

Stellantis NA | AEP Demo

1. Adobe RT-CDP Proof of Concept Readout
2. Capability Requirements Addressed

1. Adobe RT-CDP Proof of Concept Readout

Data Foundation and Identities

Stellantis supplied several data files for use in the proof of concept (POC). Below is a summary of our approach to integrating these files into Adobe Real-Time Customer Data Platform (RT-CDP).

Identity Stitching in RT-CDP:

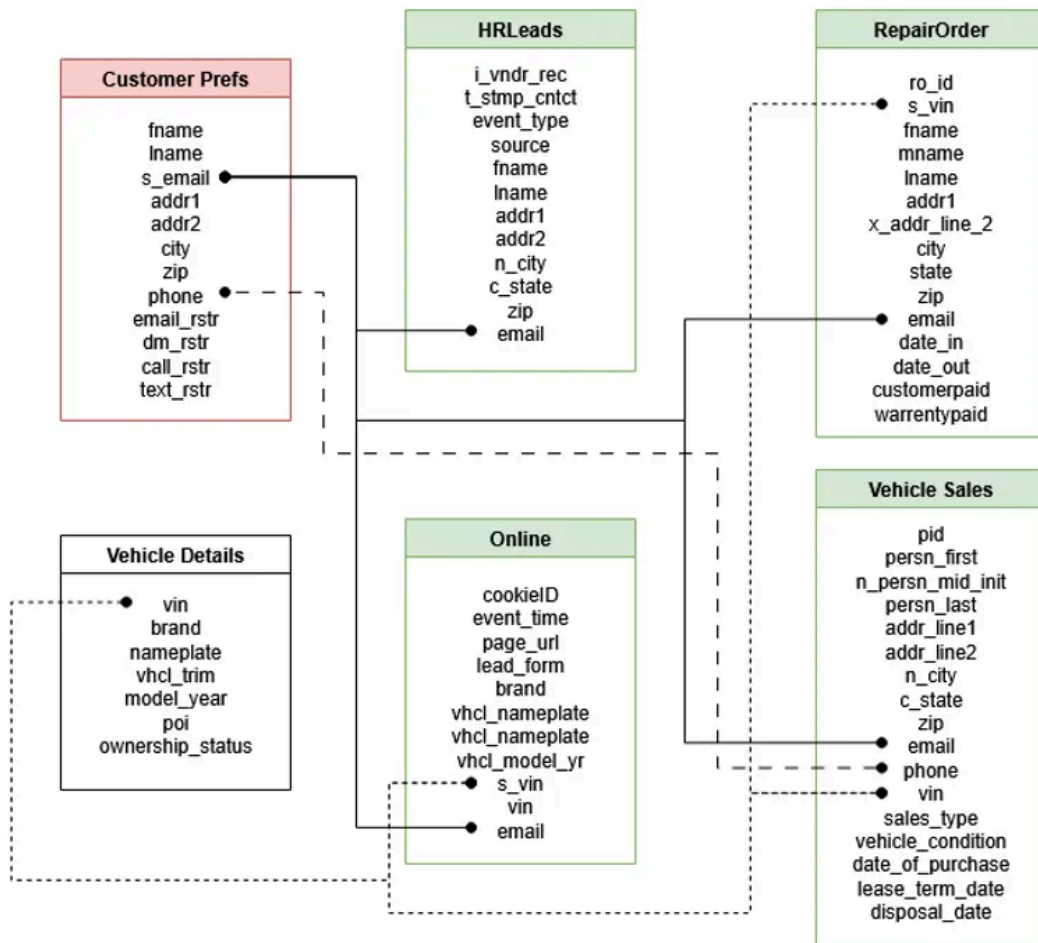
RT-CDP employs an identity graph to deterministically unify multiple identifiers associated with a single individual. These identifiers include durable IDs (such as email and phone), device or cookie IDs, and custom IDs (e.g., CRM ID). This process enables the consolidation of customer data from various sources, providing a comprehensive view of each person's attributes and behaviors.

POC Approach:

- We selected *email* and *phone* as primary durable identifiers.
- We also created a *contactInfoHash* identifier to hash either the email or phone to accommodate cases where a record didn't have an email, but had a phone.
- Names and physical addresses were excluded due to their variability and lack of uniqueness.
- Vehicle Identification Numbers (VINs) were also excluded as person identifiers, since ownership can change over time. They were used as lookup identifiers to get vehicle details information.

