



DMP 201: Level 2 Inspiration Session. What's Next.

Matt Skinner | Product Marketing, Adobe Audience Manager

Jim Roots | Senior Product Manager, Marketing Technology & Operations, Best Buy





Agenda



Intros & DMP Refresher



Build Your Practice



Execute Use Cases



Plan for Change



[Matt Skinner]
Product Marketing,
Adobe Audience Manager



[Jim Roots]
Senior Product Manager,
Marketing Technology &
Operations



Key Themes from DMP 101

Understand what a DMP
is and what it can do



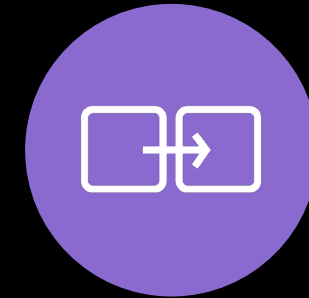
A digital marketing tool used to power targeted brand experiences by ingesting and managing disparate sets of anonymized data and activating segments across marketing channels.

See how an Experience
DMP can augment your
existing marketing stack



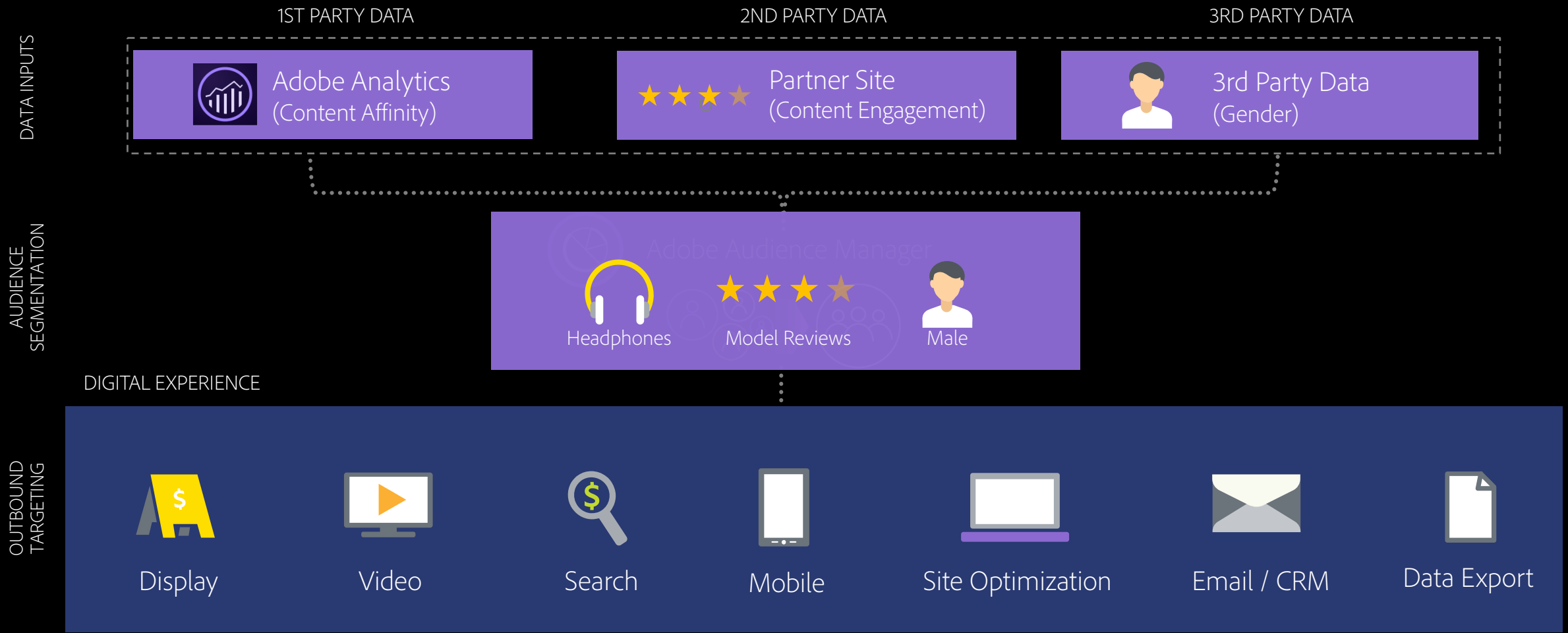
Becomes the central segmentation tool for your anonymous and pseudonymous segments especially when speed is of the essence.

Learn to drive value for
your organization using a
DMP



Ownership, SMART plan,
Implementation, and
Evangelism

Combine Data Assets for a Single View of Customer



Agenda



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Plan for Change

A person in a dark suit stands in the center of a complex 3D maze made of grey rectangular blocks. The perspective is from above, looking down into the maze. The lighting creates strong shadows, emphasizing the depth and complexity of the structure.

“Not all who wander are lost”

...but they probably aren't maximizing return on their technology investment.

