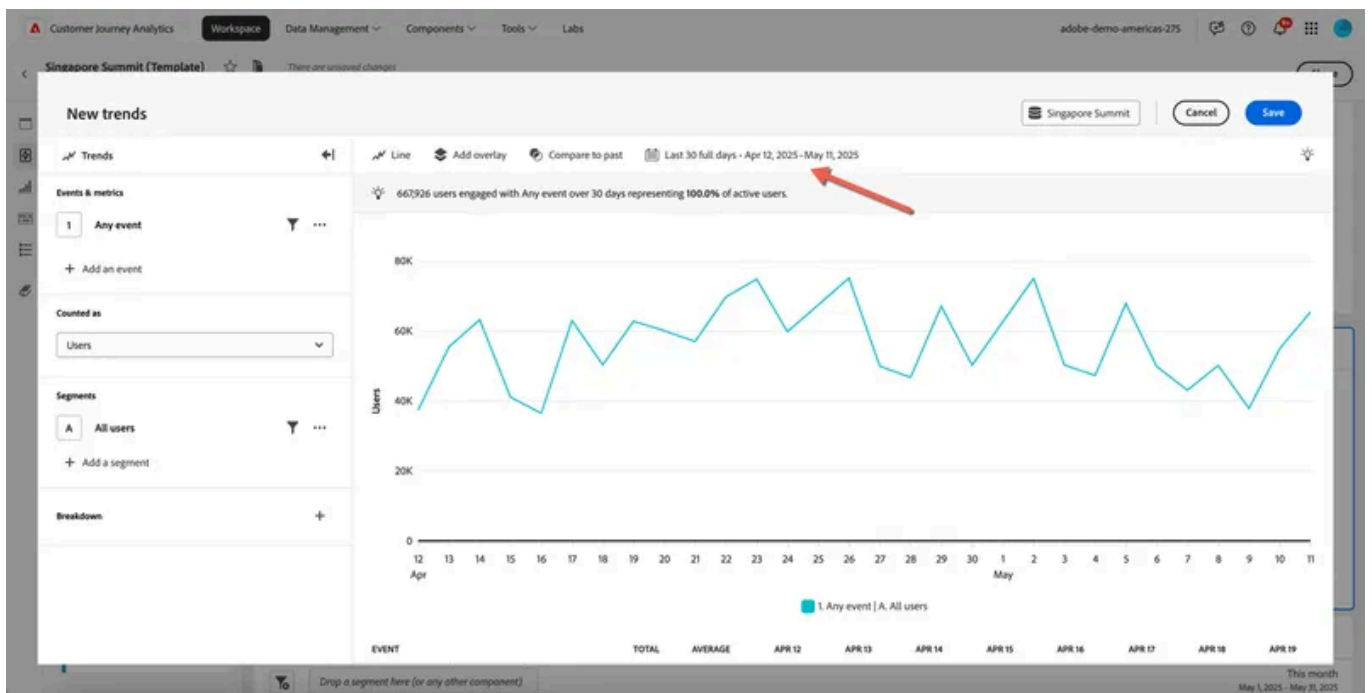
Open the Guided Analysis panel on the left hand side, and drag the **Trends** option into your dashboard under the first panel.



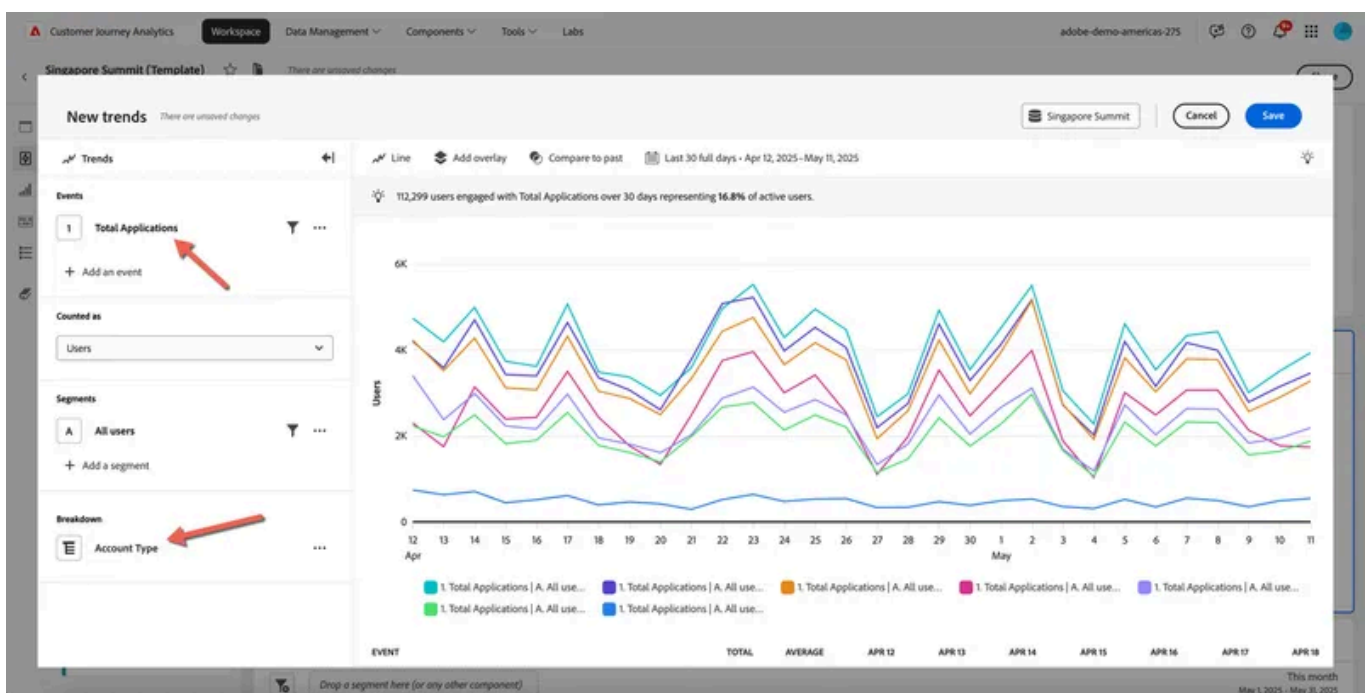
Click to **Create Trends**



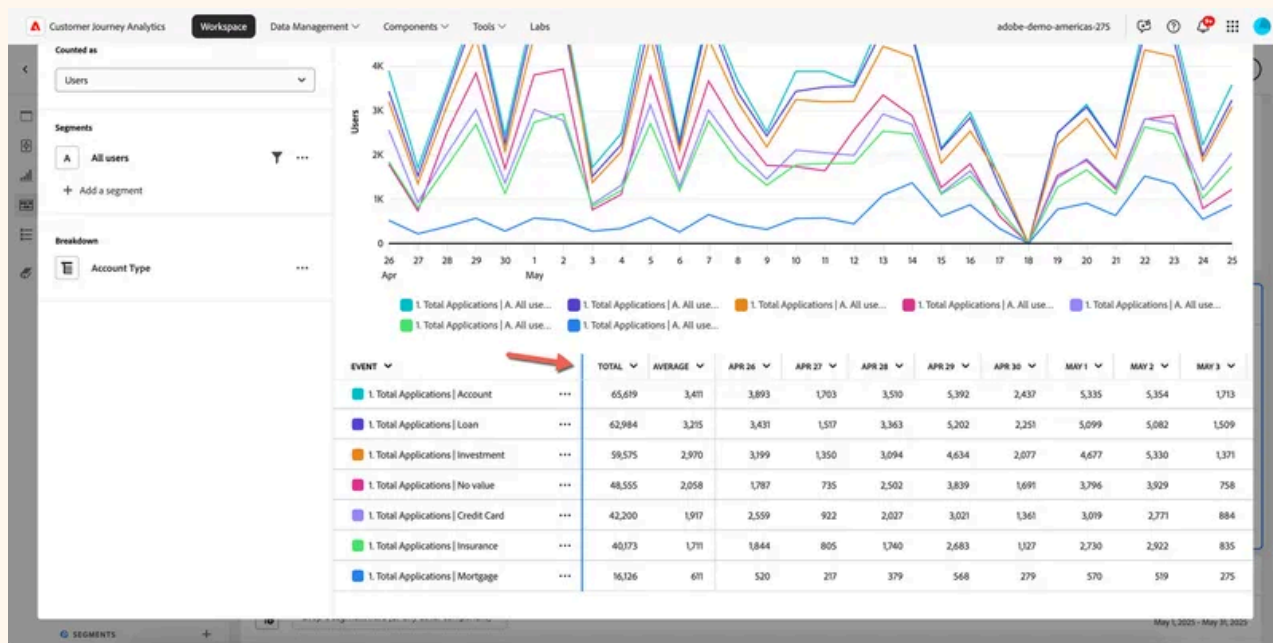
We are immediately shown a quick trend line of all events from the last 30 full days.



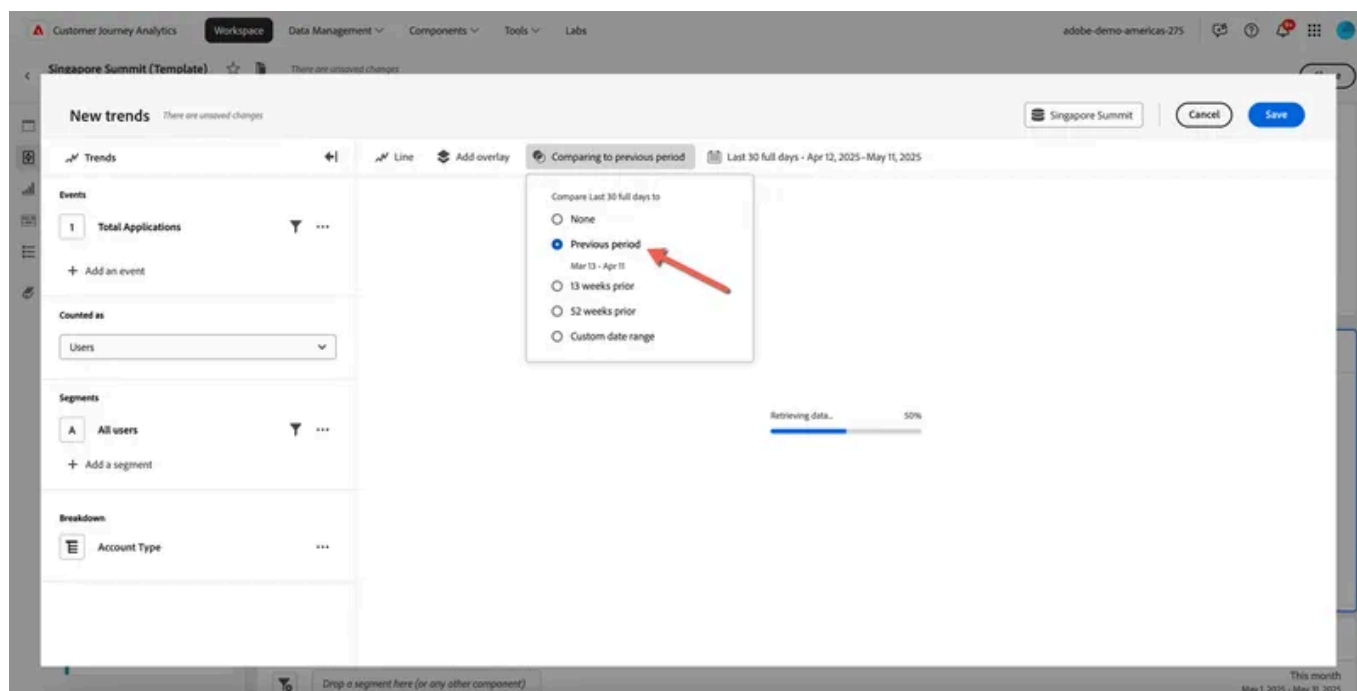
Change the Event that we want to analyse from Any event to **Total Applications** and add a breakdown by **Account Type**.



Top Tip - if you can't see the full event definition in the table, you can widen the column by dragging the column divider in the heading.



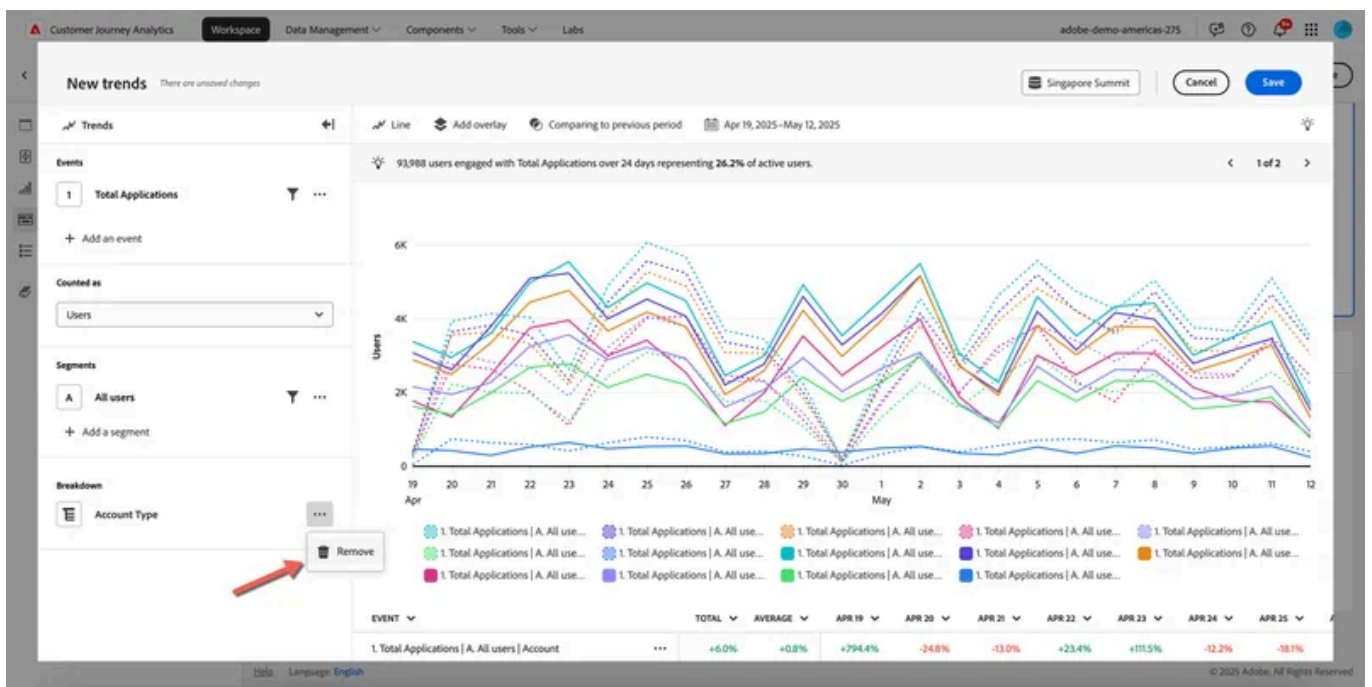
Now let's compare these results to those from last month. Click on **Compare to past** and select **Previous Period**.



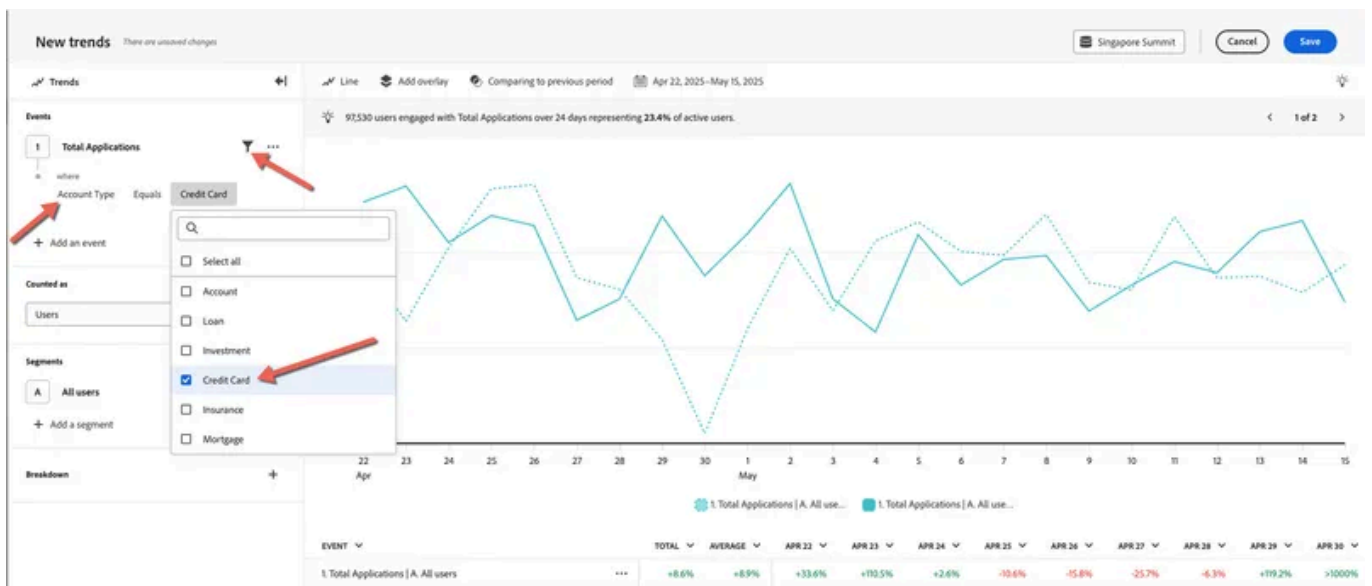
We can see that applications for most account types have seen a small increase month on month, but credit card applications have declined.

Customer Journey Analytics											
Workspace											
Data Management Components Tools Labs											
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1. Total Applications A. All users Loan	***	+18.0%	+21.7%	-28.7%	+130.2%	-55.2%	-28.1%	>1000%	>1000%	>1000%	>1000%
Previous period		59,303	3,021	5,292	2,261	5,229	4,521	0	0	0	0
Apr 16, 2025-May 15, 2025		69,987	3,678	3,771	5,204	2,344	3,340	4,571	5,227	5,197	3,358
1. Total Applications A. All users Investment	***	+17.0%	+19.4%	-29.0%	+118.1%	-58.3%	-12.5%	>1000%	>1000%	>1000%	>1000%
Previous period		56,392	2,817	4,900	2,137	4,954	3,658	0	0	0	0
Apr 16, 2025-May 15, 2025		65,957	3,364	3,526	4,661	2,068	3,999	2,128	3,805	4,617	3,043
1. Total Applications A. All users No value	***	+18.2%	+19.2%	-35.1%	+120.1%	-59.1%	-41.4%	>1000%	>1000%	>1000%	>1000%
Previous period		48,291	2,091	4,132	1,733	3,989	2,922	0	0	0	0
Apr 16, 2025-May 15, 2025		57,067	2,493	2,681	3,815	1,631	1,713	1,110	3,047	3,868	3,825
1. Total Applications A. All users Credit Card	***	-2.5%	-3.9%	-25.1%	+75.7%	-47.2%	-16.1%	>1000%	>1000%	>1000%	>1000%
Previous period		48,066	2,215	3,850	1,643	3,844	2,358	0	0	0	0
Apr 16, 2025-May 15, 2025		46,856	2,150	2,882	2,886	1,260	1,978	1,371	2,038	3,035	2,894
1. Total Applications A. All users Insurance	***	+15.7%	+15.9%	-27.0%	+114.1%	-61.1%	-26.8%	>1000%	>1000%	>1000%	>1000%
Previous period		38,831	1,670	2,998	1,249	2,999	2,395	0	0	0	0
Apr 16, 2025-May 15, 2025		44,935	1,935	2,188	2,674	1,168	1,753	1,348	2,298	2,680	2,633
1. Total Applications A. All users Mortgage	***	+20.7%	+21.7%	-10.4%	+136.5%	-51.6%	+75.6%	>1000%	>1000%	>1000%	>1000%
Previous period		11,833	423	652	266	595	299	0	0	0	0
Apr 16, 2025-May 15, 2025		14,288	515	584	629	288	525	356	279	628	653

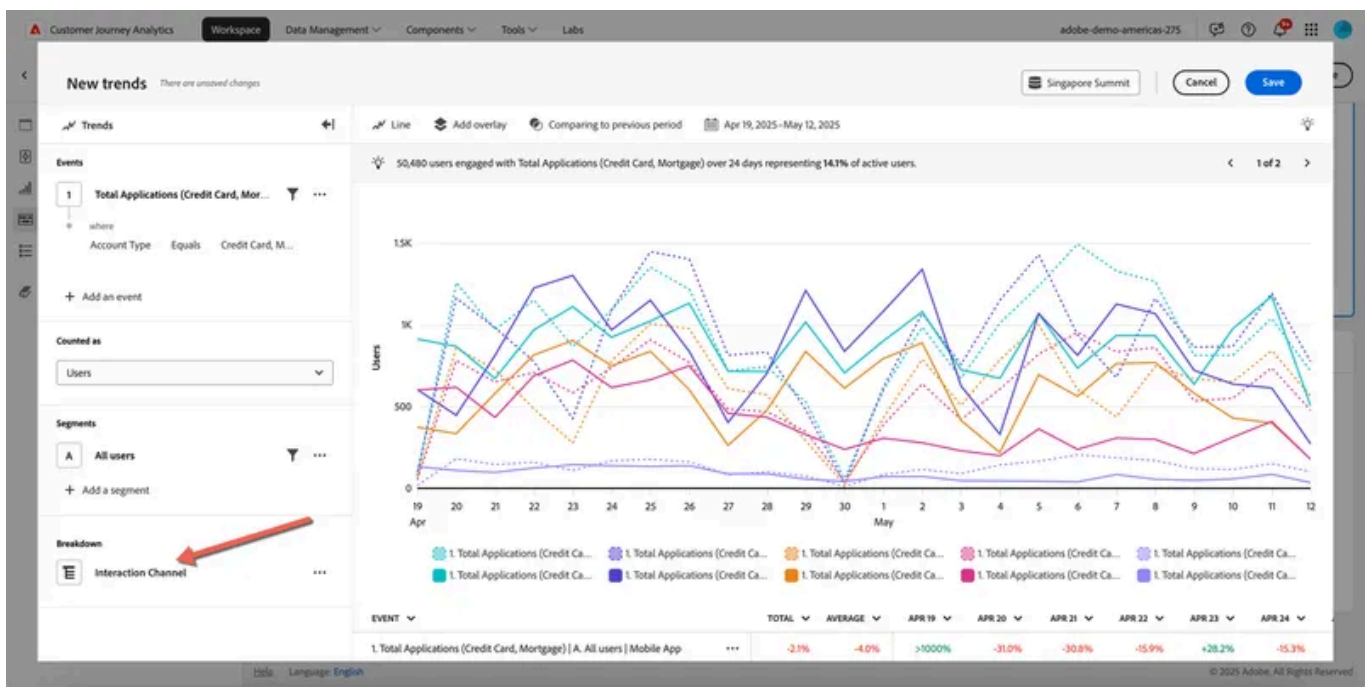
Let's zoom in on this account type and see what other insights we can find. Remove the breakdown by Account Type.



Now add a filter on our events to include only credit card applications.



Let's break it down now by interaction channel.



We can see that Web and Mobile Web are performing particularly poorly while call center and in branch applications have increased. Perhaps there is some friction on these channels which is driving customers to the call center and/or in branch?

Customer Journey Analytics Workspace Data Management Components Tools Labs

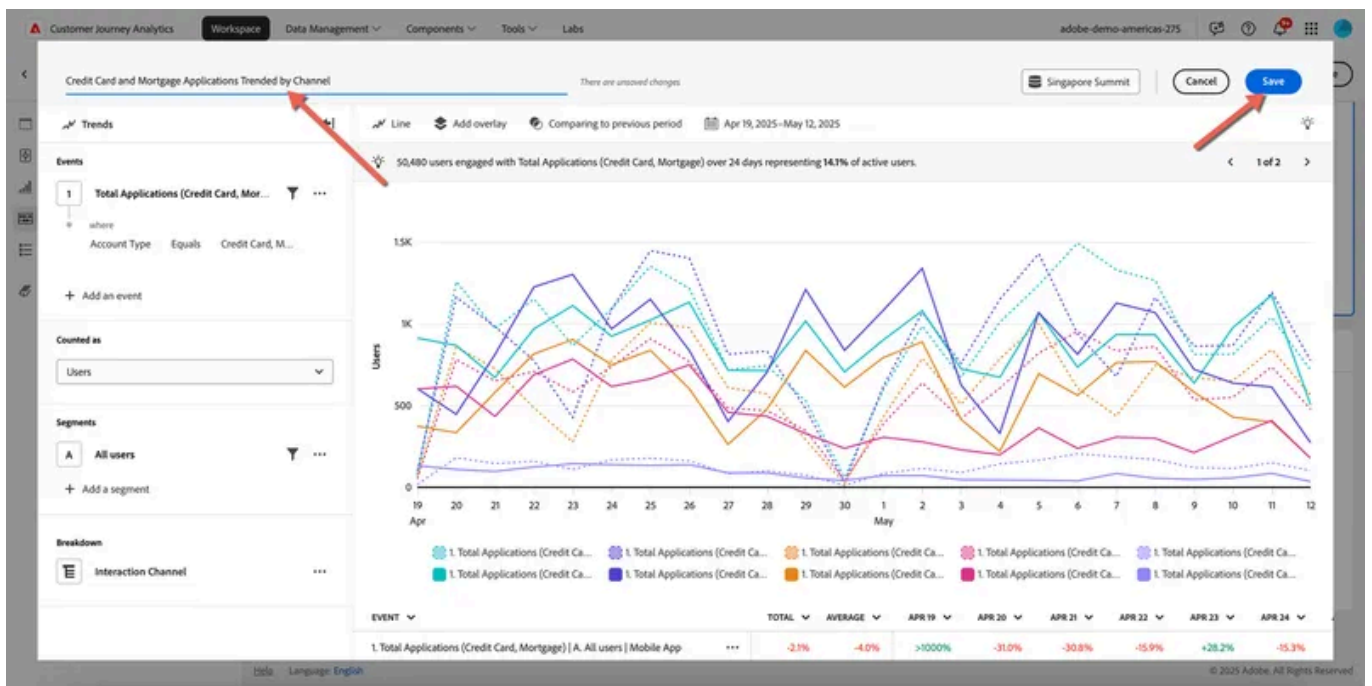
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Age Group

1. Total Applications (Credit Ca... 1. Total Applications (Credit Ca... 1. Total Applications (Credit Ca... 1. Total Applications (Credit Ca... 1. Total Applications (Credit Ca... 1. Total Applications (Credit Ca... 1. Total Applications (Credit Ca...

EVENT	TOTAL	AVERAGE	APR 16	APR 17	APR 18	APR 19	APR 20	APR 21	APR 22	APR 23	APR 24
1. Total Applications (Credit Card) A. All users 18 - 24	-2.6%	-5.4%	-37.5%	+66.0%	-71.2%	-39.0%	>1000%	>1000%	>1000%	>1000%	>1000%
Previous period	15,605	701	1,353	571	1,341	870	0	0	0	0	0
Apr 16, 2025-May 15, 2025	15,200	663	845	948	392	531	394	709	964	966	672
1. Total Applications (Credit Card) A. All users 45 - 60	+5.8%	+6.1%	-16.7%	+91.7%	-62.1%	+2.7%	>1000%	>1000%	>1000%	>1000%	>1000%
Previous period	9,185	425	707	314	707	407	0	0	0	0	0
Apr 16, 2025-May 15, 2025	9,714	451	593	600	268	418	300	413	612	552	402
1. Total Applications (Credit Card) A. All users 25 - 34	-15.0%	-13.1%	-20.7%	+60.9%	-69.0%	-12.6%	>1000%	>1000%	>1000%	>1000%	>1000%
Previous period	10,246	489	826	335	812	490	0	0	0	0	0
Apr 16, 2025-May 15, 2025	8,706	425	655	539	252	438	274	390	610	587	434
1. Total Applications (Credit Card) A. All users 60+	+3.7%	+6.0%	-22.3%	+95.9%	-59.0%	-7.8%	>1000%	>1000%	>1000%	>1000%	>1000%
Previous period	2,408	348	578	241	559	360	0	0	0	0	0
Apr 16, 2025-May 15, 2025	2,685	362	449	472	229	332	227	341	478	484	311
1. Total Applications (Credit Card) A. All users 35 - 44	-0.6%	-0.4%	-15.9%	+79.7%	-70.7%	+12.1%	>1000%	>1000%	>1000%	>1000%	>1000%
Previous period	5,714	251	387	182	406	231	0	0	0	0	0
Apr 16, 2025-May 15, 2025	5,679	250	341	327	119	259	176	185	371	305	235

Update the name of your analysis and click save. We'll continue to analyze the journey customers are having across channels in the next exercise.



Insights Unlocked!

- Credit Card Applications are trending down month on month
- Website channel across desktop and mobile is performing worse than other channels
- The issue is predominantly impacting younger applicants between the age of 18 and 34.

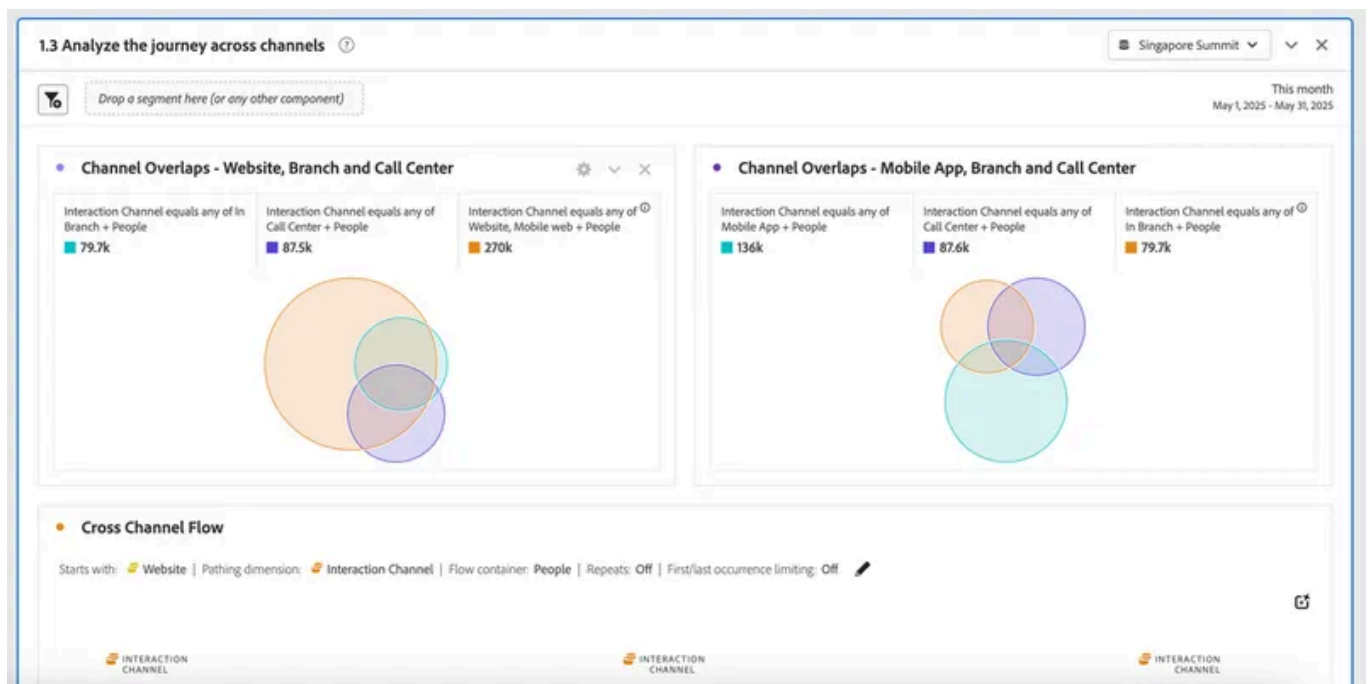
Hypothesis:

- Younger customers seem to be getting stuck during the application process online and are either dropping off or transferring to offline channels.

