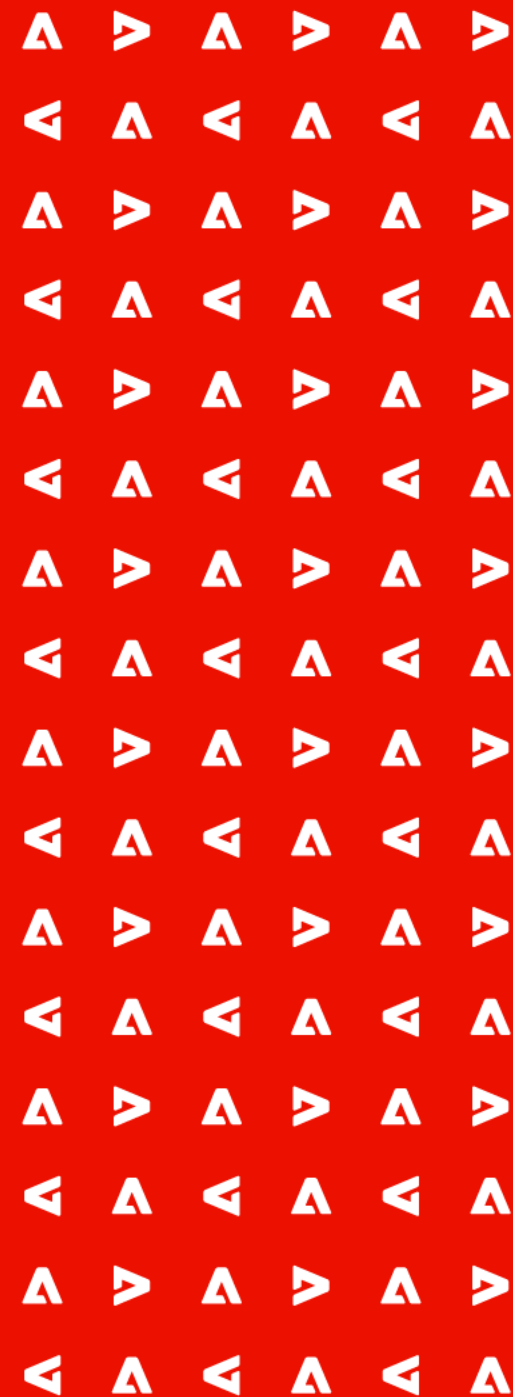




# Elevating Cross-Channel Strategies

August 24, 2023



# Today's Speakers



**Adam Wilson**

Senior Manager, Marketing Operations

AIR MILES

[awilson1@loyalty.com](mailto:awilson1@loyalty.com)

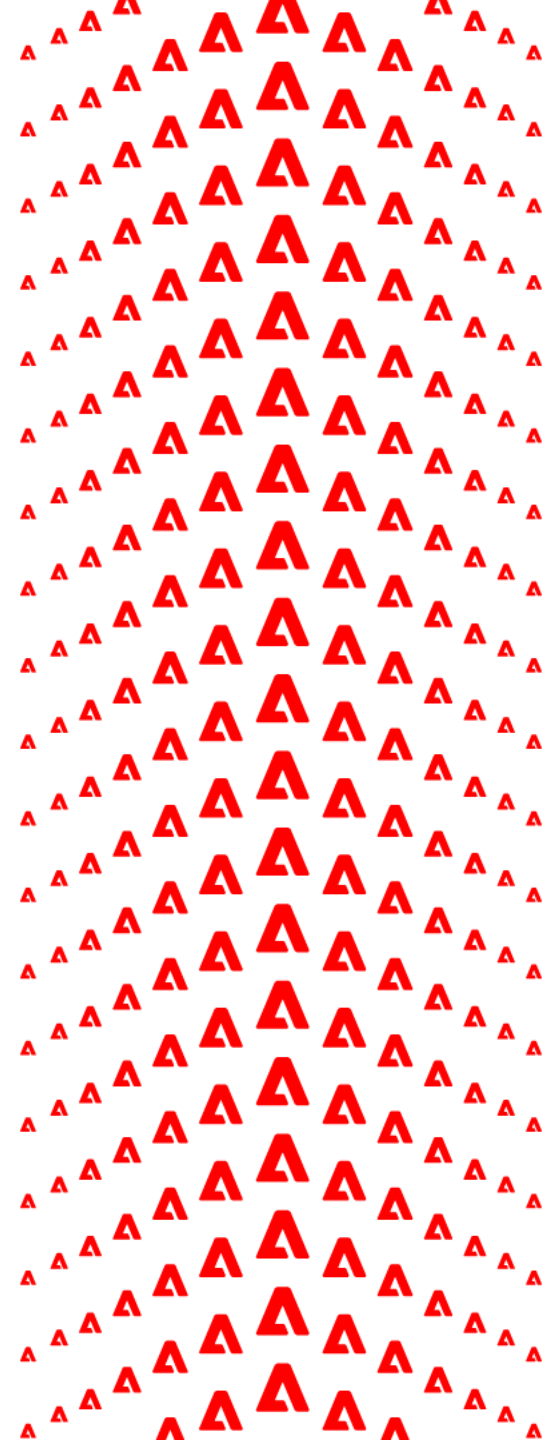


**Bruce Swann**

Principal Product Marketing Manager

Adobe

[swann@adobe.com](mailto:swann@adobe.com)