The 5 W's

- 1 ... **Who** are your key stakeholders?
- 2 ... **What** business issues do you need to solve?
- 3 ... **Where** does your data currently sit, and **where** can you improve experiences?
- 4 ... **When** do you need to demonstrate impact?
- 5 ... **Why?** (to all of the above)

Start with the Customer



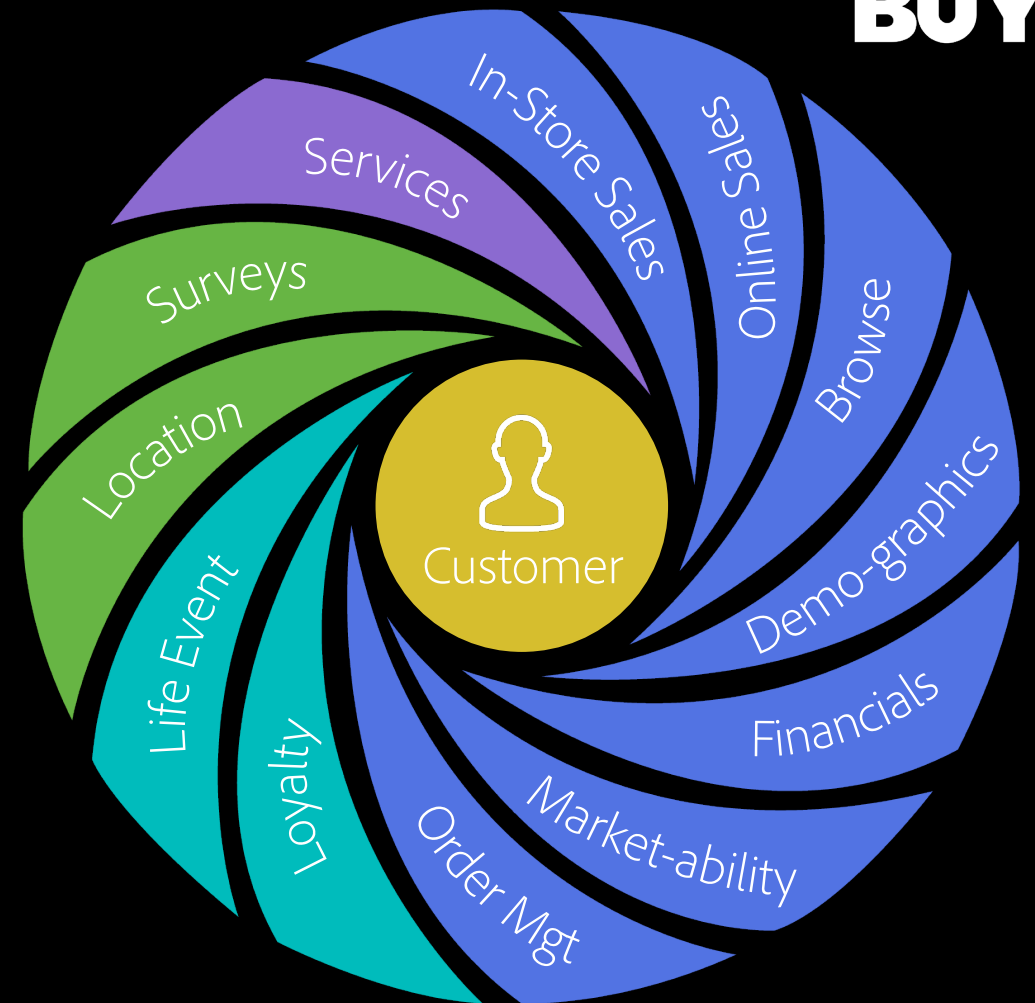
5 Years ago, Best Buy's "Athena" Program kicked off a single view of the customer

- Consolidated dozens of disparate customer accounts
- Centralized customer database
- Began to append customer data



Today, Athena is "how we manage, where we store, and what we do with customer data"

- Enables advanced analytics
- Supports machine learning
- Powers personalization at scale



