

The background of the entire page is a photograph showing several hands reaching upwards towards the top of the frame. The hands are of various skin tones. A fine mist of purple dust or powder is suspended in the air, creating a dreamlike and energetic atmosphere. The lighting is soft, highlighting the contours of the hands and the texture of the dust.

Transforming the digital user experience with Adobe Experience Platform

How first-party customer
data unlocks value



Building a better
working world



EY teams help organizations create more personalized and customized customer experiences by enabling first-party data.



Consumers are demanding greater privacy, transparency, functionality and control over the storage, sharing and usage of their data. Organizations need to evolve to meet those demands. Where the marketing and advertising industry once heavily relied on third-party cookies, recent regulations around user privacy protection have shifted the way the industry leverages data and are placing emphasis on the need to build and leverage first-party data.

First-party data is the customer and audience information that organizations collect and own via their websites and other touch points. This includes first-party cookies captured when a user visits a site, customer information collected when a user authenticates their identity and data provided when users opt in to marketing material. First-party data also includes offline data from customer relationship management and point-of-sale systems.

In today's marketplace, leading organizations collect first-party data but often face siloed functions, disparate systems and fragmented data, leading to complex governance and compliance issues. Adobe Experience Platform (AEP) can help overcome these obstacles. Coupled with the EY team's strategic insights and deep experience in business transformation, AEP enables companies to unify customer data and scale their growth potential with better customer insights and compliance across all channels.

The data transformation journey

Savvy B2B and B2C organizations are acting now to capture first-party data and develop trust with their customers through transparency. They are unifying their customer data by building a data foundation to understand every customer as an individual and deliver real-time, personalized experiences at scale. By connecting tech capabilities with business outcomes, the EY-Adobe Alliance helps companies unlock this type of strategic growth with the AEP platform.

With end-to-end capabilities – from unified customer profiles to streamlined data analysis, privacy readiness and much more – AEP helps you gather, store, unify and activate data faster. This functionality enables long-term growth by driving compliance efficiencies, building customer trust, breaking down silos across company functions and yielding deeper marketing insights.



Self-assessment questions

Does your customer data platform (CDP) offer real-time updates and visibility into customer preferences and behaviors?

Does your CDP provide safeguards to govern what and how data is shared?

Do your sales and marketing functions collaborate and share insights?

Does your organization utilize next-generation tech solutions to streamline compliance with data privacy regulations?

Do you have a long-term data management strategy in place across all channels?

Have you performed a comprehensive, end-to-end data inventory?

Can you view marketing-influenced revenue in a single location?

Does your customer data solution include robust APIs to integrate customer data with your sales and marketing systems?

Do you utilize propensity modeling to predict success?

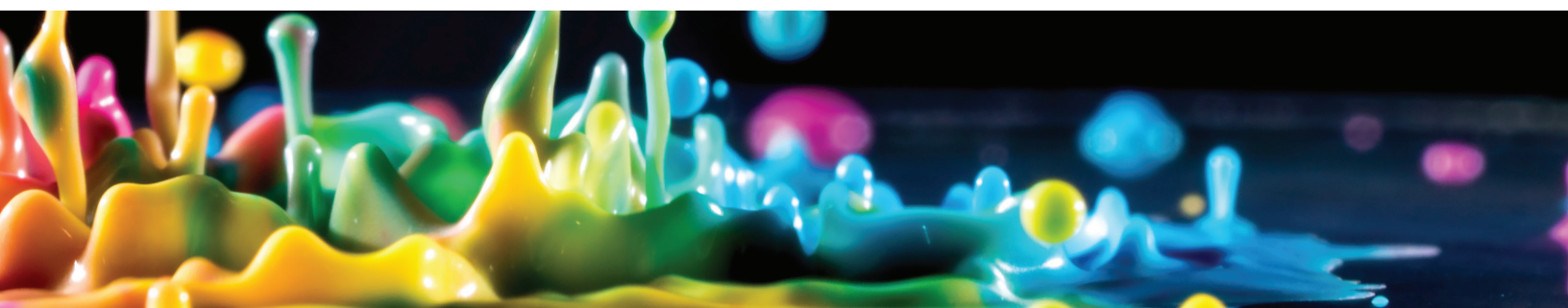
Are you able to customize and personalize the customer experience?