# Agenda



Using Data to Focus Efforts



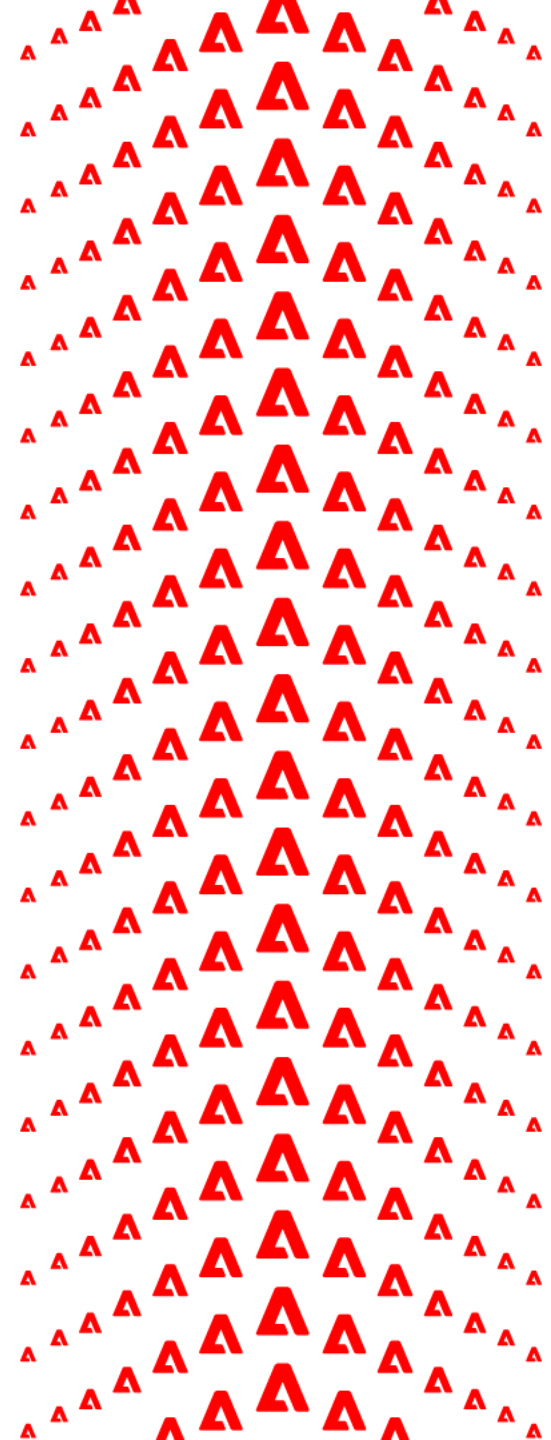
Decomposing Your Customer's Journey



Identifying & Planning Around Points of Failure



Resources



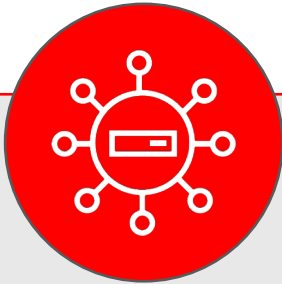
## **AIR MILES is Canada's most recognized coalition loyalty program**

- Collectors earn Reward Miles at more than 300 leading Canadian, global, and online brands and at thousands of retail and service locations across the country.
- Through world-class analytics and marketing capabilities, AIR MILES enables clients to accelerate their marketing activities and ROI.

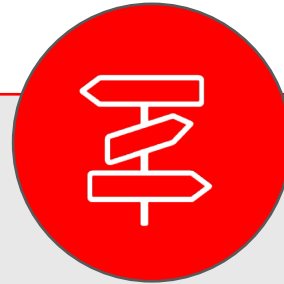


**AIR MILES™**

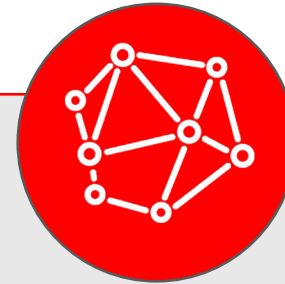
# Key Takeaways



Begin all customer journey marketing programs by identifying and profiling relevant data sources.



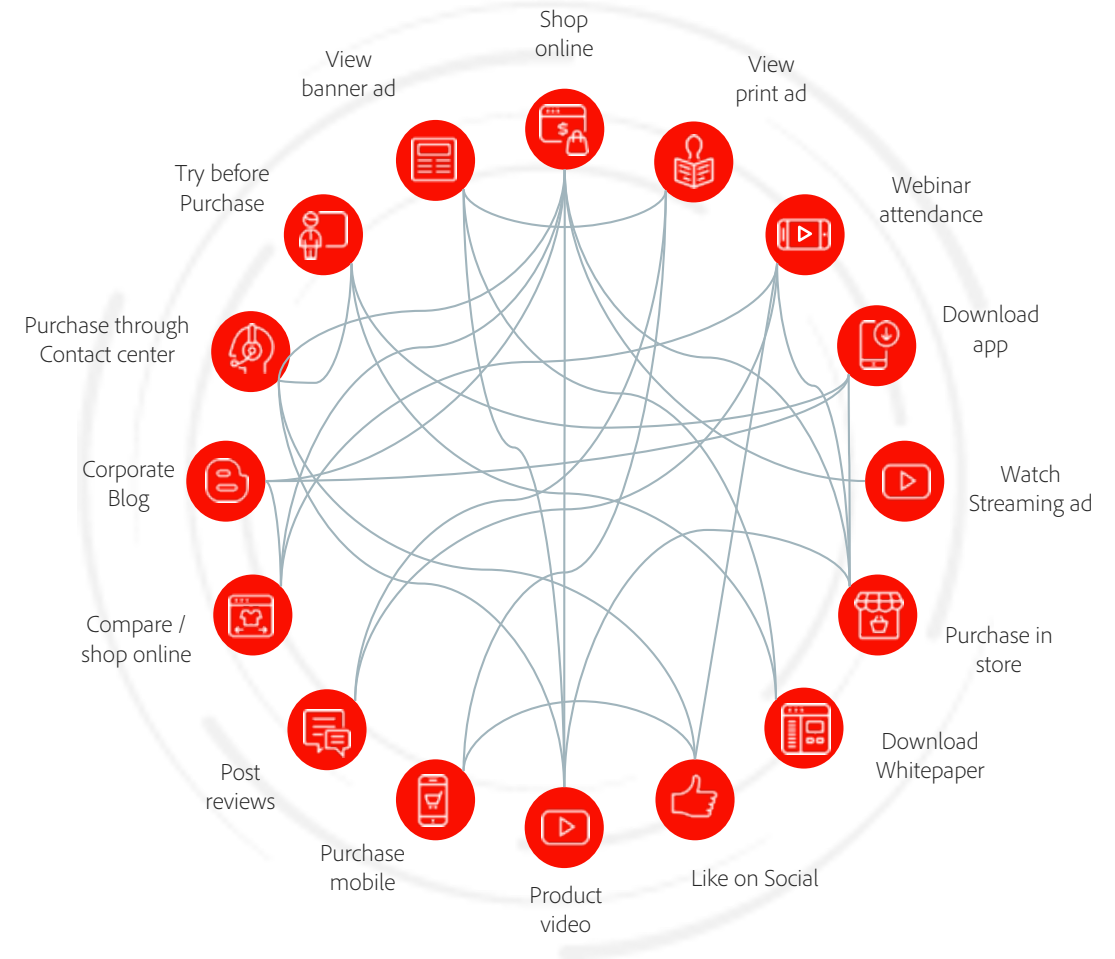
Break customer journeys down into smaller components to simplify design, development, and testing.



Keep automated marketing programs running smoothly by considering and planning around all possible points of failure.

# Creating & maintaining relationships with customers is complex

- **Customers interact with our brands in a wide range of environments: brick-and-mortar stores, digital platforms or through partner properties.**
- **Customers interact with our brands around the clock.**
- **Customers' expectations have evolved along with this environment.**



