ADOBE EXPERIENCE PLATFORM

A Guide to Your Successful
Digital Transformation

Welcome to Adobe Experience Platform.

You've taken the first step to building an actionable view of every customer by selecting the right customer experience platform for your organization. You sought out Adobe Experience Platform to solve key challenges facing today's companies — to unify your data streams, create a complete, real-time view of each of your customers and engage those customers throughout their journeys.

The same careful consideration you brought to selecting an experience platform will be invaluable in approaching implementation. Because how you prepare for and implement Adobe Experience Platform will set the stage for effective use no matter your goals.

Before you begin

With your selection of Adobe Experience Platform, you not only obtain access to powerful tools of a robust platform powered by Adobe's legacy of innovation, you also unlock the experience of Publicis Sapient. Here we guide you through the questions you should ask and actions to take to prepare for the most successful implementation and use of Experience Platform. And, as always, turn to Publicis Sapient for additional guidance on next steps.

You'll never be alone in your implementation, launch and realization of Adobe Experience Platform.
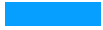
Consider your end goals

From the start, Adobe Experience Platform opens up these opportunities for your organization:

- **Realize a complete, actionable view of each customer.** Right now, you're wrestling with first-, second- and third-party data. You have glimpses of insight in each, but rather than those data streams working together, you may feel that they're working against each other — at least in building your understanding and taking effective action.

- **Power connected and seamless customer experiences based on real-time profiles.** Today's customers engage with you on their own terms, across platforms and devices. You don't just need to keep up — you need to be ready to meet them before that next touchpoint.

- **Generate higher ROI on customer experience efforts.** The pressure is increasing on customer experience leadership across the enterprise and their teams (marketing, sales, customer support and IT) to break down silos and streamline plans of engagement. New campaigns must be supported by data that predicts their likely efficacy.

- **Access continuous measurement and improvement.** For an organization to stand out from the competition and deliver experiences that truly delight customers, its data must play a pivotal role. Brands require seamless and timely delivery of insights and inferences. Measuring, understanding and analyzing customer journeys allows brands to gain a holistic view of their customers and the context behind their every action, and these insights must be activated continuously to optimize hyper-personalization outcomes.

In that context, consider these key questions and proven strategies for how divisions across your company will prepare for and undertake a successful implementation of Experience Platform.
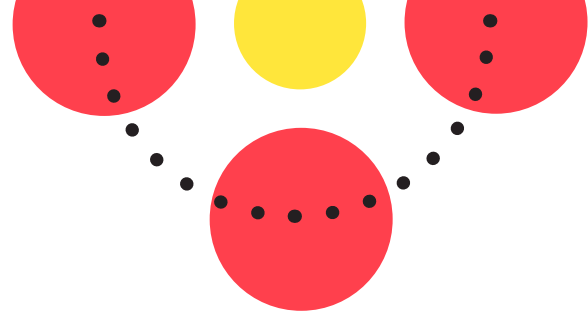
Build a new, shared understanding of your customers' journeys

To fully realize the potential of Experience Platform, clients may need to redefine their concept of a customer journey. Traditionally, organizations have often defined journeys as moments that matter in the lifelong relationship they have with an individual, from opening an account through milestone life changes, all of which present opportunities to offer a product or service that meets a need and enhances customer loyalty.

When working with a customer, journeys are more granular, with the ability to adapt based on individual customer needs and facilitate transition to existing endpoints. The goal is activation through personalization: successfully drawing a potential customer through events such as completing a purchase stored in a shopping cart or submitting an application form for a service upgrade. The more granularly you can develop your customer understanding and where each customer specifically is in that journey, the more your organization will increase the ROI of Platform.

QUESTIONS TO ASK

1 Do we have an accurate picture of where all our customer behavioral and attribute data exists today?

2 Do we have an existing list of event types and their priorities? Do we know the record or file sizes, number of contacts and the types of data associated with these events?