■ Phase 1 ■ Phase 2 ■ Phase 3 ■ Phase 4

Audience Framework



To bring Audiences to life... Best Buy uses three levels of segmentation



PERSONA
Long Term Interests



PURCHASE OCCASION
Temporal Need State



PRODUCT PROPENSITY
Near Term Likely to Purchase

Build Audiences



Based on proven business needs

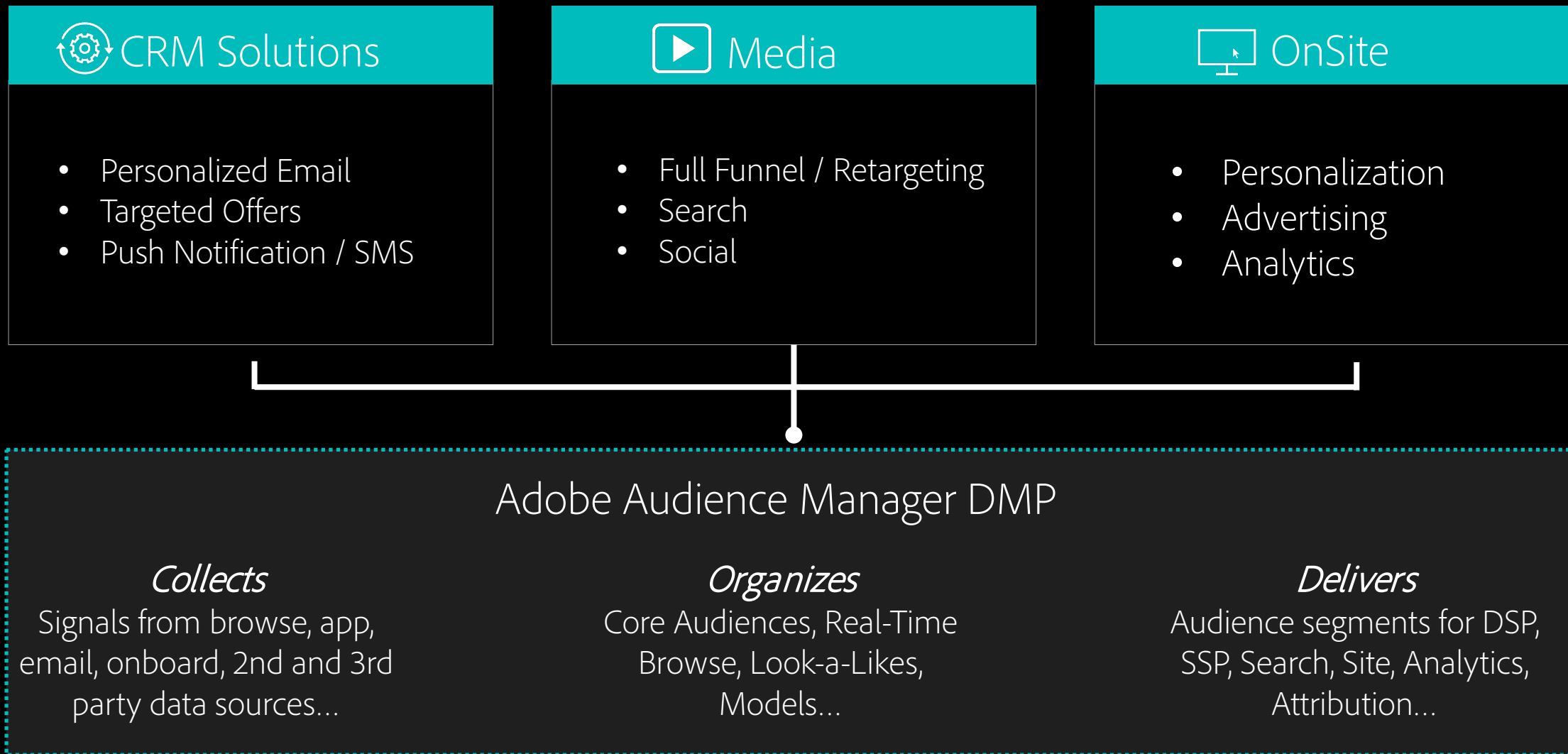


Recurring over time



Used across multiple marketing vehicles

Activate across multiple marketing vehicles



Key Questions to Consider



Where do you store customer data?



Is the data unified, cleaned and secure?



Which marketing vehicles do you activate with this data?

Creating your own Audience Manager Subject Matter Experts

PRIMARY

Digital Marketer

Understanding of the business application for Audiences.

ABILITY TO MANAGE & LEAD BUSINESS STAKEHOLDERS

Digital or Customer Analyst

Develop customer and digital insights, build audiences.

ABILITY TO DEFINE & OPTIMISE AUDIENCE SEGMENTS

AAM SME



SECONDARY

Optimization Expert

Drive performance improvements of advertising and/or personalization.

ABILITY TO WORK TOWARDS A BUSINESS OUTCOME

Technologist

Understanding of web & mobile technologies - HTML/Javascript, tag management, development.

ABILITY TO GUIDE THE TECHNICAL DEPLOYMENT PROCESS

BUSINESS SKILLS

TECHNICAL SKILLS

Go Deeper

S109 – Creating an Audience Center of Excellence

Tomorrow 2-3pm



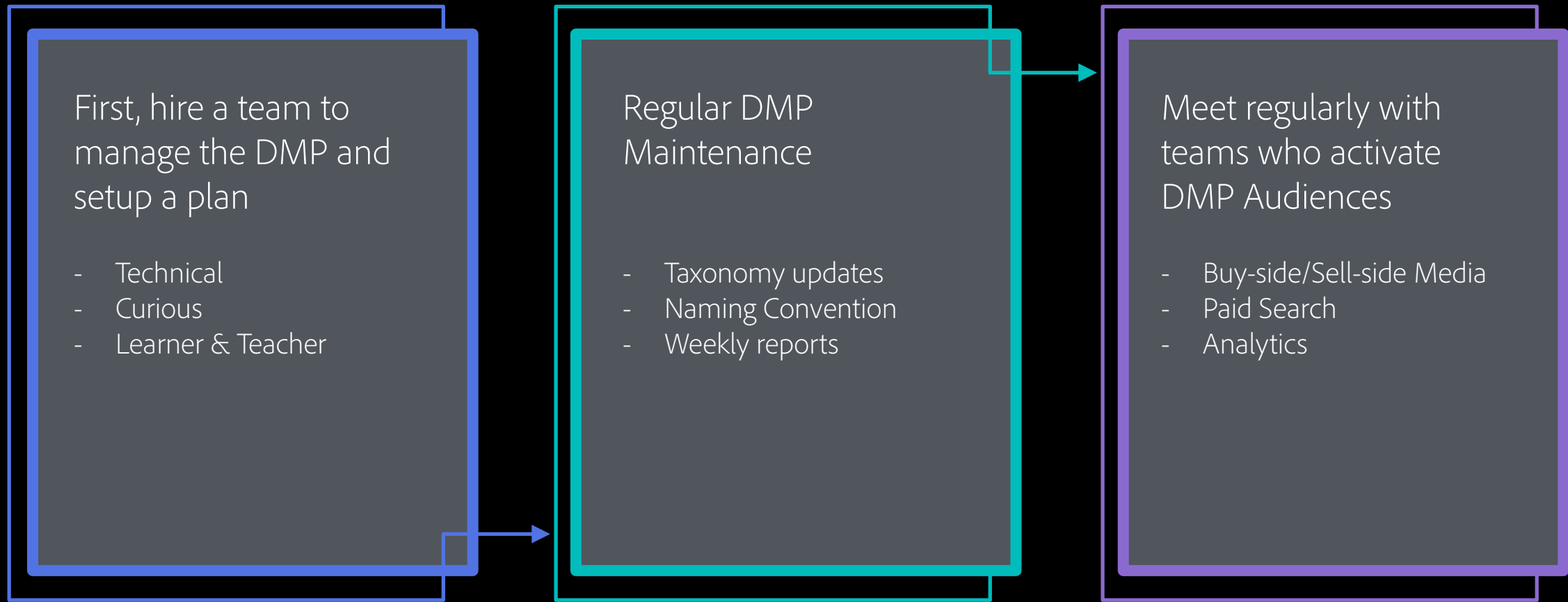
[Nina Caruso]
Product Marketing
Adobe Audience Manager



[Matthew Wudy]
Vice President, IT
Product Management



DMP Center of Excellence



Key Questions to Consider



Who are your stakeholders and what's in it for them?



