



Delivering on the Real-Time Promise

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What do marketers really need?

A DMP should maintain **edge-ready**
profiles to influence **real-time**
experiences

Adobe profiles are available on the edge


Other DMPs only store in-session data on the edge

Adobe Traits can be set to never expire

Other DMPs store data for 60-90 days

Combine Data Assets for 360° View of Customer

DATA INPUTS


 BROWSING / BEHAVIOURAL DATA

 Adobe Analytics
(Brand Affinity)

 OFFLINE DATA

 CRM Data
(Prior Club Member)

 2ND / 3RD PARTY DATA

 3rd Party Data
(Lifestyle Fitness Affinity)

AUDIENCE
SEGMENTATION

 Visited Equinox Site

 Net New Prospect

 Spin Class Enthusiast

DIGITAL EXPERIENCE

OUTBOUND
TARGETING



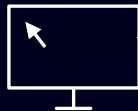
Display



Video



Search



Site optimization



Mobile



Email / CRM



Data Export



EQUINOX'S MISSION

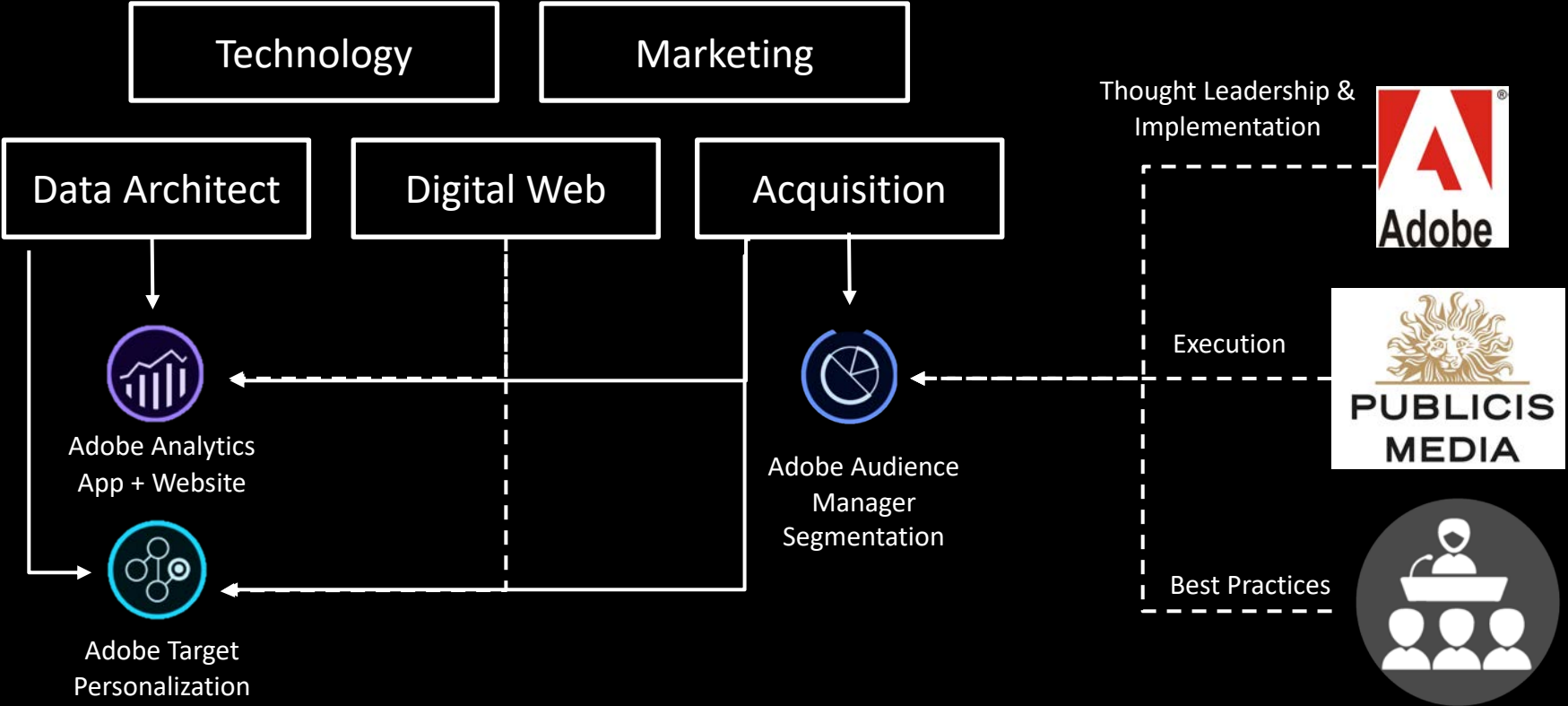
In everything we do we create the possibility for people to maximize the potential within themselves.