3 Where will an increase in activations reap immediate benefits? Conversely, what events can be reduced to save costs?
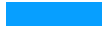
Update your customer experience data strategy documentation

The implementation of Adobe Experience Platform opens up possibilities by increasing concurrent access to first- and second-party data. To fully realize the potential, your leadership and implementation team must have a complete and shared picture of how customer experience data is currently stored and used.

Because the infrastructure and politics of how your relevant customer data is shared across your organization are shaped by organizational policies, it may be necessary to update your data strategy to better reflect the organization-wide needs that will be met by Experience Platform. Its data-governance capabilities can be used to support and enforce data-usage policies. The more successful your team is in crafting or revising a data strategy to increase Experience Platform access to multiple relevant customer-data streams, the more substantial the benefit cross-divisionally.

QUESTIONS TO ASK

1. Do policies need to be rewritten to maximize the organization-wide benefit of Experience Platform?

2. Are policies updated to reflect changing expectations and regulations around data privacy and protecting first-party customer experience data?

3. How should data be accessible across business units? Where is data currently siloed?

4. Does Experience Platform introduce data redundancies that could offer cost savings?

Think short- and long-term

With the first customer, the first transaction, your organization realizes the immediate benefits of Adobe Experience Platform. With Platform and a fully built MarTech stack, you will require fewer resources to manage connectors to existing and new destinations and channels for activation. From day one, you can purchase a social ad, send an email or give a call center representative the data they need to resolve a call more efficiently — and you can reach that first customer and begin developing an enhanced, real-time customer profile. Publicis Sapient recommends two quick wins: focus on high-priority batch data feeds while simultaneously enabling Adobe Experience Platform Launch for streaming web and app data.

But the analysis of ongoing data collected only increases the possibilities — insights and strategies offered by the actionable view of every customer. You'll begin to understand how a single customer interacts on the web, through in-store activities, on a mobile app and more.

How your organization defines different categories of customers — bargain shoppers, for example, or longtime customers — will be influenced by current definitions but may shift as you gain further insights from Experience Platform's powerful analytics and data science capabilities.

QUESTIONS TO ASK

1. Are our customer touchpoints centralized and readily accessible?

2. What are the most desirable opportunities to fully develop our customer profiles?

3. How do we currently define customer segments?

4. What type of customer insights and predictive insights are you interested in uncovering and activating to optimize personalization and customer experience results?

Dream big

Adobe Experience Platform is an open, intelligent, real-time platform that serves as the foundation for Adobe Experience Cloud applications, enabling a better understanding of and relationship with current and potential customers. Not only is Adobe building a new generation of native applications on top of Platform (i.e., Adobe's Real-time Customer Data Platform, Customer Journey Analytics and Journey Optimizer), but you may also integrate Platform with Adobe Experience Cloud applications such as Adobe Analytics, Adobe Campaign, Adobe Target and Adobe Audience Manager, enabling simple centralization and standardization of all experience data you are capturing with Adobe Experience Cloud applications.

Additionally, Platform is composable and has over 200 pre-built integrations for non-Adobe destinations and an open API architecture for extending Platform anywhere, allowing you to take advantage of this foundation to build your own custom solutions.