What regular reports drive consistency with audience activation?



Should you leverage deeper experience in tag management or scripting from APIs?

Agenda



Intros & DMP Refresher



Build Your Practice



Execute Use Cases

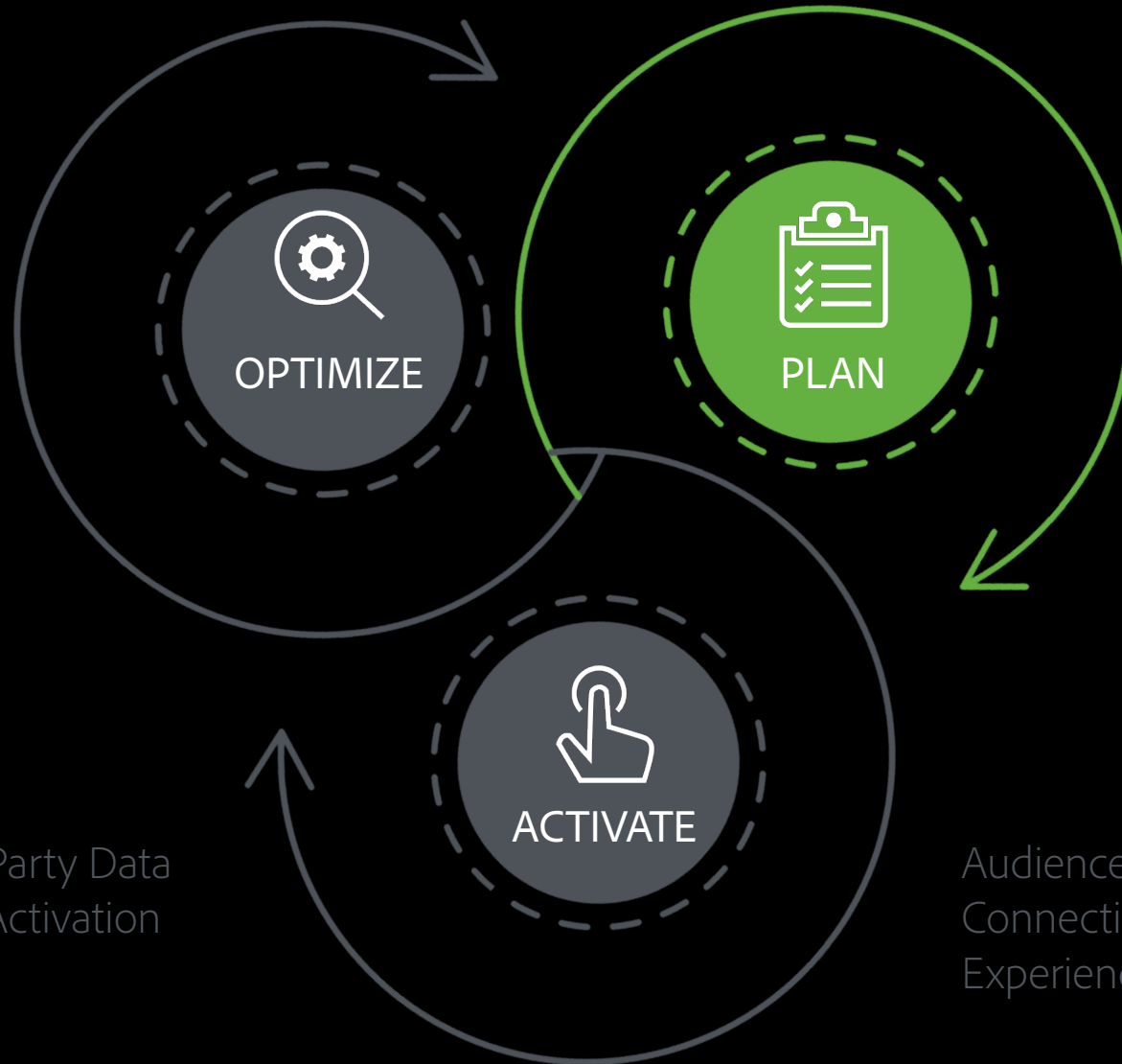


Plan for Change

Use Cases



Audience Analytics
Unused Signal Report



Data Onboarding
Identity Management

2nd & 3rd Party Data
Media Activation

Audience Modeling
Connecting Online & Offline
Experiences

Data Onboarding



Why

- Not all of your customers have logged in to your site
- Expand the reach of your digital marketing campaigns and deliver a consistent experience to all customers



Value

- Efficiency - improved conversion rates, lower cost per action
- Ability to extend reach offline + online



How

- Connect offline customer data (e.g. CRM, email addresses) to online identifiers
- Work with data onboarding partners who match records and hash data prior to ingestion into AAM