# Agenda



Using Data to Focus Efforts



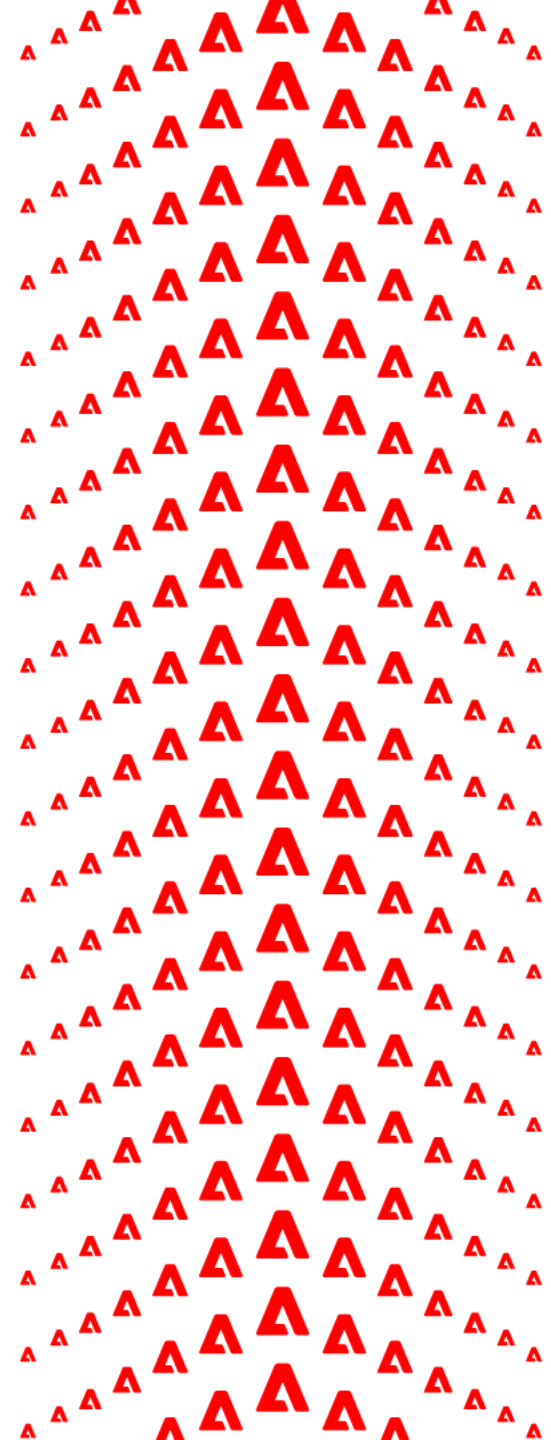
Decomposing Your Customer's Journey



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Resources



# Identify outcomes critical to your customer experience

Take proactive approach to design marketing around your customers.

- Identify key interactions between customers and brand.
- Brainstorm ways for brand to drive and respond to these interactions.

Use automation to enable personalization.

- Timed to individual customer interactions.
- Personalized content based on individual attributes of customer and their interaction.





# Begin by defining customer journey hypothesis at a high level

## Who

---



Who do we need to target to achieve our goals?

## When

---



When is it important to communicate to these customers?

## How

---



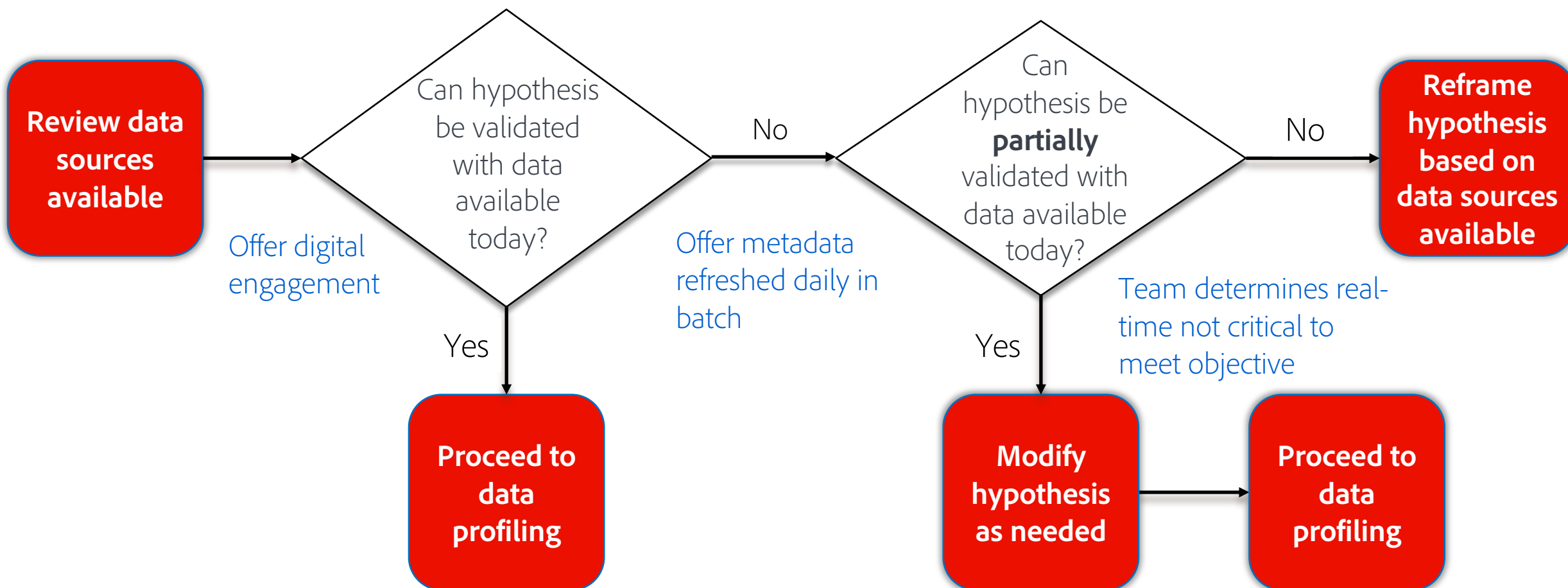
How are we expecting to meet our objectives?

Partner marketers with analytics & technology to identify relevant data.

# Refine general themes by reviewing data sources

**Objective:** Increase in-store response rate on loyalty offers.

**Initial hypothesis:** Providing offer instructions via outbound channels in real-time will maximize impact.



# Identify profile data sources as foundation for journey design

## Velocity



## Variety



## Volume



## Environment



How quickly does this data move and change for individual customers?

How much does this data vary between customers in target group?

How many records does this data source contain in each batch or stream?

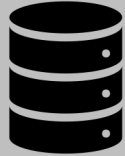
Does this data originate in a connected environment or offline?