1.3 Analyzing the Journey

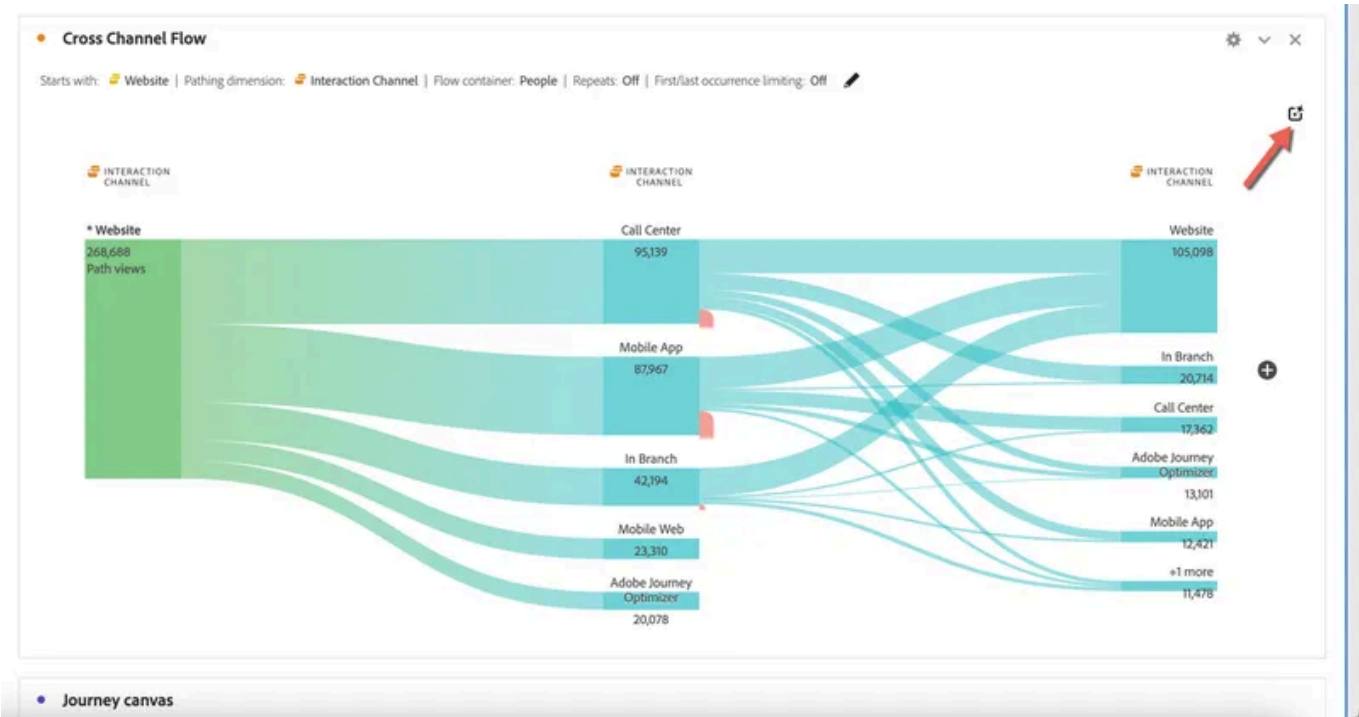
Now that we've generated some quick insights through the guided analysis, let's validate our hypothesis through some cross channel journey analysis.

Scroll down to the panel labeled **1.3 Analyze the journey across channels**.

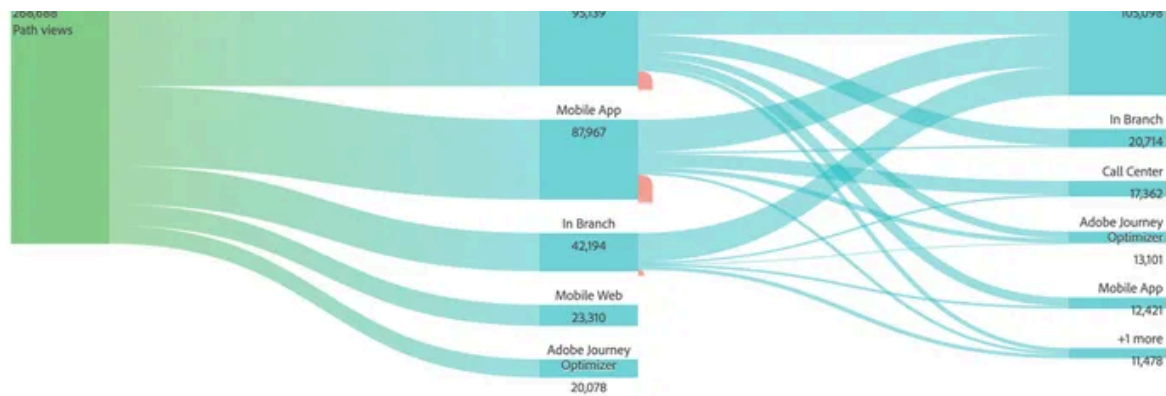


Here we can see the overlap of people interacting across channels. The **Channel Overlap** venn diagrams show the overlap of customers engaging on the website AND the call center or in branch is much higher than those who engage on the mobile app.

Looking at the **Cross Channel Flow** we can see the common path customers are taking after landing on the website. We can see a good portion of customers are calling the call center after visiting the website. Click the intelligent captions icon in the top right to use generative AI to get a quick summary of the key insights from this visualisation.



Intelligent Captions provide high level takeaways allowing you to share your findings easily with other users. Use the arrow icons on the right to expand and collapse the captions.



Intelligent captions: Flow

Most common flow: The most popular flow was "Website" -> "Call Center" -> "Website", representing 38,337 (14.27%) "People".

Top landing: "Call Center" is the top entry point with 95,139 (35.41%) "People". Following "Call Center", "Website" emerges as the leading subsequence with 38,337 (40.30%) "People".

Secondary landing: "Mobile App" has a similar high landing rate compared to the top landing node, accounting for 87,967 (32.74%) "People".

Top retention: In Branch exhibits the highest retention, with an average of 96.67% "People" advancing to the next step.

The flow visualisation is great for high level analysis but CJA's journey canvas allows us to drill into exactly which paths customers are taking and where they are falling out of the expected trajectory.

Scroll down to the **Credit Card Application Journey Canvas**. It has been prepopulated to show the expected journey from viewing the credit card page on the website to completing an online application.

Credit Card Application Journey

Primary Metric: People | Secondary Metric: Total Applications | Container: Session

Percentage value

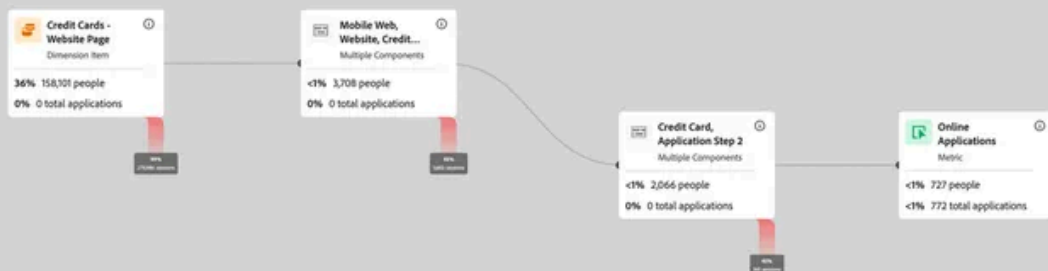
Arrow settings

Percent of total

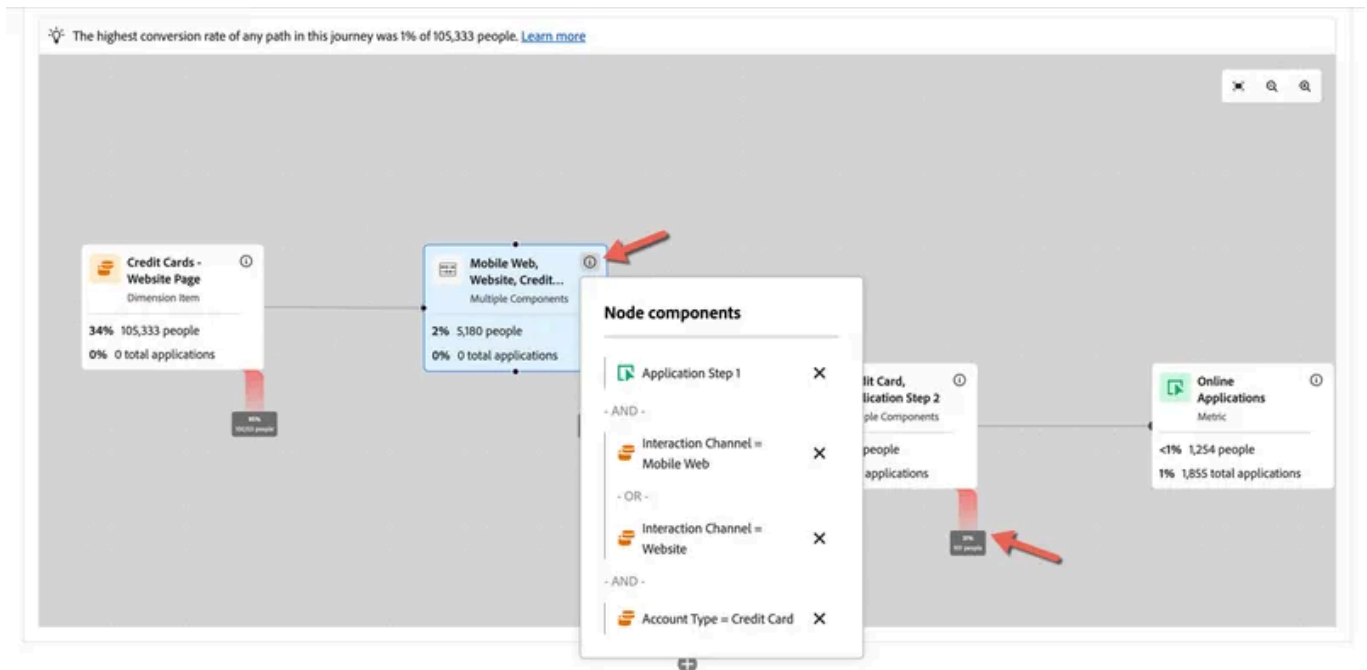
Labels only

Show fallout

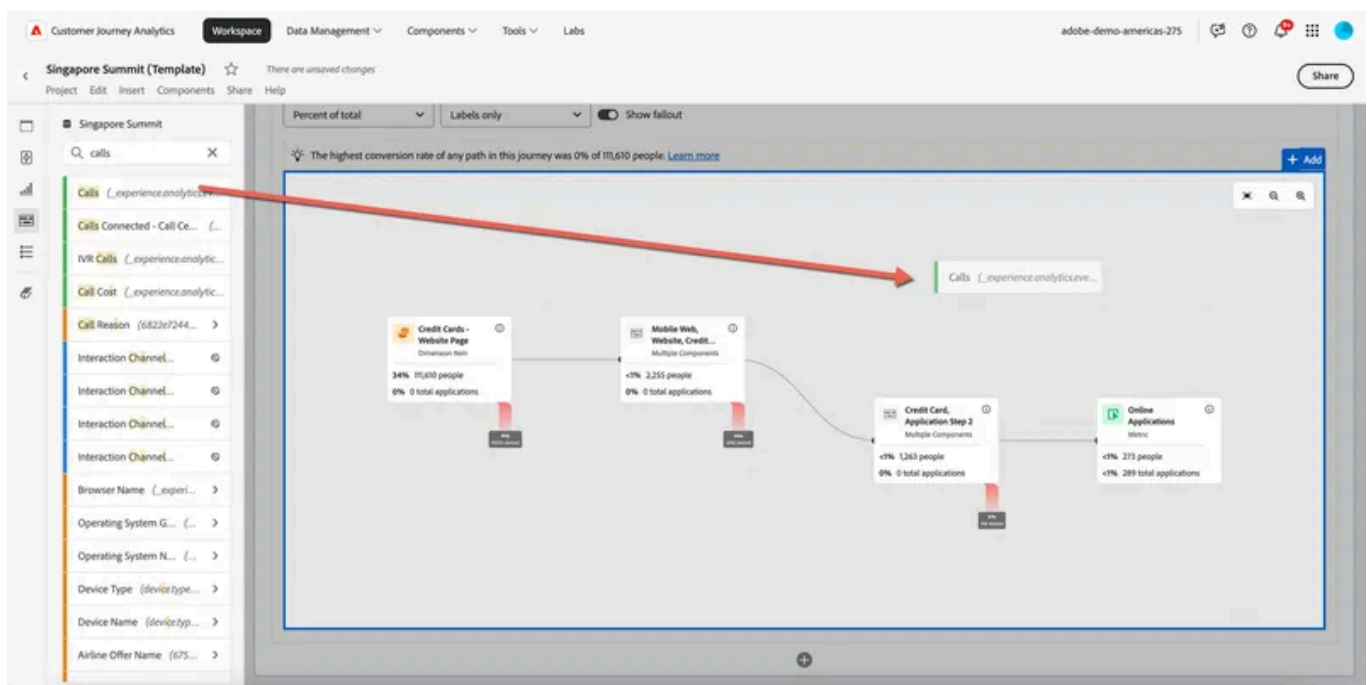
The highest conversion rate of any path in this journey was 0% of 158,101 people. [Learn more](#)



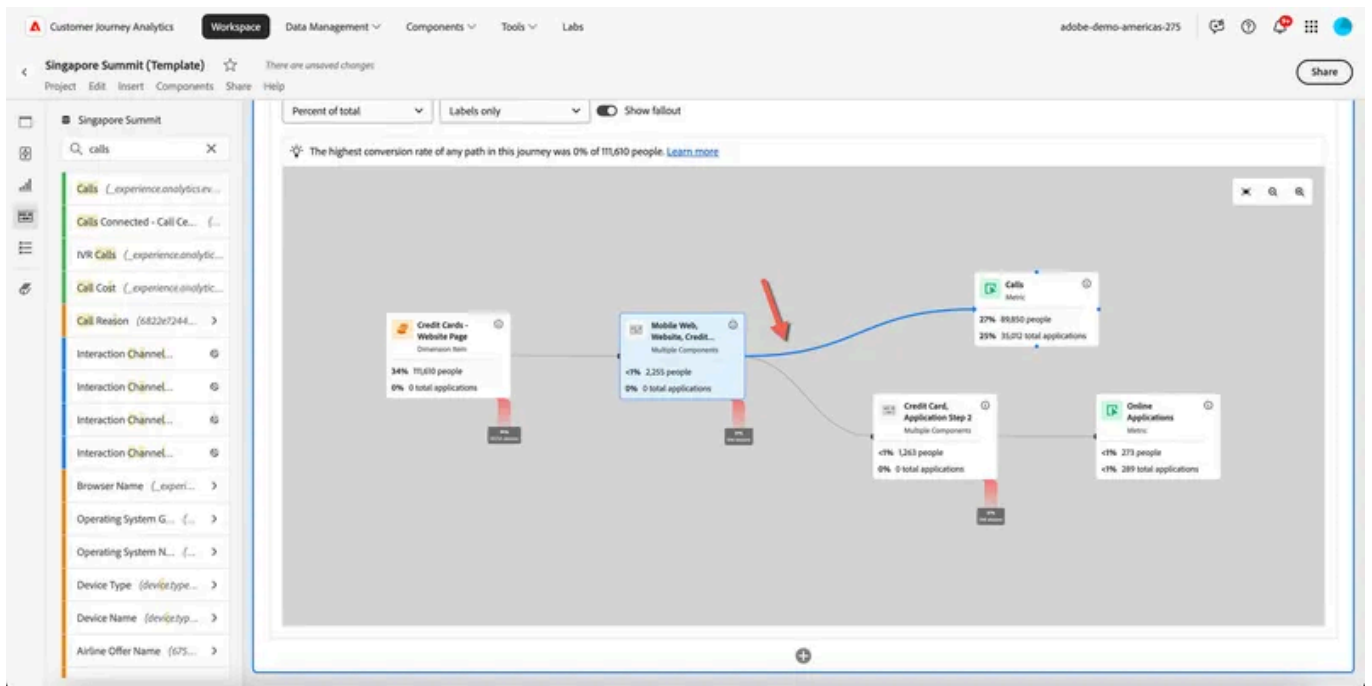
Click on the **i** icon in the node to see the components that make it up. The red line shows the fall out between each node.



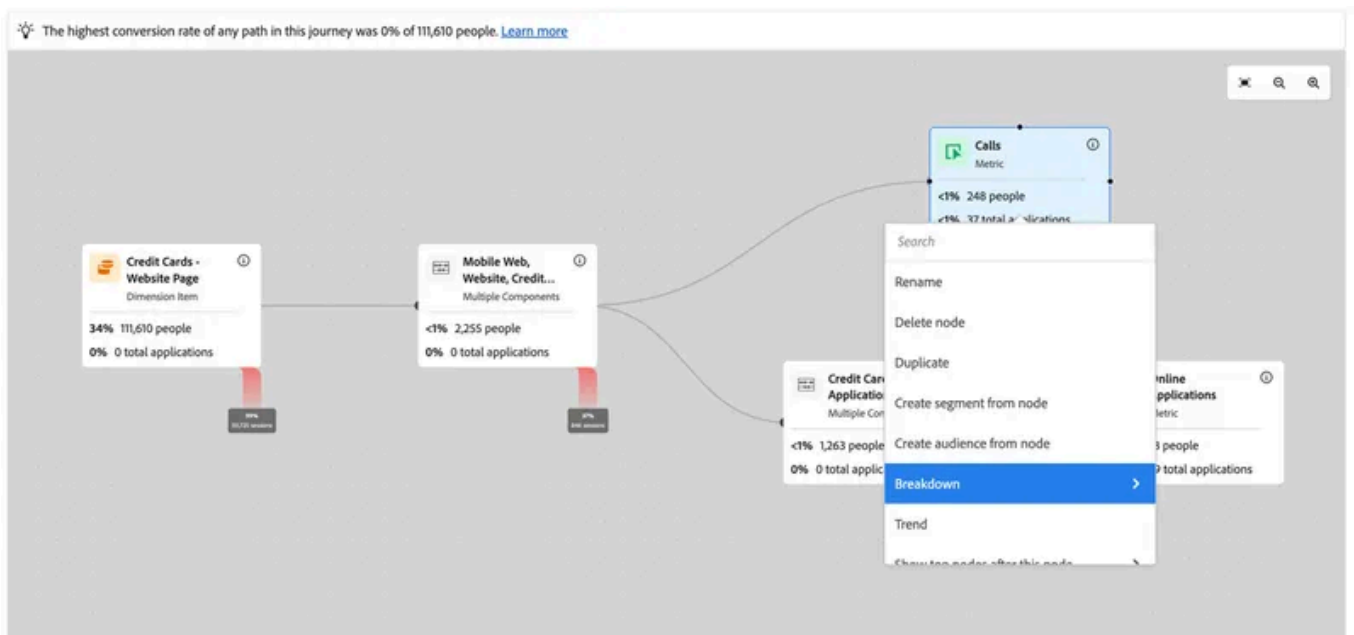
Let's add to the journey to see the number of people who make a call to the call center after starting the application process. Search for **Calls** in the components menu and drag the **Calls** metric onto journey canvas.



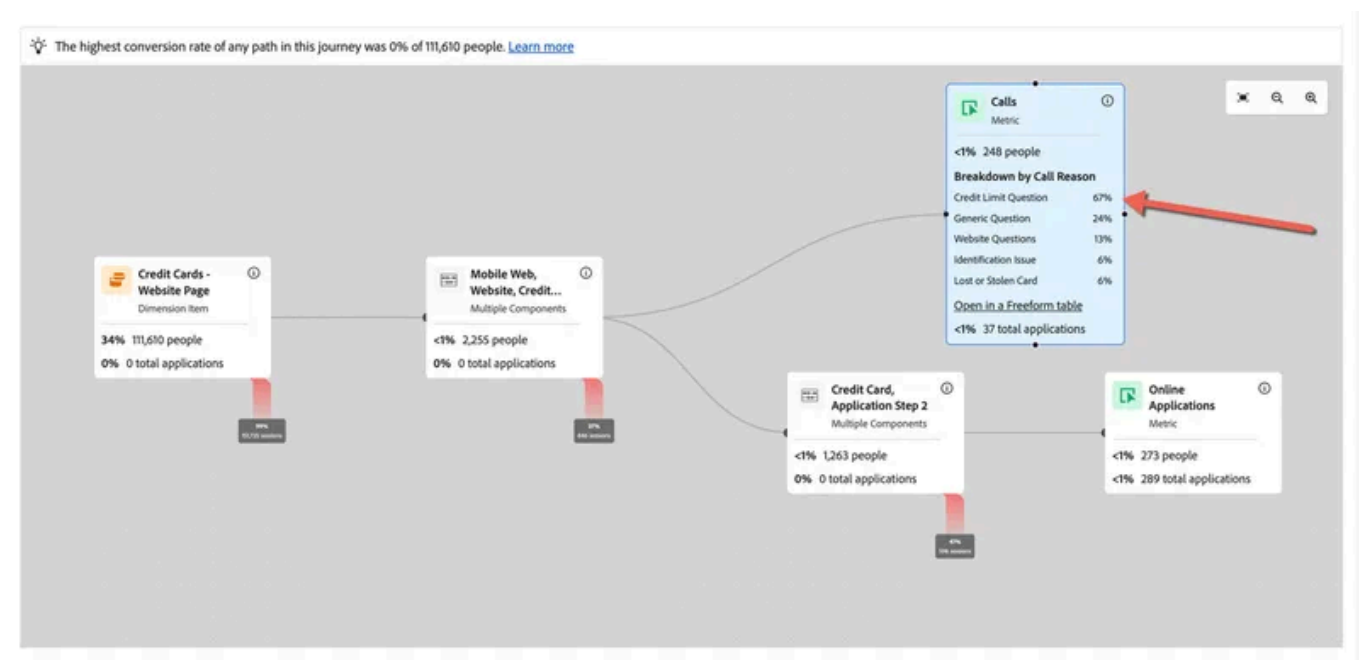
Now drag a connector from Credit Card Application Step 1 node to the Calls metric node.



We can further breakdown the Calls node to understand what the reason was for the call. Right click on the Calls node and select to **Breakdown → In Journey Canvas by Call Reason**.



We can see that the largest proportion of calls are related to questions around credit limits!



With this kind of visualisation we can run deep analysis of fallout and fallthrough that accommodates the most complex of user journeys crossing any number of channels, dimensions and metrics.

Insights Unlocked!

- We've confirmed that customers are diverting from online credit card applications to offline channels, in particular the call center
- The most common reason for these calls revolve around credit limits

Summary

Congratulations, you've completed the exercise to gather insights using Customer Journey Analytics. Based on our analysis we can share the following back to management and the marketing team at SecurFinancial:

Insights:

- Credit Card Applications are trending down month on month
- Website channel across desktop and mobile is performing worse than other channels
- Younger customers are more impacted than older customers

- Customers are diverting to call center channel and the most common reason relates to credit limit queries

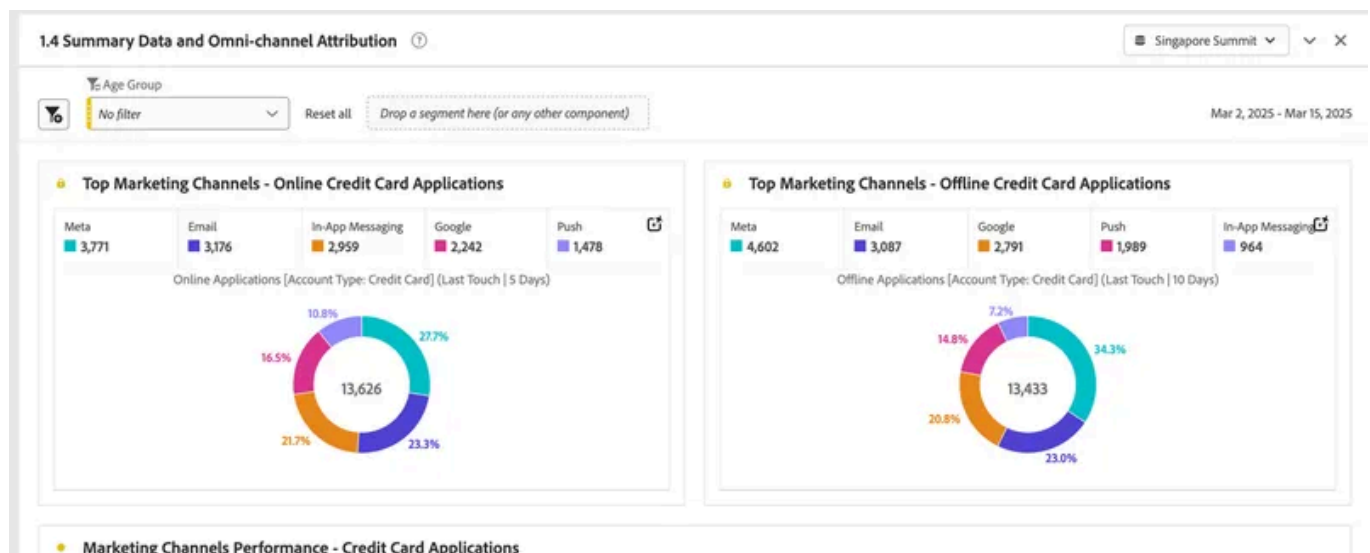
Recommendations:

- Verify that the credit limit options available on the web application form are the same as those available on other channels
- Experiment with content and layout of credit limit information for younger applicants
- Ensure targeting of younger applicants for credit card marketing is properly vetted

Bonus Exercise: Omni-channel Attribution

Let's take a quick look now at the marketing channels which have had the most impact historically on Credit Card Applications to provide insight on where we should focus our upcoming marketing effort and budget.

Scroll down to the last panel in your dashboard. We can see here a quick visualisation to show the top performing channels for both online and offline applications.



If you scroll down to the data table which enables these visualisations, you can see we also have summary data from Meta and Google to understand how many impressions, clicks and the cost for these paid channels for the reporting period. This data is collected as daily aggregates and can be tied to the person level event metrics through shared Campaign Id's collected when a customer clicks through from an Ad.

With this summary level data we can start to report on advertising metrics like cost per click, return on ad spend and cost per acquisition across not only online but offline channels as well.

Marketing Channels Performance - Credit Card Applications

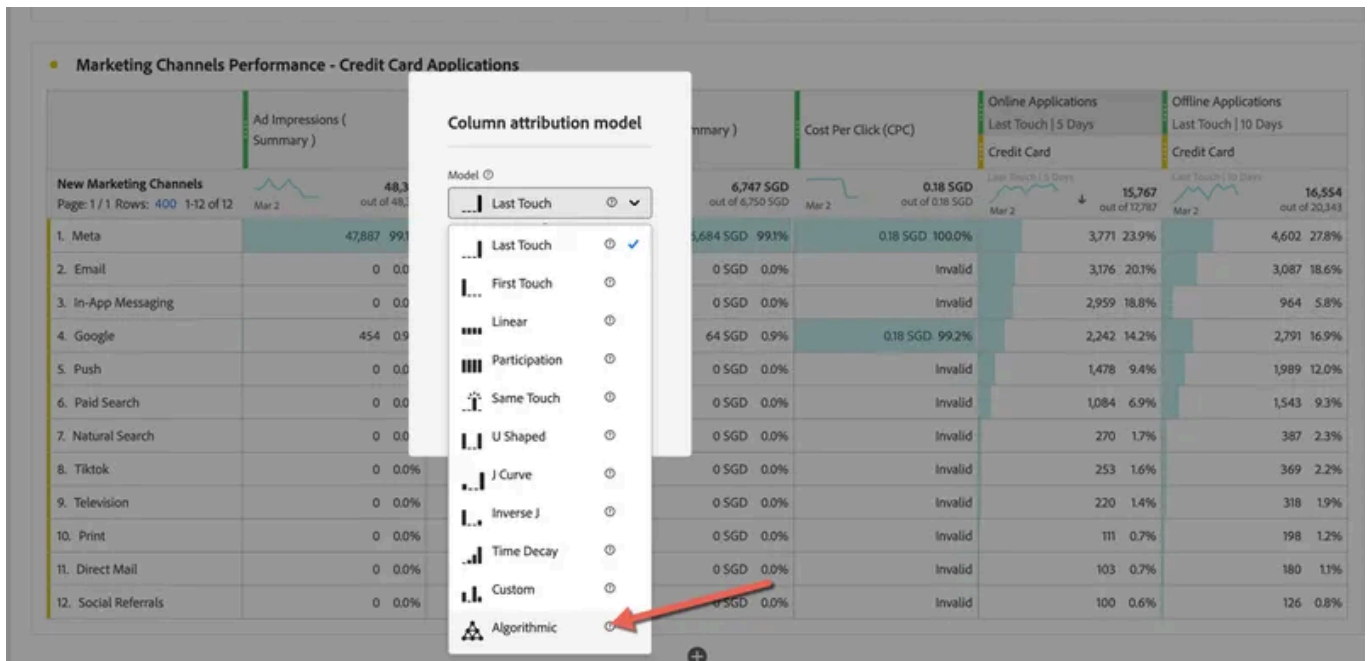
	Ad Impressions (Summary)	Ad Clicks (Summary)	Ad Cost (Summary)	Cost Per Click (CPC)	Online Applications Last Touch 5 Days	Offline Applications Last Touch 10 Days
New Marketing Channels Page: 1 / 1 Rows: 400 1-12 of 12	48,341 out of 48,361	37,300 out of 37,316	6,747 SGD out of 6,750 SGD	0.18 SGD out of 0.18 SGD	15,767 out of 17,787	16,554 out of 20,343
1. Meta	47,887 99.1%	36,944 99.0%	6,684 SGD 99.1%	0.18 SGD 100.0%	3,771 23.9%	4,602 27.8%
2. Email	0 0.0%	0 0.0%	0 SGD 0.0%	Invalid	3,176 20.1%	3,087 18.6%
3. In-App Messaging	0 0.0%	0 0.0%	0 SGD 0.0%	Invalid	2,959 18.8%	964 5.8%
4. Google	454 0.9%	356 1.0%	64 SGD 0.9%	0.18 SGD 99.2%	2,242 14.2%	2,791 16.9%
5. Push	0 0.0%	0 0.0%	0 SGD 0.0%	Invalid	1,478 9.4%	1,989 12.0%
6. Paid Search	0 0.0%	0 0.0%	0 SGD 0.0%	Invalid	1,084 6.9%	1,543 9.3%
7. Natural Search	0 0.0%	0 0.0%	0 SGD 0.0%	Invalid	270 1.7%	387 2.3%
8. Tiktok	0 0.0%	0 0.0%	0 SGD 0.0%	Invalid	253 1.6%	369 2.2%
9. Television	0 0.0%	0 0.0%	0 SGD 0.0%	Invalid	220 1.4%	318 1.9%
10. Print	0 0.0%	0 0.0%	0 SGD 0.0%	Invalid	111 0.7%	198 1.2%
11. Direct Mail	0 0.0%	0 0.0%	0 SGD 0.0%	Invalid	103 0.7%	180 1.1%
12. Social Referrals	0 0.0%	0 0.0%	0 SGD 0.0%	Invalid	100 0.6%	126 0.8%

For the purpose of this exercise we've used different attribution for online applications (last touch within 5 days) vs offline applications (last touch within 10 days). You can easily update the attribution model used depending on your organisations needs by right clicking on the column heading and selecting modify attribution model.

Marketing Channels Performance - Credit Card Applications

	Ad Impressions (Summary)	Ad Clicks (Summary)	Ad Cost (Summary)	Cost Per Click (CPC)	Online Applications Last Touch 5 Days	Offline Applications Last Touch 10 Days
New Marketing Channels Page: 1 / 1 Rows: 400 1-12 of 12	48,341 out of 48,361	37,300 out of 37,316	6,747 SGD out of 6,750 SGD	0.18 SGD out of 0.18 SGD	15,767 out of 17,787	16,554 out of 20,343
1. Meta	47,887 99.1%	36,944 99.0%	6,684 SGD 99.1%	0.18 SGD 100.0%	3,771 23.9%	4,602 27.8%
2. Email	0 0.0%	0 0.0%	0 SGD 0.0%	Invalid	3,176 20.1%	3,087 18.6%
3. In-App Messaging	0 0.0%	0 0.0%	0 SGD 0.0%	Invalid	2,959 18.8%	964 5.8%
4. Google	454 0.9%	356 1.0%	64 SGD 0.9%	0.18 SGD 99.2%	2,242 14.2%	2,791 16.9%
5. Push	0 0.0%	0 0.0%	0 SGD 0.0%	Invalid	1,478 9.4%	1,989 12.0%
6. Paid Search	0 0.0%	0 0.0%	0 SGD 0.0%	Invalid	1,084 6.9%	1,543 9.3%
7. Natural Search	0 0.0%	0 0.0%	0 SGD 0.0%	Invalid	270 1.7%	387 2.3%
8. Tiktok	0 0.0%	0 0.0%	0 SGD 0.0%	Invalid	253 1.6%	369 2.2%
9. Television	0 0.0%	0 0.0%	0 SGD 0.0%	Invalid	220 1.4%	318 1.9%
10. Print	0 0.0%	0 0.0%	0 SGD 0.0%	Invalid	111 0.7%	198 1.2%
11. Direct Mail	0 0.0%	0 0.0%	0 SGD 0.0%	Invalid	103 0.7%	180 1.1%
12. Social Referrals	0 0.0%	0 0.0%	0 SGD 0.0%	Invalid	100 0.6%	126 0.8%

You can choose from any of the supported models including Adobe's algorithmic model which uses AI/ML to allocates multi-touch attribution across channels.



