

Experian Real-Time CDP POC

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1. Hands-on Access

1. Log out of your Experience Cloud instance, or use a private browser window.

[Platform.adobe.com](https://platform.adobe.com)

2. Log in with the following credentials

Note: the **password** is the same for all users

success@2026

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2. PoT Review Session I

June 8 2026

28:06

Next Steps

- **Schedule continued PoT review in Adobe environment.** We are available to meet again on
 - Wed, 6/10 12:30-5:00pm ET
 - Thurs, 6/10 12:00-1:30pm ET or 4:00-5:00pm ET
 - Fri, 6/12 10:30pm ET-12pm ET or 1:00-3pm ET
 - Mon, 6/15 11:00-2:00pm ET or 3:00-5:00pm ET
- **Plan to have the Experian team hands-on keyboard in Adobe's AEP environment**
 - Experian to send names, emails, and designation (technical vs. business user) of attendees
 - Experian to send any questions based on today's review ahead of next session (optional)
- **Planning for additional sessions** While our next session will focus on continuing PoT use case validation with Federated Audience Composition, we recognize there are other Real-Time CDP capabilities we have not yet covered (e.g., governance). Ahead

of the end of the PoT, please let us know if there are any additional capabilities or workflows you would like us to walk through.

- **Adobe to follow up with the following material**
 - Scope document detailing use cases, segmentation logic, and validated success criteria.
 - Share analysis on any Redshift-specific limitations compared to GCP and Snowflake for the team's awareness.

3. PoT Scope & Agreement

 [Experian_RTCDP_FAC_Scope_v6 \(1\).pdf](#)



Experian — Proof of Technology: Scope & Agreement

Adobe Real-Time CDP + Federated Audience Composition Prepared by Adobe
Technical Validation · v1.1 · June 2026

This document is the agreed scope between Adobe and Experian for the Real-Time CDP and Federated Audience Composition Proof of Technology. It covers what Adobe will build and demonstrate, how success will be measured against Experian's own evaluation criteria, and what each party is responsible for.

What's inside

Success Criteria Two-part framework: Adobe's functional delivery criteria across all three use cases, and a full mapping to Experian's PoT evaluation criteria and KPIs — with planned demo coverage noted against each.

Use Cases Detailed scope for the three demonstration scenarios — Credit Card Segmentation, Personal Loan Marketplace, and Alert Audiences — including the business challenge, goal, and the specific AEP capability being validated.

Data Model The seven Redshift tables in scope, segment logic for each use case, join keys, and an entity relationship diagram exported directly from the AEP platform.

Roles, Scope & Timeline What Adobe delivers, what Experian needs to confirm, and a week-by-week activity plan from pre-build through demo delivery.

Guardrails & Considerations Key boundaries of this engagement: synthetic data only, no live Experian data at any stage, and data model decisions made during the build.

Adobe Confidential — shared with Experian for the purposes of this Proof of Technology engagement.

4. Redshift FAC Analysis - Kojo

Kojo's document detailing the considerations for FAC specific to Redshift



Redshift Considerations for FAC.docx