# Responding to customer interactions in Adobe Campaign



Customer interactions

*Streaming connection*



Internal data lake

Once per hour



Batch file extracted with most recent interactions



Orchestration workflow within Adobe Campaign



Messages delivered to customers based on interaction

# Agenda



Using Data to Focus Efforts



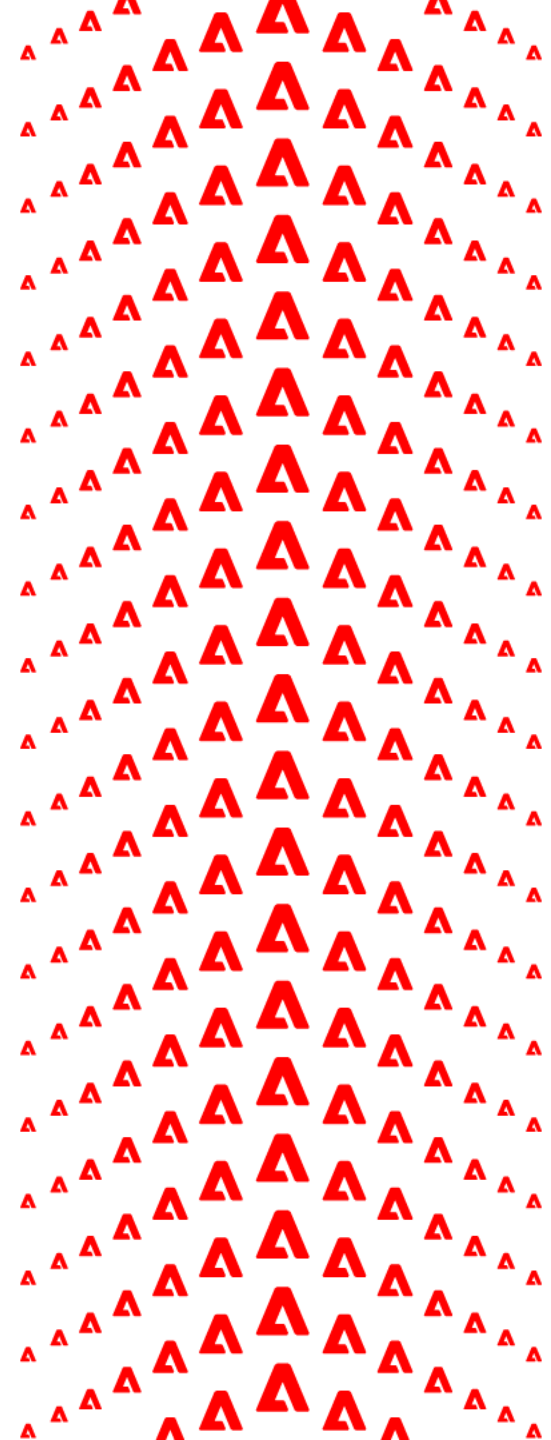
Decomposing Your Customer's Journey



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# Benefits of decomposing customer journey

- ✓ Requirements can be validated more effectively in the overall solution design.
- ✓ Work can be distributed more easily across teams collaborating on program.
- ✓ Dependencies can be tracked and controlled throughout program.