Insights Unlocked!

- Meta is our top performing channel historically for credit card acquisitions, we can focus new marketing efforts here.

2. Exercise 2 - Take Action

Learning Objectives

In this exercise you will learn how to view a real-time customer profile in Adobe Experience Platform and understand how the different pieces of information collected about that customer are stitched together through the evolving Identity Graph.

You will learn about the different types of audiences that can be created through the Adobe Experience Platform Audience portal, including real-time audiences for onsite personalisation using onboarded data as well as federated audiences minimizing data movement from your existing data warehouse.

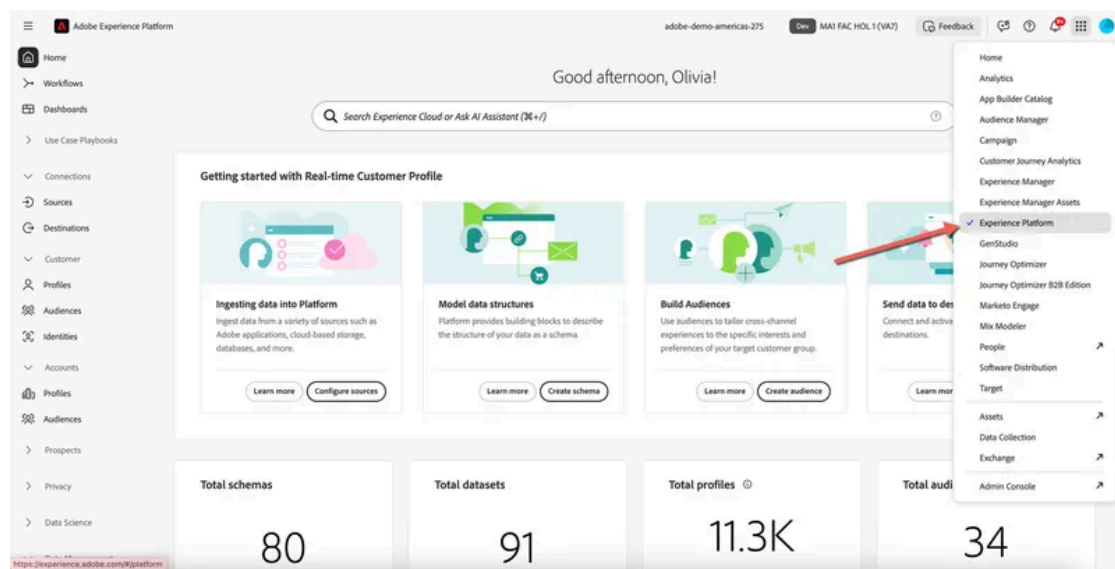
Scenario

As a marketer at SecurFinancial you've been briefed on the insights and recommendations coming from the analysis team, together you've decided on the following action plan:

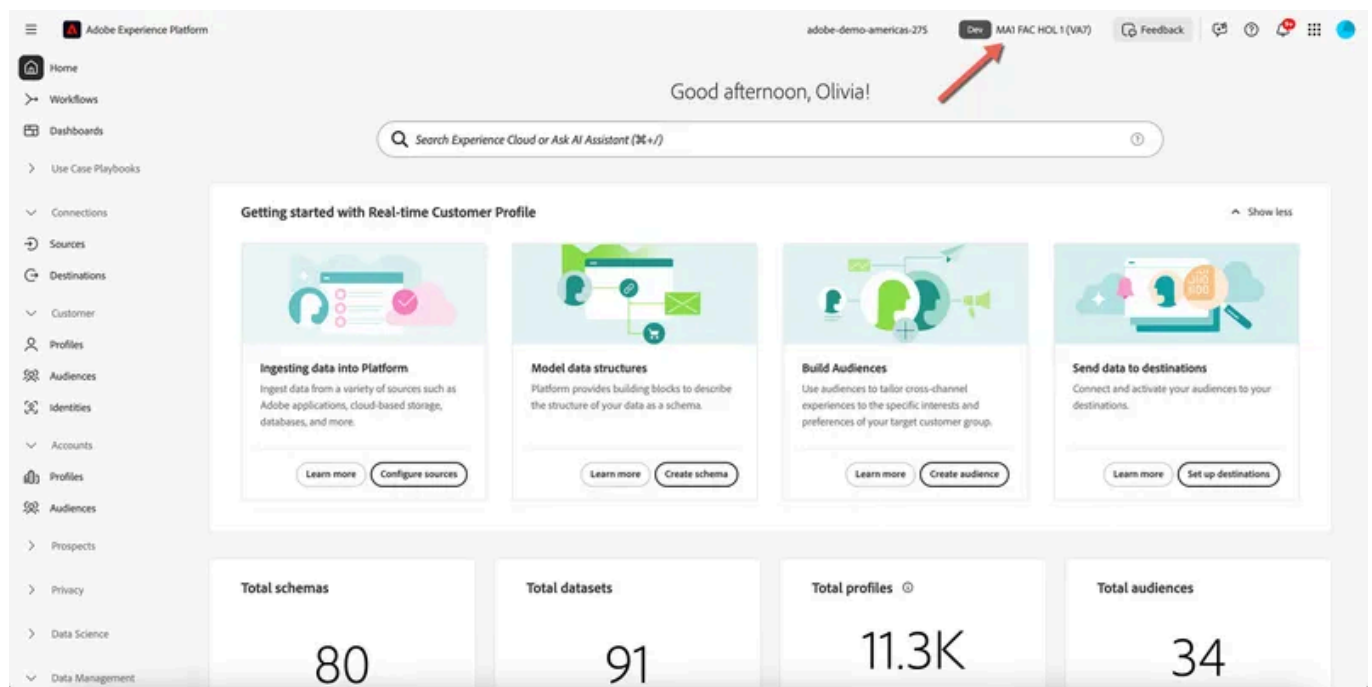
- A new multivariant content experiment will be applied to younger customers who reach the credit card application form from the latest acquisition campaign.
- In addition to targeting younger customers, we want to drive credit card cross sell to existing customers who have a good credit rating and have made small withdrawals from their savings accounts over the last 3 months
- These audiences will be activated to social channels for targeted advertising to drive traffic to the application form

Access

Switch from Customer Journey Analytics to **Adobe Experience Platform** using the solution switcher.



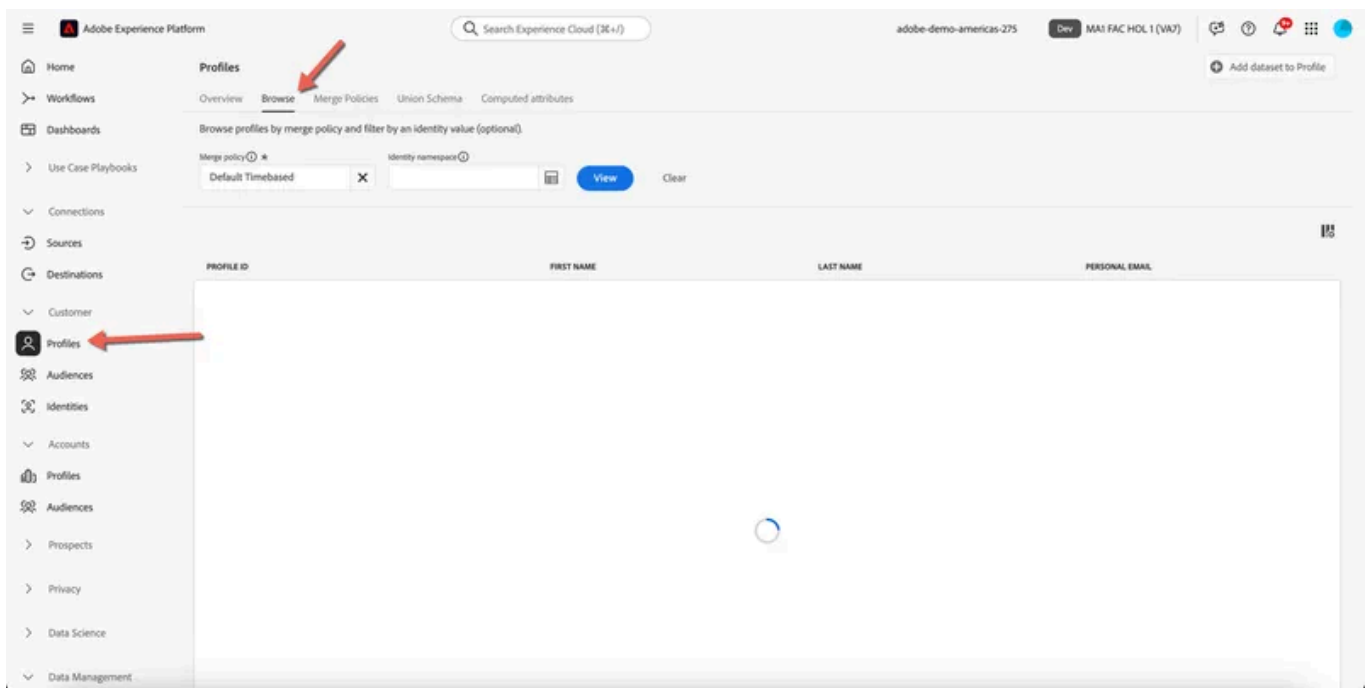
Once loaded, confirm that you are in the right sandbox - it should be **MA1 FAC HOL 1 (VA7)**



2.1 Visualise the Real-time Profile

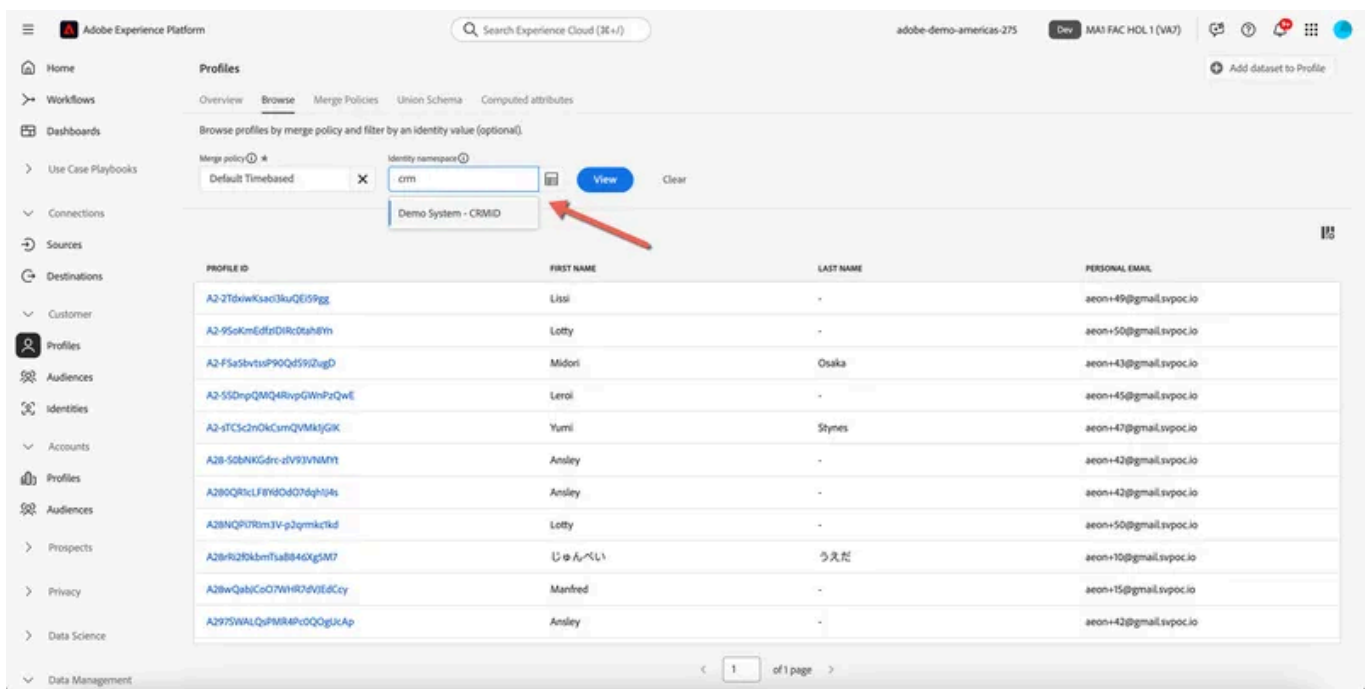
Before we start creating audiences for our use case, let's take a quick look at a real time profile and the identity graph.

Browse to **Customer → Profiles** and select the **Browse** tab.

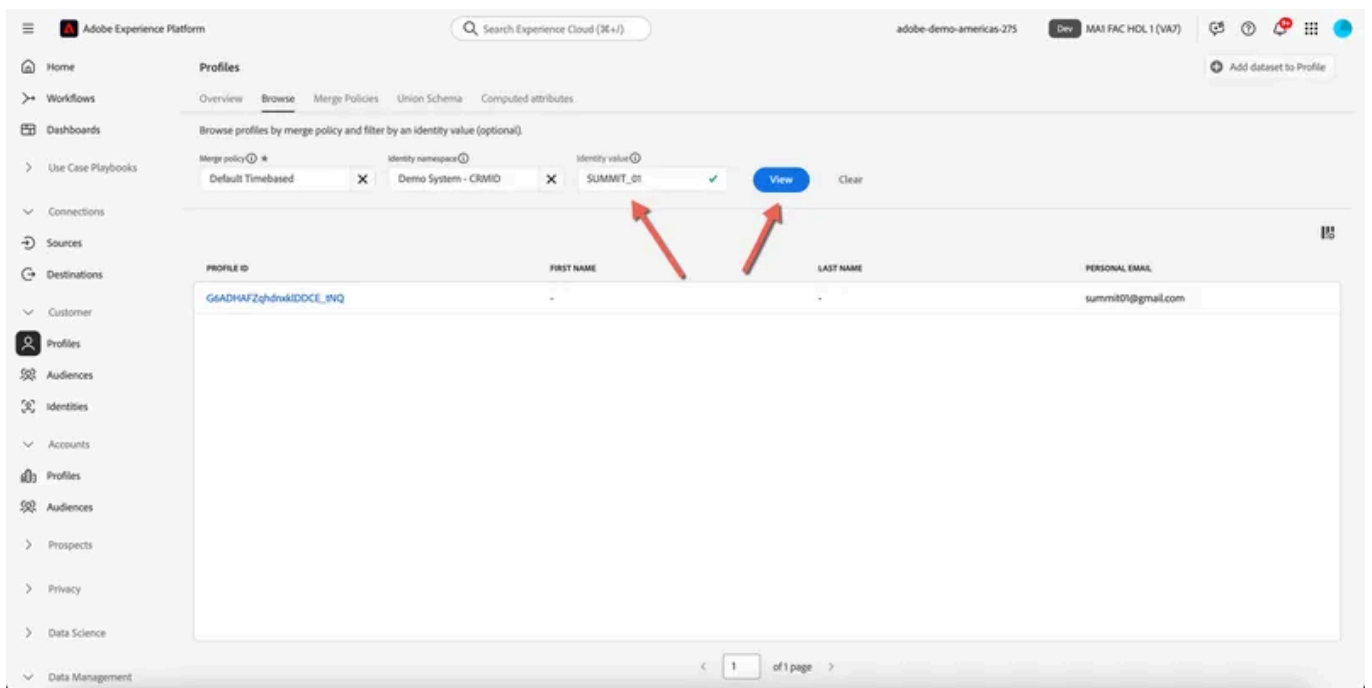


Profiles can be retrieved by any of the identities that are attached to that profile. Which identity namespaces are leveraged depends on your organisations requirements. For this exercise we will use a CRM ID to look up our profile.

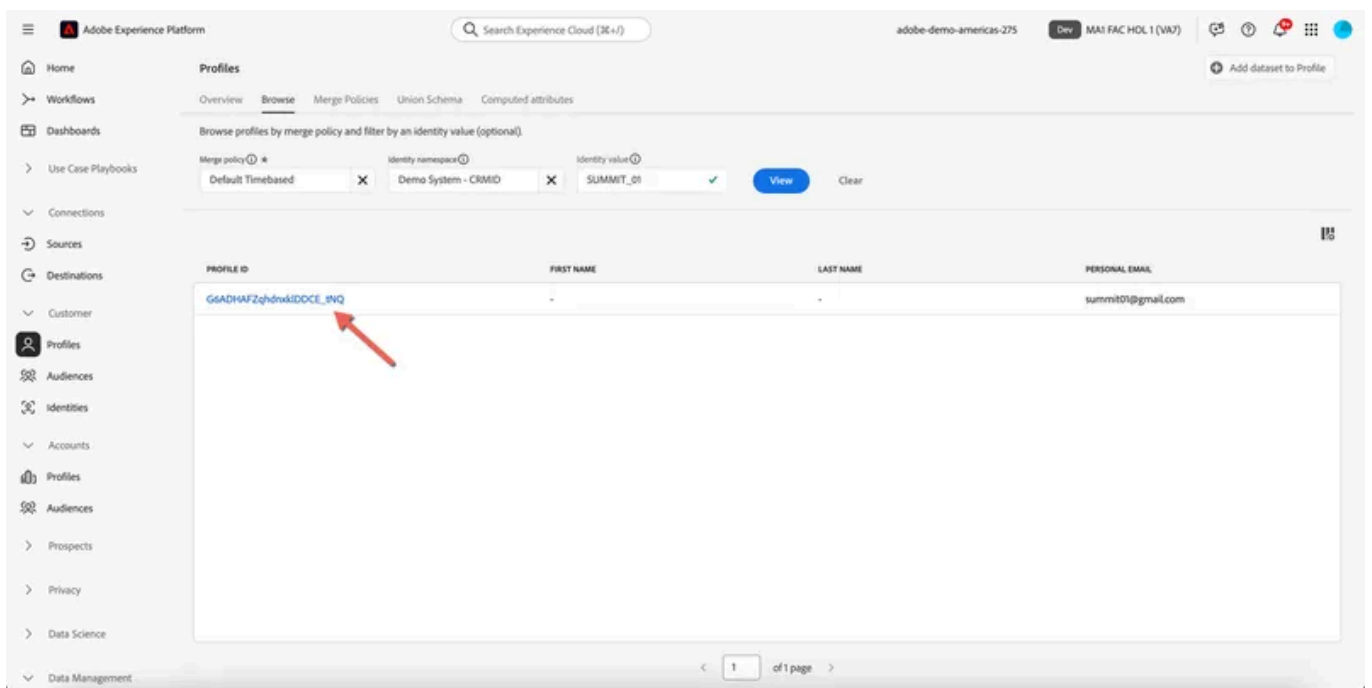
Start typing **crm** in the **Identity namespace** field, select **Demo System - CRM ID** when it appears.



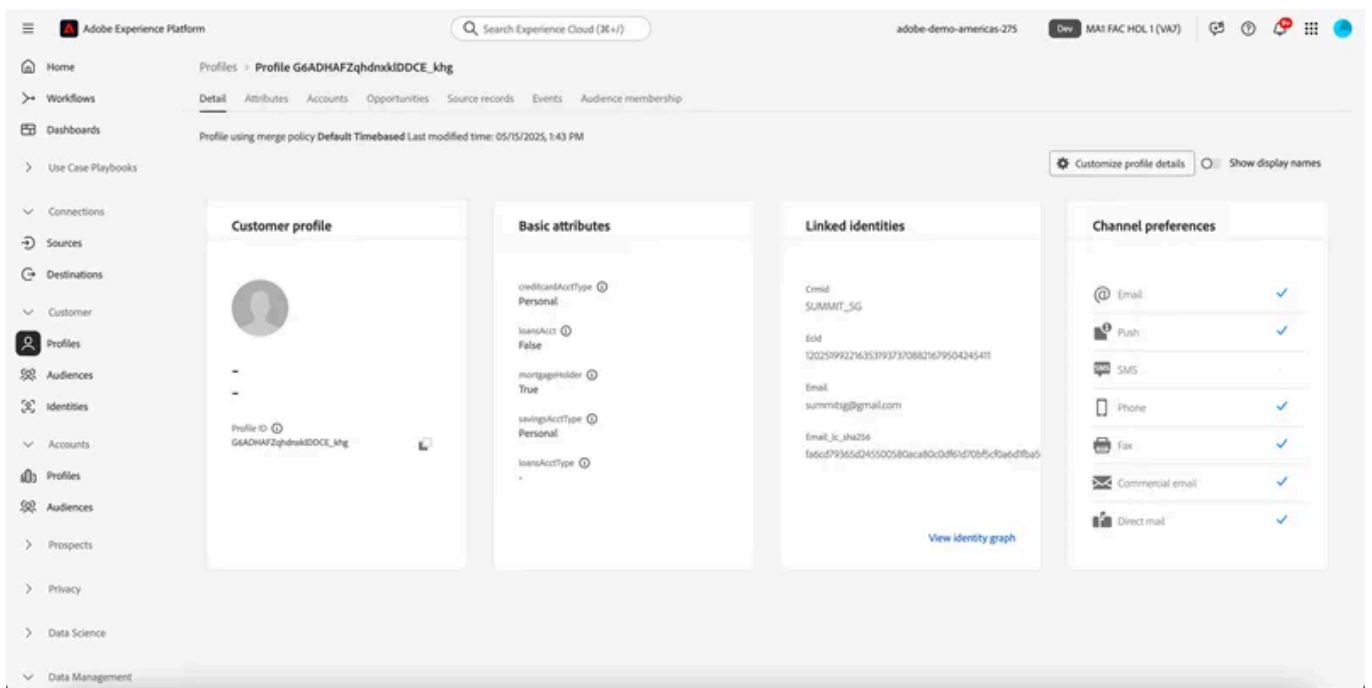
Type **SUMMIT_SG** into the **Identity value** field and click **View**



This will find the profile with this CRM ID. Click the Profile Id to view the profile details.

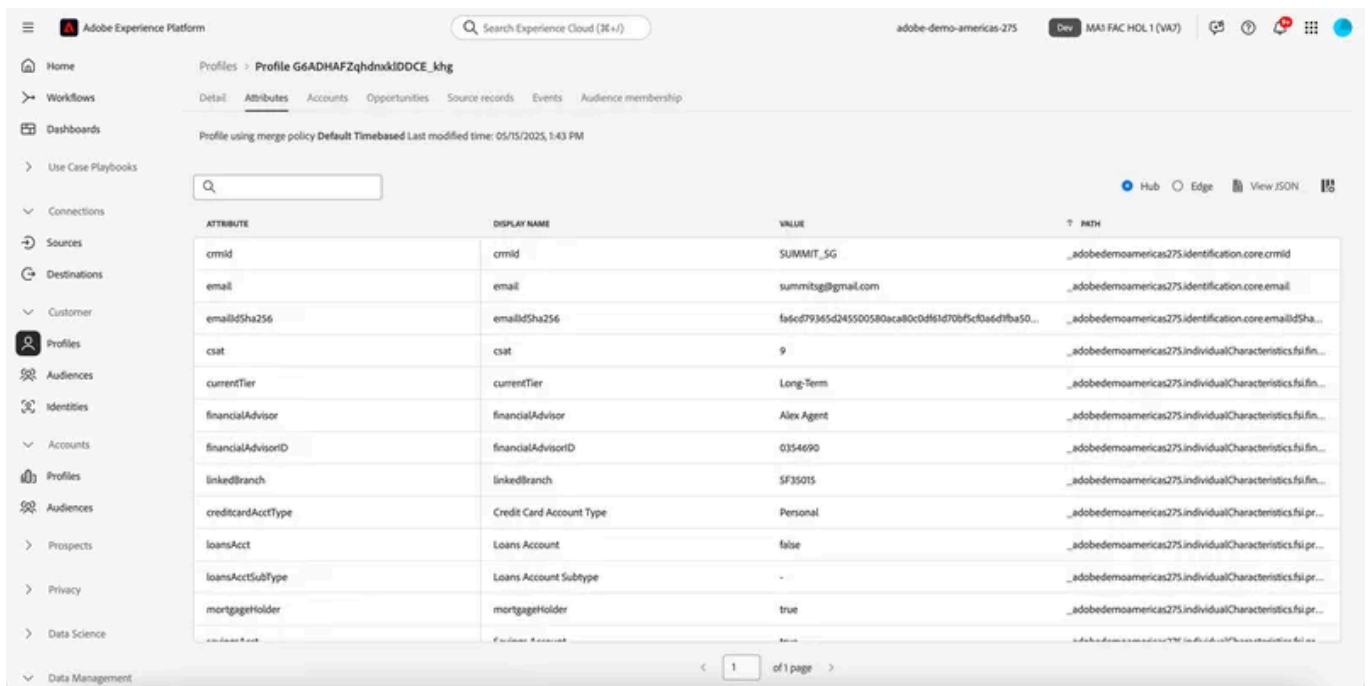


The **Detail** tab shows us some basic information about the profile, which fields are displayed here can be customized according to business needs.

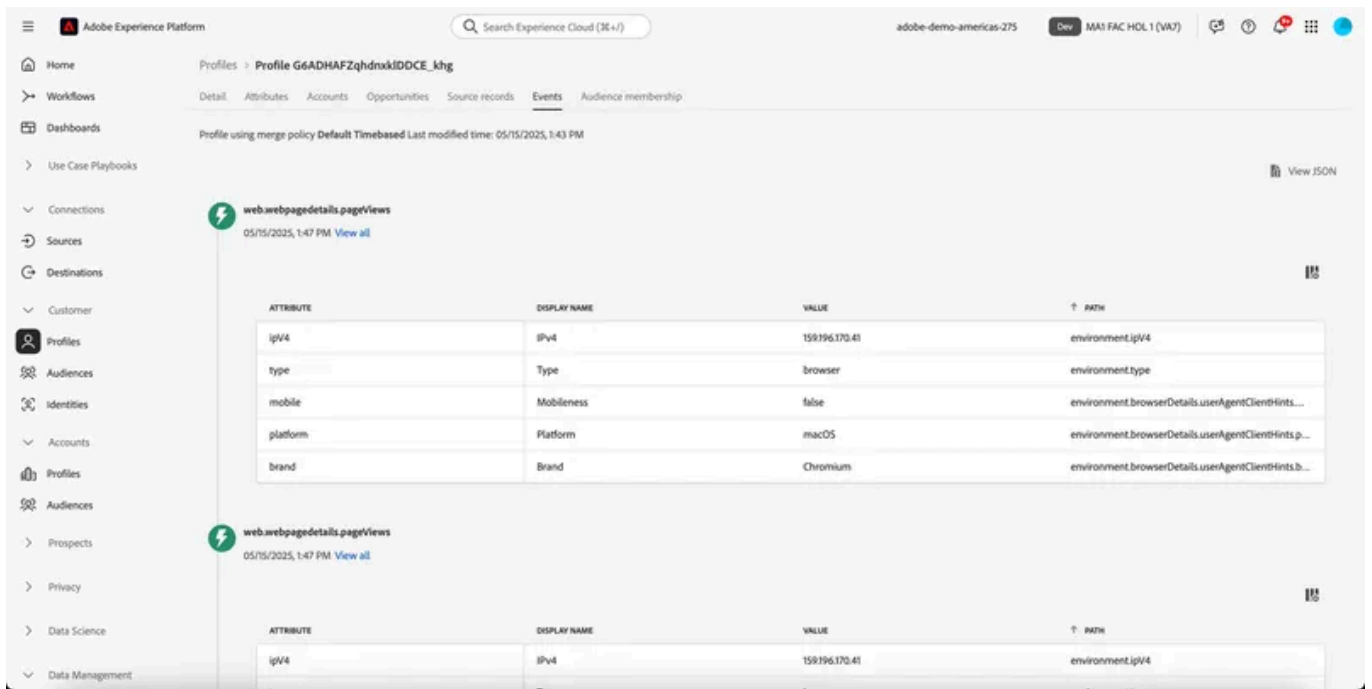


There are 2 main types of data collected against the profile, attributes and events.

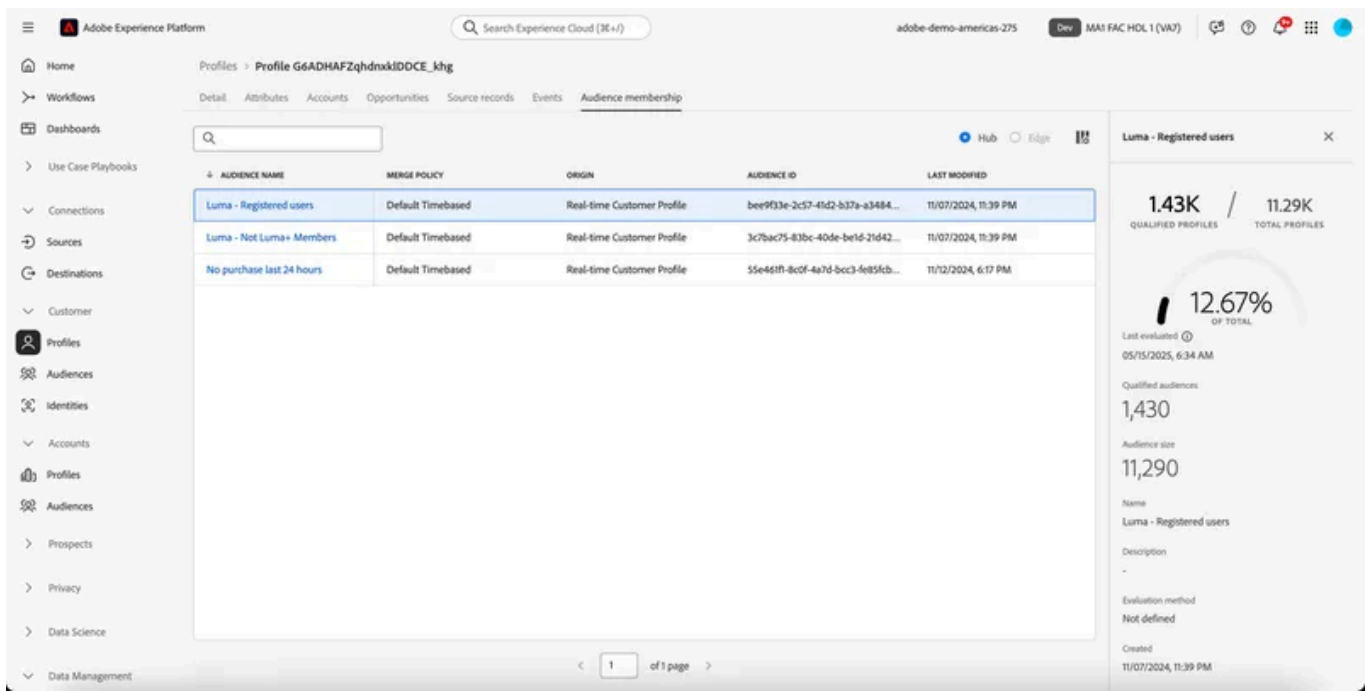
Click on the **Attributes** tab. Here you can see the attributes that have been ingested, note that while we've used a clear text email address in our demo instance, this is not a requirement, which identities and which attributes you ingest is entirely customizable.



Click on the **Events** tab. Here you can see a chronological view of all the behavioural events coming from different source systems for your profile. These are the same events that you were analyzing in Customer Journey Analytics in exercise 1.



Click on the Audience membership tab. Here you can see which audiences the profile is currently a member of.



Lastly, return to the **Details** tab and click to view the **Identity Graph**.