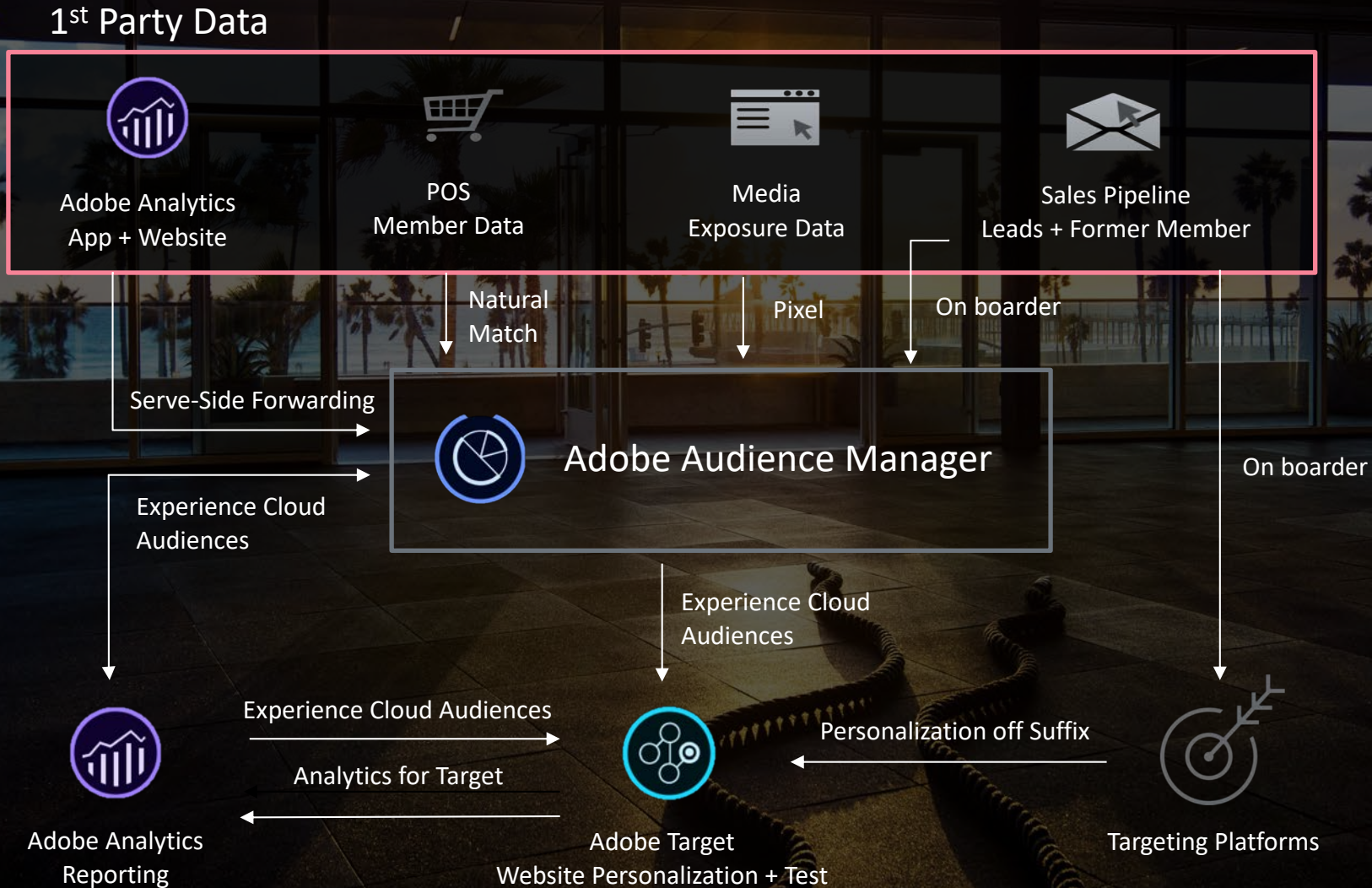


Our journey being a team of 2

EQUINOX



Overview of Equinox Digital Marketing Stack



Unlocking Lifecycle Marketing

Meeting consumers at their point of the lifecycle

Before

Could analyze and personalize using Adobe Analytics and Target

Prospects

First time visitors:

Return visitor:

Existing lead:

Former members:

After

DMP enhanced the capability of our current tech

Utilize our first party data

Visibility in tracking lifecycles

Targeting by lifecycle