Are your customers' consents and preferences in a centralized location?

Can you recognize and resolve conflicts from different data sources?

EY teams help companies leverage the benefits of AEP so they can deliver a transformed digital experience.

Streamlined Data access	Effective Governance and compliance	Improved Return on investment
▶ Data available in a central location ▶ End-to-end data available, from lead stage to repeat clients ▶ Integrated with leading-class cloud service providers ▶ Rich identity resolution capabilities and application programming interfaces (APIs)	▶ Compliant with privacy regulations, including the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA) ▶ Ability to manage global and local compliance requirements ▶ Privacy services enabled	▶ Performance tracking across multiple advertising and marketing campaigns ▶ Actionable and real-time customer profiles and segments ▶ Consistent and personalized experiences orchestrated and delivered in real time across all channels ▶ Customer journey analytics and other advanced performance analytics features



Readiness checklist:

- ☐ Established business use cases
- ☐ Understanding of your online and offline data sources
- ☐ Clear, deterministic IDs across your data sources
- ☐ The need to create enriched customer profiles
- ☐ Organization-wide data governance
- ☐ Desire to have deep customer insights
- ☐ Consent and preference control

Benefits

Supported by the EY-Adobe Alliance, AEP centralizes and standardizes customer data across the enterprise, generating 360-degree customer profiles and robust data governance/compliance. It also enables marketers to leverage first-party data more quickly and easily to drive long-term growth.

Data unification

Reduce manual work and data silos by unifying online and offline data in a centralized location. With the ability to create unified profiles, organizations can manage and view customer data in a single location. AEP enables the organization to unify pseudonymous with known identities and build a complete picture of customer interactions.

Audience segmentation

Create and identify valuable audiences across customer touch points with AEP's audience segment tools. By unifying data from disparate company systems within AEP, the platform can build segments based on attributes and behaviors, facilitating relevant, real-time messaging.

Real-time activation

AEP enables activation of first-party data owned by the organization. In our privacy-focused, data-driven world, it is imperative to focus on first-party data enablement across advertising ecosystems. AEP not only activates audience segments out to advertising channels in real time but also pushes updates to internal customer systems to initiate better and more relevant conversations. Marketers can easily create and connect audience datasets for marketing programs without dependencies on technical resources.

Customer analytics

Many organizations have struggled to truly attribute sales to their marketing campaigns. Within AEP, there are multiple avenues to view

customer insights and their journeys across all connected touch points. The platform thus enables data scientists, analysts and marketers to build centralized dashboards across multiple data points, for actionable marketing insights.

Algorithmic modeling

For more sophisticated insights and advanced analytics, AEP offers the ability to enrich data and apply predictive modeling to enhance lead scoring models. Data scientists can leverage familiar data science workspace tools to build and train recipes within AEP – and leverage their models to update customer profiles directly in the platform.

Journey orchestration

Through journey orchestration, an extension of AEP, companies can automate end-to-end personalization across various channels in the customer experience. Journey orchestration helps advance customers through the next ideal steps, meeting them with the right message at the right time, through the ideal channel.

Data governance

Amid stringent regulations to help protect customer data, AEP's Data Usage Labeling and Enforcement (DULE) and integrated privacy service help support modern data governance. Adobe's DULE framework streamlines this process and prevents the activation of segment data to a destination if it violates a policy. Adobe's integrated privacy services also enables the organization to fulfill data access and "right to be forgotten" requests.

Value of teaming

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In addition to its deep data management and customer experience knowledge, the EY Technology Consulting teams bring game-changing accelerators and connectors that truly amplify AEP's functionality to help our clients win in the marketplace.

Joel Wright

Digital Analytics and MarTech Lead, Ernst & Young LLP

Delivering the strength of the EY-Adobe Alliance

EY and Adobe teams empower organizations to enable them to accelerate their digital transformation journey, realize value in their marketing investments and achieve measurable business outcomes. With deep business and marketing insights and dedicated Adobe technology capabilities, we enable brands to develop personalized digital customer experiences, cohesive data management programs and new revenue streams. From content to commerce, our people-focused approach builds trust and loyalty by transforming the customer experience.

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EY | Building a better working world

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Working across assurance, consulting, law, strategy, tax and transactions, EY teams ask better questions to find new answers for the complex issues facing our world today.

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