Adobe Experience Platform

Search Experience Cloud (3K+)

adobe-demo-americas-275 Dev MAI FAC HOL 1 (VAV7)

Home Workflows Dashboards Use Case Playbooks

Connections Sources Destinations Customer Profiles Audiences Identities Accounts Profiles Audiences Prospects Privacy Data Science Data Management

Profiles > Profile G6ADHAFZqhdnskiDDCE_khg

Detail Attributes Accounts Opportunities Source records Events Audience membership

Profile using merge policy Default Timebased Last modified time: 05/15/2025, 1:43 PM

Customize profile details Show display names

Customer profile

Profile ID: G6ADHAFZqhdnskiDDCE_khg

Basic attributes

creditCardAcctType: Personal
loanAcct: False
mortgageholder: True
savingsAcctType: Personal
loanAcctType: *

Linked identities

Crmid: SUMMIT_SG
EcId: 12025199221635319373708821679504245411
Email: summitsg@gmail.com
Email_lc_sha256: fa6cd79365d245500580aca80cd8f61d70bf5cfa6d7fba5086d74b795248cbe

[View identity graph](#)

Channel preferences

Email: ☒
Push: ☒
SMS: ☐
Phone: ☒
Fax: ☒
Commercial email: ☒
Direct mail: ☒

Here you can see a visualisation of the Identity Graph linking all of the different sources of information together to create our profile. You can see that there are multiple ECID's or Cookie ID's attached to the profile, this represents the different devices that the customer has identified themselves on.

Adobe Experience Platform

Search Experience Cloud (3K+)

adobe-demo-americas-275 Dev MAI FAC HOL 1 (VAV7)

Home Workflows Dashboards Use Case Playbooks

Connections Sources Destinations Customer Profiles Audiences Identities Accounts Profiles Audiences Prospects Privacy Data Science Data Management

Identities

Overview Namespaces Graph Viewer Graph Simulation

Identity namespace: ecid Identity value: 1202519922163531937370882167... View Clear

View graph Filter by the time the link was established 05/15/2025, 2:05:27 PM

Identities Data source

View All (5) of 5 Identities

IDENTITY SYMBOL	VALUE
crmid	SUMMIT_SG
ECID	12025199221635319373708821679504245411
ECID	61564845817961704562202006892864963157
Email	summitsg@gmail.com
Email_LC_SHA256	fa6cd79365d245500580aca80cd8f61d70bf5cfa6d7fba5086d74b795248cbe

Email_LC_SHA256

Display name: Emails (SHA256, lowercased)

Value: fa6cd79365d245500580aca80cd8f61d70bf5cfa6d7fba5086d74b795248cbe

Last updated: 05/15/2025, 1:42:58 PM

DATA SOURCE 1

Dataset name: Demo System - Profile Dataset for CRM (Global v1.1)

Dataset ID: 66dea1738fa822eed85b05

Schema name: Demo System - Profile Schema for CRM (Global v1.1)

Use the slider to see how the graph grew as the profile interacted over time.

The screenshot shows the Adobe Experience Platform Identities interface. The left sidebar contains navigation links: Home, Workflows, Dashboards, Use Case Playbooks, Connections, Sources, Destinations, Customer, Profiles, Audiences, Identities (selected), Accounts, Profiles, Audiences, Prospects, Privacy, Data Science, and Data Management. The main panel is titled 'Identities' and has tabs for Overview, Namespaces, Graph Viewer, and Graph Simulation. The Graph Viewer tab is active, displaying a graph with nodes for 'Email_LC_SHA256', 'mail', and 'ECID'. A red arrow points to a filter button in the top right of the graph area. Below the graph, there is a table with 4 identities, showing columns for Identity Symbol and Value.

IDENTITY SYMBOL	VALUE
emailid	SUMMIT_SG
ECID	12025199221635319373708821679504245411
Email	summitsg@gmail.com
Email_LC_SHA256	fa6cd79365d245500580ca80cd861d70b5c10a6d1ba5086d74b795248cbe

2.2 Create a real-time audience

Now you've seen the types of data that lives on our real-time profile, let's create an audience targeting customers aged 18-24 who have visited the credit card application page today. This is the audience that will be used to target the content optimization tests.

Click on **Customer → Audiences** and go to the **Browse** tab. This is the **Audience Portal** where you'll find all of the centralized audiences, regardless of how they were created. The **origin** column indicates where the audience was created:

- segmentation service - using data onboarded to the real-time profile
- federated audience composition - using data that lives in a remote data warehouse
- customer journey analytics - segments can be shared directly from the analysis done in CJA.

Adobe Experience Platform

Search Experience Cloud (3K+)

adobe-demo-americas-275 Dev MA1 FAC HOL 1 (VW7)

Import audience + Create audience

Audiences

Overview Browse Compositions Feeds Federated compositions

All Audiences

1-25 of 52

Filtering by LIFECYCLE STATUS: published LIFECYCLE STATUS: draft Clear all

NAME	PROFILE COUNT	ORIGIN	CREATED	LAST UP...	AUDIENCE ID	TAGS	BREAKDOWN
Weekly special	0	Federated Audience Composition	10/30/2024, ...	10/30/2024, ...	d7c0e6d6-4...	Coles	-
Luma - Not Luma+ Members	11.3K	Segmentation Service	11/07/2024, 1...	11/07/2024, 1...	3c7bac75-83...		
No purchase last 24 hours	11.3K	Segmentation Service	10/30/2024, ...	10/30/2024, ...	55e46f8f-8c0...	Coles	
Two or more deliveries in last month	0	Segmentation Service	10/30/2024, ...	10/30/2024, ...	71cd8145-d8...	Coles	
Lower Propensity - Co-branded Credit Card	0	Federated Audience Composition	01/20/2025, ...	01/20/2025, ...	bb083e2b-c...		
SecurFinancial - Looking for a house	0	Segmentation Service	01/20/2025, ...	01/20/2025, ...	a7685856-b...		
Coles_Profiles_with_recipe_recommendation	926	Segmentation Service	09/23/2024, ...	09/25/2024, ...	ff952489-cc...		
AEON - New or Updated Address	0	Federated Audience Composition	02/05/2025, ...	02/05/2025, ...	729c15f4-9ef...		
Luma - Summer purchases with a recent abandon event but high i...	0	Segmentation Service	11/07/2024, 1...	11/07/2024, 1...	72e85e16-5a...		
Coles profiles who clicked 'click & collect'	0	Segmentation Service	09/24/2024, ...	09/24/2024, ...	8c7fe473-24...		
Coles_Universal_Control_group	244	Segmentation Service	09/23/2024, ...	09/23/2024, ...	277f43ef-03...		
Coles Profiles viewed recommendation cards	0	Segmentation Service	09/23/2024, ...	09/23/2024, ...	6a6c1f1c-1e...		

1 of 3 pages

Click to **Create Audience**.

Adobe Experience Platform

Search Experience Cloud (3K+)

adobe-demo-americas-275 Dev MA1 FAC HOL 1 (VW7)

Import audience + Create audience

Audiences

Overview Browse Compositions Feeds Federated compositions

All Audiences

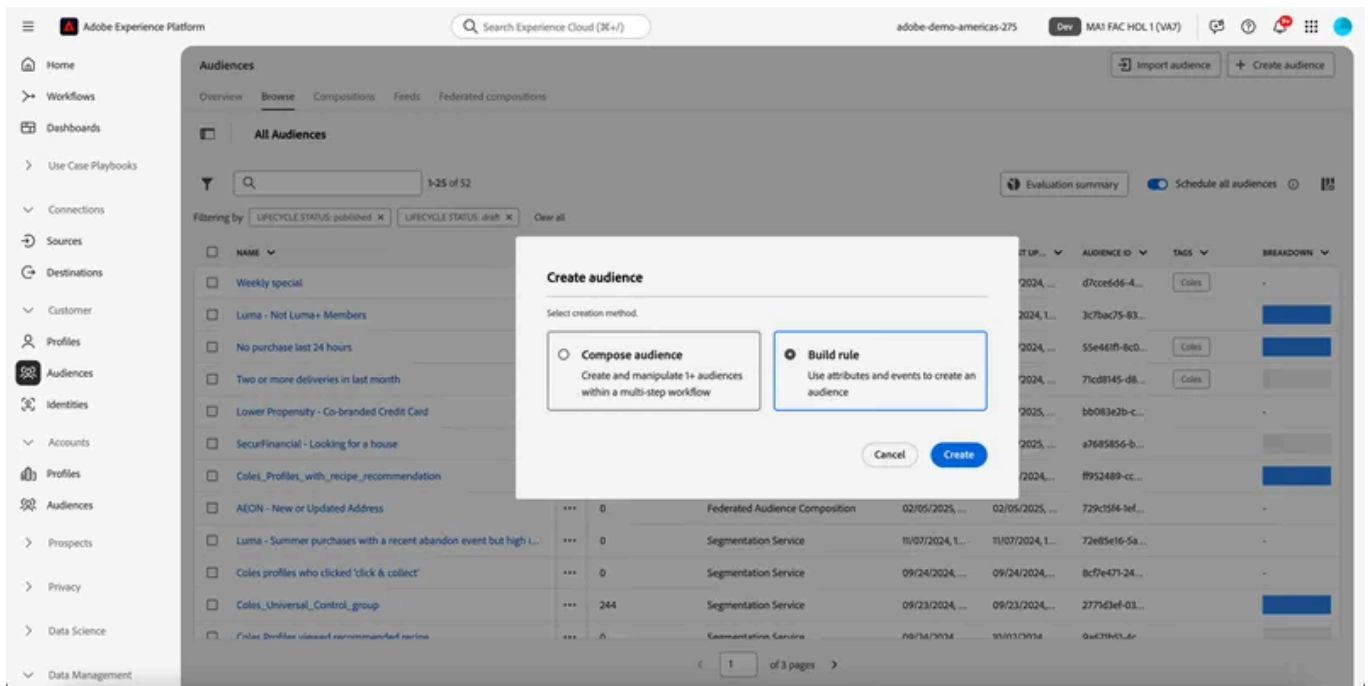
1-25 of 52

Filtering by LIFECYCLE STATUS: published LIFECYCLE STATUS: draft Clear all

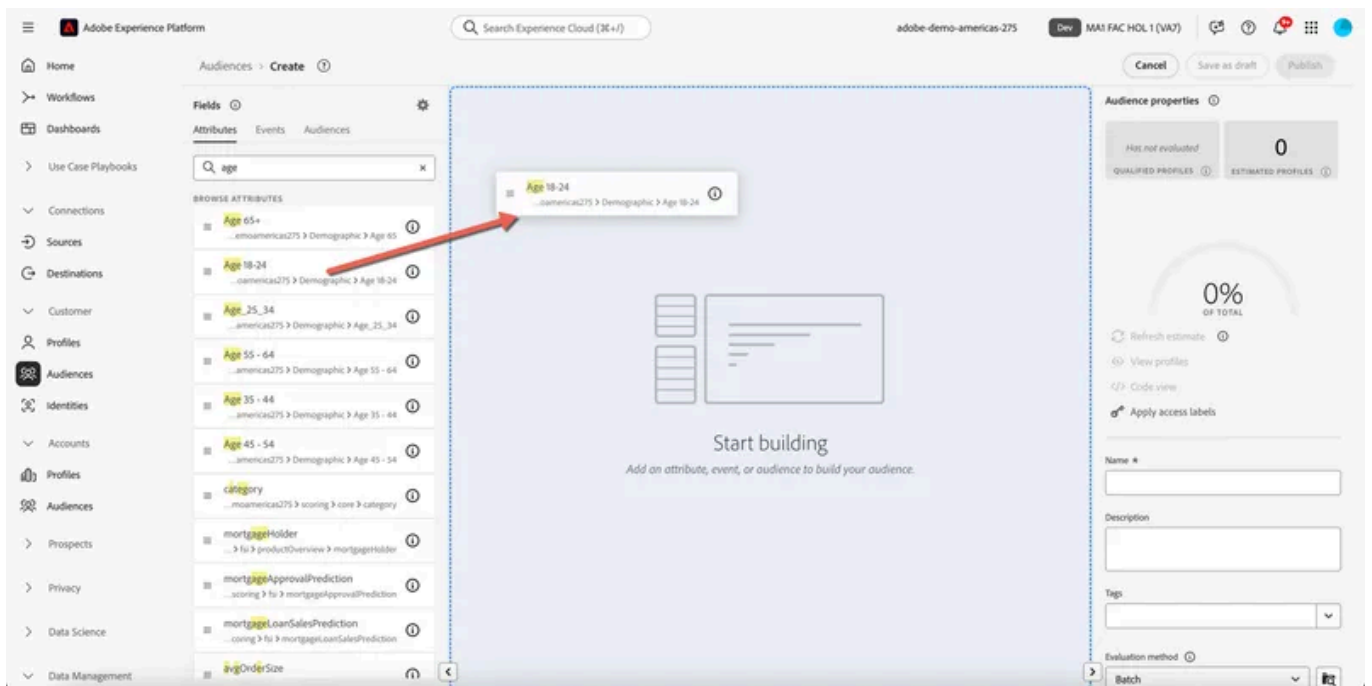
NAME	PROFILE COUNT	ORIGIN	CREATED	LAST UP...	AUDIENCE ID	TAGS	BREAKDOWN
Weekly special	0	Federated Audience Composition	10/30/2024, ...	10/30/2024, ...	d7c0e6d6-4...	Coles	-
Luma - Not Luma+ Members	11.3K	Segmentation Service	11/07/2024, 1...	11/07/2024, 1...	3c7bac75-83...		
No purchase last 24 hours	11.3K	Segmentation Service	10/30/2024, ...	10/30/2024, ...	55e46f8f-8c0...	Coles	
Two or more deliveries in last month	0	Segmentation Service	10/30/2024, ...	10/30/2024, ...	71cd8145-d8...	Coles	
Lower Propensity - Co-branded Credit Card	0	Federated Audience Composition	01/20/2025, ...	01/20/2025, ...	bb083e2b-c...		
SecurFinancial - Looking for a house	0	Segmentation Service	01/20/2025, ...	01/20/2025, ...	a7685856-b...		
Coles_Profiles_with_recipe_recommendation	926	Segmentation Service	09/23/2024, ...	09/25/2024, ...	ff952489-cc...		
AEON - New or Updated Address	0	Federated Audience Composition	02/05/2025, ...	02/05/2025, ...	729c15f4-9ef...		
Luma - Summer purchases with a recent abandon event but high i...	0	Segmentation Service	11/07/2024, 1...	11/07/2024, 1...	72e85e16-5a...		
Coles profiles who clicked 'click & collect'	0	Segmentation Service	09/24/2024, ...	09/24/2024, ...	8c7fe473-24...		
Coles_Universal_Control_group	244	Segmentation Service	09/23/2024, ...	09/23/2024, ...	277f43ef-03...		
Coles Profiles viewed recommendation cards	0	Segmentation Service	09/23/2024, ...	09/23/2024, ...	6a6c1f1c-1e...		

1 of 3 pages

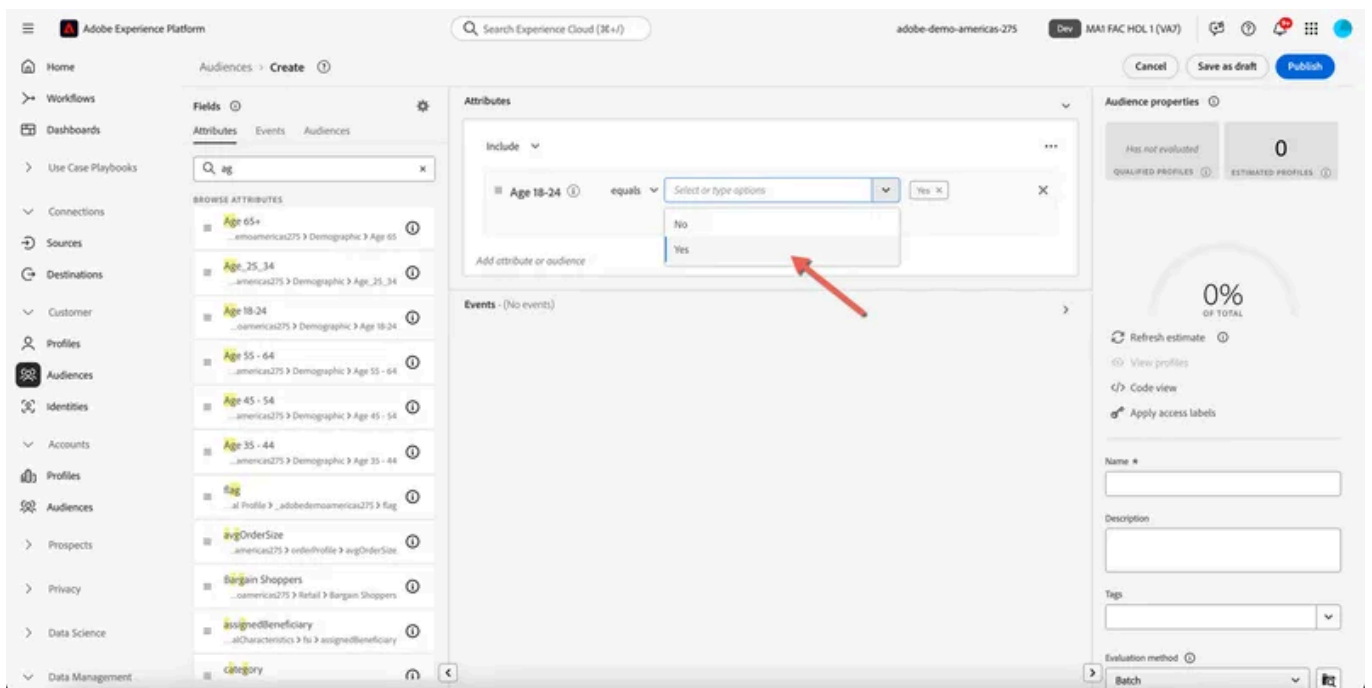
Change the option from compose audience to **Build rule** and click **Create**. We are going to create a new rule based audience using the attributes and events in our profile.



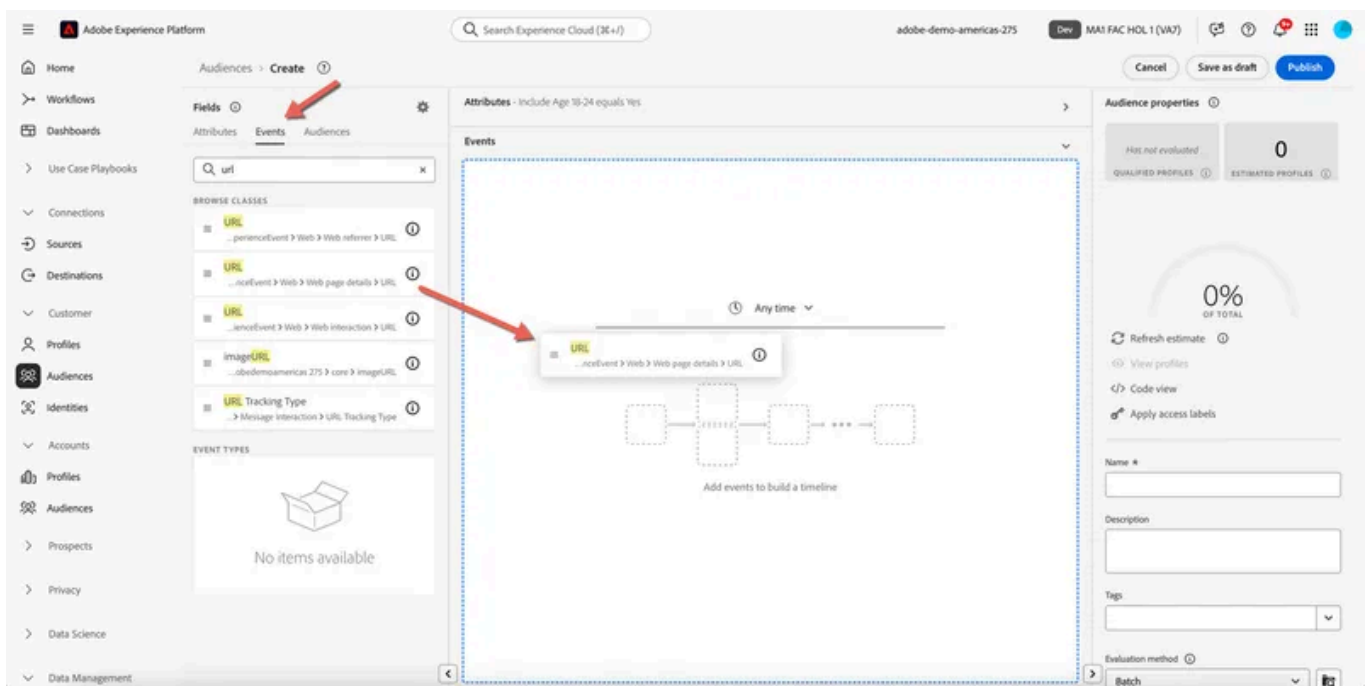
In the audience builder we can add attribute and event based rules. From the Attributes tab, search for **age** and drag the **Age 18-24** attribute into the builder.



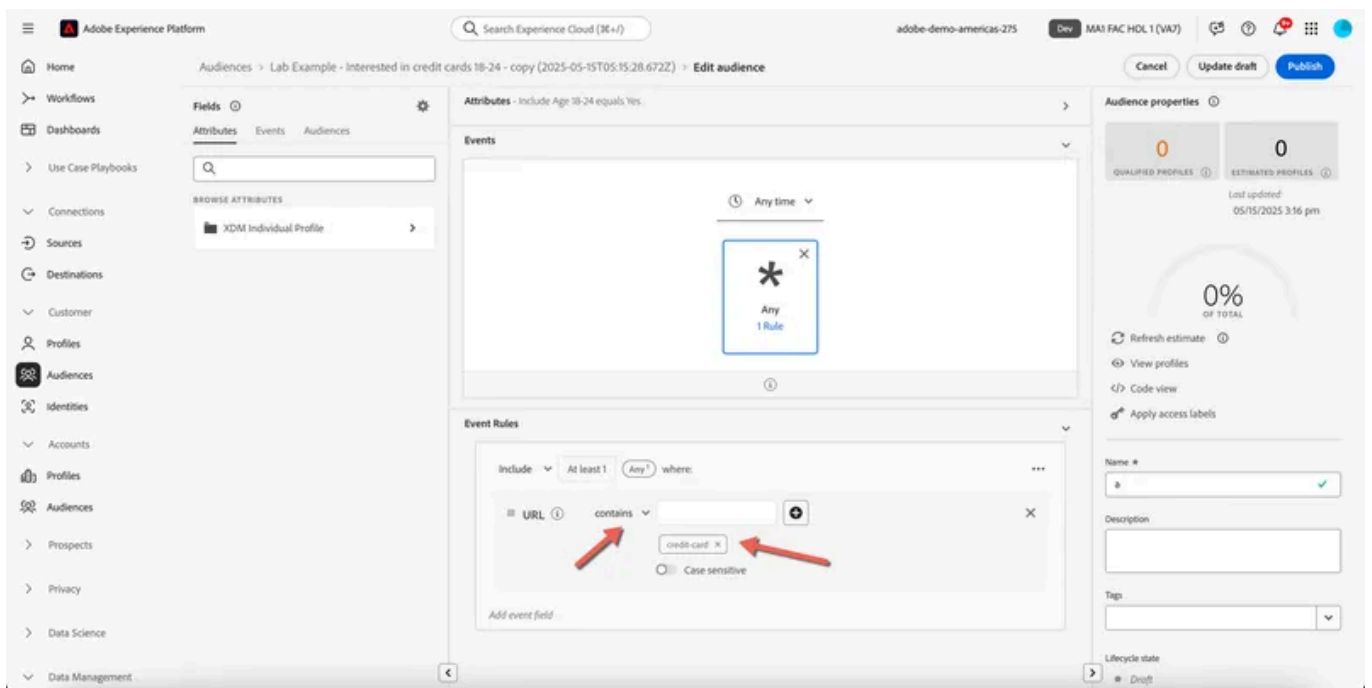
Set the value to **yes**



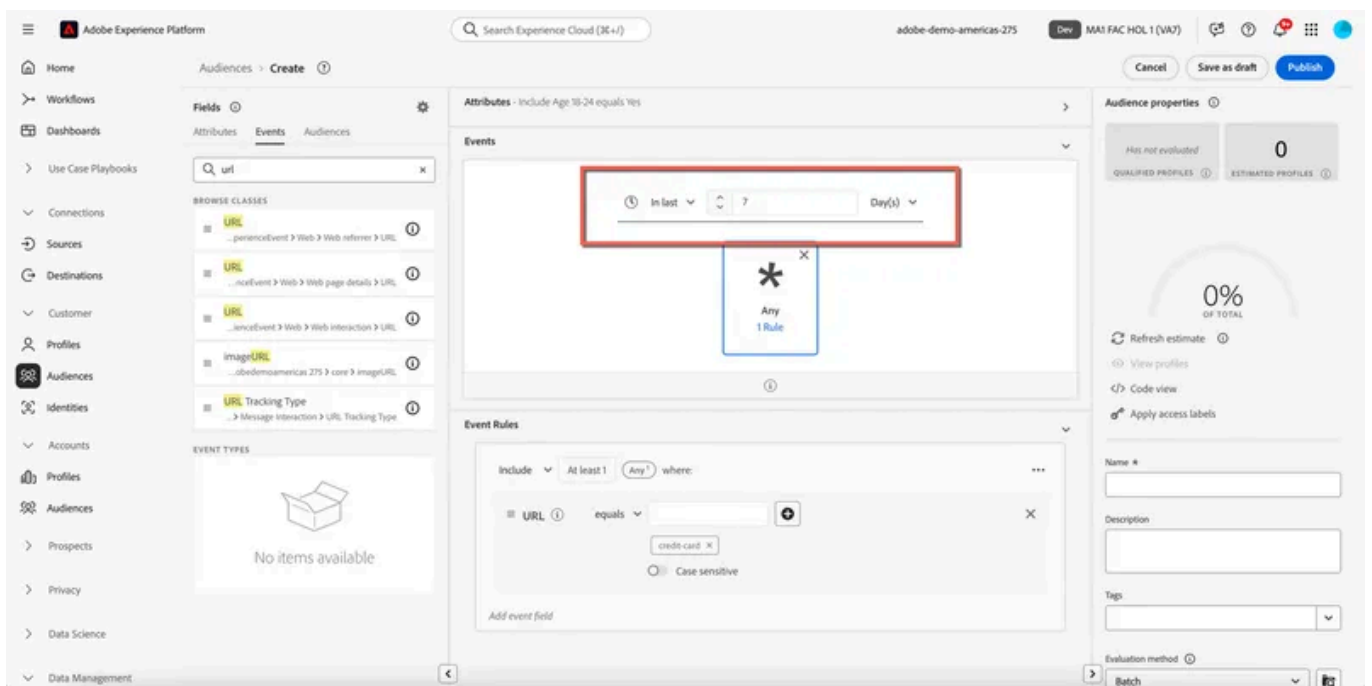
Now we want to add an event based rule. Change to the **Events** tab and search for **URL**. Drage the **Web page details > URL** field into the builder.



Change the operator from equals to **contains** and add the value **credit-card**. This will qualify anyone who's viewed a web page with the word credit-card in the url.

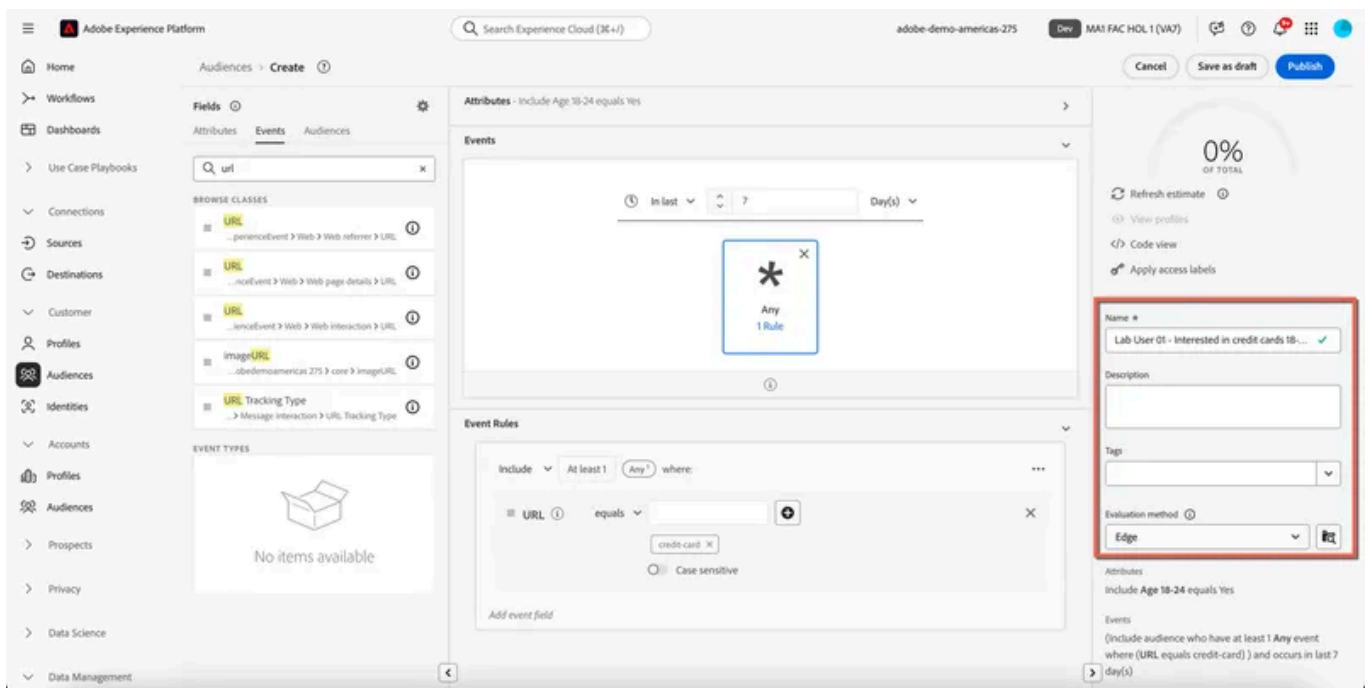


Now let's add a time frame so users will drop out of the audience if they don't show continued interest. Change the setting from any time to **In last 1 days**.

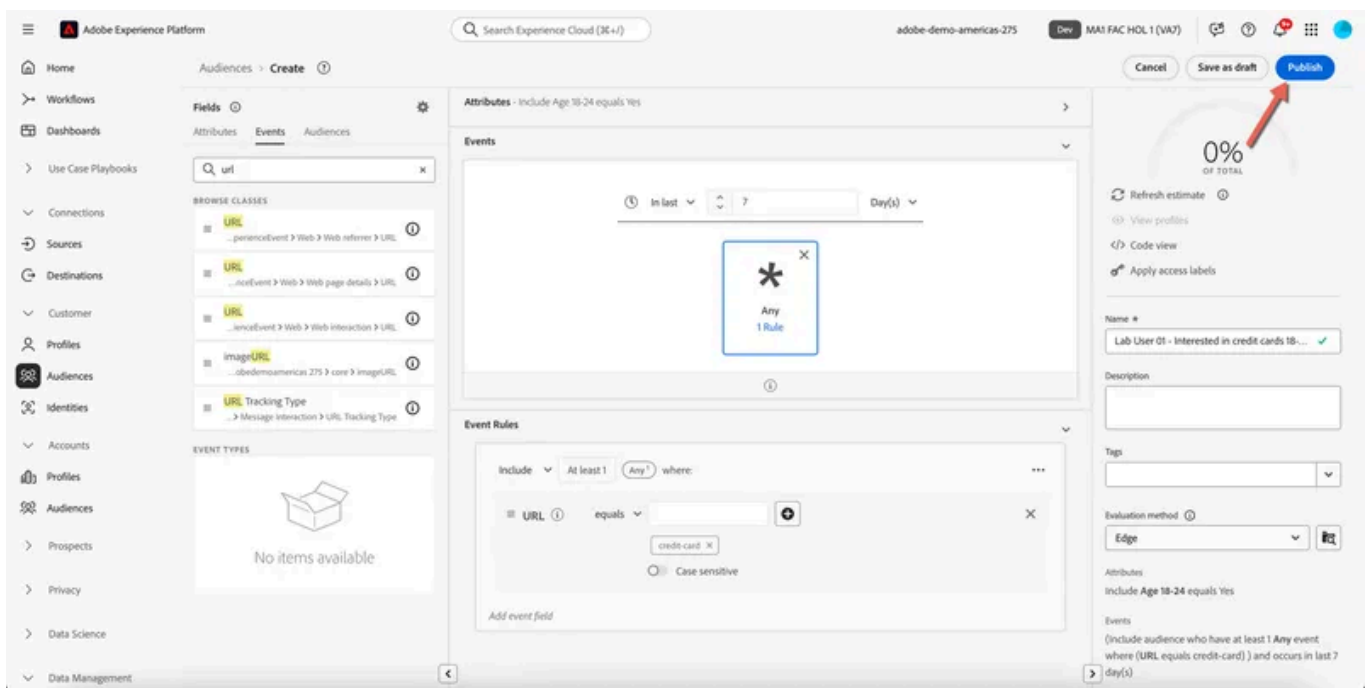


Lastly we need to give the audience a name and set the evaluation method. For the name prefix it with your lab user number then something descriptive like **Lab User XX - Interested in Credit Cards 18-24**.