How we are executing based on lifecycles

Results in new capabilities and new workflows

Prospects



- Persona Creation
 - Regionalize
 - Audience Sizing
- Content Strategy
 - Creative Personalization
- Budget Planning

First time visitors:



- Website Personalization

Return visitor:



- Website Personalization

Existing lead:



- Website Personalization

Former members:



- Content Strategy
- Scaling through Paid Media



What we have done

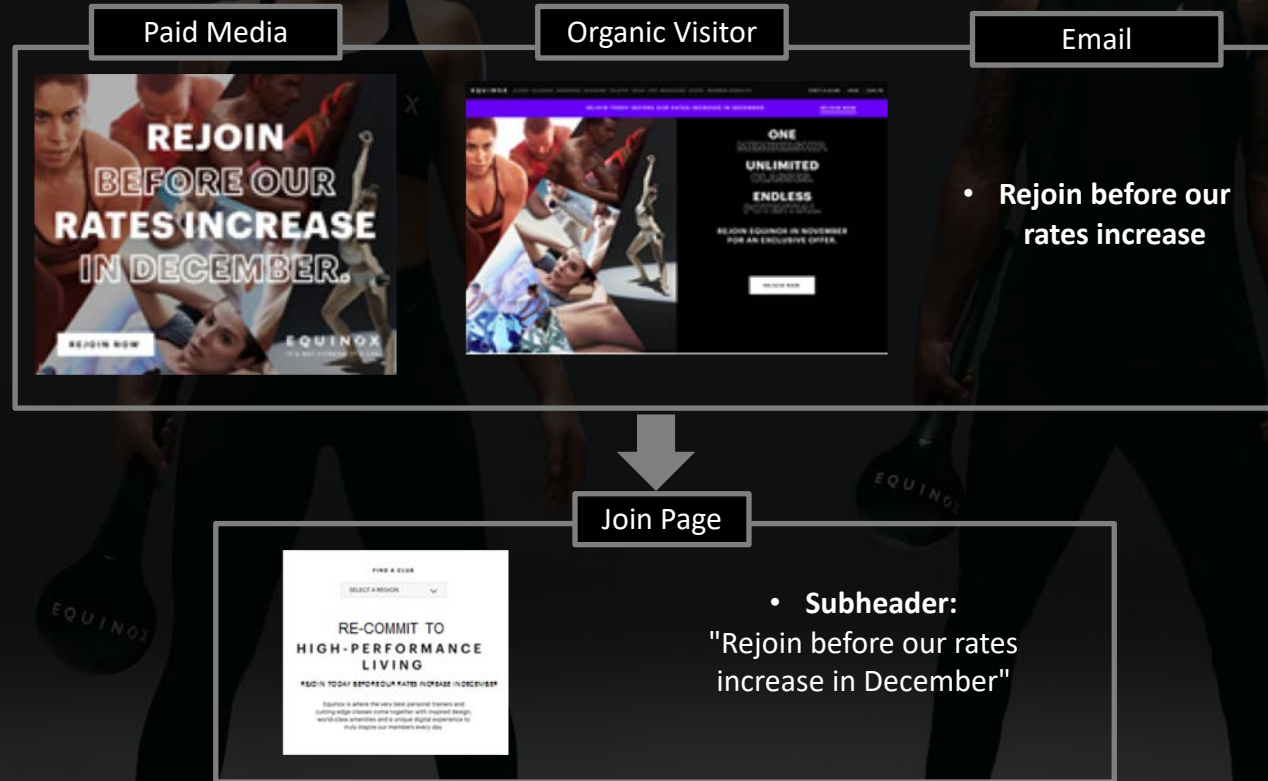
Revamping the the former member experience