# Components of an automated marketing program



**Data ingestion** | Where and how does data need to be ingested?



**Segmentation** | Who should be targeted and how will they be identified?



**Triggering events** | When is the right time to target customers with marketing?

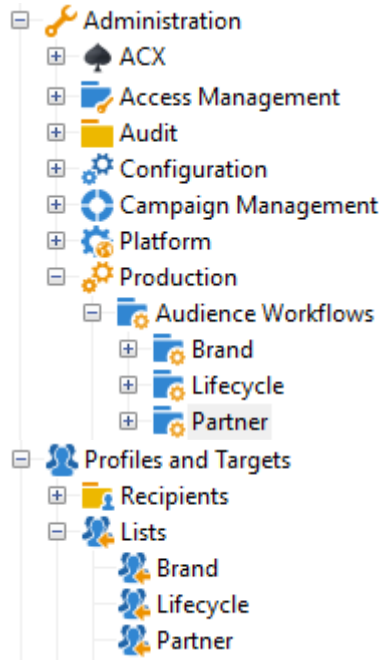


**Content** | What messaging and creatives will customers be contacted?

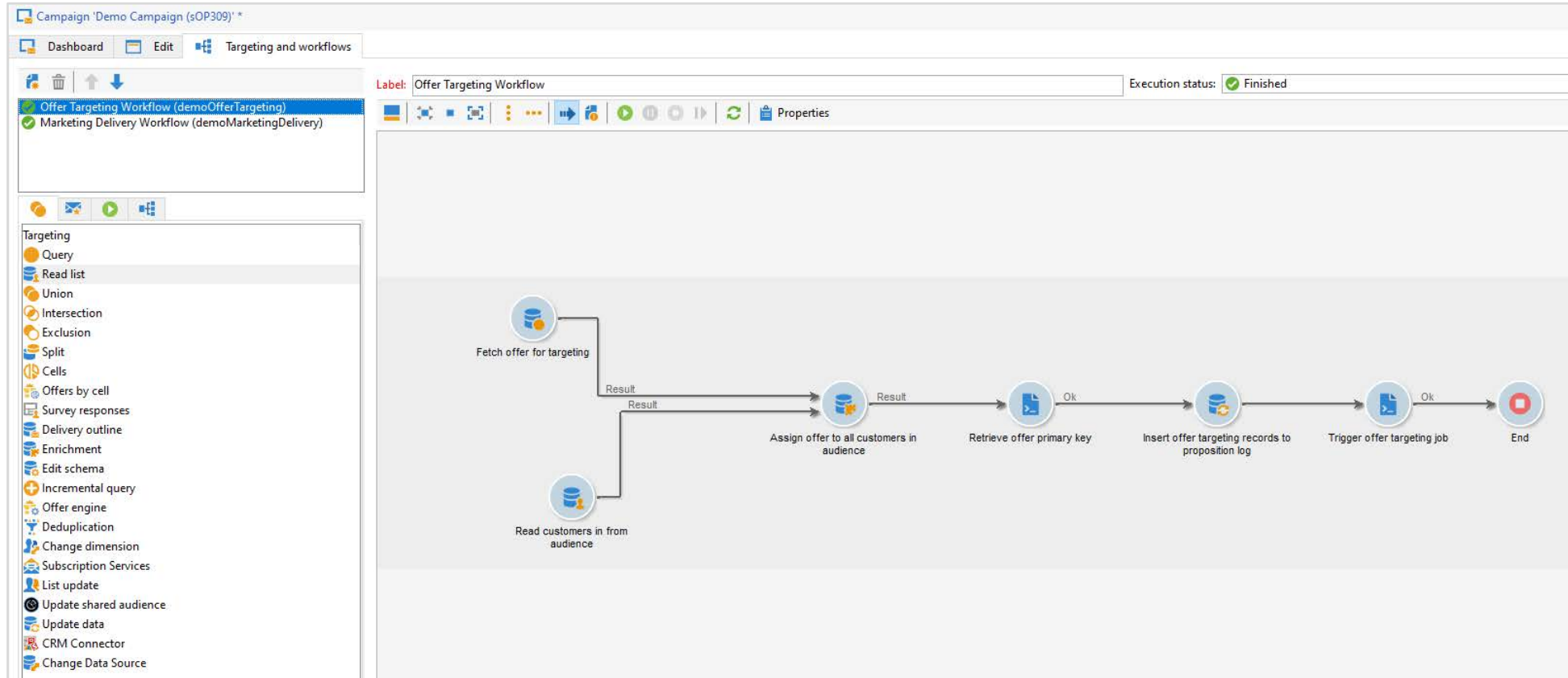


**Marketing delivery** | How will the components above be orchestrated to interact with customers?

# Components can often be directly mapped to operational workflows



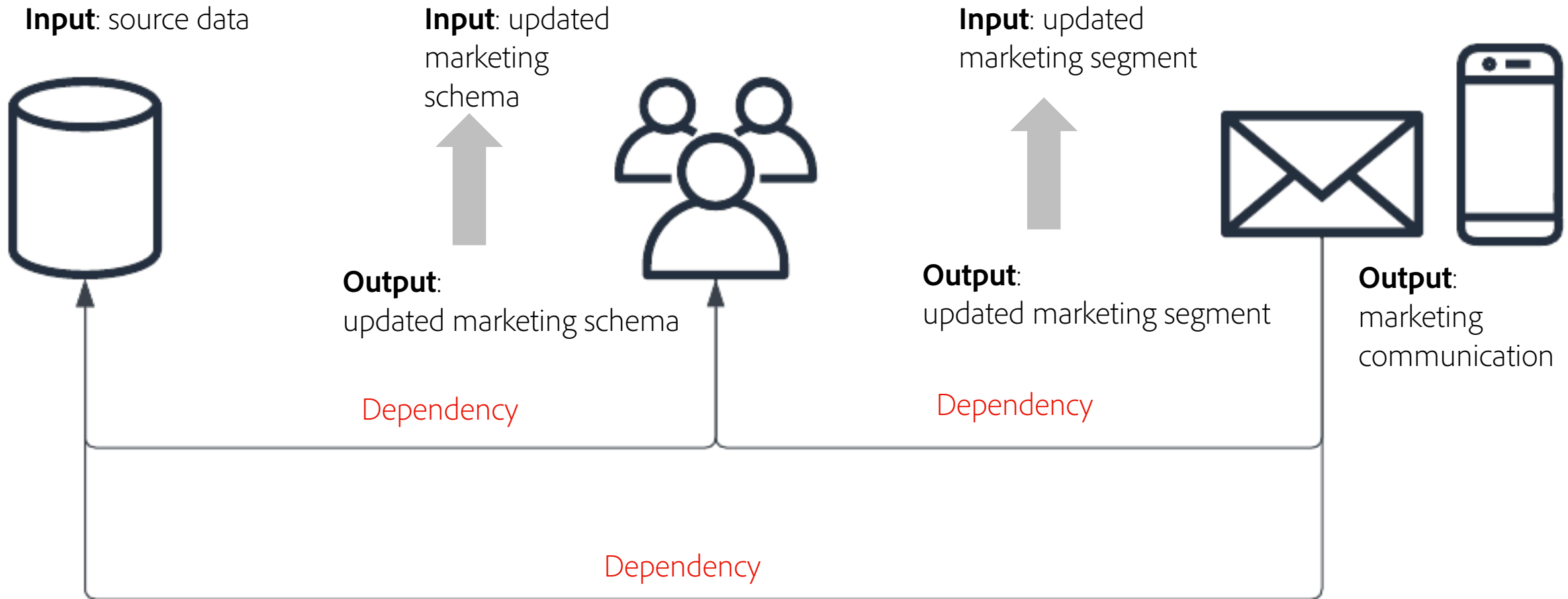
Audience workflows created and stored separately from individual campaigns



Campaign-specific components broken out into separate workflows



# Dependencies should be mapped throughout sequence of operations involved in marketing delivery



# Agenda



Using Data to Focus Efforts



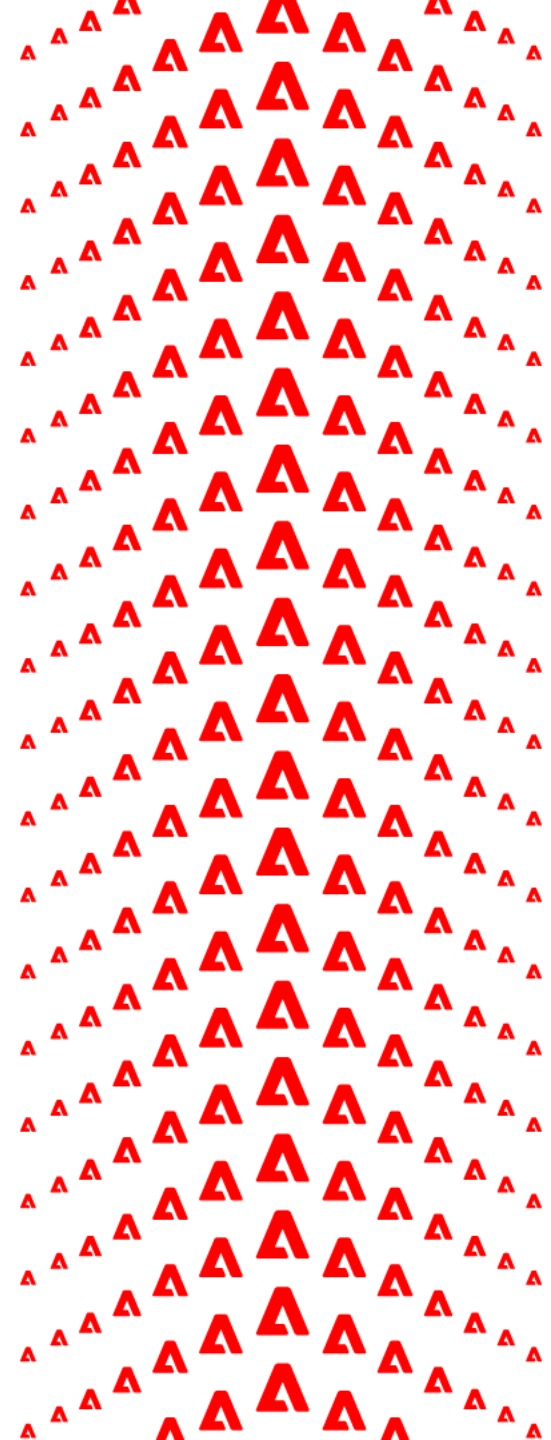
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# Identify possible points of failure throughout design process

- ✓ Limits the volume and severity of points of failure within the marketing program.
- ✓ Miscommunications can be limited by routing alerts directly to impacted teams.
- ✓ Identifying the resolution to potential issues ahead of time will increase the speed of resolution if they do occur.



# Work with impacted teams and plan responses for each point of failure



What's the best method for **notifying the impacted team**?  
Ideally leverage automation.