For the evaluation method, change this to **Edge**. This means the audience will qualify in real-time as the events are received into adobe's edge servers from the website.



Click on **Publish** to create the audience.



Action Taken!

You've created an audience that can be used to personalize the experience on the website in real-time!

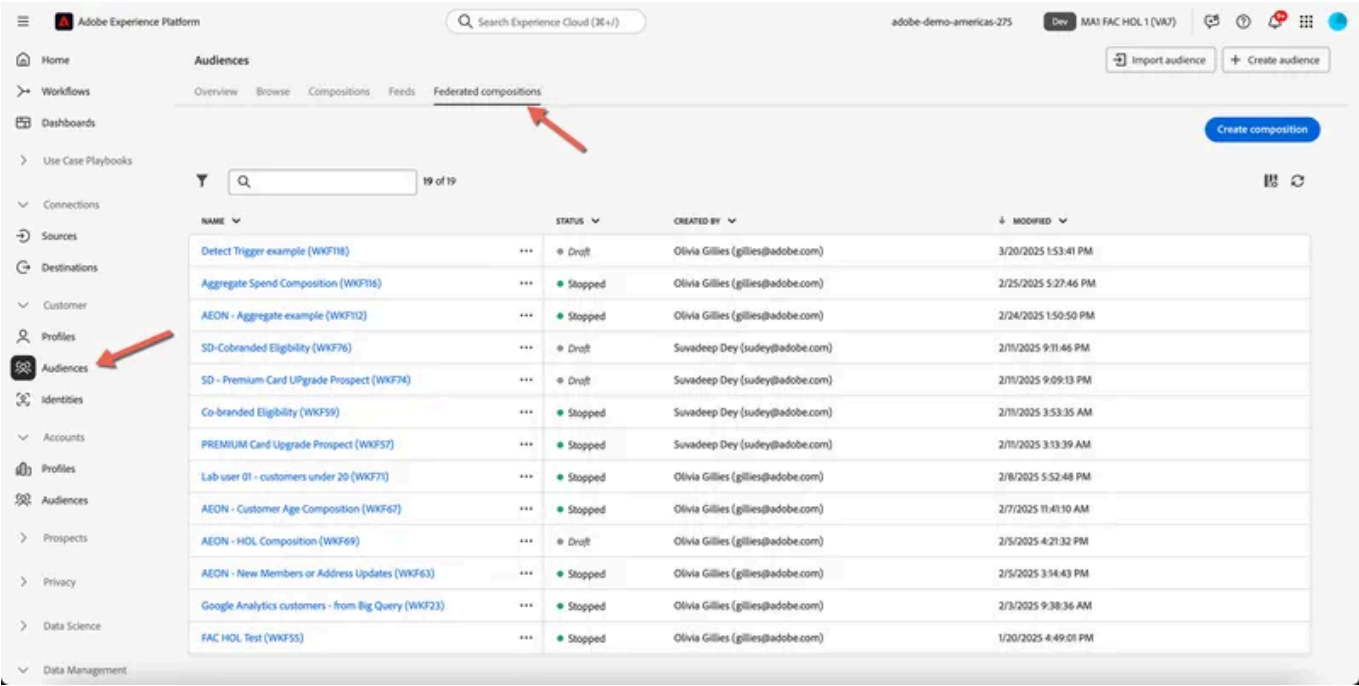
2.3. Create a federated audience

To further enhance the quality of the leads we're advertising to, let's access some of the more sensitive data that is stored in SecurFinancials Snowflake data warehouse.

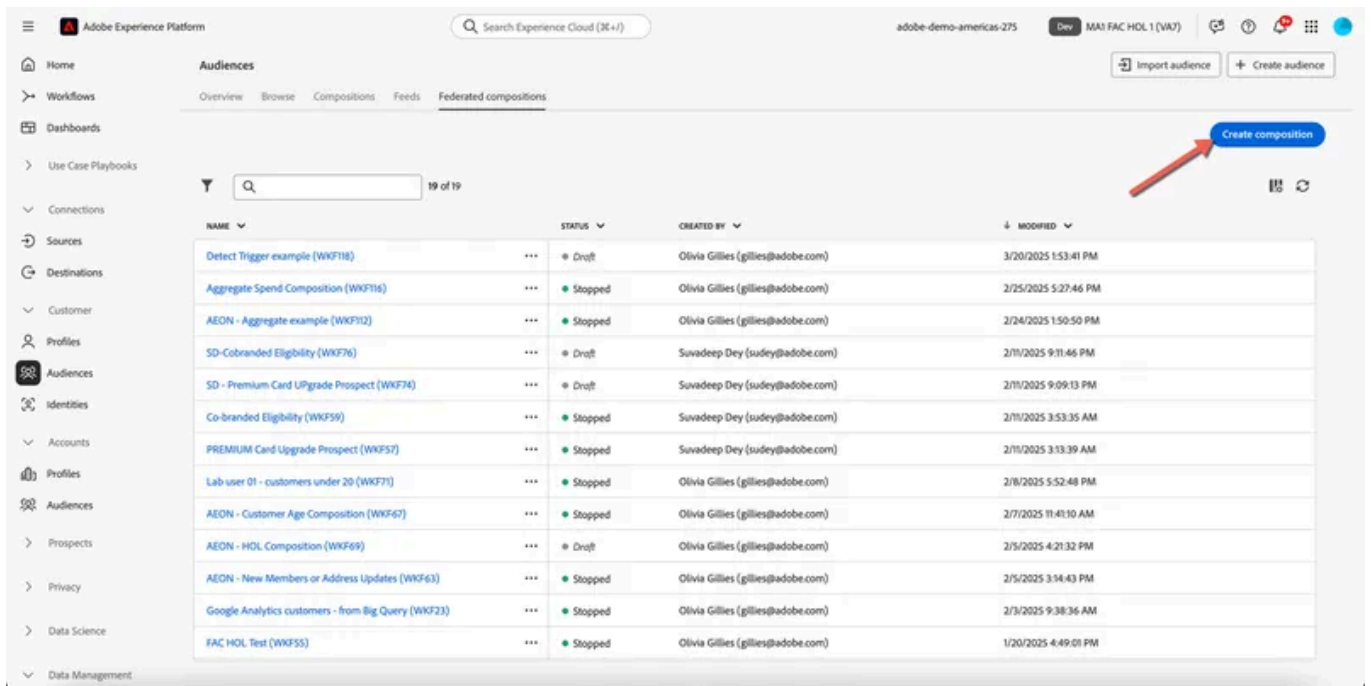
Using federated audience composition we can ask Snowflake to run queries and transfer to Adobe only the resulting list of customer id's. Keeping sensitive data secure and minimising duplication across systems.

We build the query (or series of queries) that will run in Snowflake through what we call a **federated composition**.

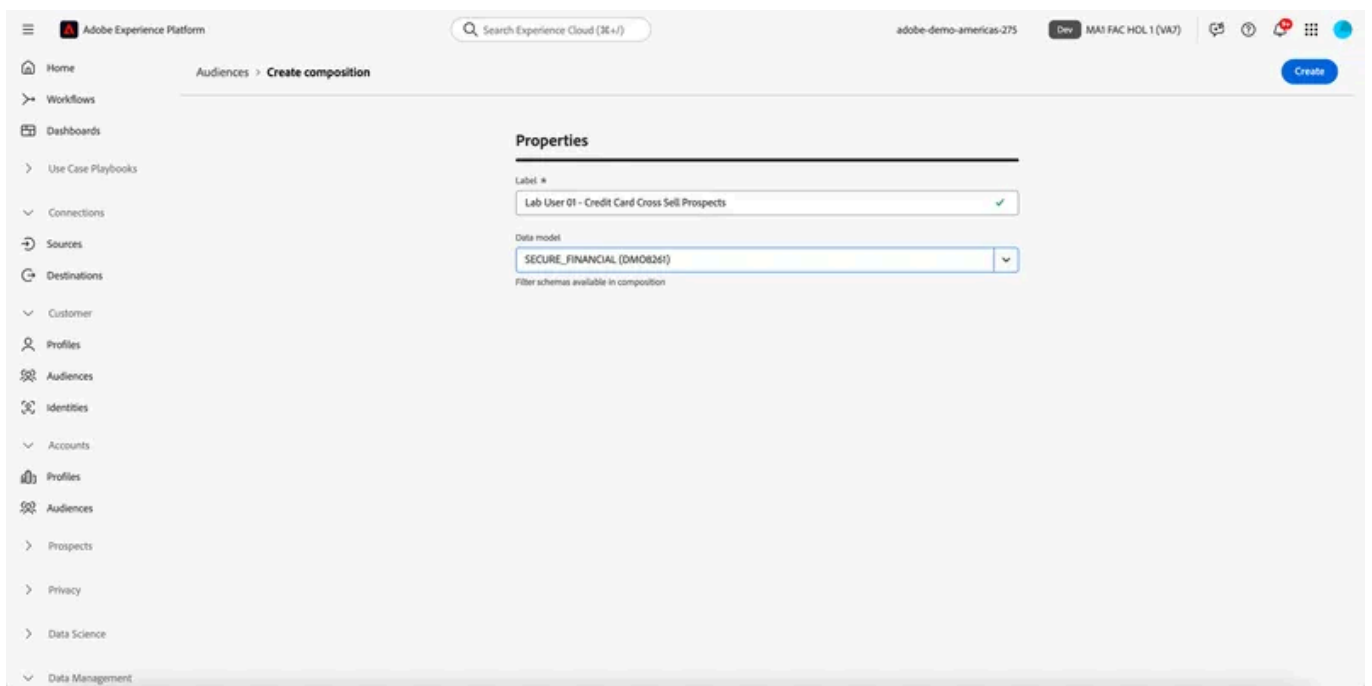
From the audience portal click to the **Federated Compositions** tab.



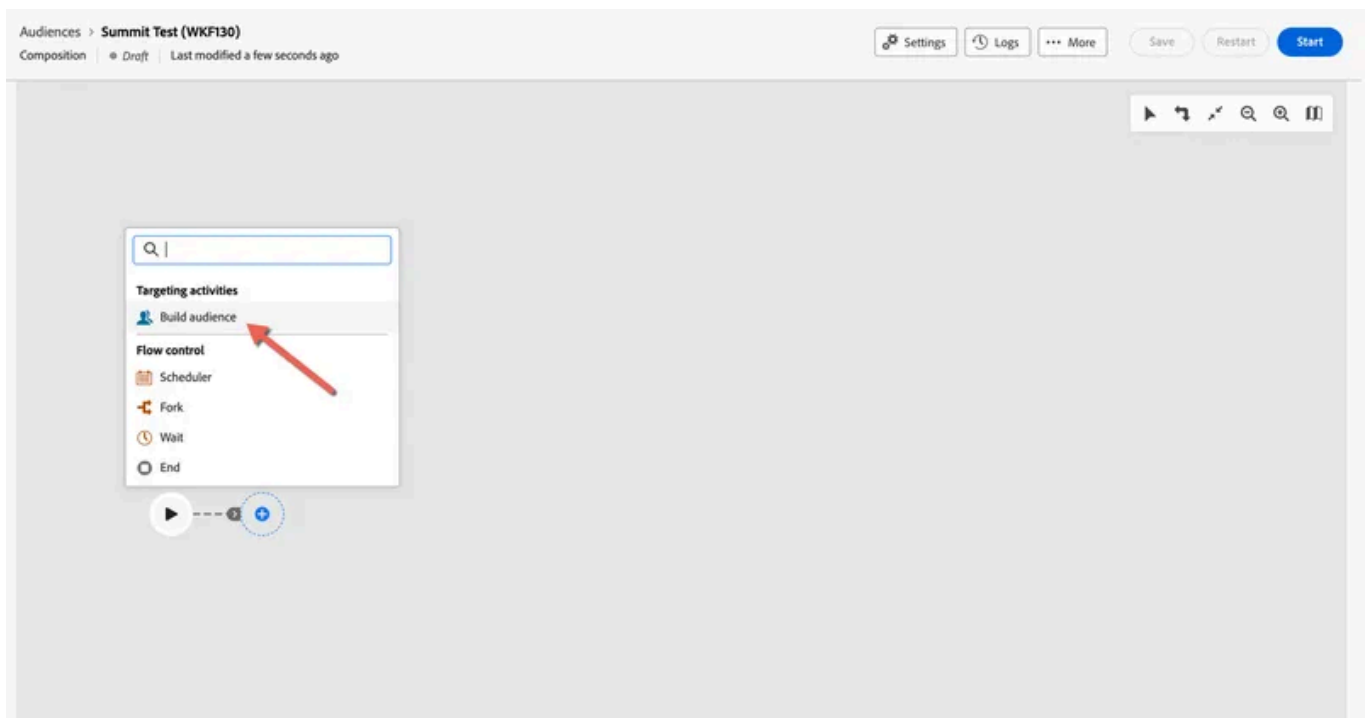
Click to **Create Composition**



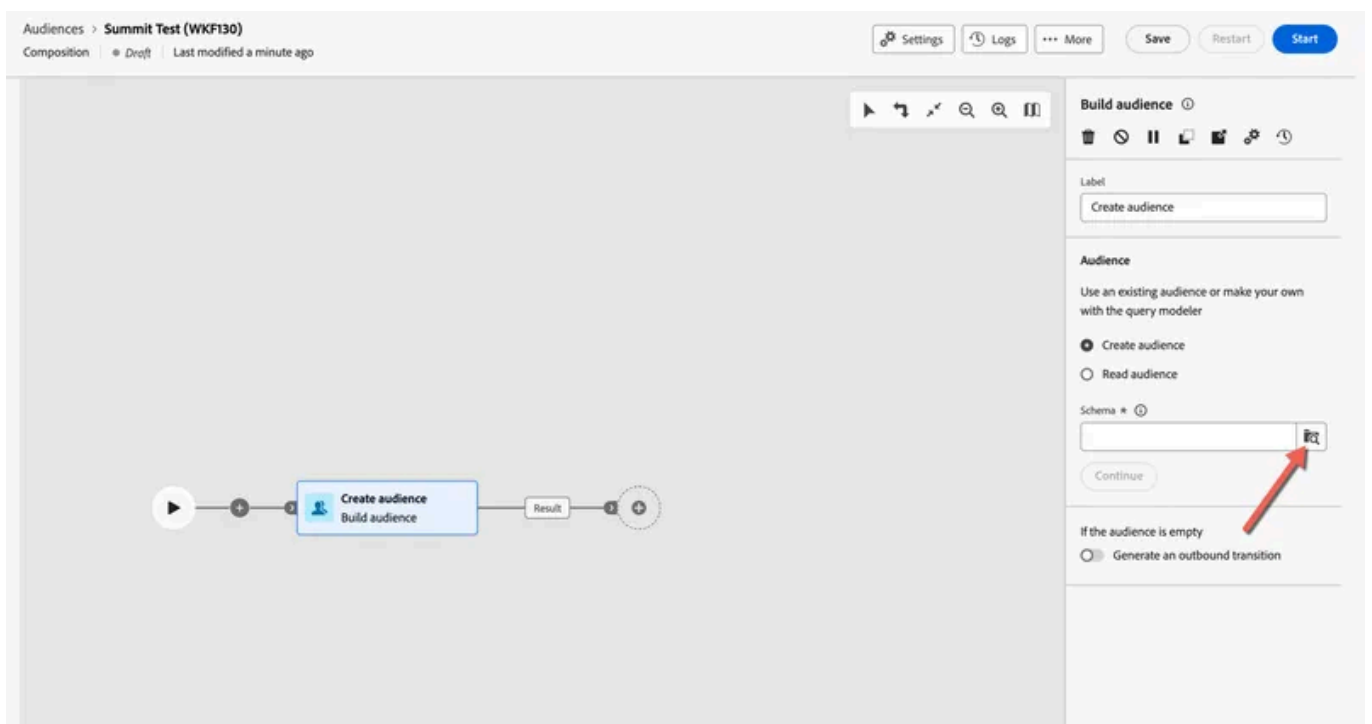
Give your composition a unique **Label** and select the **Secure_Financial** Data Model - this controls which federated database we connect with and which tables are accessible within that warehouse. Then click **Create**.



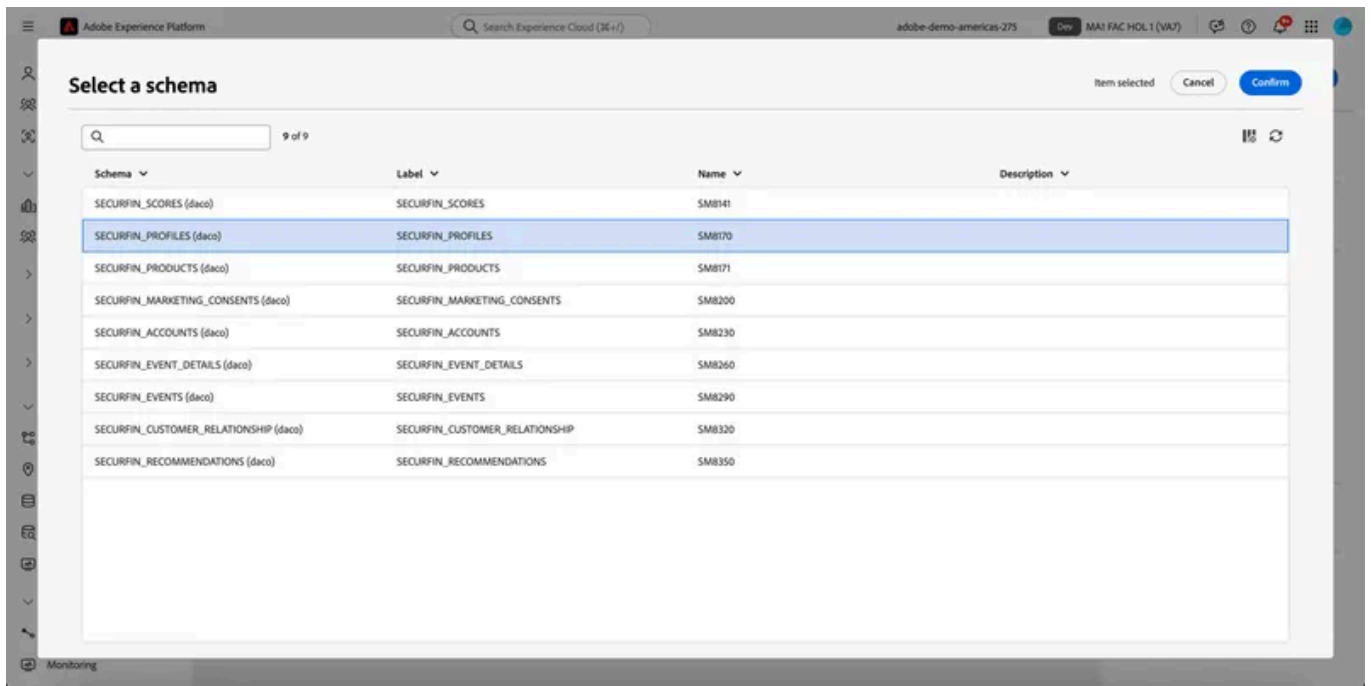
Click the plus icon in your composition and add a **Build Audience** activity.



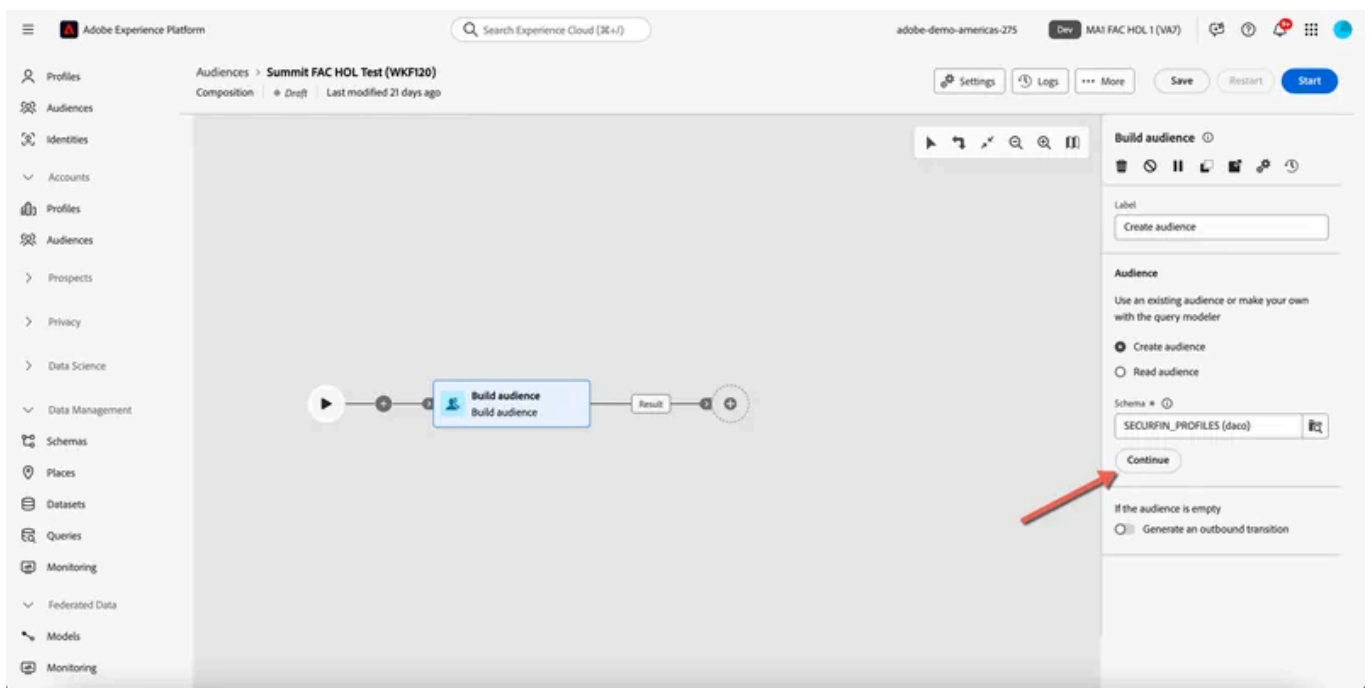
The activity properties appear on the right hand side. For the Build Audience activity we need to select the schema (ie. table) from the data warehouse that we want to query. Click on the schema field to open the list of mapped tables.



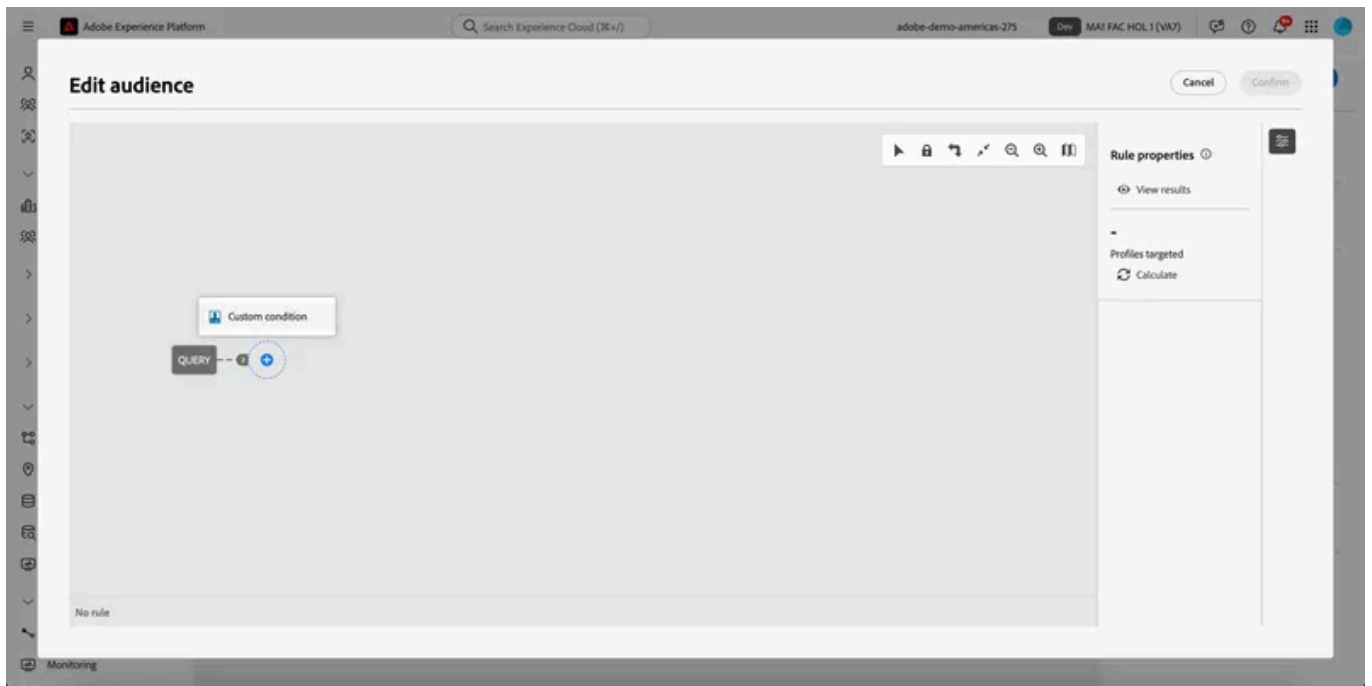
Choose the **SECUREFIN_PROFILES** schema and click **Confirm**



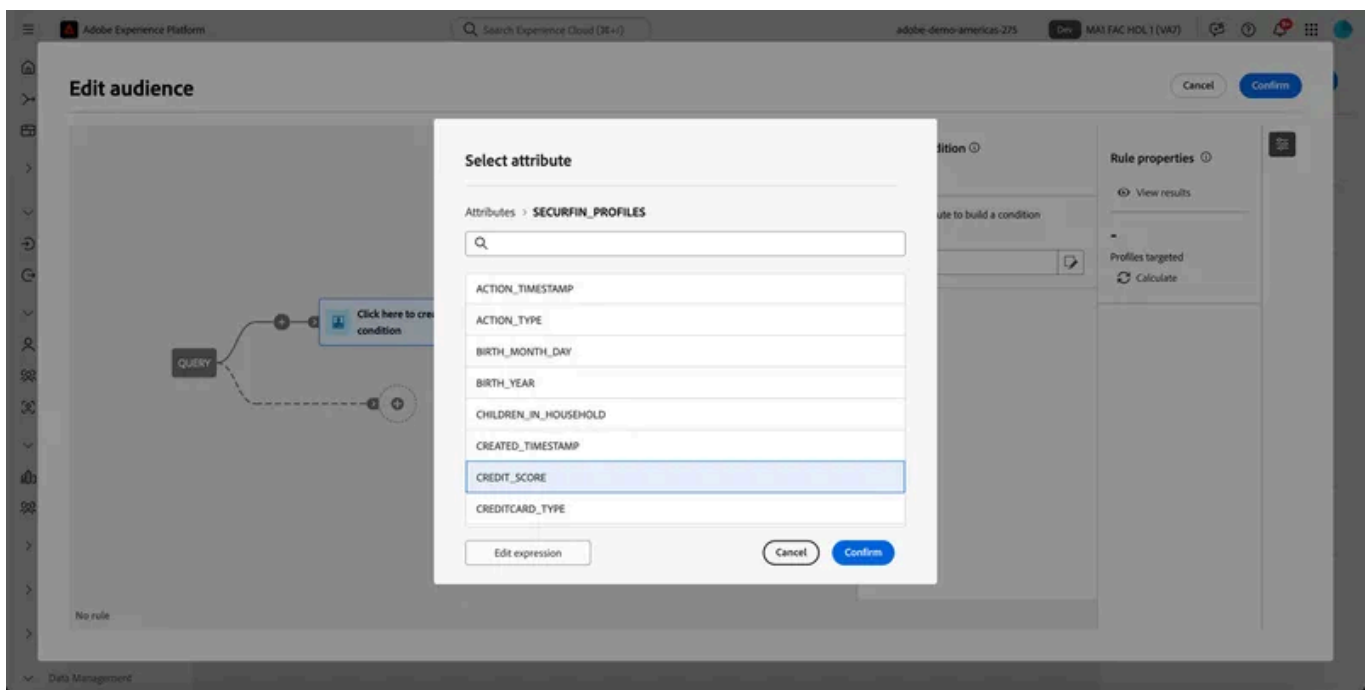
Once selected, click **Continue** to configure the query parameters.



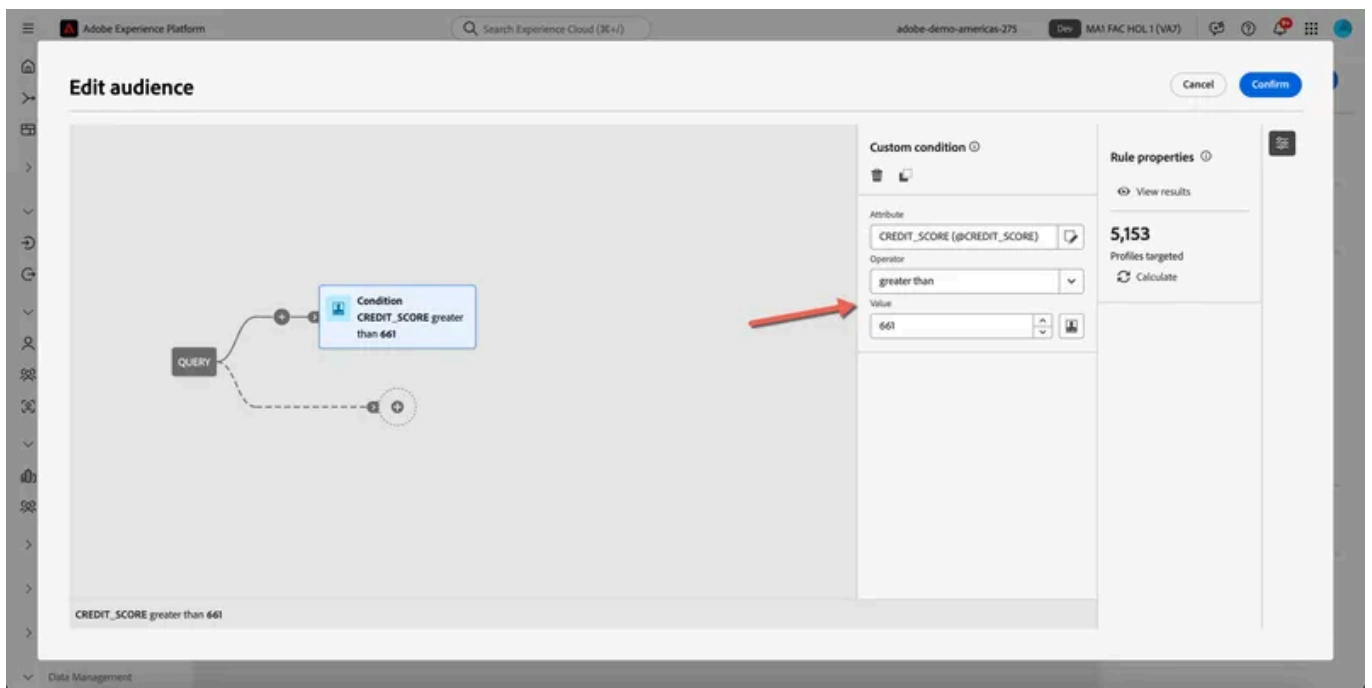
In the query builder, click the + icon to add a **custom condition**.