Messaging:

Created a new content strategy, offer and value proposition for this audience

Scaling:

Unified message exposure across paid, organic and email



6x Increase

in Former Member Exposure Through LiveRamp list directly uploaded to paid partners

Audience Visibility

Former Member Audience performance consolidated in adobe analytics. Provides for future campaigns

YoY Growth


Former Member sales that had a digital engagement YoY on Black Friday and Cyber Monday

What we are doing

Audience development & regionalizing prospect insights





Persona
Creation:



What do our
members do
out of club?

3 National
Personas

2 Regionalized
Personas



Content
Alignment:

Urban/Suburban/
Corporate

Journeys based on
Personas



Budget
Planning:

Audience Sizing and
Budget Request

EQUINOX

Adobe & Adobe & Equinox

Maximize the Customer Journey

Mike Ragusa



Claudia

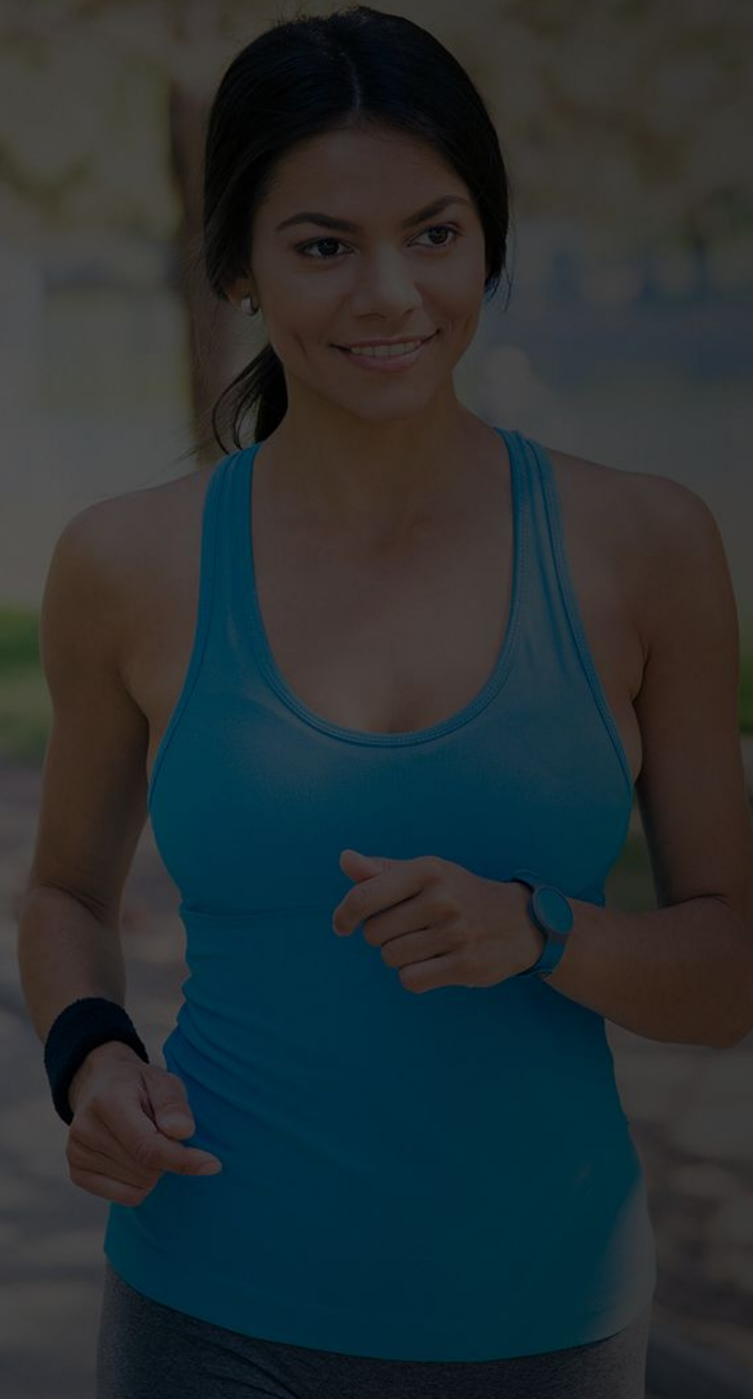
CUSTOMER

26 Years Old

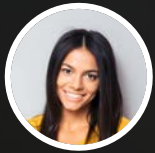
Lives in Downtown NYC

Works as a Merchandising Account Director at a luxury retail brand

Enjoys spin, jogging, yoga and weight training



Off-Site Programmatic Display Targeting



Claudia
CUSTOMER

Leveraging Audience Manager 1st party (onboarded) data, Equinox is able to create a look alike model against more expansive 3rd party data sets for prospecting at scale.



Audience
Manager

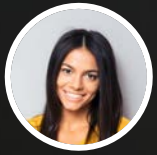
The screenshot shows a desktop view of The New York Times website. At the top, there is a search icon, the word "HEALTH", the "The New York Times" logo, and buttons for "REGISTER NOW" and "LOG IN". The main section is titled "Climate and Environment".

The first article features a large image of a dam at sunset. The caption below the image reads "JENN ACKERMAN AND TIM GRUBER". The headline is "The Fight to Tame a Swelling River With Dams That May Be Outmatched by Climate Change". The text below the headline reads: "Along the Missouri, John Remus controls a network of dams that dictates the fate of millions. 'It was not designed to handle this.'" The byline is "5h ago · By TYLER J. KELLEY".

The second article features a smaller image of an oil rig. The caption below the image reads "MELANIE STETSON FREEMAN/THE CHRISTIAN SCIENCE MONITOR, VIA GETTY IMAGES". The headline is "Obama-Era Oil Leases Broke the Law by Not Assessing Climate Impact, Judge Rules". The text below the headline reads: "The decision could present a threat to President Trump's agenda to quickly expand oil and gas drilling by offering opponents a roadmap to legal challenges." The byline is "19h ago · By CORAL DAVENPORT".