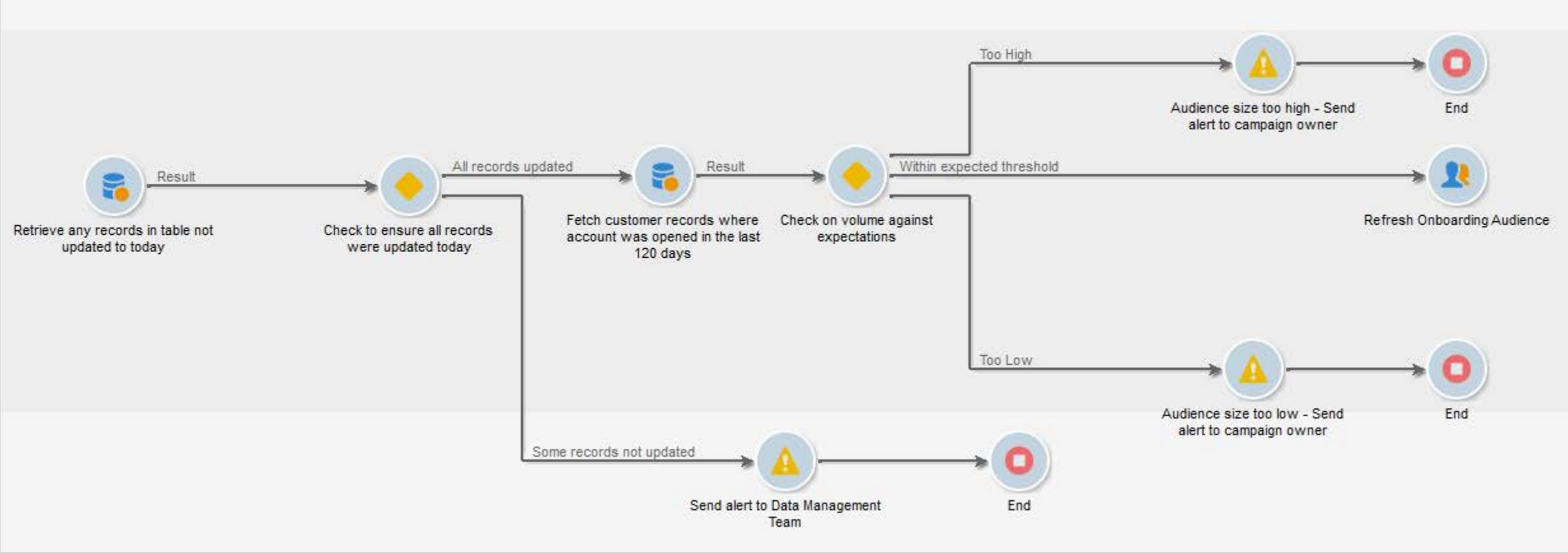


What's the expected **time-to-resolution** based on the severity of the failure and importance of the communication?



Is any **manual intervention required** from dependent teams to resume marketing after the failure has been resolved?

# A single workflow can have multiple points of failure



# Alerts can be sent directly to groups that need to take remedial action

**Alert** **Advanced**

Label: Send alert to Data Management Team

Assignment type: Group Assignee: Marketing Technical Operations

[Advanced parameters...](#)

Message

Title: Onboarding Series -- Data not up-to-date

Hello,  
The customer profile data was not up-to-date at the time when the onboarding audience was being refreshed.  
Please review and make any necessary correction.  
Thanks and have a nice day.

HTML Source

Process errors

Ok Cancel

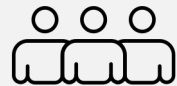
**Custom Operator Group – can be aligned to specific campaigns**

# Scheduled Campaigns with 1:1 Real Time Journeys

## Brand-initiated Campaigns

### Use Cases

- Promo Campaigns
- Announcements
- Newsletters
- Nurture Campaigns
- Digital Welcome
- Re-marketing
- Win-back
- Birthdays & Anniversaries
- Destination Deals



### Campaigns

- Audience focused
- Brand KPIs
- Episodic



### Real-Time Journeys

- Individual customers
- Customer Journey Oriented
- Focus on Lifecycle

## Customer-initiated Journeys

### Use Cases

- "Live" Experiences
- Onboarding
- Intelligent Re-engagement
- Loyalty (real-time)
- Guest or Traveler Check-in
- Travel-day & Pre-trip Journeys
- Trip Updates
- Personalized Contextual Offers

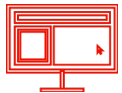
# Overview of the New Adobe Campaign v8 UI



New web UI for marketer focus on day-to-day marketing activities



Unified experience across AEC applications with a single & shared user session



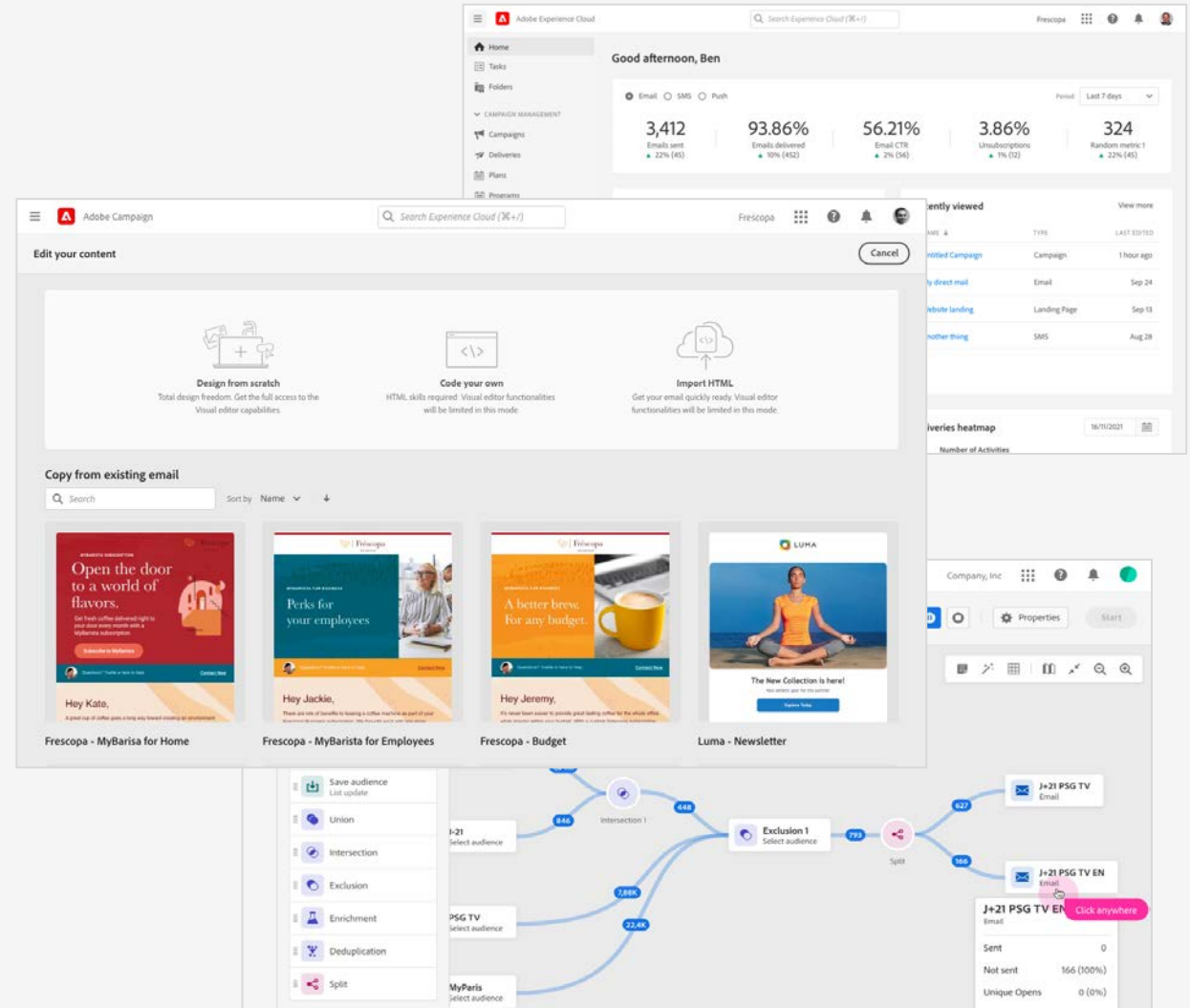
Homepage dashboard



New Drag and drop email design experience associated to a centralized asset library