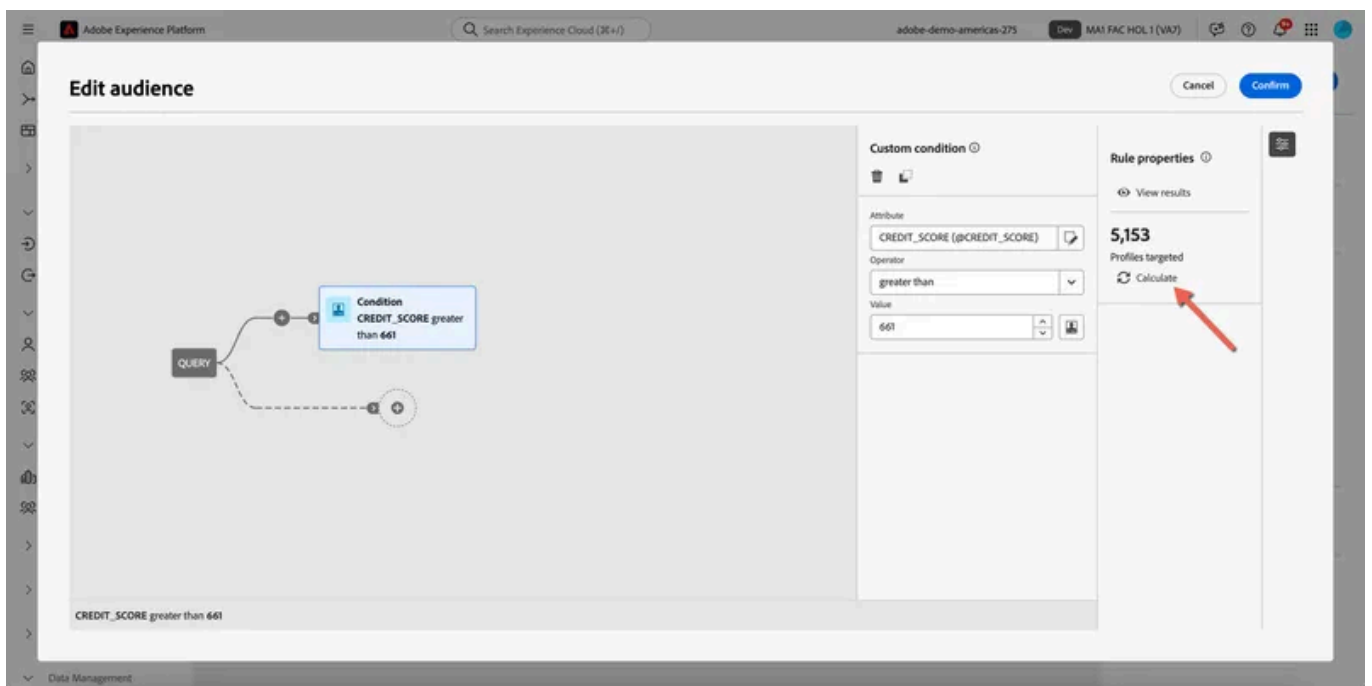
Select the **CREDIT_SCORE** attribute and click **Confirm**



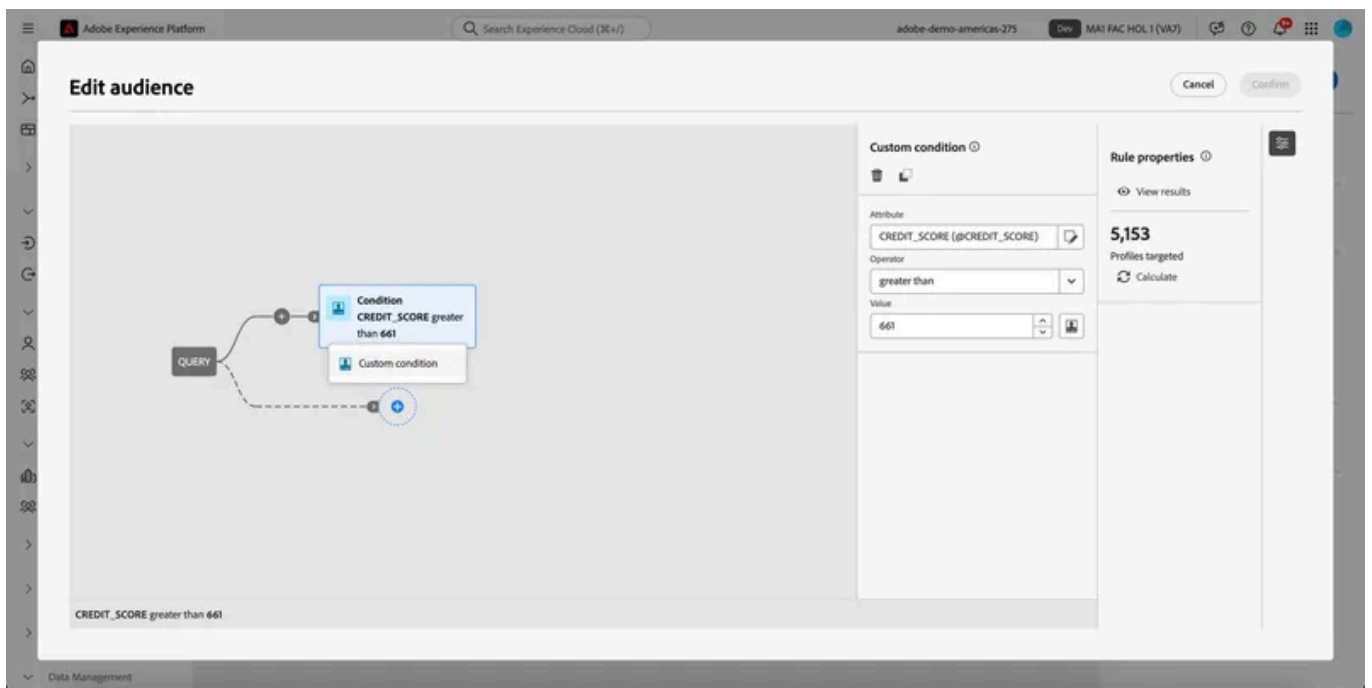
Change the operate to **greater than** and the value to **661** to find customers with a good credit score.



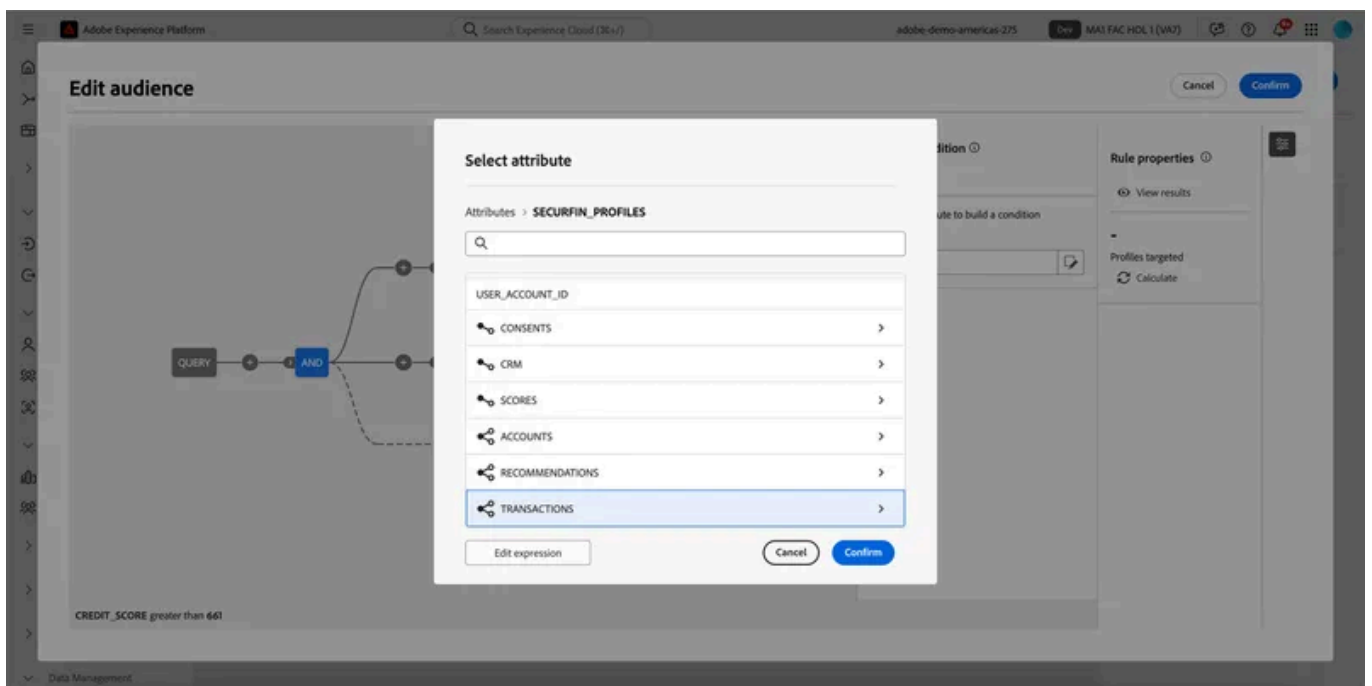
You can check the number of qualifying profiles by clicking the **calculate** button at any time.



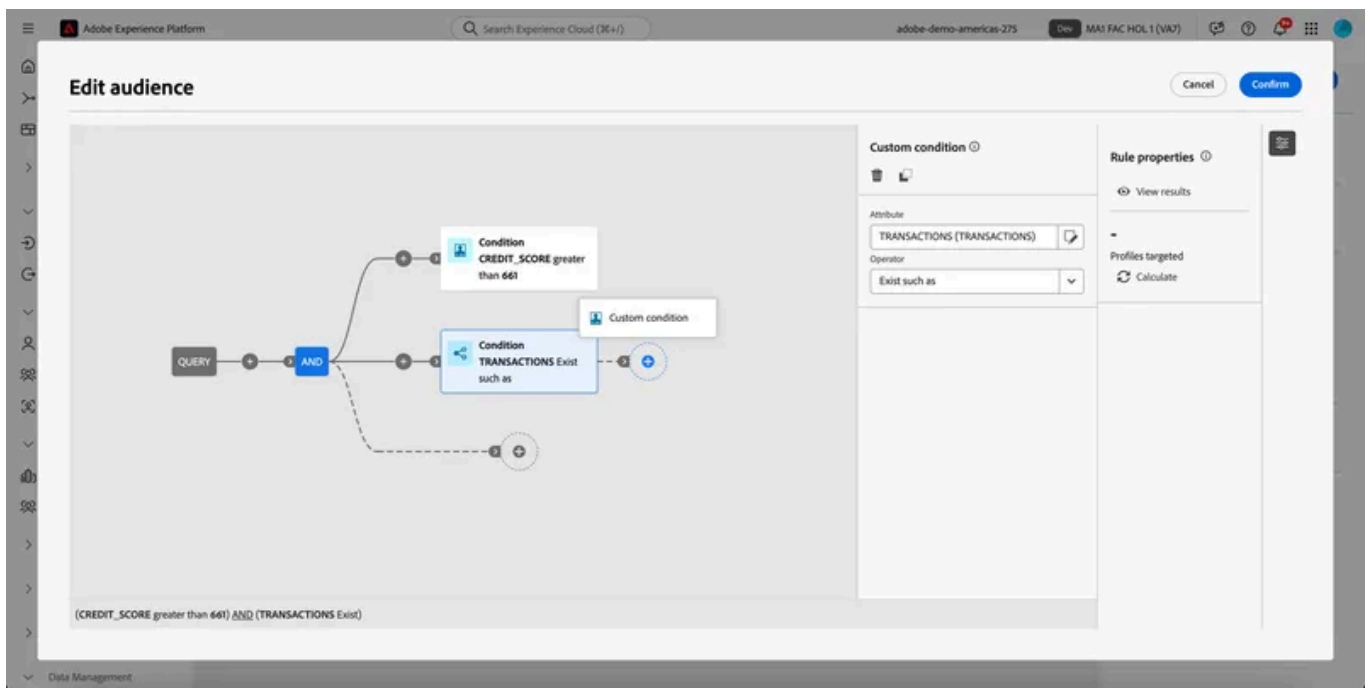
Now we want to further filter the audience to include only customers who have made small withdrawals from a savings account within the last 3 months. Click the + icon on the lower branch to add another custom condition.



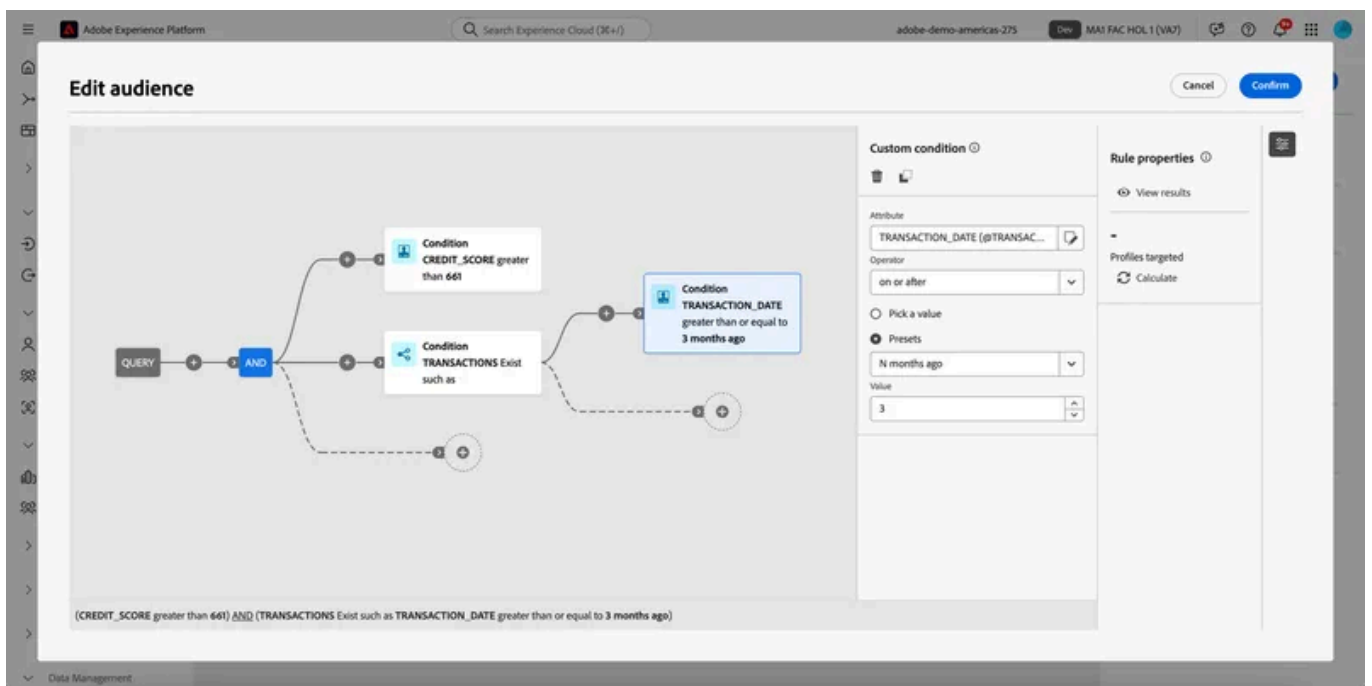
Scroll down to where you can see the linked tables. Select the **TRANSACTIONS** table and click **Confirm**.



This automatically adds the condition that the profile must have linked transactions - click the + icon again to add a condition about the type of transactions we're interested in.



Select the **TRANSACTION_DATE** attribute and set the conditions to **on or after** and preset **N Months Ago** and value **3**.



Add another condition for **TRANSACTION_TYPE** equal to **Withdrawal**

Adobe Experience Platform Search Experience Cloud (36+)

adobe-demo-americas-275 Dev MAI FAC HOL 1 (VIA7)

Edit audience

Cancel Confirm

Custom condition

Attribute: TRANSACTION_TYPE (@TRANSACTION_TYPE)

Operator: equal to

Value: Withdrawal

Case sensitive

Rule properties

View results

22 Profiles targeted

Calculate

(CREDIT_SCORE greater than 661) AND (TRANSACTIONS Exist such as (TRANSACTION_DATE greater than or equal to 3 months ago) AND (TRANSACTION_TYPE equal to Withdrawal))

Data Management

Add another condition for **ACCOUNT_TYPE** equal to **Savings**

Adobe Experience Platform Search Experience Cloud (36+)

adobe-demo-americas-275 Dev MAI FAC HOL 1 (VIA7)

Edit audience

Cancel Confirm

Custom condition

Attribute: ACCOUNT_TYPE (@ACCOUNT_TYPE)

Operator: equal to

Value: Savings

Case sensitive

Rule properties

View results

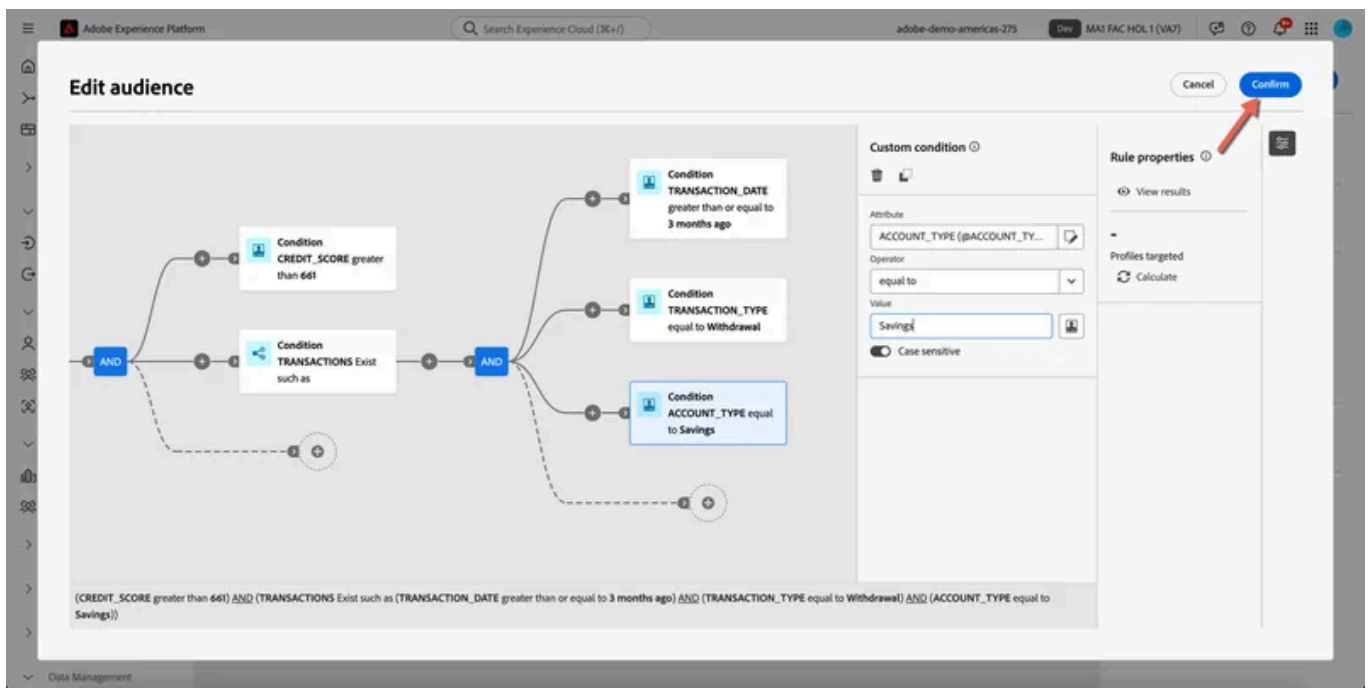
22 Profiles targeted

Calculate

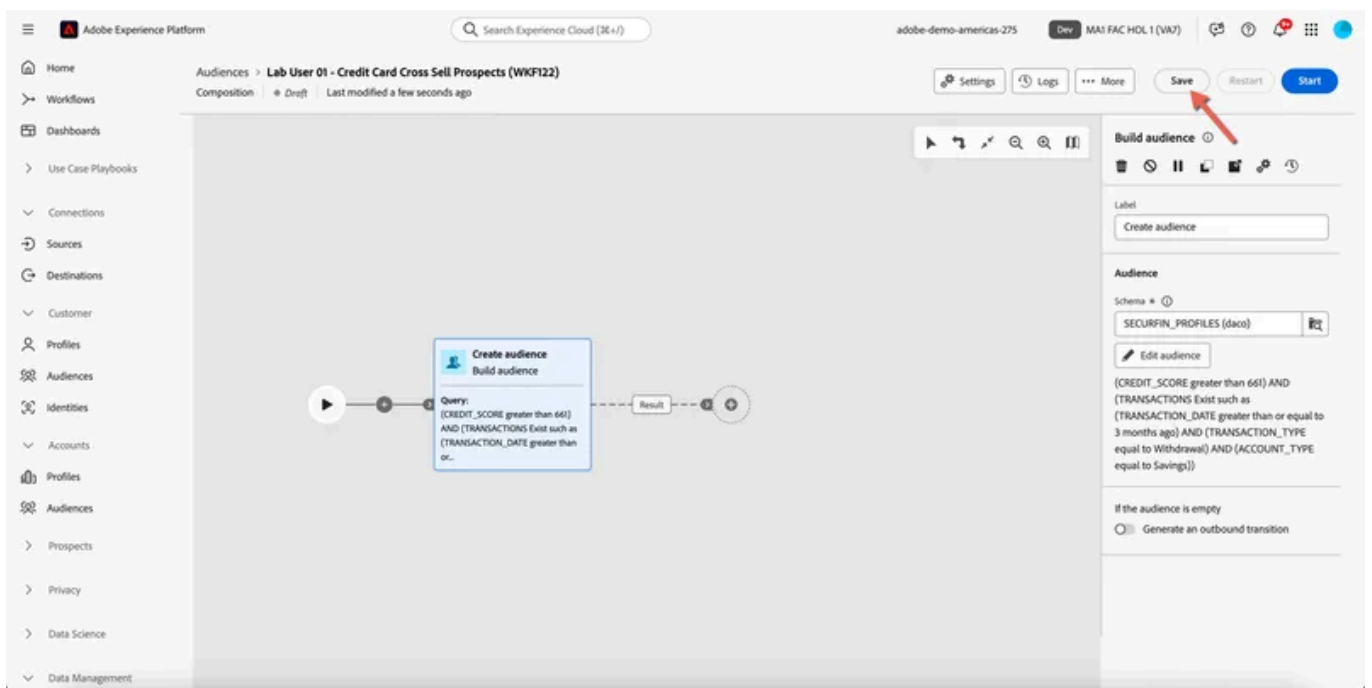
(CREDIT_SCORE greater than 661) AND (TRANSACTIONS Exist such as (TRANSACTION_DATE greater than or equal to 3 months ago) AND (TRANSACTION_TYPE equal to Withdrawal) AND (ACCOUNT_TYPE equal to Savings))

Data Management

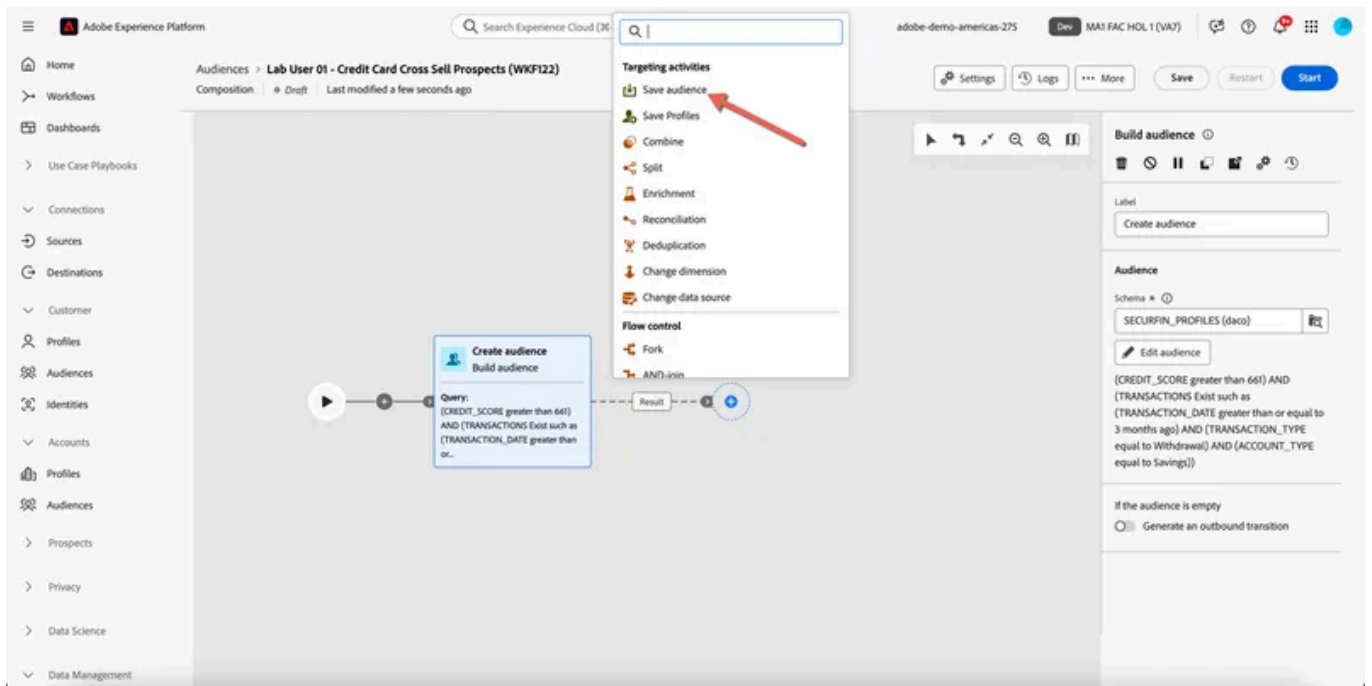
Click **Confirm** to finish configuring the query.



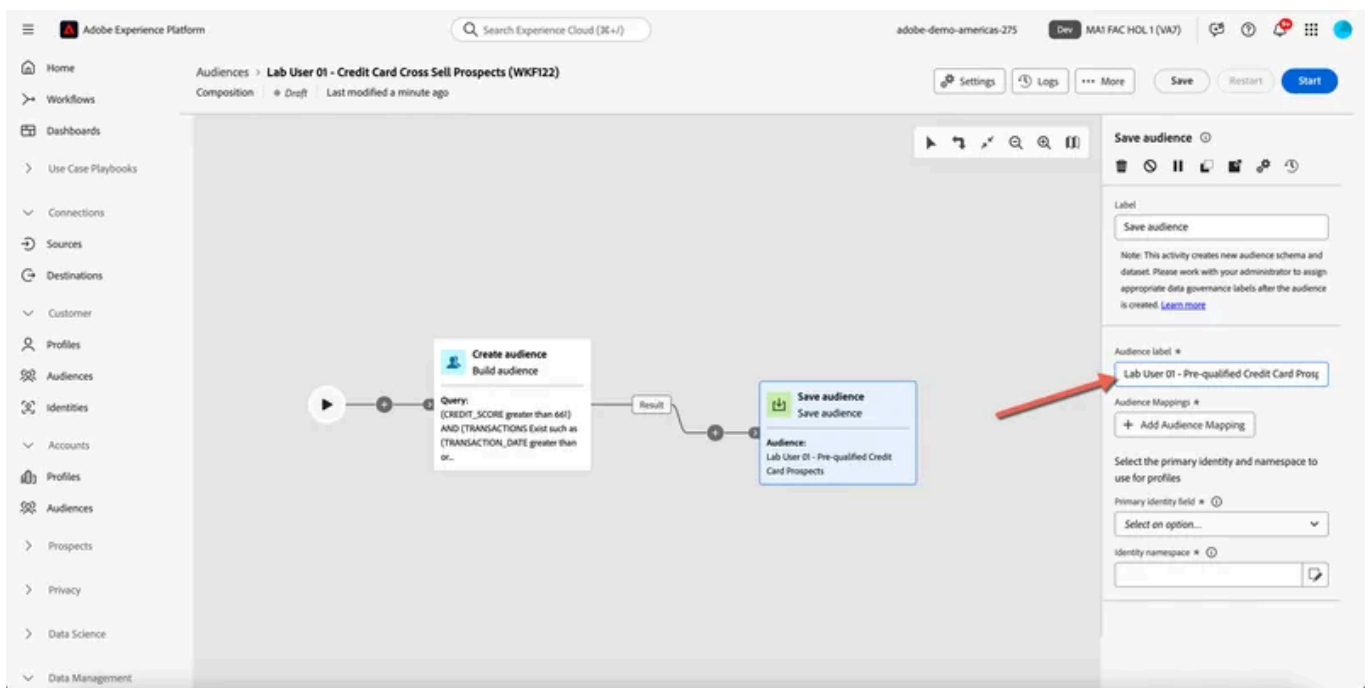
Back in the composition canvas, click to **Save**



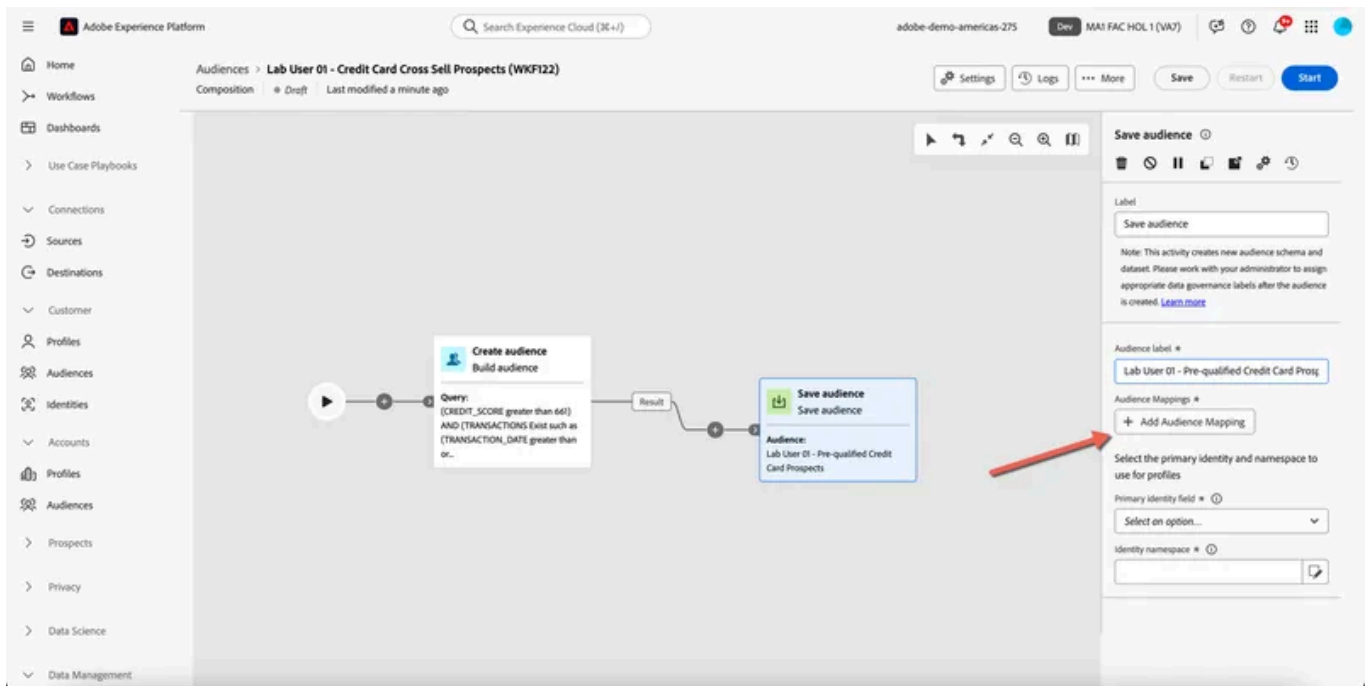
We can continue to add activities to the composition to add additional exclusions or intersections with other data but for this simple use case we are ready to save the result of our query as an audience. Click the + icon and select the **Save Audience** activity.