Send Data to Onboarder



Onboarder Matches
to their Records



Hashed Matches Uploaded
to Audience Manager



Sync Identified Customers with onboard vendor

- Onboarder shares ID Sync with DMP
- Best Buy syncs audience data weekly
- Onboard vendor also connects audiences with social media partners



Onboarding Audiences extends reach beyond browse

- Model 'bins' in a DMP
- Right-size use of 3rd party data
- Modeling and Look-a-likes

Identity Management



Why

- 3+ connected devices per individual in the US; 5+ connected devices in an American household
- Deliver consistent experiences to customers across their connected devices



Value

- Improved end-user experience: Users will have consistent experiences across their devices
- Improves media efficiency: Eliminate ad impressions shown to “unqualified” users across DSPs

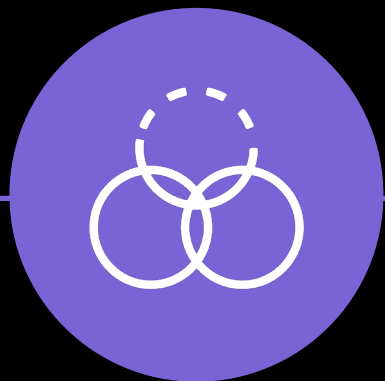


How

- Set Profile Merge Rules to define the circumstances for connecting devices to a profile
- Leverage 1st and 3rd party device graphs for a combination of probabilistic and deterministic matching



Organize device-driven activities



3 Profile Merge Rules

- Onboard Vendor
- All Visitors
- Recognized Visitors



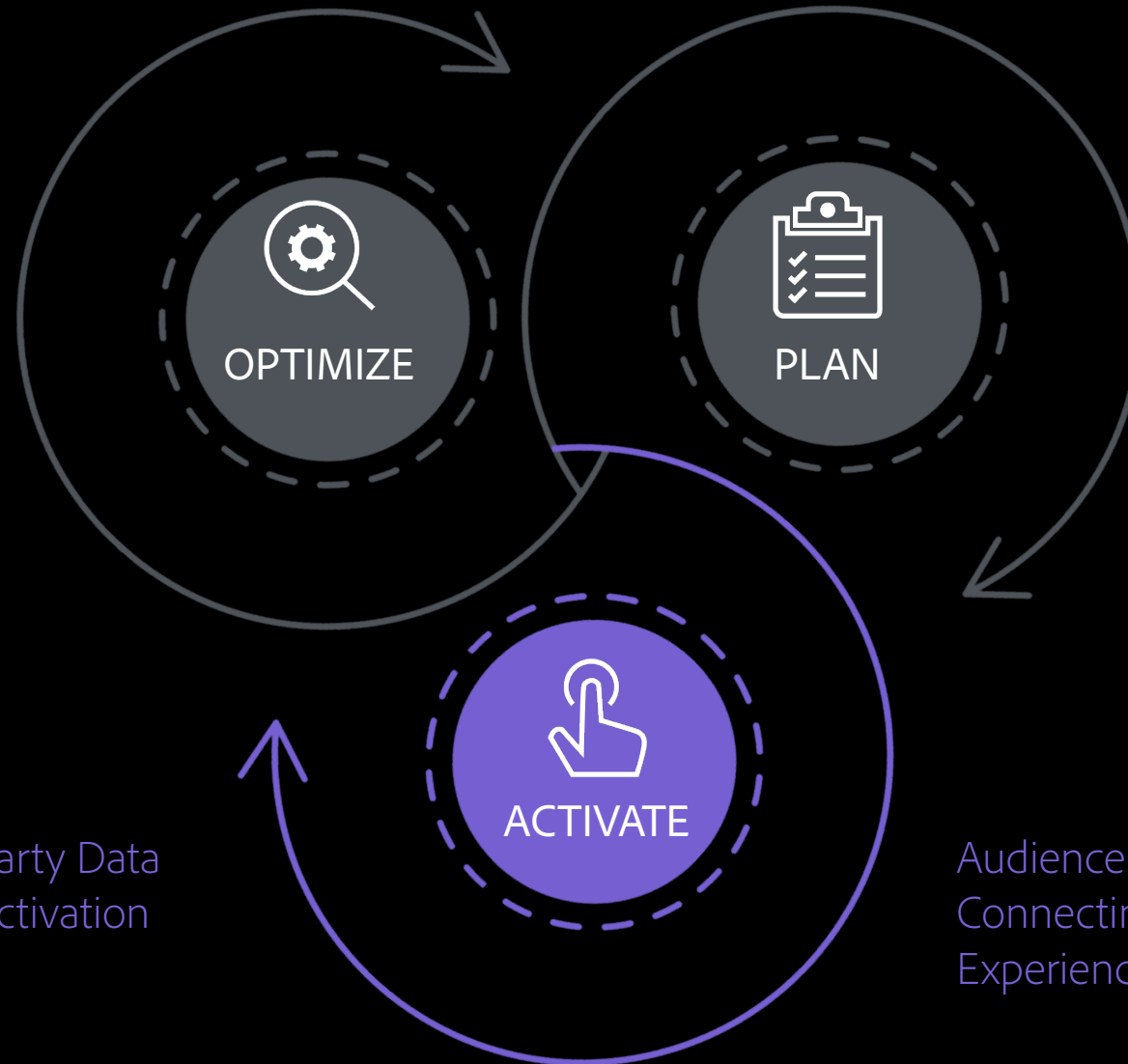
Exploring ways to organize view of the customer

- Household or Individual?
- Authenticated Users or Adobe Device Co-Op?