Simplified campaign orchestration experience







# Agenda



Using Data to Focus Efforts



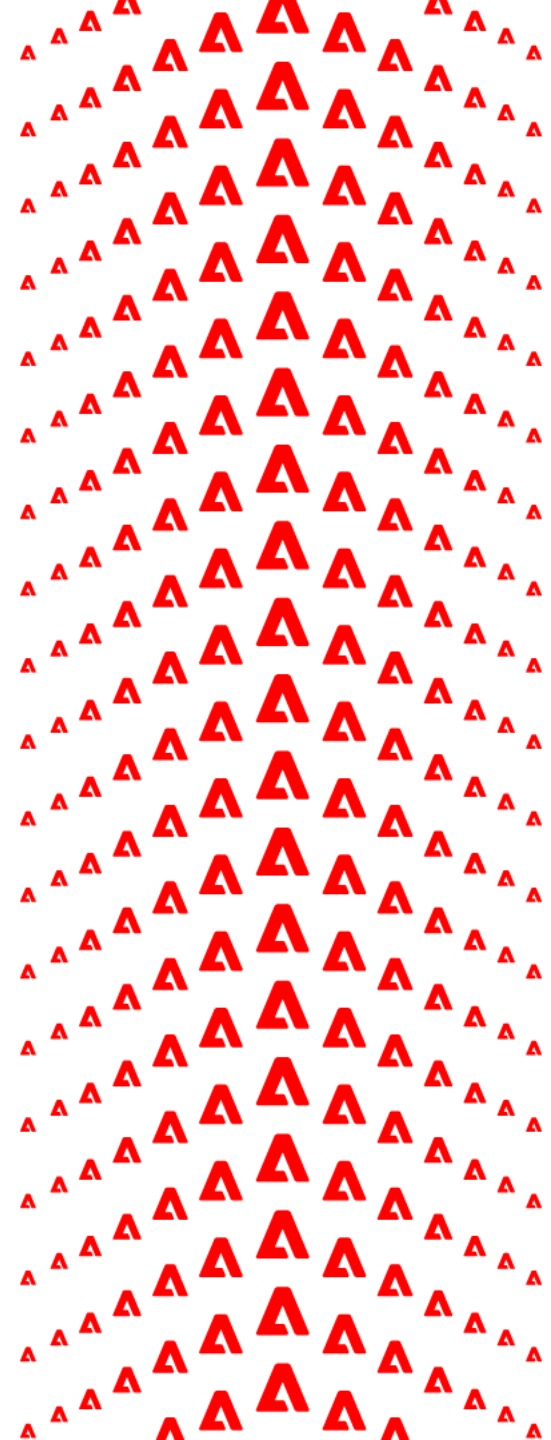
Decomposing Your Customer's Journey



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FAQ, Considerations & Resources



# Additional Adobe Campaign Resources

Previous Webinar Library:

<https://experienceleague.adobe.com/docs/adobe-campaign-insider-events/events/overview.html>

Adobe Campaign Learning Paths on Experience League:

<https://learning.adobe.com/learning-path.html?products=Campaign%20Classic>

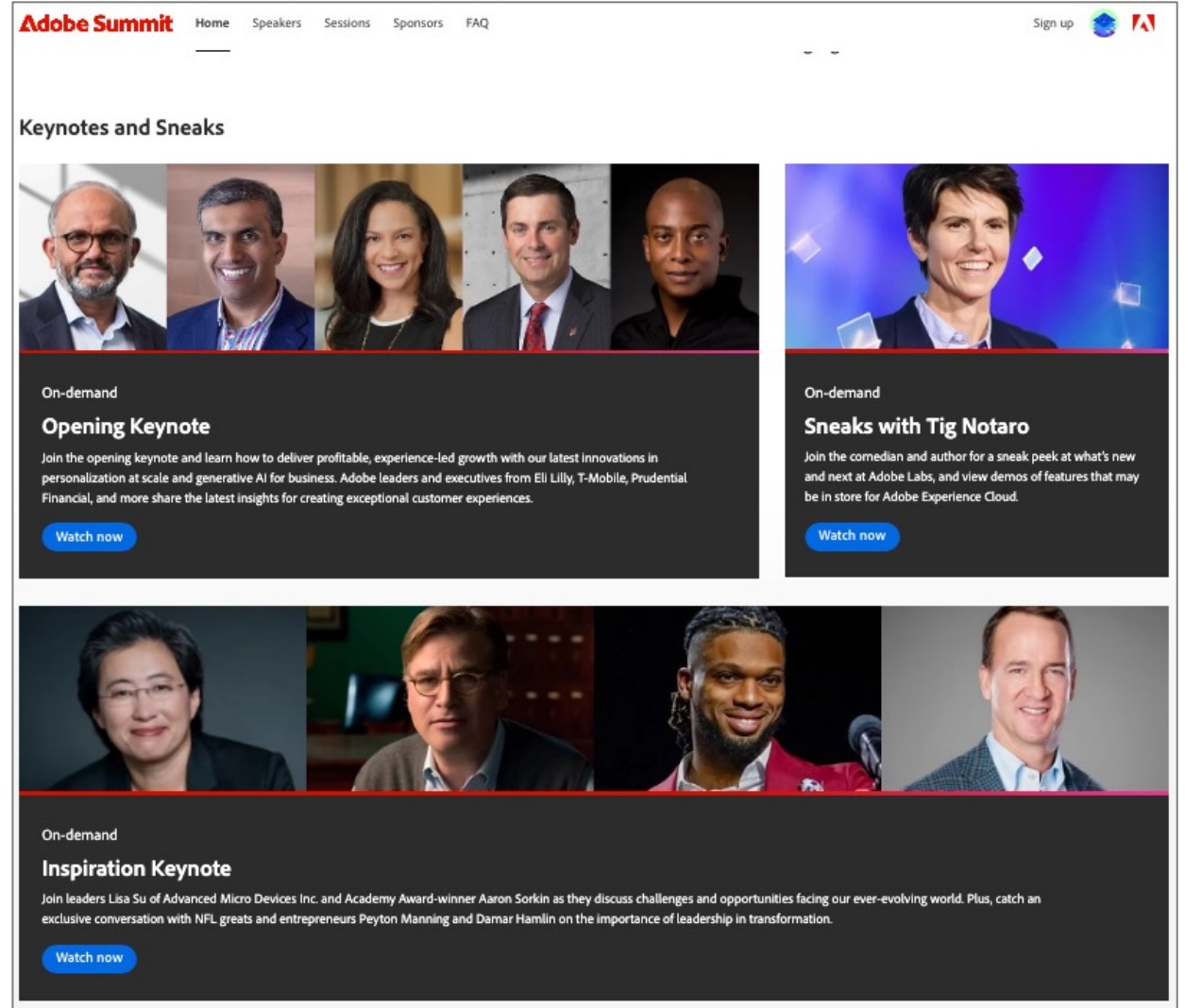
Adobe Campaign Managed Cloud Services:

<https://business.adobe.com/products/campaign/managed-services.html>




# Adobe Summit On Demand

# Adobe Summit All Year Long



The screenshot shows the Adobe Summit On Demand website. At the top, there is a navigation bar with the Adobe Summit logo and links for Home, Speakers, Sessions, Sponsors, and FAQ. A 'Sign up' button and the Adobe logo are also visible. Below the navigation bar, the main content area is titled 'Keynotes and Sneaks'. It features three featured sessions, each with a row of speaker portraits and a description box. The first session is 'Opening Keynote', featuring five speakers. The second is 'Sneaks with Tig Notaro', featuring one speaker. The third is 'Inspiration Keynote', featuring four speakers. Each session description includes a 'Watch now' button.