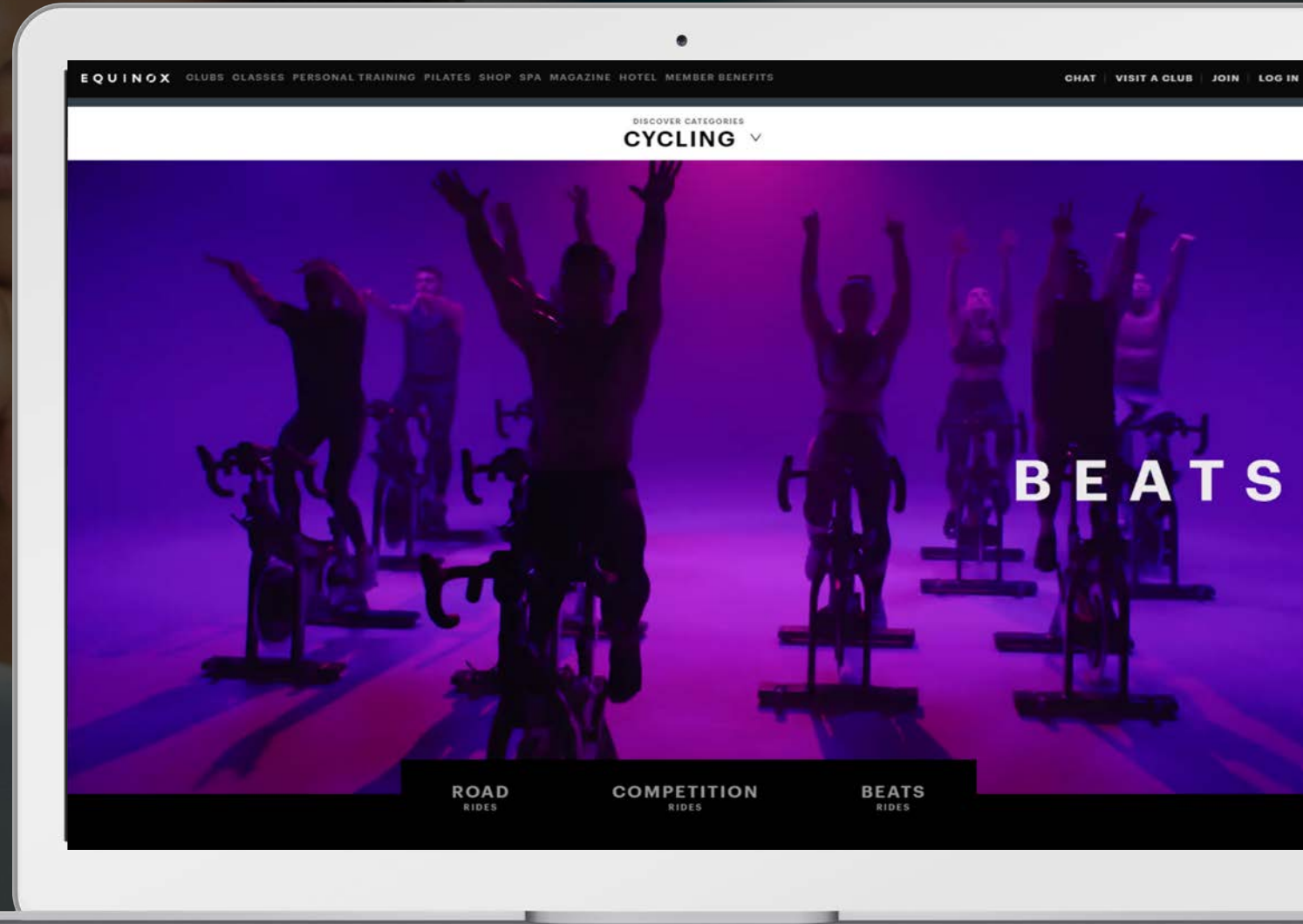
On the right side of the page, there is an advertisement for Equinox. It features a man in a blue athletic shirt and shorts. The text on the ad reads: "JOIN AND GET A TRAINING SESSION ON US." Below this is a "JOIN NOW" button and the Equinox logo with the tagline "IT'S NOT FITNESS. IT'S LIFE."

Robust Profile Hydration



Claudia
CUSTOMER

Additional signals from Adobe Analytics continue to hydrate Claudia's profile, capturing her interest in specific classes as well as her region & club of choice. Claudia also fills out a lead form to receive additional info.



