



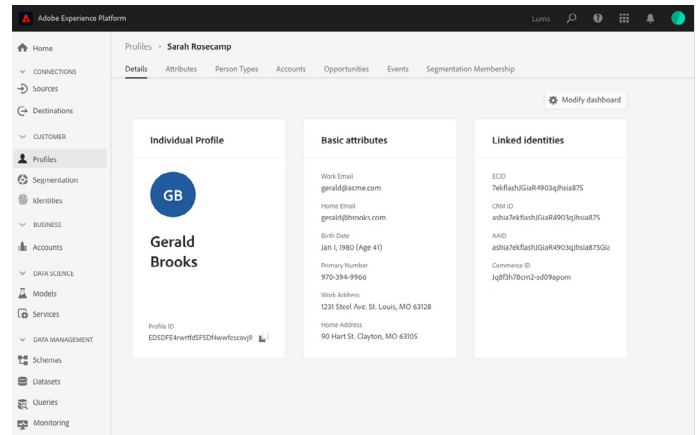
OVERVIEW

Adobe Real-time Customer Data Platform

Adobe Experience Cloud

Unify, activate and govern B2C and B2B marketing data in real time

Use Adobe Real-time Customer Data Platform to collect, normalize and unify all known and pseudonymous consumer data, professional data or both, into actionable, real-time people and account profiles that power individual or combined B2C and B2B buying experiences at scale across the entire customer lifecycle.



Problem

Complex tech stacks and evolving privacy regulations cause scattered data, poor experiences and difficult governance.

B2C and B2B brands have reached a breaking point with their tech stacks containing applications and data models that weren't purpose-built to work with each other. As a result, marketing data is left scattered and incomplete across the entire company, making it hard to deliver great customer experiences, maximize revenue potential, and comply with evolving data governance requirements.

Solution

A single view of unified profiles that provides a full and real-time understanding of all prospects and customers

B2C and B2B marketers need a single solution purpose-built for them from the ground up that combines all marketing data from different tools into unified people and account profiles using a uniform and extensible data model, including built-in centralized data governance for confident control over sensitive customer data and privacy policies.

Adobe offers three editions of Real-time CDP tailored for any type of business wanting to power their customer experience management strategy with unified marketing data

B2C EDITION

Business-to-consumer

Complete customer data platform for **B2C businesses** to personalize experiences for consumers

Great for B2C brands managing **Consumer Audiences**

B2B EDITION

Business-to-Business

Complete customer data platform for **B2B businesses** to personalize experiences for leads and accounts

Great for B2B brands managing **Business Audiences**

B2P EDITION

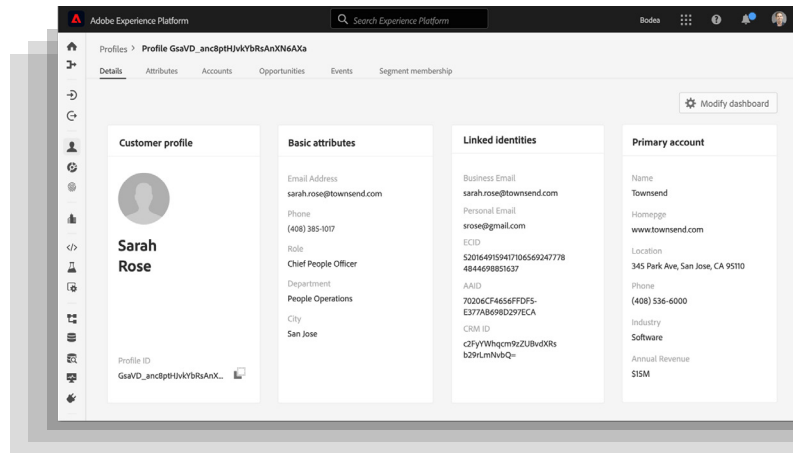
Business-to-Person

Complete customer data platform for **B2C + B2B businesses** to personalize experiences for the same person across all lines of business

Great for B2C + B2B brands managing **Hybrid Audiences**

Adobe Real-time Customer Data Platform

Purpose-built for B2C and B2B marketers to create unified people and account profiles across individual or combined B2B and B2C lines of business for complete data management peace-of-mind.



Data Collection

Unify your B2C and B2B marketing data from multiple sources using a uniform data model to create a single view of people and account profiles that provides a full and real-time understanding of your customers that you feel confident about



Real-time Profiles

Segment, enrich and activate consumer, business and hybrid profiles across pre-built Adobe and non-Adobe destinations for faster time-to-market and more personalized B2C, B2B and hybrid customer experiences without needing to worry about manual, time-consuming processes and incomplete data.



