

# Customer data into real-time profiles to deliver personalized experiences across any channel, at scale

## About Adobe Experience Platform Real-Time CDP

RT-CDP enables you to define, build, and activate high-value audience segments across your marketing ecosystem of choice. By integrating all customer data sources - online - offline, third-party or internal - into a single place, you can get a complete picture of your audience that is shared directly with our ad platform and activated in real time.



## Challenges

- Digital marketers are facing challenges, such as:
- Shift to durable identifiers
- Data privacy regulations
- Customers expect relevant messages across all touchpoints
- Reduce complexity and latencies in their tech stack

## Our Approach

We will aid you in identifying the right use cases & solution design, gathering your individual requirements, project scope and time-lines. We work together to define your 1st party data strategy, data sources, best way of data ingestion, consolidation & activation, segment taxonomy and algorithmic modeling to successfully accomplish defined use cases.

Our goal is to understand your needs, lead you to high performance results by providing market best practices to enable you to provide your customers best in class data driven experiences.



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Adobe Analytics  
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Adobe Experience Manager  
Adobe Experience Manager Sites:  
Run & Operate  
Adobe Target



# Real-Time CDP: future-proof 360° customer data management

## Our Solutions

- Project Initiation Acceleration Workshop
- Stakeholder consultancy and workshops
- Adobe Platinum Solution Partner
- Adobe Experience Cloud & Experience Platform expertise for seamless product integrations
- Global market best practices in CDP use cases
- Stakeholder collaborations

## KPIs

- ROI/ROAS
- Conversions
- Retention
- Customer Insights
- 360 Customer Profile Attributes
- and much more..



## Our Netcentric standards

We operate in agile remote-working environments across our studios in 11 countries. We're strategically placed to provide clients with services in any circumstances and any hour of the day. As industry leaders in CX Marketing and digital solutions, our experts love sharing their knowledge and key learnings with your teams and beyond.

We encourage experimentation and innovation, share knowledge and continuously expand the expertise of Adobe's state-of-the-art digital platforms.

Let's talk



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