Analytics



Audience
Manager

Email Re-Targeting Made Easy



Claudia
CUSTOMER

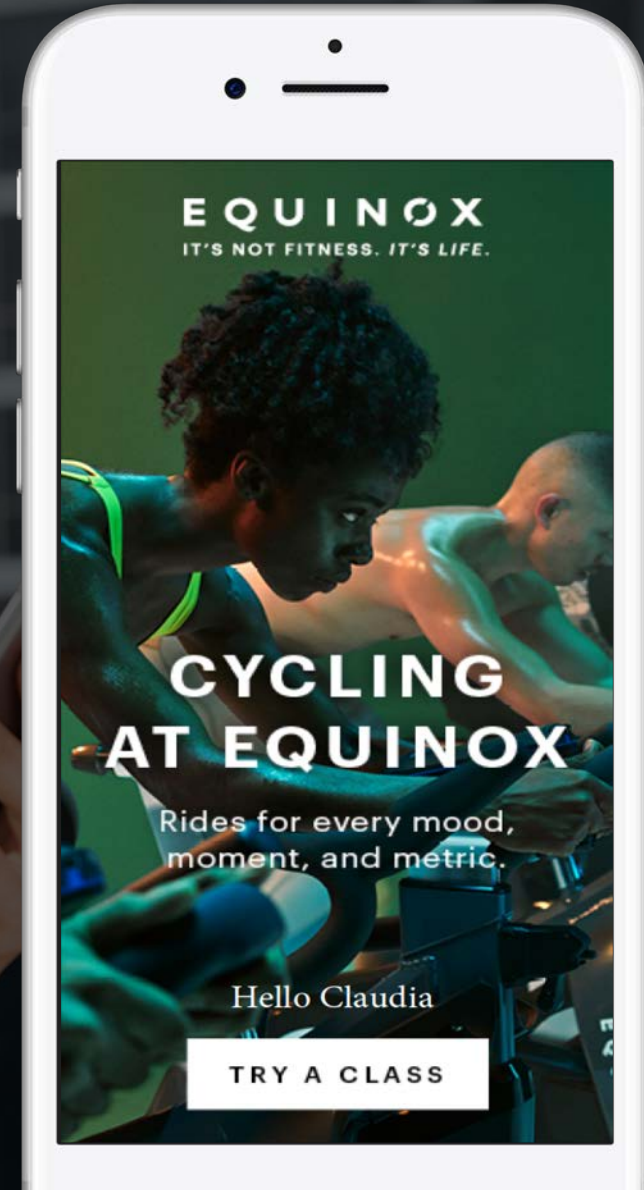
Upon investigating but not purchasing a club membership, Claudia receives a promotional email from Equinox, personalized based on her interests expressed on-site.



Analytics



Audience
Manager



Personalization in Real-Time



Claudia
CUSTOMER

Once Claudia clicks on the email, she is directed back to the Equinox mobile site, where she encounters a personalized welcome screen. Claudia is excited about the new lifestyle fitness opportunities she has experienced thus far with the Equinox brand and pulls the trigger on a new membership!