Data Governance

Govern your B2C and B2B marketing data with ease and confidence using patented automated controls, monitoring and alerts to keep your data operations compliant and up-to-date with evolving privacy policies and customer expectations across all lines of business.



Data Collection

Stream B2C and B2B data in real-time from Adobe and non-Adobe applications using pre-built data connectors and customizable data schemas that fit your needs



Adobe Experience Data Model

Leverage an industry-standard, open-source data model, extensible and channel agnostic to normalize how your B2C and B2B customer data is managed across teams, systems and tools



Real-time Streaming Data Collection

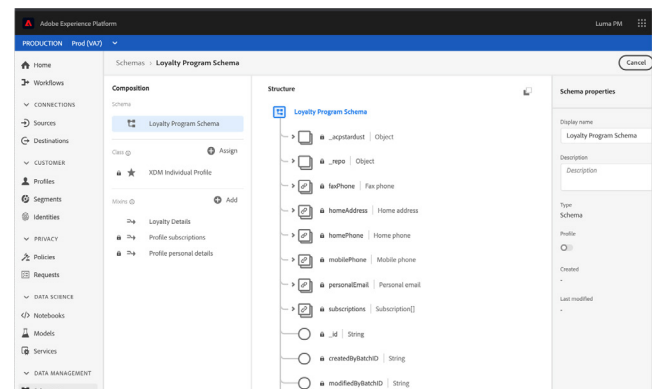
Stream data in real-time to and from Adobe and non-Adobe client and server-side devices for faster insights, quicker time-to-market, and more timely responses to customer engagement



Pre-built Connectors

Select from dozens of pre-built Adobe and non-Adobe data source and destination connectors from the connector catalog, or easily customize your own data ingestion and activation configuration that aligns to your unique tech stack

XDM Schema Designer



Real-Time Profiles

Create actionable, intelligent and real-time people and account profiles that unify known and pseudonymous data across individual and combined B2C and B2B lines of business.



Consumer, Business & Hybrid Profiles

Create and manage person and account profiles made up of known and pseudonymous consumer data, professional data, or both, to get a single view and full understanding of customers and prospects using a single CDP!



Segmentation, Activation & Enrichment

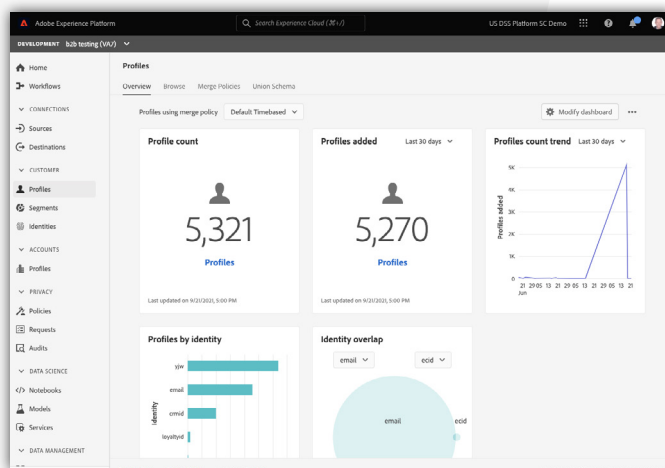
Segment known and pseudonymous people and account-based audience segments to surface real-time information, to enrich audiences, and to activate them to power consumer and account-based marketing experiences across your connected Adobe and non-Adobe tech stack.



Proprietary Identity Resolution & Management

Stitch multiple consumer and professional data records and identities together across devices and systems using your own private identity graph that updates in real-time upon activity and engagement

Profile Detail View



Patented Data Governance

Patented data governance tools that give you complete peace-of-mind for policy management, data usage and privacy regulation

Labeling & Cataloging

Create, manage and enforce consumer and professional data usage policies using labeling, cataloging and out-of-the-box or customizable templates based on best practices

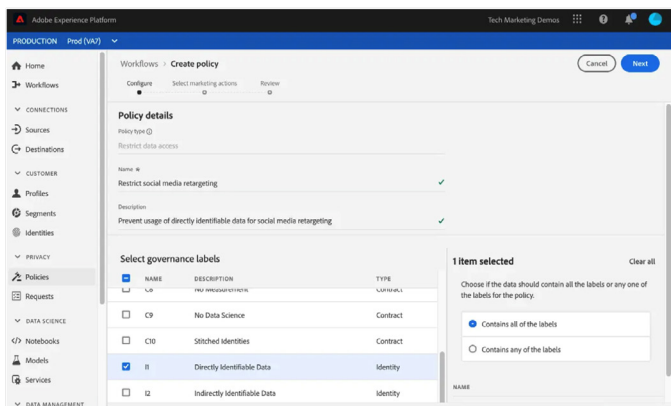
Alerts & Privacy Policy Management

Setup and automate usage alerts to prevent B2C and B2B marketing users from activating sensitive data and violating strict policies