**Adobe Summit** Home Speakers Sessions Sponsors FAQ Sign up 

### Keynotes and Sneaks

**On-demand**  
**Opening Keynote**  
Join the opening keynote and learn how to deliver profitable, experience-led growth with our latest innovations in personalization at scale and generative AI for business. Adobe leaders and executives from Eli Lilly, T-Mobile, Prudential Financial, and more share the latest insights for creating exceptional customer experiences.  
[Watch now](#)

**On-demand**  
**Sneaks with Tig Notaro**  
Join the comedian and author for a sneak peek at what's new and next at Adobe Labs, and view demos of features that may be in store for Adobe Experience Cloud.  
[Watch now](#)

**On-demand**  
**Inspiration Keynote**  
Join leaders Lisa Su of Advanced Micro Devices Inc. and Academy Award-winner Aaron Sorkin as they discuss challenges and opportunities facing our ever-evolving world. Plus, catch an exclusive conversation with NFL greats and entrepreneurs Peyton Manning and Damar Hamlin on the importance of leadership in transformation.  
[Watch now](#)

<https://business.adobe.com/summit/adobe-summit.html>

# Adobe Campaign Pages

## Adoption Framework for AC

- Content organized by people, planning and product
  - Team and org readiness
  - Customer testimonials
  - Tutorials
  - Learning resources
  - Release notes
  - Demo videos
  - Ways to engage with Adobe Campaign community
- Adobe Campaign Classic:  
<https://express.adobe.com/page/Fmshkesu8BvBb/>

**Be in the Know**

**Adobe Campaign**  
Be in the Know: Resources to Elevate Your Cross-channel Marketing

**People**  
Organize and optimize cross-channel success.

- Optimizing your team for cross-channel success: [Video](#)
- Team readiness, design and customer engagement: [Document](#)
- Five roles critical for cross-channel success: [Leadership](#)

**Planning**  
Evolve your cross-channel strategies to maximize customer engagement.

- Digital maturity model: [Document](#)
- Migrate from an ESP to Adobe: [Video](#)
- Getting more with Adobe Campaign: [Document](#)
- Learn from your peers: [Video](#)
- Moving to the cloud: [Document](#)
- Critical cross-channel capabilities: [Thought Leadership](#)

**Product**  
Maximize your marketing investment by keeping up with new releases and product innovations.

- What's new with Adobe Campaign: [Online Resource](#)
- Deliverability best practices: [Online Resource](#)
- Release notes: [Online Resource](#)
- Adobe Campaign integrations: [Online Resource](#)
- Product videos and demos: [YouTube](#)
- Customer stories: [Videos](#)
- Adobe Campaign tutorials: [Online Resources](#)

# Training Resources - Adobe Digital Learning



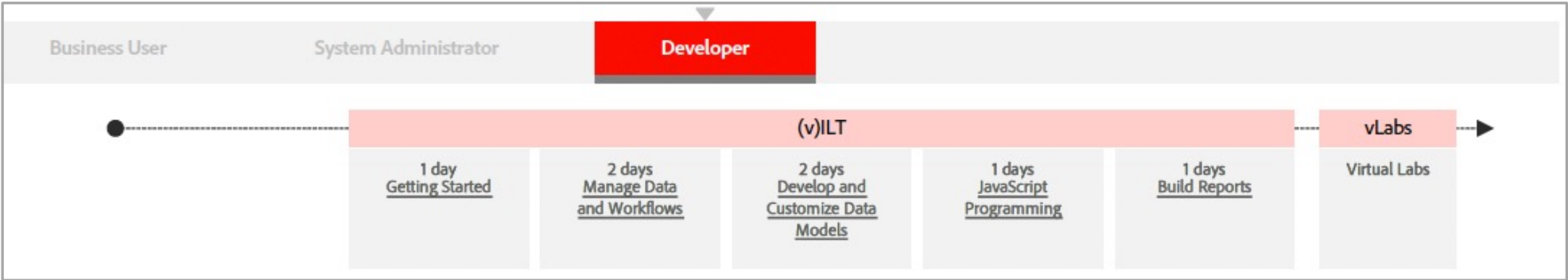
Campaign Designer



Administrator



Developer



# Thank You!!



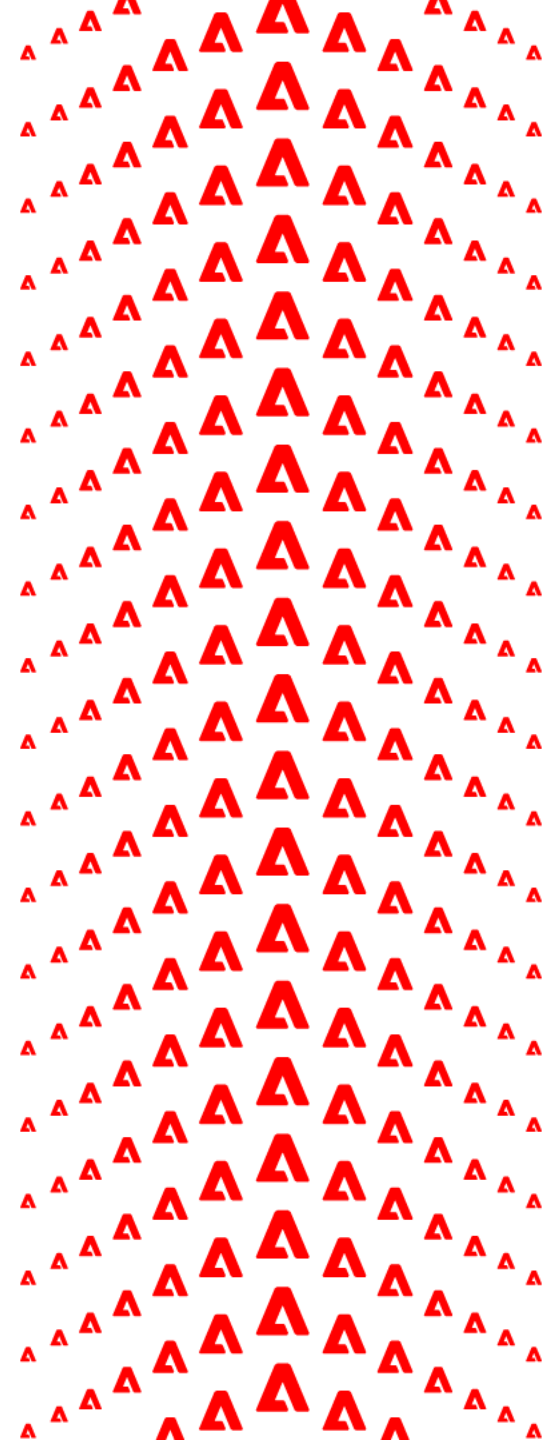
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**Bruce Swann**

Principal Product Marketing Manager  
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**Thank you!**

