

# Brunch, Business & Beyond: B2B Commerce trends with the new Adobe solutions





# Adobe Experience Cloud portfolio

## Content, Commerce & Workflows

Adobe  
Experience  
Manager

Adobe  
Commerce

Adobe  
Workfront

## Data Insights & Audiences

Adobe  
Analytics

Adobe  
Customer  
Journey  
Analytics

Adobe  
Real-Time  
CDP

Adobe  
Mix Modeler

## Customer Journeys

Adobe  
Journey  
Optimizer

Adobe  
Marketo  
Engage

Adobe  
Target

Adobe  
Campaign

## Adobe Experience Platform

Data | Content | AI/ML

Unified Profile

Common Identity

Experimentation

Composable

Multi-Cloud

API-First / Headless

Data Sovereignty

Privacy  
& Governance





# Adobe Experience Cloud portfolio

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Adobe  
Experience  
Manager  
+EDS

Adobe  
Commerce  
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Adobe  
Workfront  
+DAM +CA

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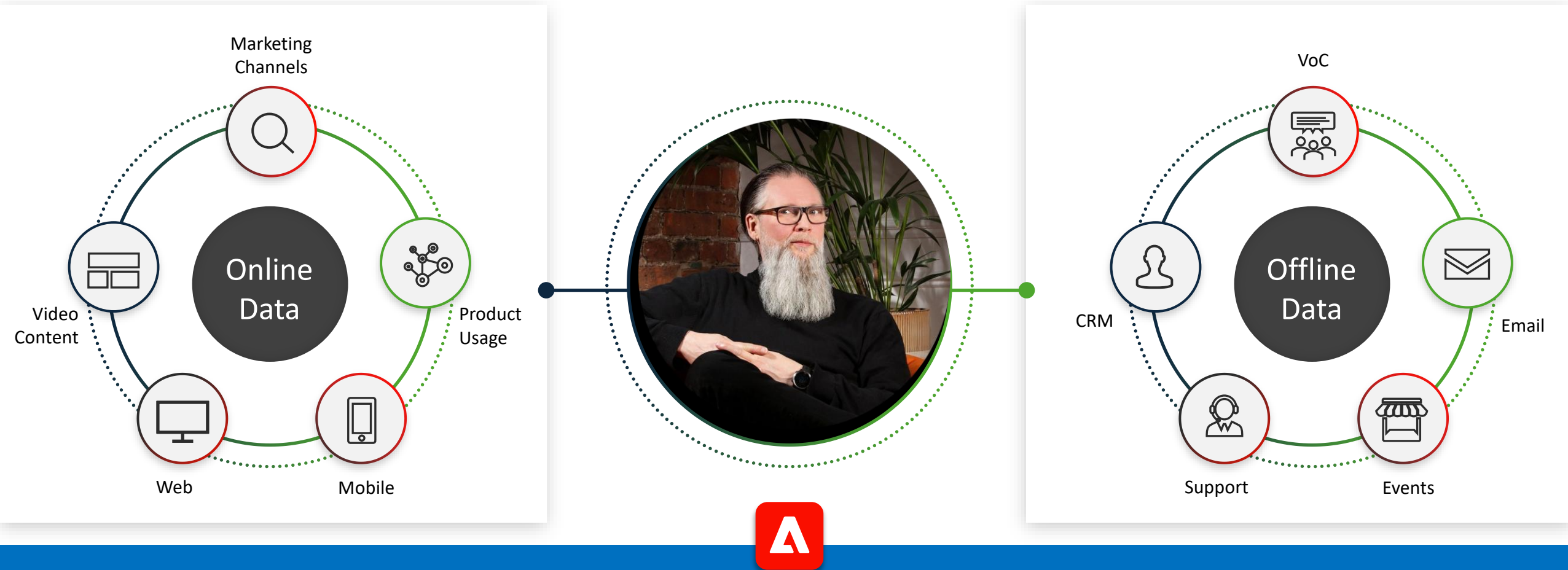