Use Cases



Audience Analytics
Unused Signal Report



Data Onboarding
Identity Management

2nd & 3rd Party Data
Media Activation

Audience Modeling
Connecting Online & Offline
Experiences

Using 2nd & 3rd Party Data to Complete the Profile



Why

- You don't know what you don't know
- Complete the profile by augmenting 1st party data with partner data



Value

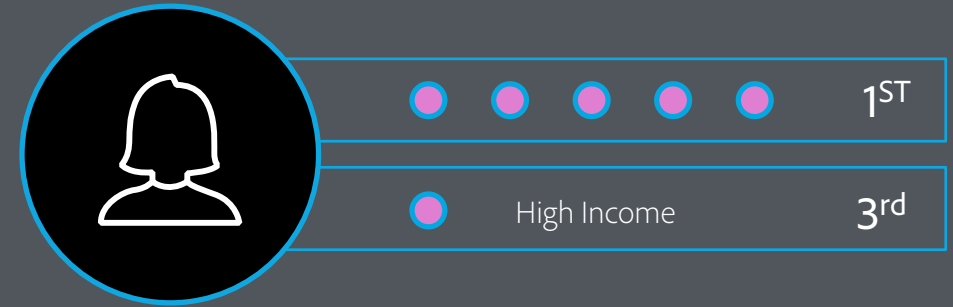
- Improved end-user experience based on relevancy
- Improves media effectiveness and efficiency
- Consolidated partner data for use across all channels and touchpoints



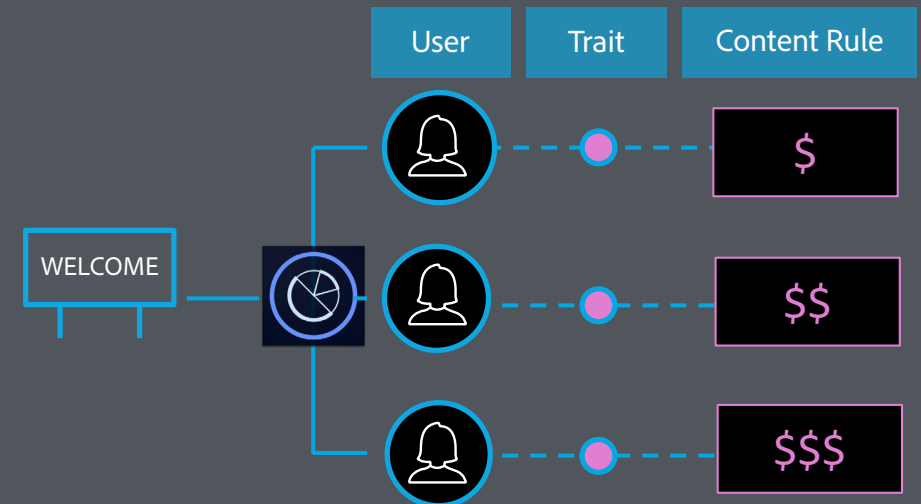
How

- Leverage Audience Marketplace to identify and acquire valuable partner data
- Pricing and terms are set by data partners – Adobe does not operate a data sales business

Profile Supplementation with 3rd Party Partner Data



Website Content Optimized Based on Trait Membership



Data to Complete the Profile



Apply real-time signals (multivariate + 2nd party data)

- Connect behaviors and categories
- 2nd Party data is another vendor's 1st Party data
- 3rd Party data marketplace

Paid Media Activation

Why

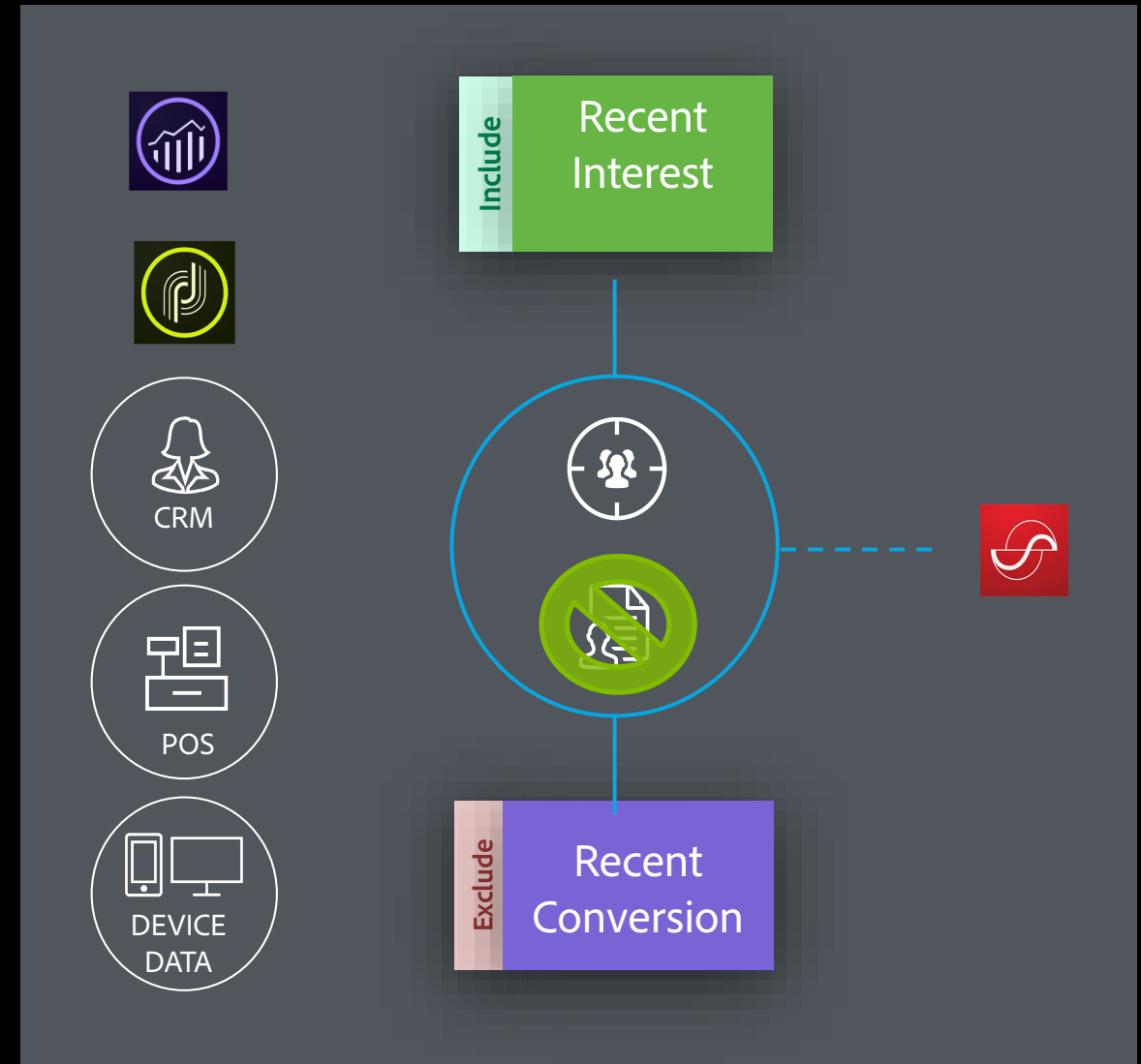
- Use your best data sources to inform one of your largest marketing investments