Moving forward

Congratulations on taking the first step into a new, more successful and more rewarding customer engagement experience with Adobe Experience Platform. Publicis Sapient is committed to remaining your partner throughout the implementation and as your organization realizes the potential of a revolutionary enterprise customer experience management platform.
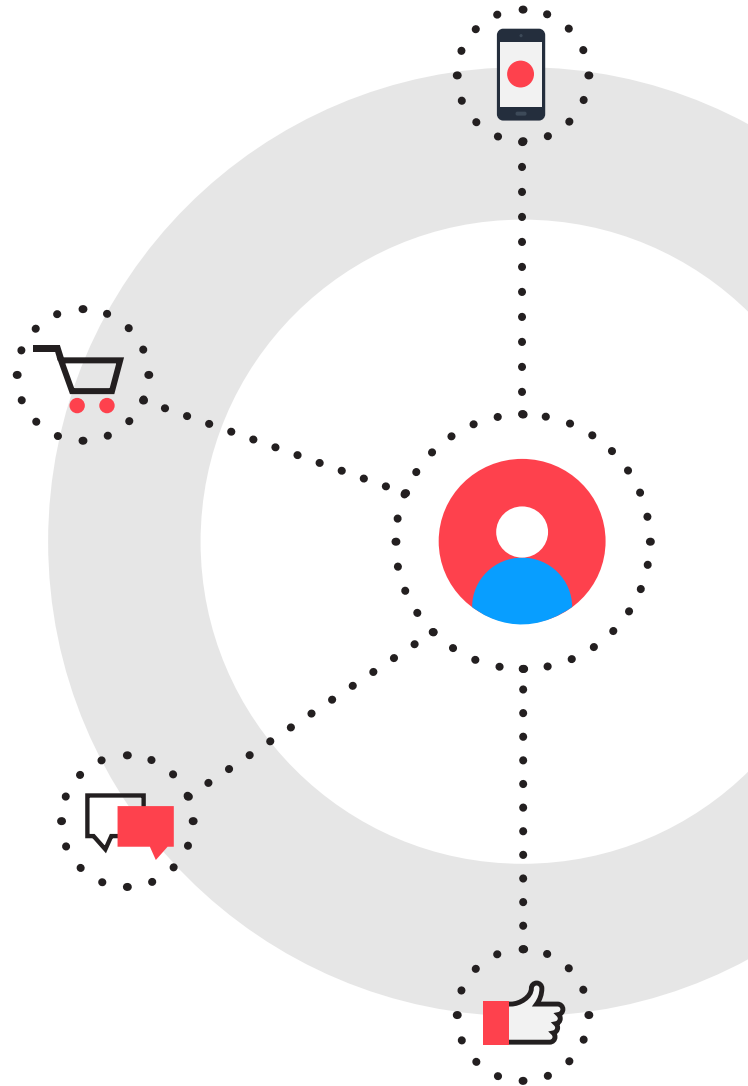
Publicis Sapient: Your partner in digital transformation

Publicis Sapient is a globally managed Platinum Adobe Solution Partner with multiple Adobe Specializations and a deep talent pool of Adobe Experience Platform certified resources. Publicis Sapient has a strong history of implementing Customer Experience Management and Customer Data Platform solutions and has a history of innovating with Adobe prior to and since the general availability release of Adobe Experience Platform in 2019. Industry analysts have independently recognized Publicis Sapient as a global leader in Adobe Implementation Services and a good fit for companies with data-driven engagement models and strong brand differentiation.

We're the right choice to help you get from now to next while maximizing your Adobe investments, transforming your data into a strategic asset and ultimately driving more relevant real-time customer engagement across all of your digital products and channels. Adobe named us their Partner of the Year seven times — a feat no other Adobe partner has achieved.

LET'S TALK

Discover how to fully harness your data sources and create real-time customer profiles with Publicis Sapient and Adobe.

Contact us for a review of how our capabilities and Adobe Experience Platform solutions can empower your decision-making and delight your customers.

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Together we take digital experiences into tomorrow

Publicis Sapient is a digital transformation partner helping established organizations get to their future, digitally enabled state, both in the way they work and the way they serve their customers. We help unlock value through a start-up mindset and modern methods, fusing strategy, consulting and customer experience with agile engineering and problem-solving creativity. As digital pioneers with 20,000 people and 53 offices around the globe, our experience spanning technology, data sciences, consulting and customer obsession — combined with our culture of curiosity and relentlessness — enables us to accelerate our clients' businesses through designing the products and services their customers truly value. Publicis Sapient is the digital business transformation hub of Publicis Groupe.

For more information, visit publicissapient.com.

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