# Omni-Channel Data Analysis & Attribution





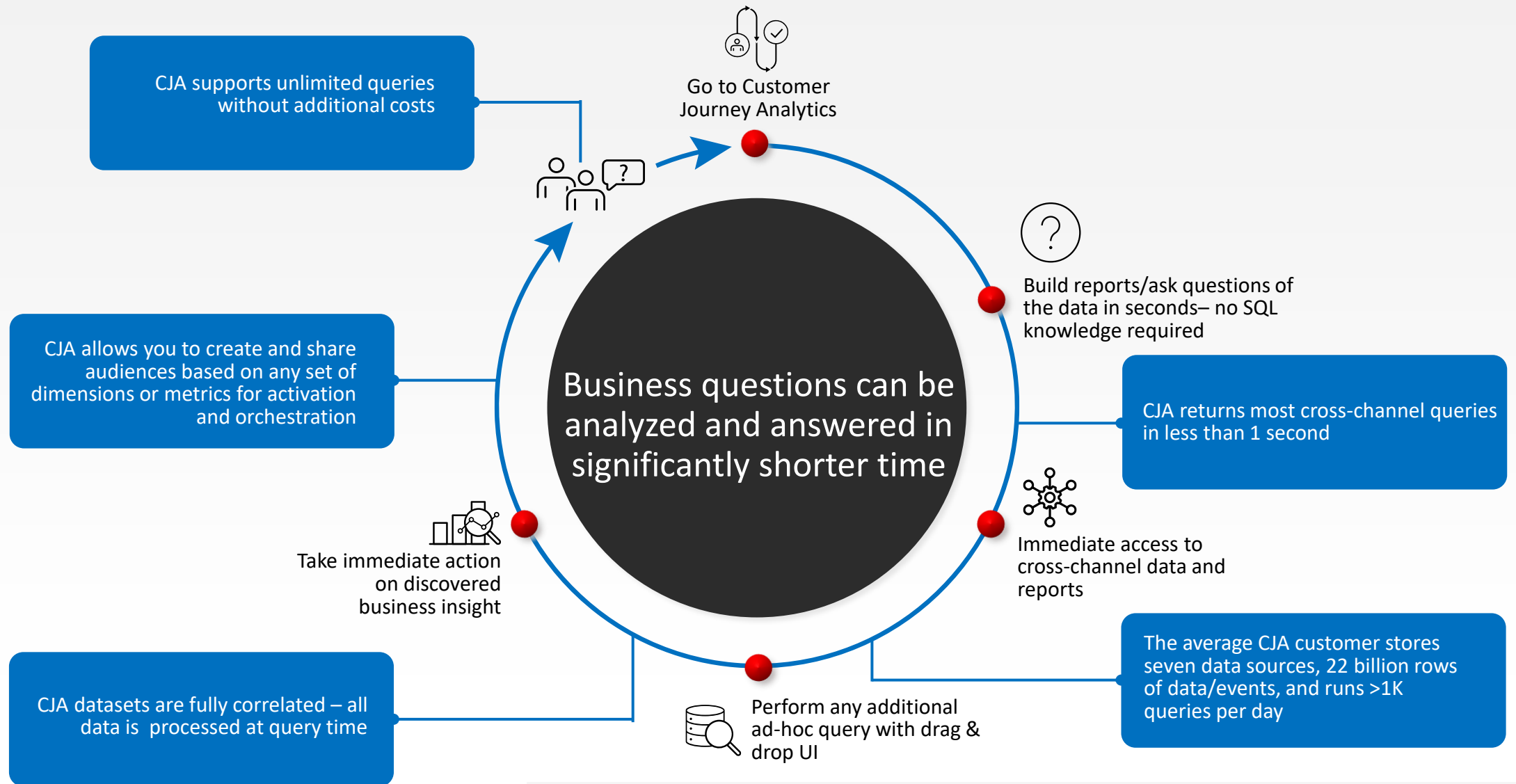
# Customer Journey Analytics



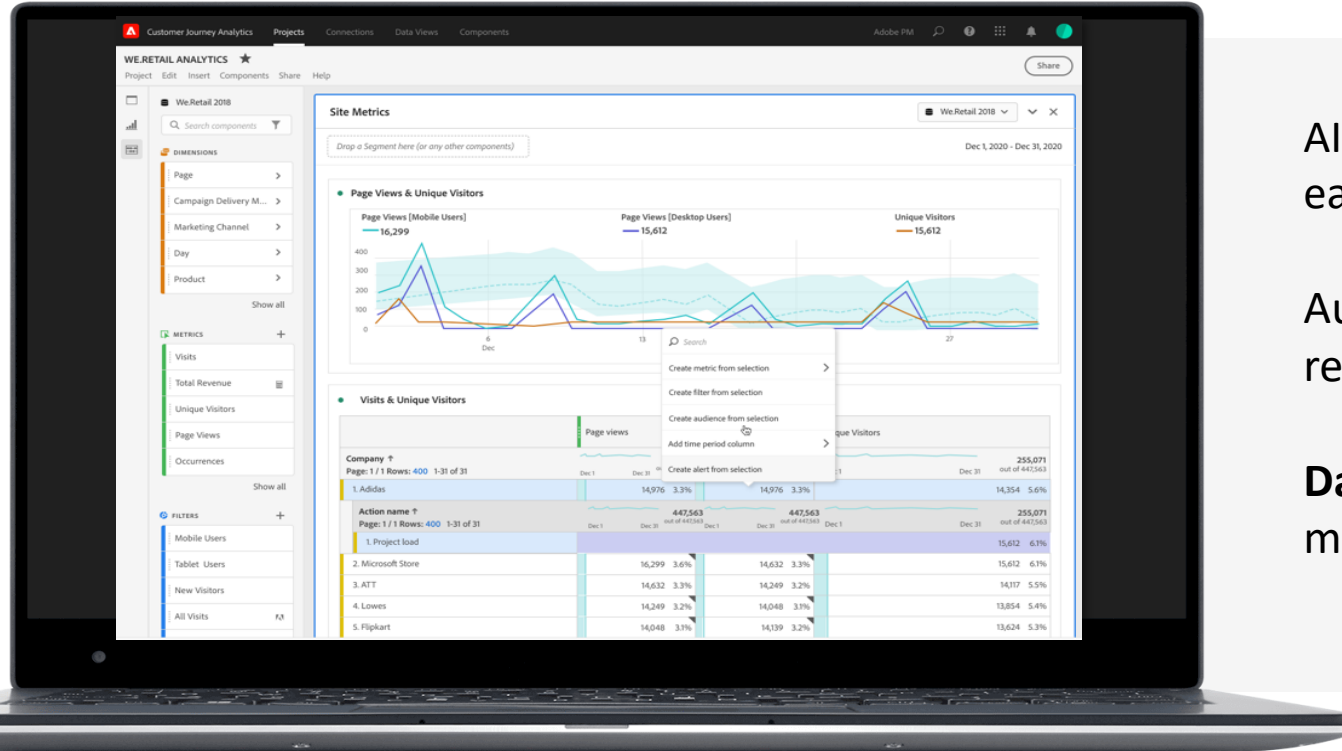
## Customer Journey Analytics

Customer Journey Analytics combines data from disparate channels into a journey centric view that empowers Analysts and Marketers to quickly find answers to critical business questions.