Value

- Reduce wasted impressions, increase engagement and conversion
- Improved end user experience across paid media and non-paid media personalization touchpoints

How

- Bring online and offline data together for sequenced retargeting
- Suppress users based on previous engagement





Extend reach beyond site visitors

- Onboard Audiences built with Identified Customers
- Create Look-a-likes with the DMP



Sync online and offline purchase data with DMP for suppression in paid and owned channels

- In-store conversion triggers campaign suppression
- Trigger to personalize with new category or accessory

Go Deeper

S113 – Audience Activation Strategies in Media – 4-5pm Today



[Kimaya Chaudhary]
Product Marketing
Adobe Audience Manager



[Ben Hemphill]
VP Digital Marketing,
Analytics and CRM
Crocs



Use Cases



Audience Analytics
Unused Signal Report



Data Onboarding
Identity Management

2nd & 3rd Party Data
Media Activation

Audience Modeling
Connecting Online & Offline
Experiences

Reporting for Visibility & Awareness



Why

- You can't manage what you don't measure



Value

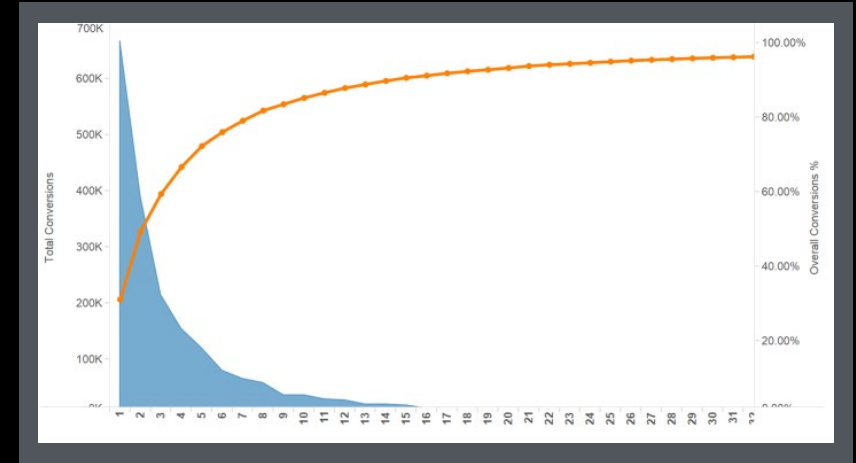
- Identify areas for audience optimization to drive improvement
- Prove the effectiveness of your audience management strategy and tactics



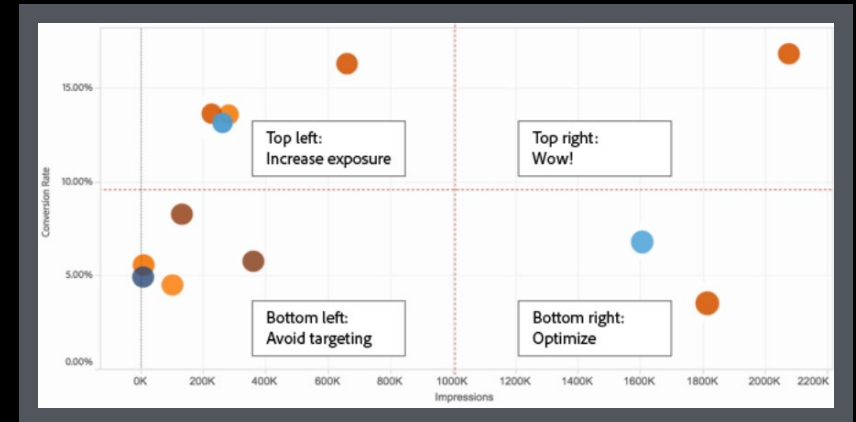
How

- Establish KPIs relevant to your business objectives
- Leverage Audience Manager reports to measure KPIs
- Schedule regular cross-functional check-ins to review data, share insights, and propose optimizations