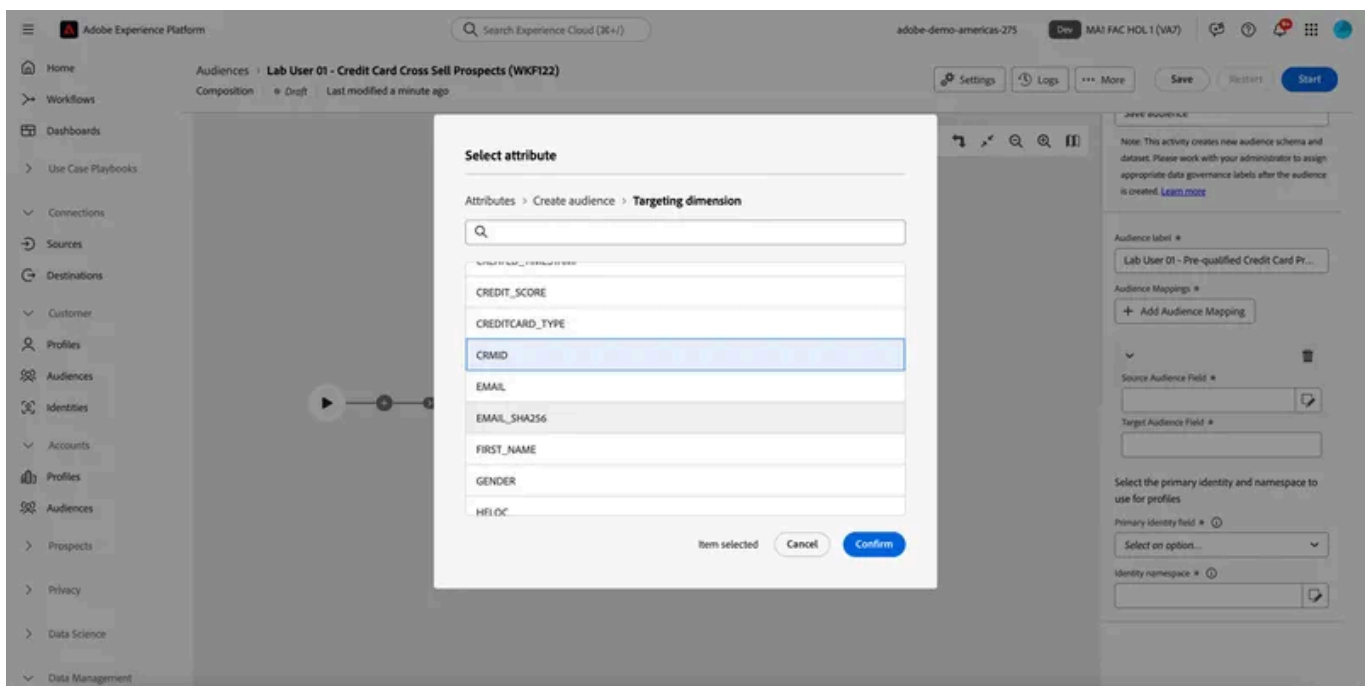
Give your audience a name like **Lab User XX - Pre-qualified CC Prospects**.



Next we have to configure the audience mapping, this is how we control which data fields are transferred from Snowflake to Adobe. Click the **+ Add Audience Mapping** button.



In this case the only information we need from Snowflake are the customer id's, none of the raw transaction data or credit information will leave Snowflake. Select the **CRMID** attribute and click **Confirm**.



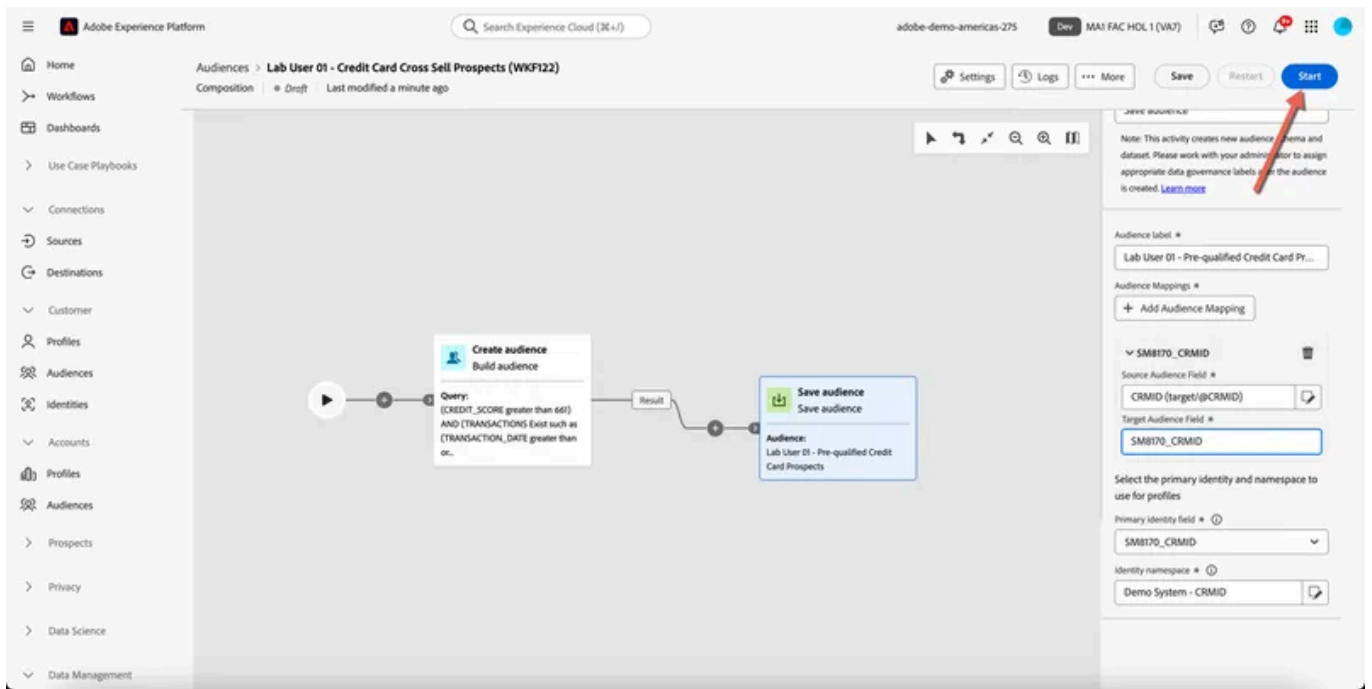
Once we've selected the identity field in snowflake we need to define which identity namespace it will match to in Adobe Experience Platform. Set the **Identity Namespace** field to **Demo System - CRMID**.

The screenshot displays the Adobe Experience Platform interface. On the left is a navigation sidebar with options like Home, Workflows, Dashboards, and various data sources. The main area shows a workflow composition for 'Lab User 01 - Credit Card Cross Sell Prospects (WKF122)'. The workflow consists of two steps: 'Create audience' (Build audience) and 'Save audience' (Save audience). The 'Create audience' step has a query: 'Query: (CREDIT_SCORE greater than 64) AND (TRANSACTIONS Exist such as (TRANSACTION_DATE greater than or...'. The 'Save audience' step has an audience name: 'Audience: Lab User 01 - Pre-qualified Credit Card Prospects'. On the right, a configuration panel shows settings for the audience, including 'Audience label', 'Audience Mappings', and 'Select the primary identity and namespace to use for profiles'. A red arrow points to the 'Save' button in the top right corner of the interface.

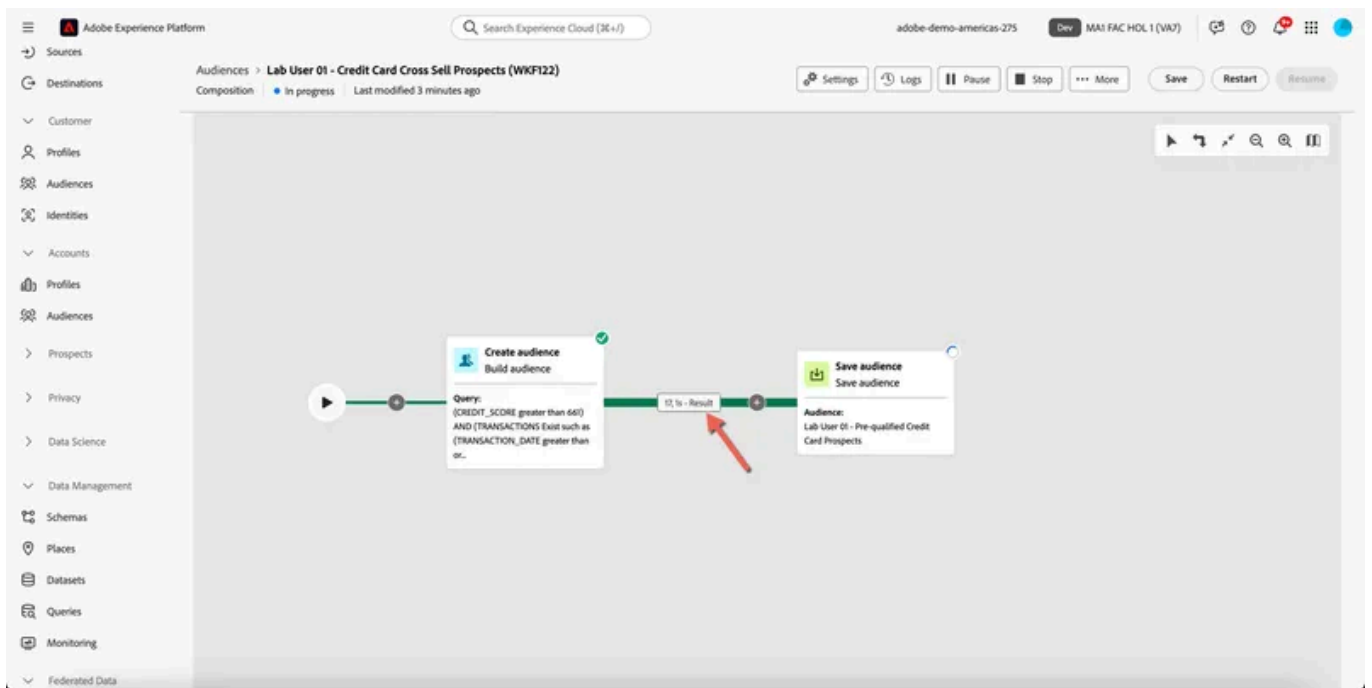
Click to **Save** the composition

This screenshot is identical to the one above, showing the same workflow composition in the Adobe Experience Platform. A red arrow is now pointing to the 'Save' button in the top right corner of the interface, indicating the next step in the process.

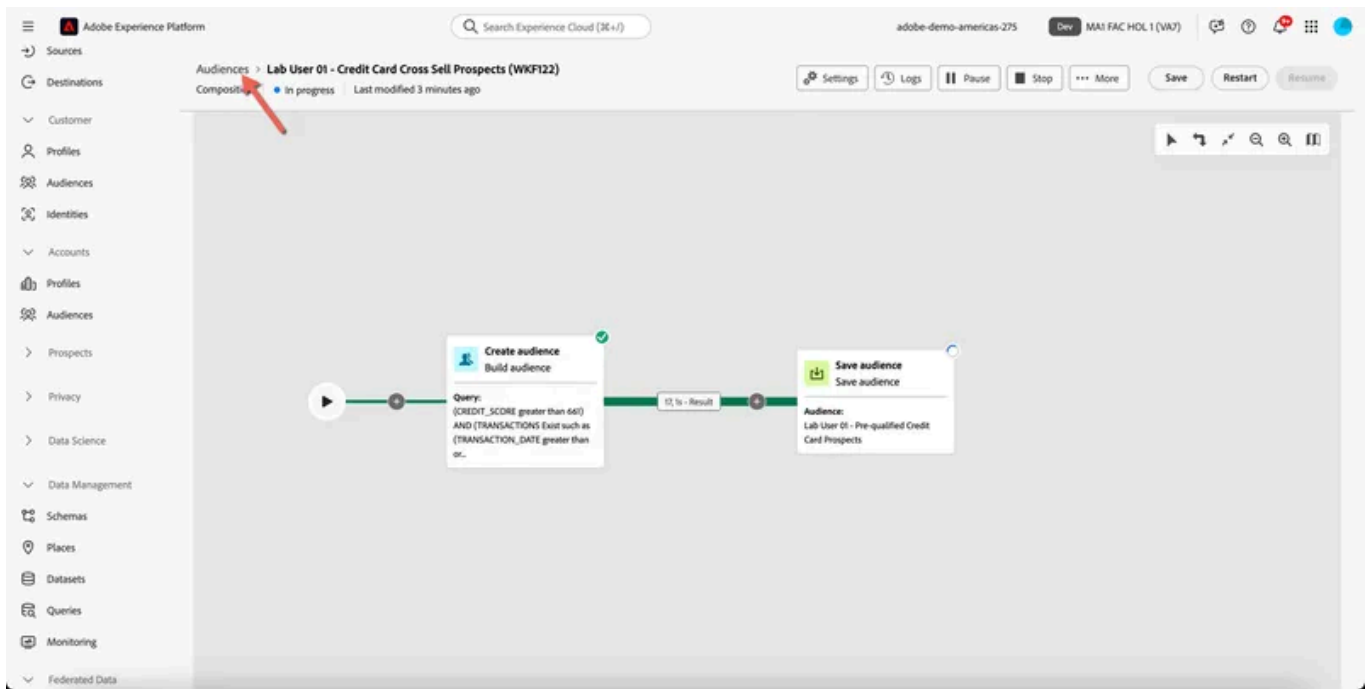
With our composition configured, click **Start** to run the workflow. This will execute the query in Snowflake and transfer the results to Adobe.



You can see the result of the query displayed as the composition executes.



Click on Audiences beside the composition label to return to the audience portal.



You should see your audience in the list of audiences with origin Federated Audience Composition.

Adobe Experience Platform

Search Experience Cloud (36+)

adobe-demo-americas-275 Dev MAI FAC HOL 1 (VIA7)

Audiences

Overview Browse Compositions Feeds Federated compositions

All Audiences

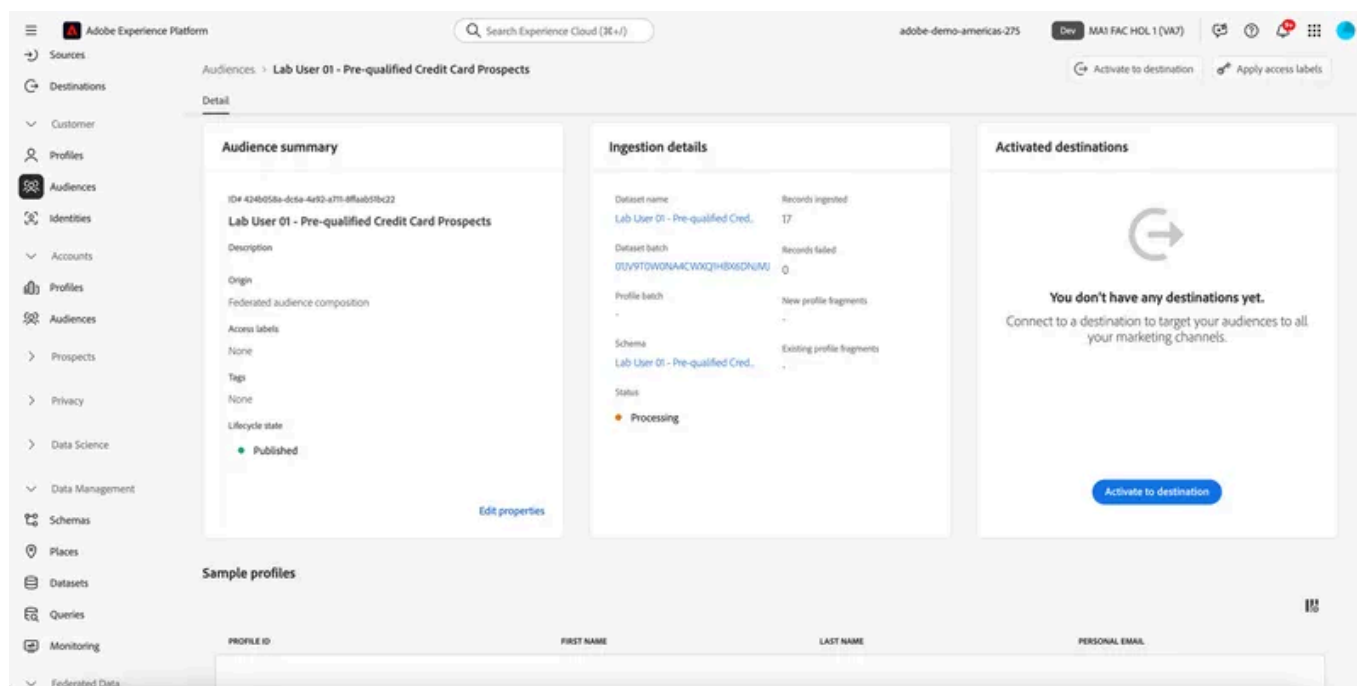
1-25 of 55

Evaluation summary Schedule all audiences

NAME	PROFILE COUNT	ORIGIN	CREATED	LAST UP...	AUDIENCE ID	TAGS	BREAKDOWN
Lab User 01 - Pre-qualified Credit Card Prospects	...	Federated Audience Composition	05/15/2025, ...	05/15/2025, ...	424b058a-d...		
Lab Example - Interested in credit cards 18-24 - (exp. 2025-05-15)	...	Segmentation Service	05/15/2025, ...	05/15/2025, ...	90cb96cc-9...		
Lab Example - Interested in credit cards 18-24 -	...	Segmentation Service	05/15/2025, ...	05/15/2025, ...	2d30ac9f-c4...		
Lab user 01 - Customers under 20	...	Federated Audience Composition	02/08/2025, ...	02/08/2025, ...	570250be-5...		
AEON - New or Updated Address	...	Federated Audience Composition	02/05/2025, ...	02/05/2025, ...	729c15f4-1ef...		
AEON - Customer Age 20-40	...	Federated Audience Composition	02/05/2025, ...	02/05/2025, ...	7fae6411-98c...		
Co-branded Credit Card - Low Propensity	...	Federated Audience Composition	02/03/2025, ...	02/03/2025, ...	d3e2757a-e...		
Co-branded Credit Card - High Propensity	...	Federated Audience Composition	02/03/2025, ...	02/03/2025, ...	f4f58f6e-6b2...		
Premium Card Upgrade	...	Federated Audience Composition	02/03/2025, ...	02/03/2025, ...	eb4e2c02-9f...		
SecurFinancial - Interested in consolidating finances	...	Segmentation Service	01/20/2025, ...	01/20/2025, ...	bcc1a331-53...		
SecurFinancial - Interested in loans	...	Segmentation Service	01/20/2025, ...	01/20/2025, ...	10e20e9b-1a...		
SecurFinancial - Looking for a house	...	Segmentation Service	01/20/2025, ...	01/20/2025, ...	a7685856-b...		

1 of 3 pages

Click on the audience name and you can see the details of the ingestion from Snowflake.



From here we can activate the audience to any of the configured CDP destinations.

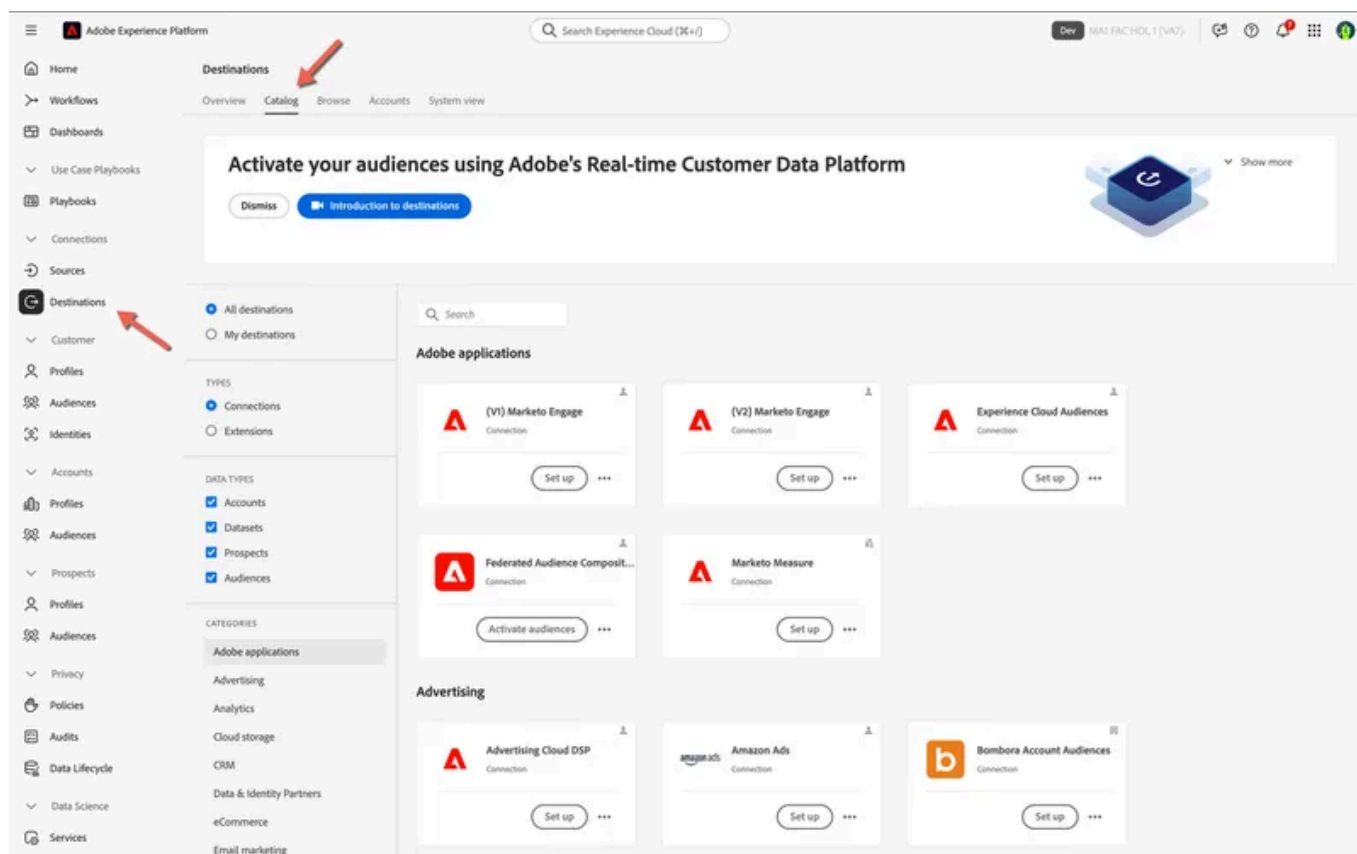
Action Taken!

You've successfully leveraged data stored in a remote Snowflake database to build an audience for targeted advertising, leaving sensitive information like credit scores and detailed transaction history in the remote database only.

2.4 Activate audiences

Once the audiences are created, regardless of where the audience originates from we can activate them using RTCDP's Destination catalog.

Click on **Destinations** under the **Connections** menu on the left hand navigation, then move to the **Catalog** tab.



The catalog lists all of the available destination connectors, additional connectors can be created by partners using our Destination SDK. You can browse the list to see if the destinations your business uses are available.

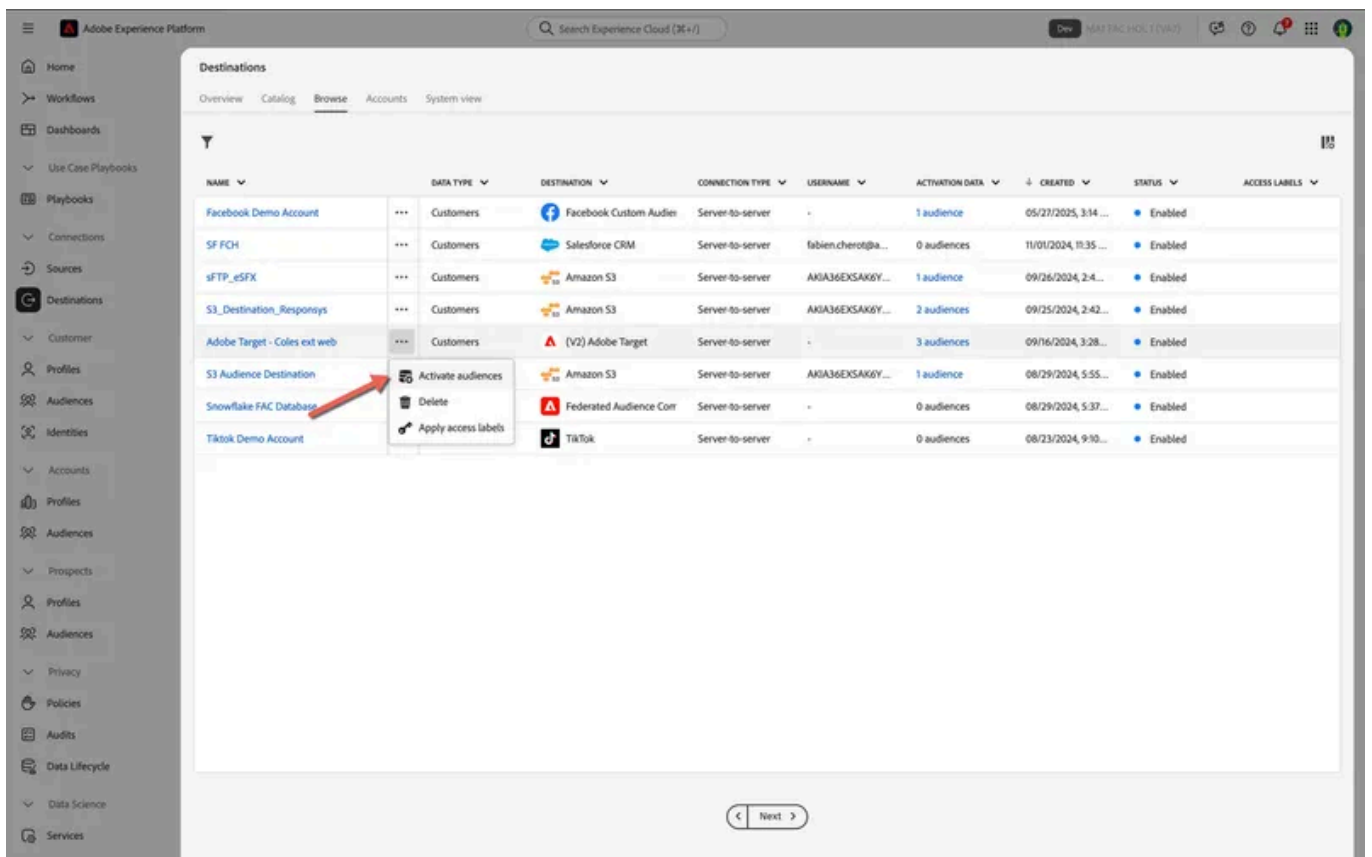
Move now to the **Browse** tab, this shows the destination flows which have already been configured in this instance.

The screenshot shows the Adobe Experience Platform interface. The left sidebar contains navigation links for Home, Workflows, Dashboards, Use Case Playbooks, Playbooks, Connections, Sources, Destinations (highlighted), Customer, Profiles, Audiences, Identities, Accounts, Profiles, Audiences, Prospects, Profiles, Audiences, Privacy, Policies, Audits, Data Lifecycle, Data Science, and Services. The main content area is titled 'Destinations' and has tabs for Overview, Catalog, Browse (selected), Accounts, and System view. Below the tabs is a table listing various destinations.

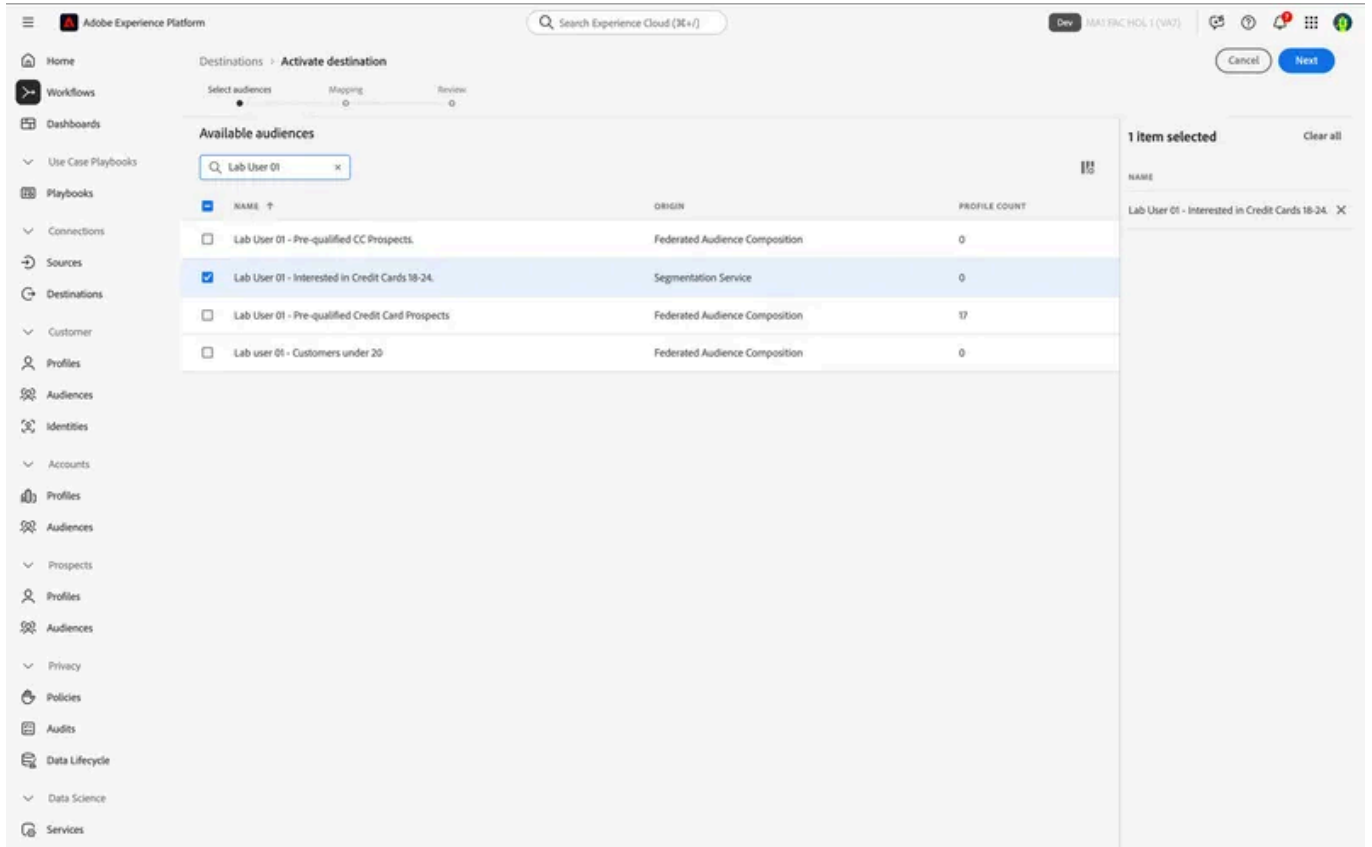
NAME	DATA TYPE	DESTINATION	CONNECTION TY...	USERNAME	ACTIVATION DATA	CREATED	STATUS	ACCESS LABELS
Facebook Demo Account	Customers	Facebook Custom Audien	Server-to-server	-	1 audience	05/27/2025, 3:14 ...	Enabled	
SF FCH	Customers	Salesforce CRM	Server-to-server	fabien.chenot@ba...	0 audiences	11/01/2024, 11:35 ...	Enabled	
sFTP_eSFX	Customers	Amazon S3	Server-to-server	AKIA36EXSAK6...	1 audience	09/26/2024, 2:4...	Enabled	
S3_Destination_Responys	Customers	Amazon S3	Server-to-server	AKIA36EXSAK6...	2 audiences	09/25/2024, 2:42...	Enabled	
Adobe Target - Coles ext web	Customers	(V2) Adobe Target	Server-to-server	-	3 audiences	09/16/2024, 3:28...	Enabled	
S3 Audience Destination	Customers	Amazon S3	Server-to-server	AKIA36EXSAK6...	1 audience	08/29/2024, 5:55...	Enabled	
Snowflake FAC Database	Customers	Federated Audience Corr	Server-to-server	-	0 audiences	08/29/2024, 5:37...	Enabled	
TikTok Demo Account	Customers	TikTok	Server-to-server	-	0 audiences	08/23/2024, 9:10...	Enabled	

We want to use Adobe Target to experiment with updating the credit limit information on our application form, by activating our real-time audience to Target we can restrict who is exposed to the experiment.