# Customer Journey Analytics workflow



# Measure cross-channel impact of creative, media & audiences



AI-powered **Content Analytics** to quantify the impact of each element within an asset to inform future creative

Automatically **detect 'fatigue'** and trigger creation of refreshed content

**Data collaboration** between Publishers and Advertisers to measure impact of paid media



Customer Journey Analytics (with Content Analytics)



Adobe Mix Modeler

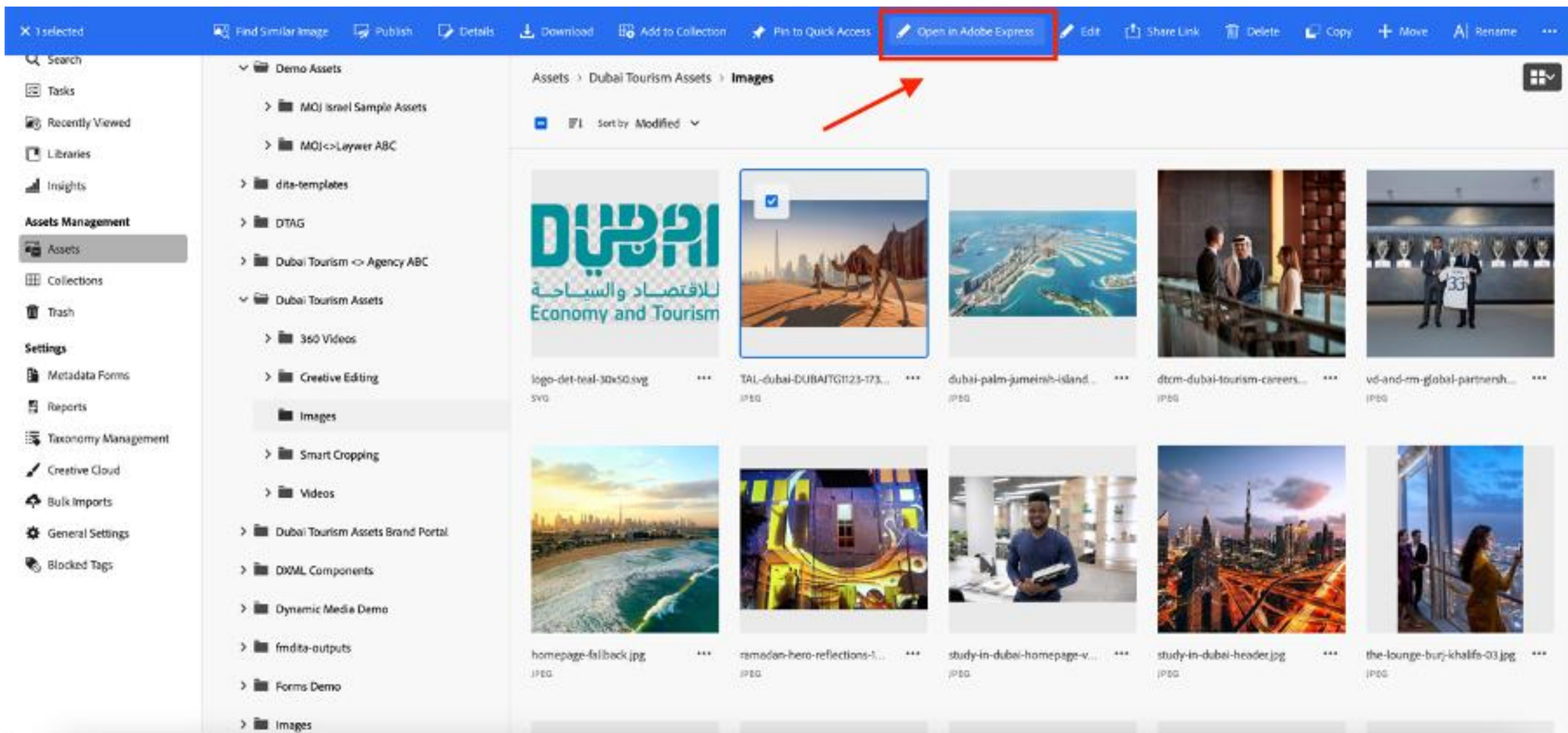


Adobe Real-Time CDP

## Business Impact:

- Insights inform better creatives → Increased consumer engagement
- Insights from Premium Publishers → Quantified ROI