The diagram below illustrates how the provided data sources were connected for this POC:

Stellantis NA Data Schema



Demo Recording of Data and Identities

During data ingestion, Adobe Experience Platform (AEP) validates that incoming data matches the configured field types in the schema. Some dummy email addresses were found to be invalid (e.g., containing a leading or trailing '.' in the local portion) and were therefore not ingested.

Use Cases

Below are the use cases submitted by Stellantis for the POC, with details and solutions for each.

UC1: New Purchase Welcome

Details Provided:

- **Audience:** Owners X days after purchase; only 1 email per owner; purchase type: retail; vehicle condition: new; not email restricted
- **Activation:** First Name, Last Name, Vehicle Brand, Vehicle Nameplate, Date purchased, Activation Date
- **Instructions:** Email runs 5 days a week (M-F); run for 2 business weeks; present each day's activation table for review; record activations for future reference

Solution:

Two audiences were created to address this use case, both sharing the same core rules:

- One audience uses a longer look-back range (X+2 days) to accommodate Monday delivery, capturing weekend sales.
- The other audience uses a strict X-day look-back for Tuesday–Friday deliveries.

Delivery was scheduled using an Adobe Journey Optimizer (AJO) Campaign, which allows for specifying delivery days.

Demo Recording of Solution

10:46

Activation Files

 [UC1-NewPurchaseWelcome_Activation_fi...](#)



UC2: Private Offer – Highly Engaged Customer

Details Provided:

- **Audience:** Highly-engaged customers who: 1) submitted a “Request Quote” lead in the last 20 days OR 2) at least 1 site visit/day over any 5-day period; not current owner; 1 offer per address/email; channel: email; not email restricted
- **Activation:** Email, First name, Last name, Model year, Brand, Model, Trim, Private offer amount, segment name
- **Instructions:** Email runs once a week on Friday; run for 2 business weeks; present each day’s activation table for review; record activations for future reference

Solution:

Audiences were created based on quote requests from the *hrleads.csv* and *online.csv*

files. To call an external private offer API, we used an AJO Journey with a custom action, enabling API calls and dynamic content activation for each profile.

Deduplication based on physical address was not performed, as AJO Journeys execute in a unitary fashion. This is possible with RT-CDP destinations, but not in this context.

The *hrleads.csv* file lacked POI codes, but POI codes were available in the *online.csv* under the VIN header, allowing lookup of model year, brand, model, and trim for those profiles.

Demo Recording of Solution

10:20

Audience Files

Since this use case was delivered via an AJO Journey, there aren't "activation files" to review. The journey runs in real time, with activations delivered to the webhook and email shown in the demo video. However, we sent the request quote lookback audience and web visits audience to a destination for profile review, similar to how you might log or track activated audiences to a Stellantis owned cloud storage location.

Note:

1. The "Request Quote" audience looked back 100 days from Nov 16th.

2. The web visits audience delivered only 6 profiles (out of 124) because the destination was configured to deliver profiles with a linked email identity - most of the web cookie IDs did not have an email associated with them.

 [UC2-HighEngagedCustomer_Audience_c...](#)



UC3: Customer Touchpoint Communication

Details Provided:

- **Audience:** Current owners of *Chrysler Pacifica* and *Pacifica Hybrid*; Channel - direct mail; purchase type: retail new/used; 1 offer per address; not mail restricted; exclude zip codes: 08232, 08758, 08822, 08857, 08904; exclude customers with customer-paid repair orders
- **Activation:** Campaign name: PacfTouch; segment names: pacifica_ct092025, pachyb_ct092025; ownership type: retail, lease, business, business lease; FirstName + ' ' + Last Name; Address Line 1/2; City; State; Zip
- **Instructions:** Campaign runs once (when full data is ingested); present each day's activation table for review; record activations for future reference and analytics outside platform

Solution:

Two audiences were created: one for Pacifica owners and one for Pacifica Hybrid owners. Initially, an AJO Campaign was used to dynamically assign segment names in the delivered CSV file. However, deduplication by physical address was not possible in this setup, so audiences were re-adjusted and delivered via a cloud storage destination.

To identify current owners, a scheduled query updates the array of VINs owned by each profile as new vehicle sales data is ingested. The query can also remove VINs if a disposal date is known, ensuring the VIN array reflects current ownership.

Demo Recording of Solution

09:21

Activation Files

 UC3-CustTouchpointComm_Activation_fi...