Data Lineage

View the lineage of the data and the reason for violation before activating to be reminded of where the data is being ingested from and what policies are associated with it

Policy Creator



Fully loaded with more out-of-the-box capabilities than any other CDP offering

- Tag Management
- Streaming Data Collection (Consumer & Professional Data)
- Edge-Based Event Forwarding
- Edge-Based Event Destinations
- Adobe Experience Cloud Connectors
- Data Source Connectors
- Advanced Data Source Connectors
- Data Activation Connectors
- Advanced Data Activation Connectors
- Experience Data Model & Data Mapping
- Raw Data Preview & Validation
- Sandboxes
- API Access For Automation
- Real-Time Profiles (Consumer & Professional Data)
- Identity Graph & Management (Consumer & Professional Data)
- Known & Pseudonymous Data Support
- Advanced Profile Look-up (Consumer & Professional Data)
- Profile Enrichment (Consumer & Professional Data)
- Data Consent & Compliance Management
- Patented Data Governance Controls
- Profile Segmentation (Consumer & Professional Data)
- Segment Match (Consumer Data Only)
- Customer AI (Consumer Data Only)
- Profile Activation (Consumer & Professional Data)
- Batch Data Egress
- Journey Orchestration Canvas
- Monitoring, Reporting and Usage Dashboards
- Profile Activation (Consumer & Professional Data)
- Lead-to-Account Matching (Professional Data Only)
- Predictive Lead & Account Scoring (Professional Data Only)
- Account Dashboards (Professional Data Only)
- Hybrid Person Profiles (Consumer & Professional Data)

The **Adobe Advantage** for enterprise data management

A single system purpose-built for complete B2C and B2B customer experience management

Purpose-built for combined B2B & B2C lines of business, **from scratch**

Combined B2B & B2C **Experience Data Models** (XDM) for Unified Data On-Demand

Centralized identity management and connectivity with Adobe and non-Adobe applications

Native Integrations with industry-leading Adobe applications and prebuilt connectors with non-Adobe sources and destinations

Many-to-many people and account relationships for granular segmentation

Built to enable **real-time streaming** across sources and destinations

Unified person profiles with combined **consumer and professional data**

Patented Data Governance Controls

Part of Adobe's complete, **end-to-end CXM offering for B2B and B2C brands**

B2B & B2C Identity Resolution across known and pseudonymous consumer, leads and account data



Connect the rest of your **Adobe Experience Cloud** applications

As a Source


Ingest individual consumer records from multiple instances to create unified people profiles that stream activity data in real-time, and can be centrally managed, governed and activated across Adobe applications

Ingest individual people and account records from multiple instances to create unified people and account profiles that stream activity data in real-time, and can be centrally managed, governed and activated across Adobe applications


Ingest cross-channel known and pseudonymous behavior data to enrich and update unified people and account profiles in real-time as activity happens so you can react and respond to customers and prospects in a timely manner

Ingest existing audience segments created in AAM to further enrich and segment inside RT-CDP using even more data from connected Real-time CDP sources


Popular Pairings


 **Adobe Campaign**

 **Adobe Marketo Engage**

 **Adobe Analytics**

 **Adobe Audience Manager**

 **Adobe Target**

 **Adobe Advertising Cloud**

As a Destination

Activate B2C audiences to power your cross-channel campaigns and internal workflow programs using more complete and real-time data that you couldn't access before

Activate B2B audiences to power your account-based marketing automation programs and workflows using more complete and real-time data that you couldn't access and use before

Activate B2B and B2C audiences to analyze the behavior of your people and account profiles before and after conversion events using more complete data that naturally generates more accurate insight for smarter optimization

Activate B2C and B2B audiences to gain access to additional 3rd party data enrichment using Audience Marketplace, lookalike modeling and extended paid media reach through hundreds of AAM's advertising integrations

Activate B2C and B2B audiences for even faster in-the-moment personalization and more accurate inclusion and exclusion across virtually any channel using more complete and real-time data

Activate B2C and B2B audiences across the largest network of advertising channels to extend the reach of your brand and power more accurate campaign inclusion and exclusion for better customer experiences and higher ROAS.