# DAM metadata as the new data layer for GenAI

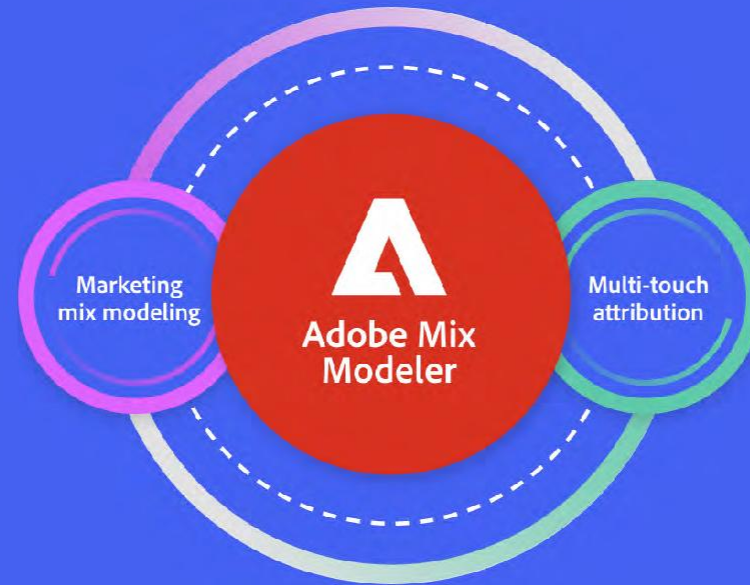




# Unified Attribution, Media Mix & Econometrics

Mix Modeler is natively built on the foundation of the Adobe Experience Platform. Built-in AI algorithms leverage state-of-the-art technologies using:

- Supervised machine learning
- Econometrics (e.g., time series analysis)
- Bayesian method
- Causal inference
- Marketing and advertising science (e.g., adstock, diminishing return)
- Applied statistics (e.g., survival analysis)
- Transfer learning
- Cooperative game theory (e.g., Shapley value)



# Adobe Mix Modeler methodology

## Input

### Aggregate-level data ●

- Spend data: Historical units sold, revenue; historical marketing channel volume and spend
  - Walled Gardens: Impression level data from social
  - Offline/cookieless: TV, print, radio, OOH
- Non-spend and factors data
  - Internal: Emails, sales, headcount
  - External: Stock index, unemployment rate, industry sector growth, etc.

### Event-level data ●

Walled gardens (social clicks), search, display email, affiliate, website, event/webinar, etc.

### Configuration ●

Goals, channels, forecast window, rules, constraints, and prior model scores.

## Intelligence

### Adobe Mix Modeler

#### Marketing mix modeling

Multi-variate regression engine determines incremental impact of non-event-level channels



- Intelligent optimization
- Omni-channel consistency
- Fast time to value

#### Multi-touch attribution

Supervised ML attribution engine learns incremental impact of event level channels

*Learns the most accurate model*

## Agility



### Rapid model creation

Create and run models directly in the user interface. Model insights returned in hours.



### Exploratory planning

Create and compare plans built on top of your models, experimenting with budget, channel constraints, etc.