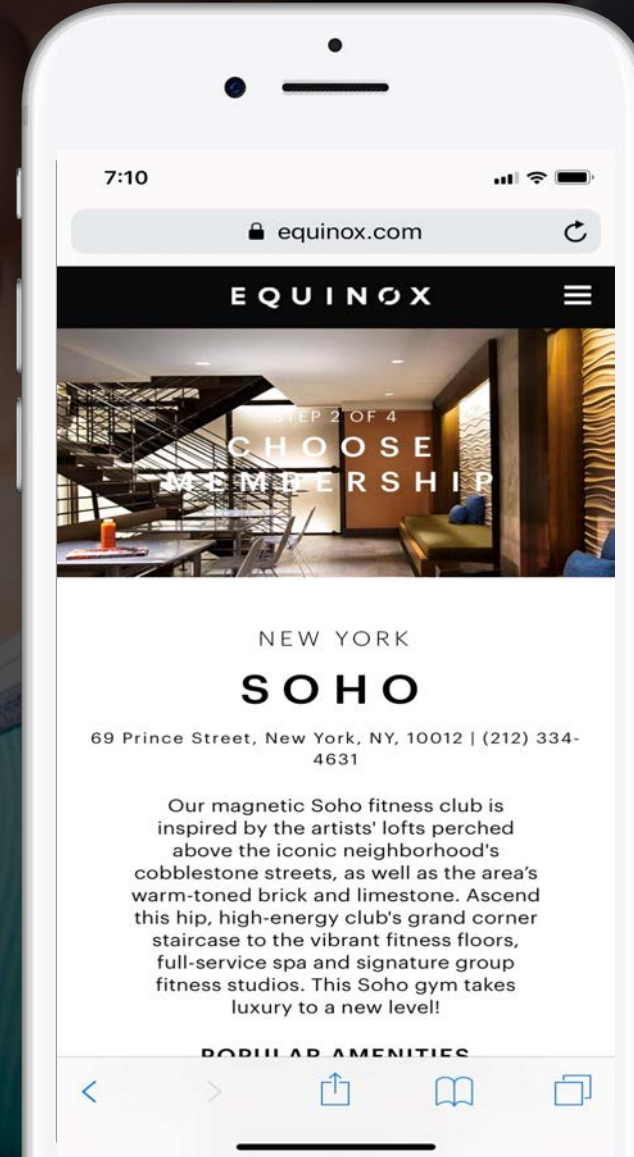
Analytics



Audience
Manager



Target



Demo



Key Takeaways

- Personalization based on lifecycle
 - Return visitors convert 4 times more likely than first time visitors
- Holistic experiences work
 - Significant growth on Black Friday and Cyber Monday
- Be hyper focused and tailor use cases based on business needs
- Understand your dataflow

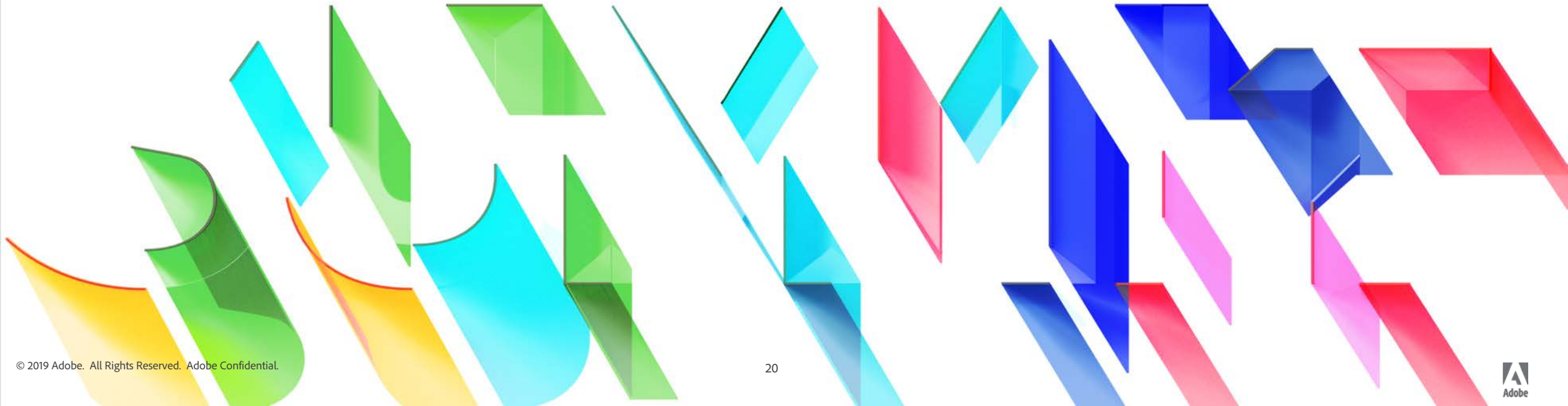
Q & A

Mike Ragusa

Adobe

Yu Yan Pei

Equinox



Experience Success expert zone at the Adobe booth.

- Talk with Adobe's top experts in digital experiences
- Learn about Adobe's Digital Performance Services
- Meet with customer support teams
- Check-in for your personalized assessment

VISIT US AND
Enter
TO
WIN
AN iPad PRO
& OTHER PRIZES

[Adobe.com/go/experience-success](https://adobe.com/go/experience-success)





Adobe