Optimal Frequency Report



Segment Performance Report





Leverage Adobe Analytics for reporting and insights



Connect Ad Server log files for campaign effectiveness



Unused Signal Report to uncover new opportunities

Key Considerations



There are many use cases to consider, but it's important to prioritize



We based our priorities on clear business needs, recurring over time and connecting with multiple marketing vehicles



But it's also important to be flexible and leave room for your practice to mature, which is what we'll discuss next

Agenda



Intros & DMP Refresher



Build Your Practice

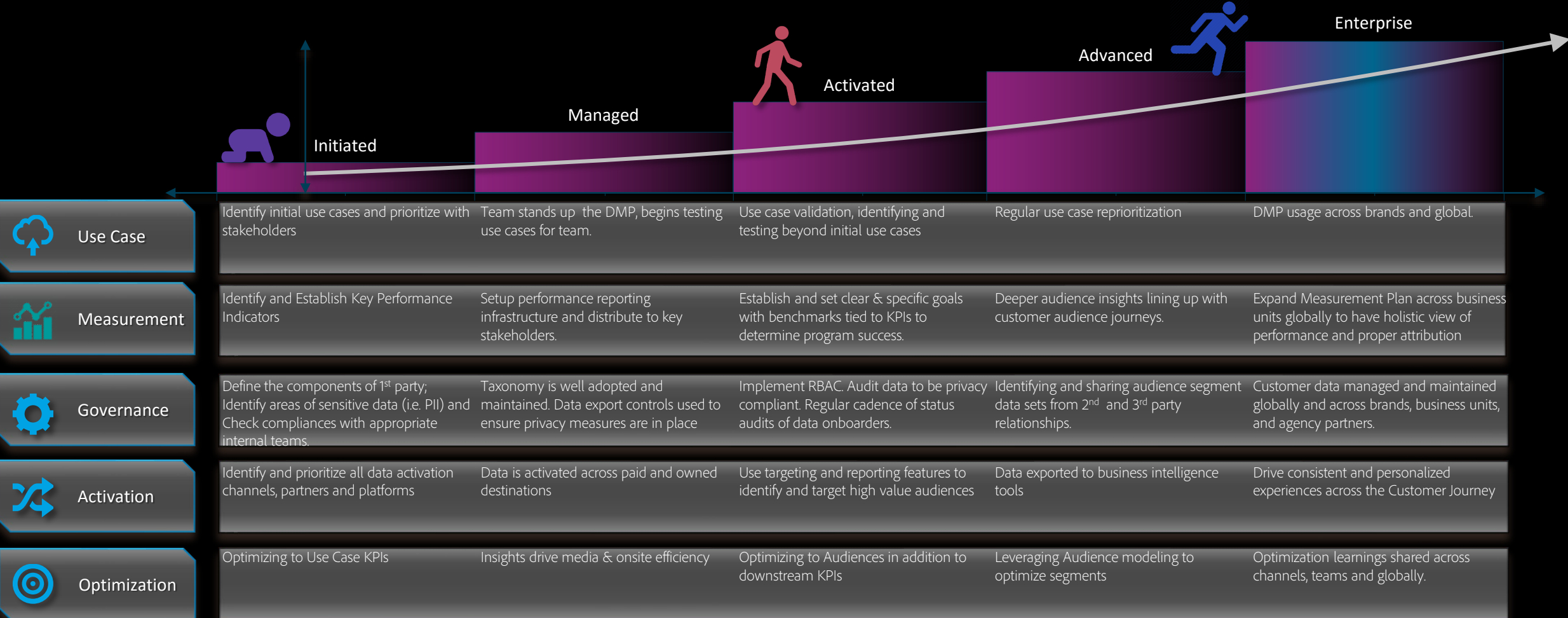


Execute Use Cases



Plan for Change

Building a Roadmap to Value



Roadmap is Dynamic



Revisit regularly

Activation Milestone

Internal Use Case
Prioritization

New Feature Adoption



Consider adding
workstreams

Standard operating
procedures

Audience optimization

Audience insights

Go Deeper

S101 – Delivering on the Experience Promise: A DMP Roadmap Toward Maturity– 4-5pm today



[Shoaib Alam]
Senior Cloud Solution
Consultant



[Shelley Wise]
VP Integrated Marketing,
Princess Cruises



Key Considerations



Continue to learn from challenge and change



Moved away from funnel – customer journey is more complex



Explore new technology to enhance experiences in-store and online




Key Questions to Consider

Data Strategy	Build Your Practice	Plan for Change
Where do you store customer data?	Who are your stakeholders and what's in it for them?	Which are your most important use cases to prioritize?
Is your data unified, clean, secure?	What regular reports drive consistency with audience activation?	What optimizations can you make to current activities?
Which marketing vehicles do you activate with this data?	Should you leverage deeper experience with tag management or scripting from APIs?	What new technologies or data sets can enhance customer experiences in-store or online?

Take the Survey for a chance to win!

(Survey section of the mobile app)

SESSION PRIZE
one per session



STARBUCKS CARD

\$10 Starbucks
Card



Day 1
Bash
Experience



Day 2
Signed Sports
Memorabilia



Day 3
Bose
Home Speaker

Thank you!

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[Jim Roots]

Senior Product Manager,
Marketing Technology & Operations

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Adobe