UC4: Sign Up for Updates (SUFU) – Real Time Email

Details Provided:

- **Audience:** Event type = SUFU; event time > 7/1/2025; not SMS restricted (if phone available); must have email if no phone; not email restricted
- **Activation:** Campaign Name: olsufu, channel: text or email, First Name, Last Name, POI Code, Vin1-3 (unsold VIN with same POI code)
- **Instructions:** Online activity arrives in real time; data flow simulated for POC; record activations for future reference

Solution:

To demonstrate real-time activation, a new Tags property was configured for the POC demo instance, including a Web SDK deployment of AEP and Adobe Target. A real-time AJO Journey triggers when a profile submits a sign-up form, sending activated data to a webhook for demo purposes.

Real-time profiles in AEP are used to deliver Edge-based audiences to Adobe Target for next-hit personalization, including profile attributes (e.g., first name) for personalized content.

Demo Recording of Solution

09:10

Audience Files

Since this use case was delivered via an AJO Journey, there aren't "activation files" to review. The journey runs in real time, with activations delivered to the webhook shown in the demo video. However, we sent the SMS and Email (*hrleads.csv* related signup for updates) audiences to a destination for profile review.

 [UC4-Signup4Updates.zip](#)



UC5: Personalization – Execute an API Call to CDP

Details Provided:

- **Input:** API request – send an email as the request
- **Output:** Number of vehicles owned, last brand purchased, last nameplate purchased, last model year purchased, total number of Stellantis vehicles owned

- **Instructions:** Please have Postman or equivalent set up to demonstrate API calls; during the POC demo, we will provide email addresses to validate responses

Solution:

This use case was demonstrated by making profile API requests using Postman. The default profile API request returns all XDM attributes for a profile; the 'field' parameter can be used to specify which attributes to return.

Note: The 'field' parameter is optional; if omitted, the full XDM profile is returned.

Demo Recording of Solution

2. Capability Requirements Addressed

Most requirements from the Proof of Concept (POC) Objectives document were demonstrated through use case scenarios. Below, we highlight several items that may not have been explicitly addressed.

Data Integration

- **Bidirectional connectivity** with Amazon S3 was demonstrated during use case presentations. Adobe Experience Platform (AEP) also supports integration with Snowflake, sFTP, and Databricks.
 - *Note:* Databricks does not have a preconfigured destination, but data can be sent via a cloud storage destination.
- **Metric limitations** were outlined in the presentation deck.
- **Batch and streaming ingestion** capabilities were shown in both use case demonstrations and the data foundation overview.
- **Federated Audience Composition** was presented onsite, illustrating how it minimizes data copying for CDP use cases—addressing the "zero copy" requirement.

Identity Resolution and Data Unification

- The ID graph and **deterministic identity matching** across all data sources were demonstrated.
- Native RT-CDP does not use probabilistic matching, but such capabilities are available through partner integrations.
- In the *Sign-up for Updates* use case, we demonstrated stitching a known profile with a new anonymous cookie ID. The initial stitch occurs within minutes of login, after which audience qualifications are updated in real time.

Campaign Orchestration

- Several use cases utilized Adobe Journey Optimizer (AJO) campaign and journey features, supporting calendar, event, and real-time triggers, as well as multi-channel delivery (e.g., SMS and email). All orchestration requirements were covered in the demonstrations.

Activation Tracking

- Activated audiences can be sent to a Stellantis-owned S3 bucket or other cloud storage solution for tracking and logging. RT-CDP supports scheduling and custom file naming to meet specific requirements.
- Activations via AJO benefit from comprehensive reporting in both AJO and Customer Journey Analytics (CJA) interfaces.

Audience Management

- **Audience counts** and estimates are available during audience creation, as shown in the demonstrations.
- **Multi-value attributes** are supported in RT-CDP. For the POC, multiple emails per individual are not typically applicable; each new email creates a new profile unless stitched via another identifier (e.g., phone). In these cases, merge policies determine which email is set as the personal address.

API Access & Personalization Support

- API access to CDP for real-time profiles was demonstrated.
- Performance limits (e.g., requests per second) are not published in Experience League documentation.

Application of AI for Orchestration and Analytics

- The POC solutions were orchestrated manually, not by autonomous AI agents.
- Upcoming AI-driven orchestration capabilities were discussed during the onsite presentation.

- The AI Assistant, a conversational agent within the AEP interface, is currently available to provide support and assistance.

Analytics

- Many destinations are pre-configured in AEP to receive data from the platform.
- Audience data can be sent to other destinations, including cloud storage for integration with solutions like Databricks.
- **Datasets can be exported** for further data science or statistical analysis.
- Power BI can be integrated for **reporting within AEP dashboards**.

Data Governance

- Governance capabilities in AEP include field labeling and privacy policy configuration for various marketing actions.
- Policies ensure only appropriate fields are sent to designated destinations.
- **Extensive documentation** is available on AEP data governance in Experience League.