### In-flight optimization

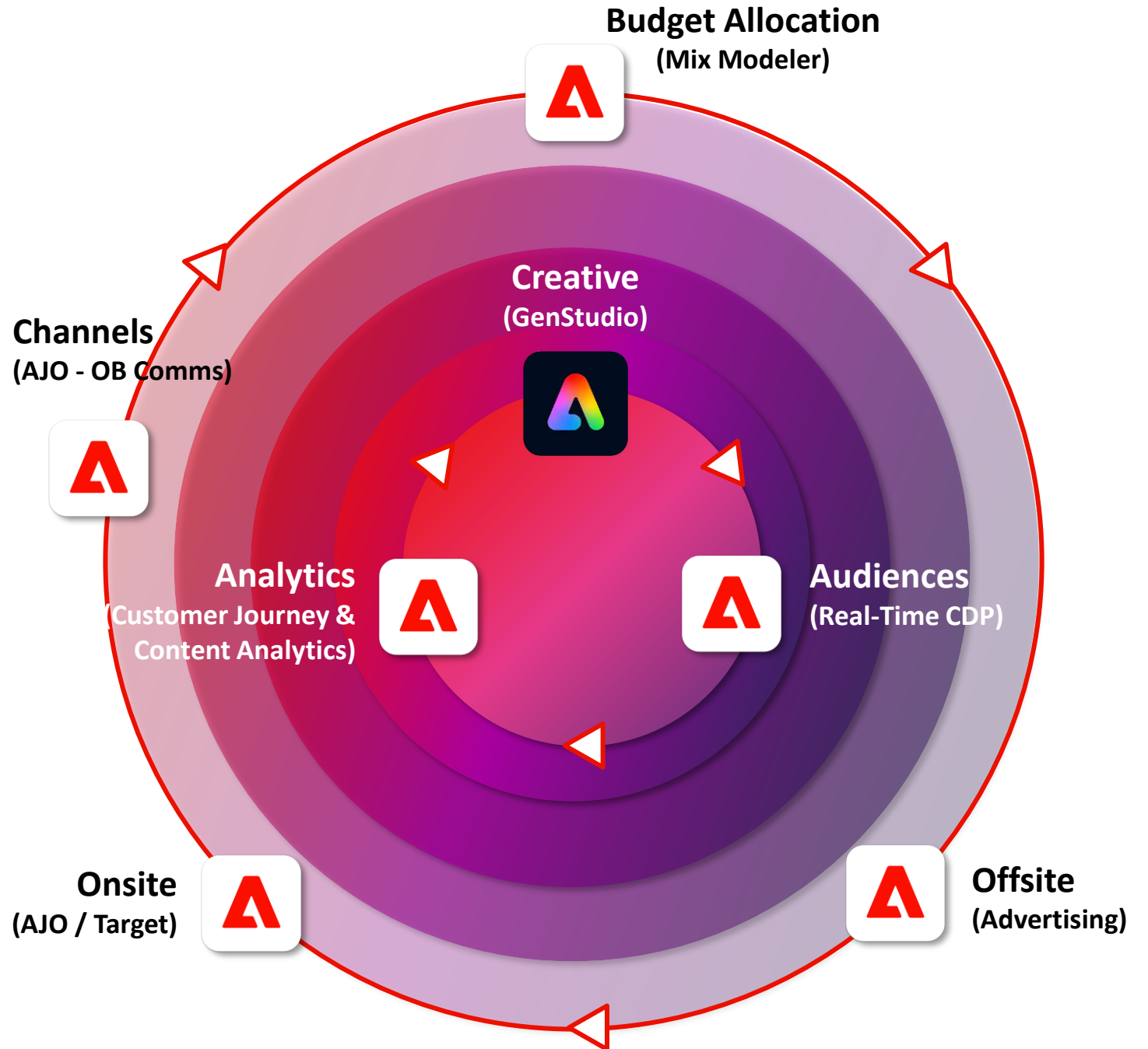
See continuously updated performance against plan reporting and rapidly make inflight optimization.



Experience-Led  
Customer Acquisition

Personalization &  
Experimentation at  
Scale

Retention & Loyalty





# Enterprise Customer Data Solutions & Federated Audience Composition





# Migration to enterprise data solutions & cloud data platforms



# AEP Federated Audience Composition use case patterns



## Audience Creation

Build new audiences from enterprise datasets without copying underlying data and activate those audiences with prebuilt destinations.



## Audience Enrichment

Enrich existing audiences in Adobe Experience Platform by utilizing composed audience data that has been federated from the enterprise data warehouse. This data will not be persisted in Adobe Experience Platform customer profiles.



## Profile Enrichment

Allow enterprise audiences to be retained as attributes within actionable Adobe Experience Platform profiles to power in-the-moment experiences triggered by inbound customer event signals.

Marketer-friendly visual canvas to access essential datasets when composing audiences for activation





Thank you!

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