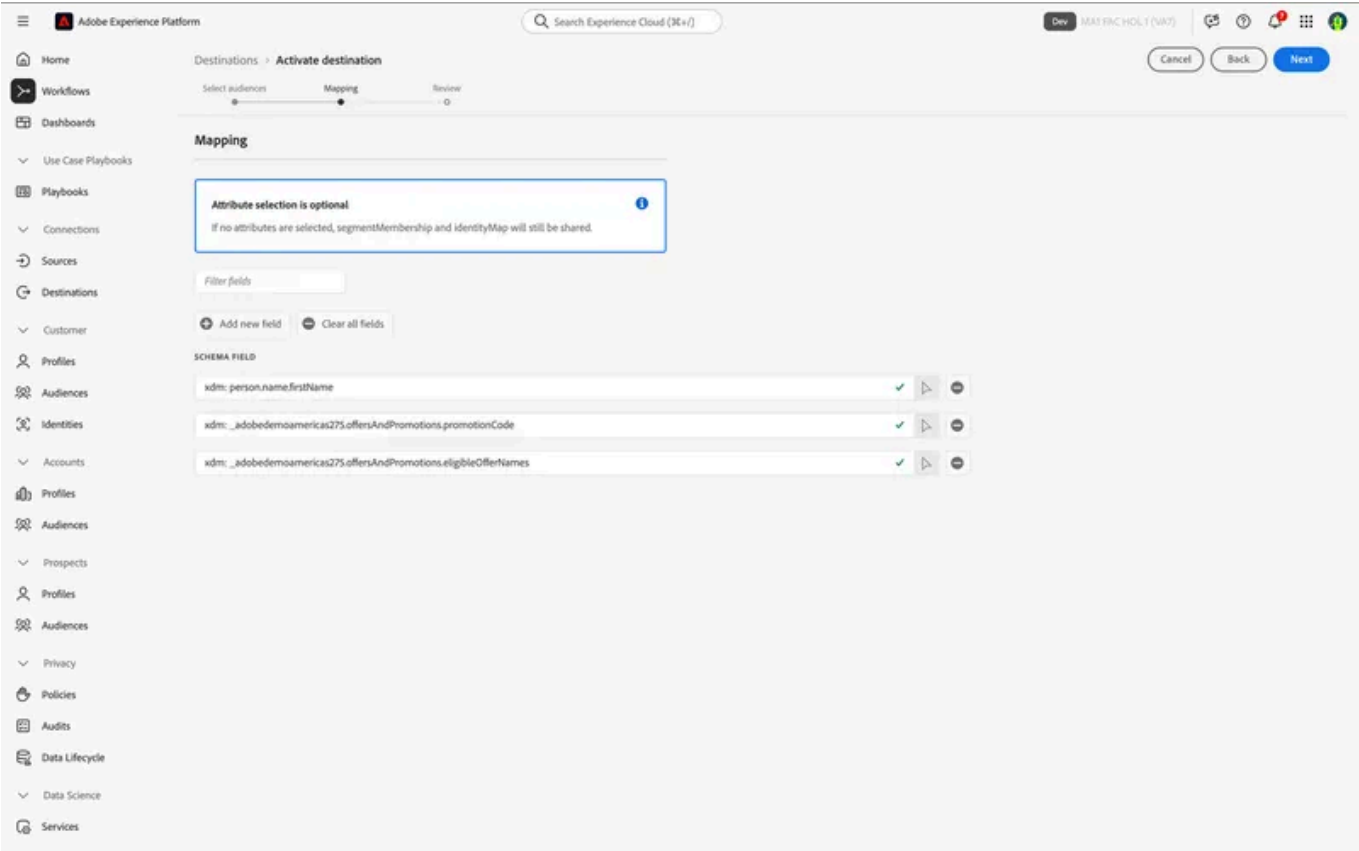
You can see Adobe Target is already connected. Click on the 3 dots next to the destination name and select to **Activate Audiences**.



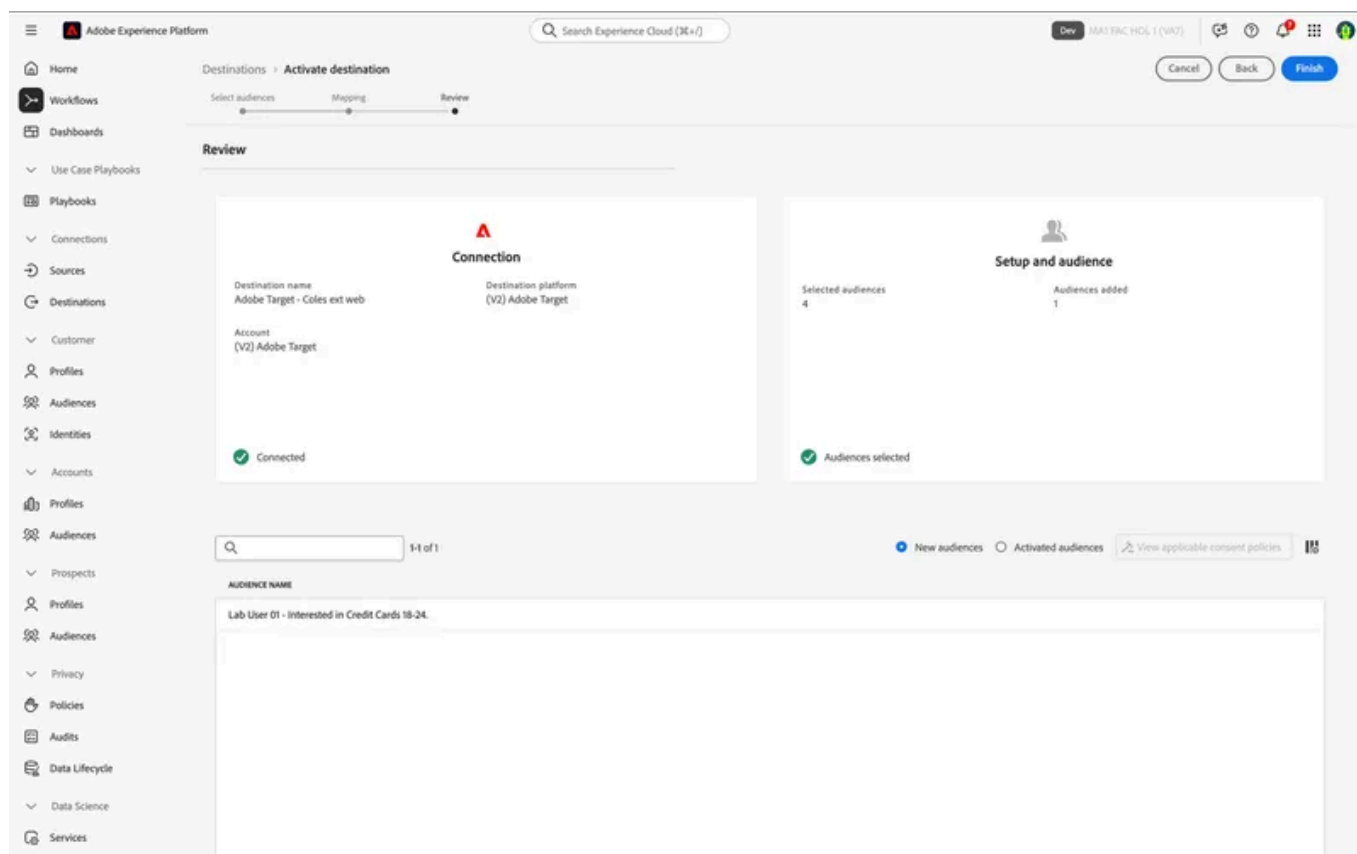
Look for the audience you created in Step 2.2, and **select it** and click **Next**.



The mapping step allows you to share profile attributes from Adobe RTCDP to Adobe Target for inclusion in your Target experiences. There are some already mapped here but there is no need to update anything on this screen. Click **Next**



Review the activation details and click **Finish** to connect your audience with Adobe Target.



In order to ensure consistency, destinations cannot be updated concurrently. If you encounter an error on the final step of the activation workflow this is likely the cause due to so many lab participants completing the same action, you can ignore this error or try the exercise again in a few moments.

Once your segment is successfully activated, click the product switcher to open Adobe Target.

Adobe Experience Platform

Search Experience Cloud (X+)

Dev MAJ FAC HCL 1 (V1K7)

Destinations > Adobe Target - Coles ext web

(V2) Adobe Target
4 Audiences - Last updated May 28, 2025 at 10:13 AM

1-4 of 4

AUDIENCE NAME	DATE ADDED	AUDIENCE DESCRIPTION
☐ Lab Example - Interested in credit cards 18-24 -	05/28/2025	-
☐ Visited Coles Sign up page in last 7 days	10/31/2024	-
☐ Coles Profiles viewed recommended recipe	09/30/2024	-
☐ Coles_Profiles_with_recipe_recommendation	09/30/2024	-

Destination has been successfully saved

Home
App Builder Catalog
Customer Journey Analytics
Experience Manager Assets
Experience Platform
Journey Optimizer
Mix Modeler
People
Target
Assets
Data Collection
Exchange

Destination
(V2) Adobe Target

Status
Enabled

Marketing actions

Labels

Category
Personalization

Connection type

Frequency
Streaming

Edge Configuration Id
0a0bbfb4-3d5e-4178-922d-9f0819d7ed35

workspaceid
65845847

identity

Switch to the **Audiences** tab in Target and filter to view **Adobe Experience Platform** audiences. You'll see your audience is available natively and ready to be used within a personalisation activity.

The screenshot displays the Adobe Target Audiences Library. The top navigation bar includes 'Adobe Target', 'Activities', 'Audiences', 'Offers', 'Recommendations', and 'Administration'. The 'Audiences' tab is active. The workspace is 'Default Workspace' and the user is 'Hands-On Labs 02 - MAIAPACI - OBSERVER'. A 'Filters' sidebar on the left shows 'Source' with 'Adobe Experience Platform' selected. The main table lists 181 audiences, with columns for 'NAME', 'SOURCE', 'WORKSPACE', and 'LAST MODIFIED'. Two red arrows point from the 'NAME' column to the 'SOURCE' column for the first two rows.

NAME	SOURCE	WORKSPACE	LAST MODIFIED
Lab Example - Interested in credit cards 18-24	Adobe Experience Platform	Default Workspace OBSERVER	May 28, 2025 at 10:13 AM by Hands-On Labs 02 - MAIAPACI
BHASKARAN-13-TOP100ABONGKMENT	Adobe Experience Platform	Default Workspace OBSERVER	May 26, 2025 at 03:56 PM by Olivia Gillies
Home loan interest	Adobe Experience Platform	Default Workspace OBSERVER	March 18, 2025 at 02:03 PM by Olivia Gillies
AT - SecurFinancial Members	Adobe Experience Platform	Default Workspace OBSERVER	March 12, 2025 at 04:52 PM by Olivia Gillies
SecurFinancial - Started application	Adobe Experience Platform	Default Workspace OBSERVER	March 12, 2025 at 04:52 PM by Olivia Gillies
SecurFinancial - Interested in Premium Credit Card	Adobe Experience Platform	Default Workspace OBSERVER	March 12, 2025 at 04:52 PM by Olivia Gillies
SecurFinancial - Interested in Gold Credit Card	Adobe Experience Platform	Default Workspace OBSERVER	March 12, 2025 at 04:52 PM by Olivia Gillies
SecurFinancial - Interested in Basic Credit Card	Adobe Experience Platform	Default Workspace OBSERVER	March 12, 2025 at 04:52 PM by Olivia Gillies
Luma - Interested in Yoga	Adobe Experience Platform	Default Workspace OBSERVER	December 04, 2024 at 12:09 PM by Olivia Gillies
Luma - Interested in Yoga (Known)	Adobe Experience Platform	Default Workspace OBSERVER	December 04, 2024 at 12:09 PM by Olivia Gillies
Visited Coles Sign up page in last 7 days	Adobe Experience Platform	Default Workspace OBSERVER	October 31, 2024 at 05:06 PM by Olivia Gillies
Luma - Interested in Yoga Anonymous	Adobe Experience Platform	Default Workspace OBSERVER	October 17, 2024 at 01:06 PM by Fabien Cherot

Next we'll activate the Federated Audience we created in step 2.3 to Meta for our cross sell campaign.

Return to **Experience Platform** and navigate to **Audiences**. Find your audience and click on the 3 dots next to it. You have the option here to **Activate to destination**. This is a just a different way to initiate the activation flow.

Adobe Experience Platform

Search Experience Cloud (XE+)

Dev MAX FAC HOL 1 (VW7)

Import audience + Create audience

Audiences

Overview Browse Compositions Feeds Federated compositions

All Audiences

Lab User x 1-4 of 4

Evaluation summary Schedule all audiences

NAME	PROFILE COUNT	ORIGIN	CREATED	LAST UPDA...	AUDIENCE ID	TAGS	BREAKDOWN
Lab User 01 - Pre-qualified Credit Card Prospects	17	Federated Audience Composition	05/15/2025, 9...	05/15/2025, 9...	424b058a-dc6...		
Lab User 01 - Interested in Credit Cards 18-24		Segmentation Service	05/16/2025, 2...	05/16/2025, 2...	500e16ec-25d...		
Lab User 01 - Pre-qualified CC Prospects		Federated Audience Composition	05/16/2025, 3...	05/16/2025, 3...	83d55272-46f...		
Lab user 01 - Customers under 20		Federated Audience Composition	02/08/2025, 5...	02/08/2025, 5...	570250be-5ca...		

1 of 1 page

Select the **Facebook** destination and click **Next**

Adobe Experience Platform

Search Experience Cloud (XE+)

Dev MAX FAC HOL 1 (VW7)

Cancel Next

Destinations > Activate destination

Select destination Mapping Audience schedule Review

NAME	DAT...	LAS...	LAS...	DESTINATION	CO...	USE...	ACT...	+ C...	STA...
☒ Facebook Demo Account	Cust...	No n...	-	Facebook Custom Audier	Serv...	-	1 aud...	05/2...	Enab
☐ SF FCH	Cust...	No n...	-	Salesforce CRM	Serv...	fabie...	0 aud...	11/01/...	Enab
☐ sFTP_eSFX	Cust...	No n...	-	Amazon S3	Serv...	AXJA...	1 aud...	09/2...	Enab
☐ S3_Destination_Responsys	Cust...	No n...	-	Amazon S3	Serv...	AXJA...	2 aud...	09/2...	Enab
☐ Adobe Target - Coles ext web	Cust...	-	-	(V2) Adobe Target	Serv...	-	4 aud...	09/16...	Enab
☐ S3 Audience Destination	Cust...	No n...	-	Amazon S3	Serv...	AXJA...	1 aud...	08/2...	Enab
☐ Snowflake FAC Database	Cust...	No n...	-	Federated Audience Com	Serv...	-	0 aud...	08/2...	Enab
☐ Tiktok Demo Account	Cust...	No n...	-	TikTok	Serv...	-	0 aud...	08/2...	Enab

Facebook Demo Account

Destination

Facebook Custom Audience

Description

Destination ID

ed941790-4374-4b49-8213-98e9ccac0792

Account ID

act_912811462846080

Activation data

1 audience

Created

05/27/2025, 3:14 PM

Status

Enabled

Access labels

Account

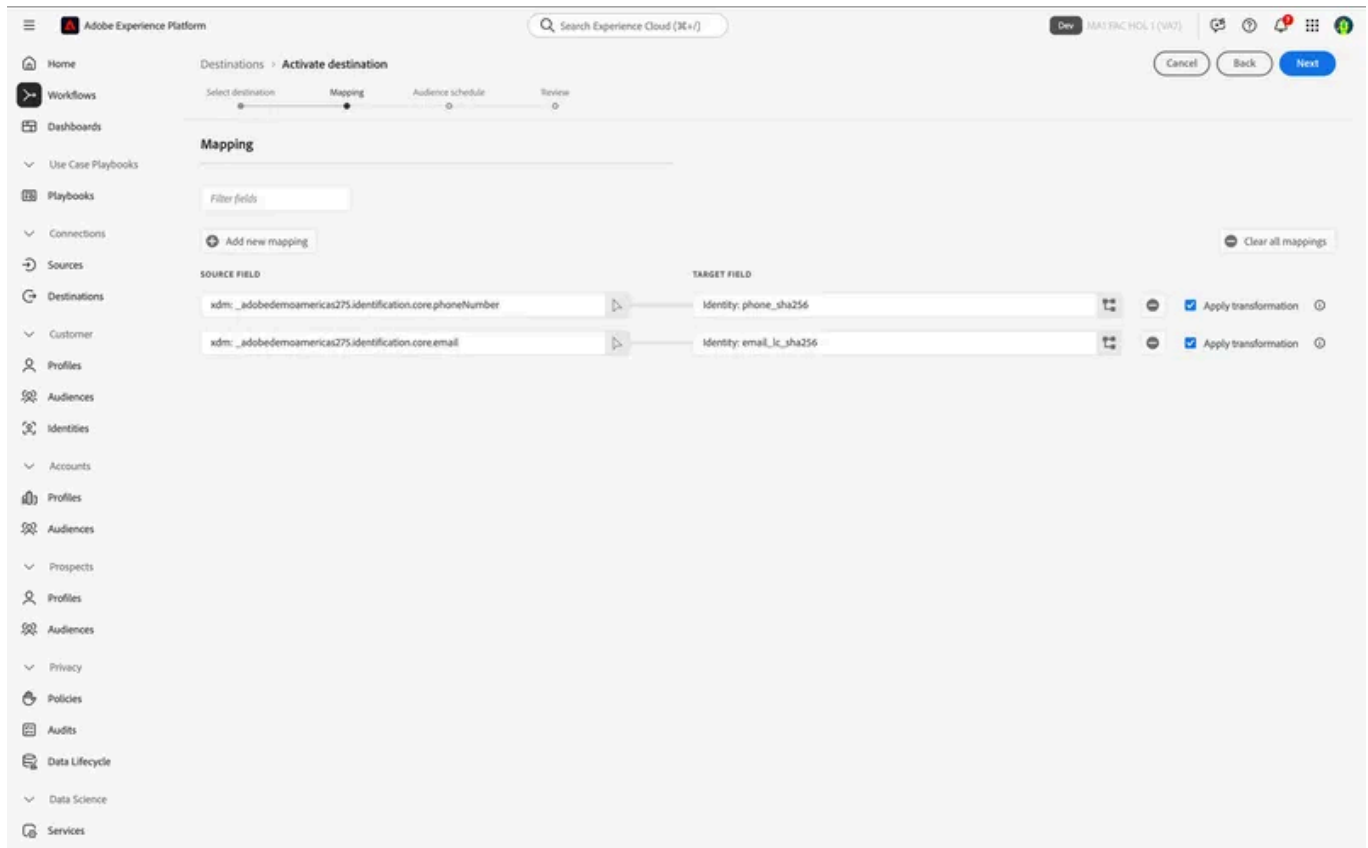
Facebook Custom Audience

Account expiration date

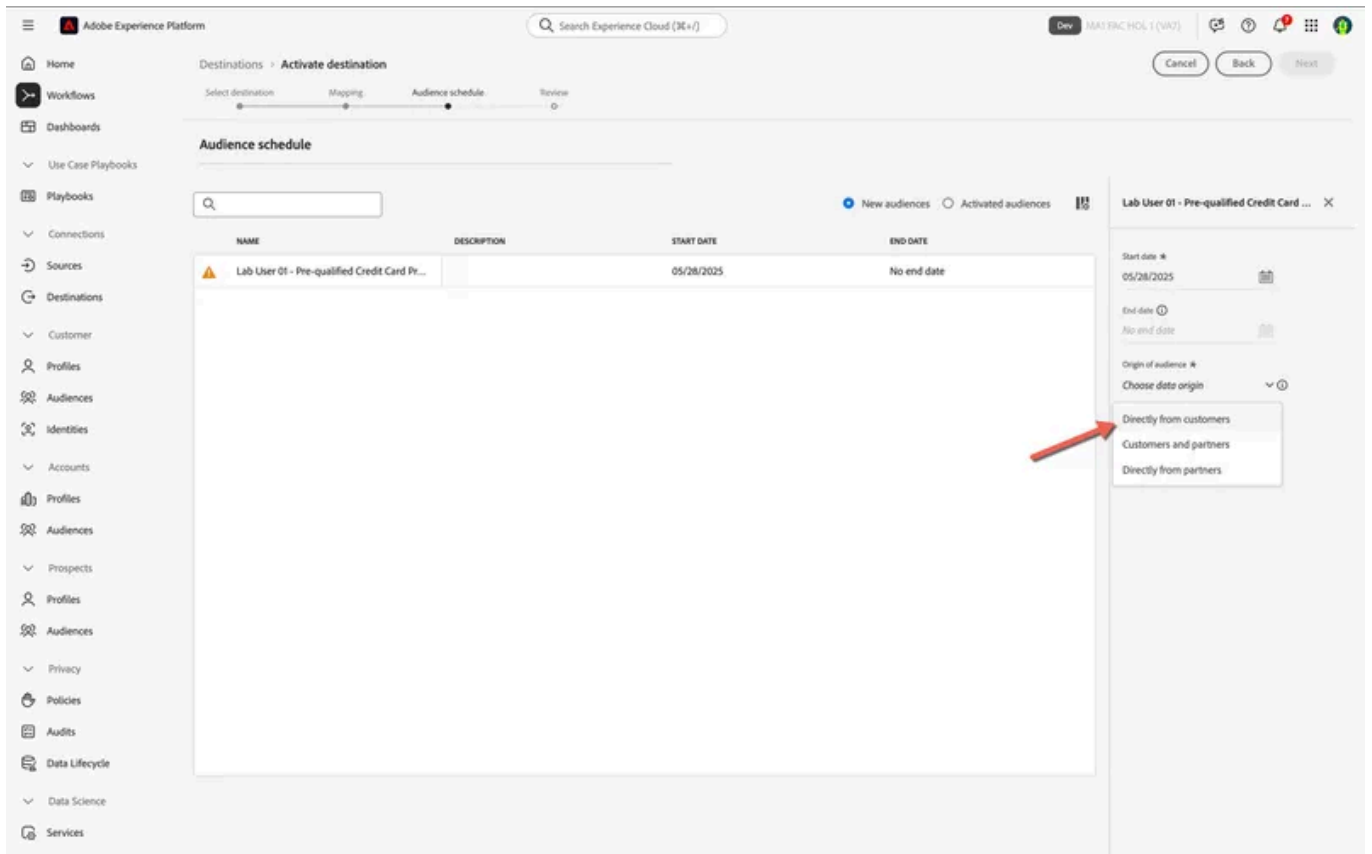
07/26/2025, 3:13 PM

Username

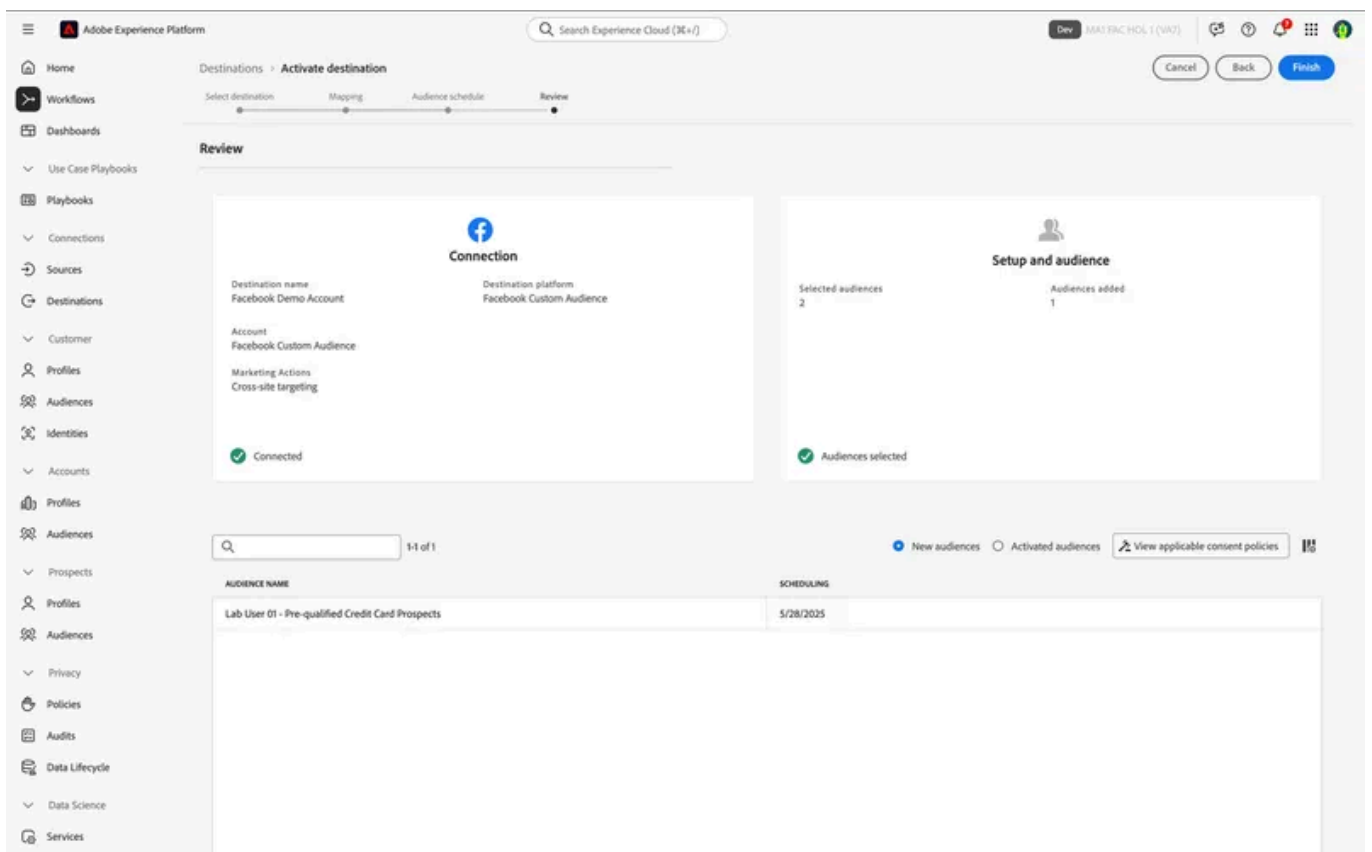
The mapping step controls how we reconcile profiles between Adobe and Meta. This is configured the first time you activate an audience and does not need to be updated each time. We are reconciling on Hashed Email and Hashed Phone number for the best chance at matching. Click **Next**



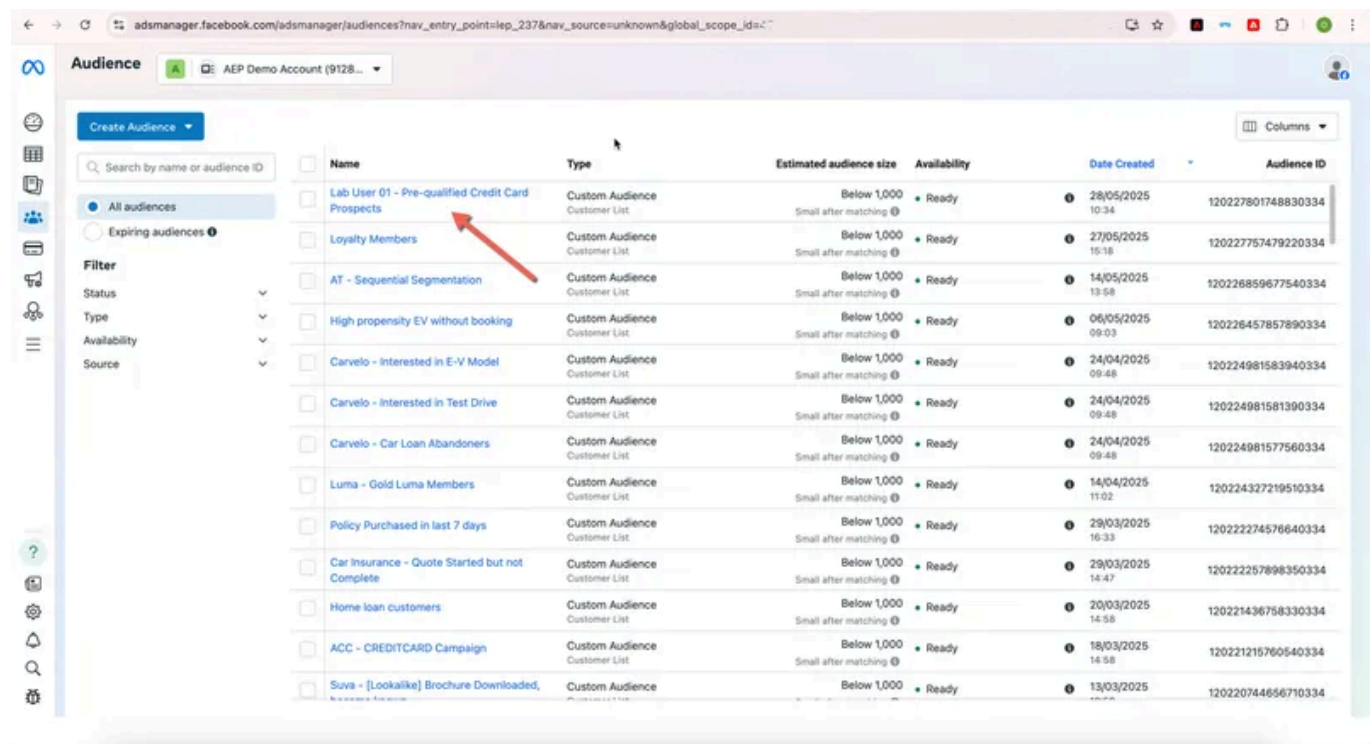
There is one extra step that is required by Meta, and that is to declare whether the **Origin of audience** is first party coming directly from your customers or partner data or both. Select that the audience has come **directly from customers** and click **Next**



Review the details of your activation and click **Finish** to create the equivalent audience within the facebook business account as a custom audience.



Your audience will appear in Meta Ads Manager within their Audiences list. The lab facilitator will show this on the main screen. Data will start flowing into this audience in streaming fashion, starting with a backfill of existing profiles and then any new profiles as they qualify.



The screenshot shows the Meta Ads Manager interface with a list of audiences. A red arrow points to the 'Lab User 01 - Pre-qualified Credit Card Prospects' audience. The table below represents the data shown in the screenshot.

Name	Type	Estimated audience size	Availability	Date Created	Audience ID
Lab User 01 - Pre-qualified Credit Card Prospects	Custom Audience Customer List	Below 1,000 Small after matching	Ready	28/05/2025 10:34	120227801748830334
Loyalty Members	Custom Audience Customer List	Below 1,000 Small after matching	Ready	27/05/2025 15:18	120227757479220334
AT - Sequential Segmentation	Custom Audience Customer List	Below 1,000 Small after matching	Ready	14/05/2025 13:58	120226859677540334
High propensity EV without booking	Custom Audience Customer List	Below 1,000 Small after matching	Ready	06/05/2025 09:03	120226457857890334
Carvelo - Interested in E-V Model	Custom Audience Customer List	Below 1,000 Small after matching	Ready	24/04/2025 09:48	120224981583940334
Carvelo - Interested in Test Drive	Custom Audience Customer List	Below 1,000 Small after matching	Ready	24/04/2025 09:48	120224981581390334
Carvelo - Car Loan Abandoners	Custom Audience Customer List	Below 1,000 Small after matching	Ready	24/04/2025 09:48	120224981577560334
Luma - Gold Luma Members	Custom Audience Customer List	Below 1,000 Small after matching	Ready	24/04/2025 11:02	120224327219510334
Policy Purchased in last 7 days	Custom Audience Customer List	Below 1,000 Small after matching	Ready	29/03/2025 16:33	120222274576640334
Car Insurance - Quote Started but not Complete	Custom Audience Customer List	Below 1,000 Small after matching	Ready	29/03/2025 14:47	120222257898350334
Home loan customers	Custom Audience Customer List	Below 1,000 Small after matching	Ready	20/03/2025 14:58	120221436758330334
ACC - CREDITCARD Campaign	Custom Audience Customer List	Below 1,000 Small after matching	Ready	18/03/2025 14:58	120221215760540334
Suva - [Lookalike] Brochure Downloaded	Custom Audience Customer List	Below 1,000	Ready	13/03/2025	120220744656710334

Summary

Congratulations, you've completed the exercise to Take Action using Adobe's RTCDP based on the insights from Customer Journey Analytics that we found in Exercise 1.

You have successfully:

1. Used the fast moving data that's been ingested into Adobe Experience platform to ensure the right experience is delivered in the moment to customers landing on the website.
2. Leveraged SecurFinancial's existing investment in Snowflake to build a targeted list of cross sell prospects for paid media, ensuring sensitive data is not transferred to Adobe.
3. Activated those audiences to Adobe Target for onsite personalisation and Meta for targeted advertising.

