



WILLOWTREE

10 Steps to Launching **Adobe** CDP.



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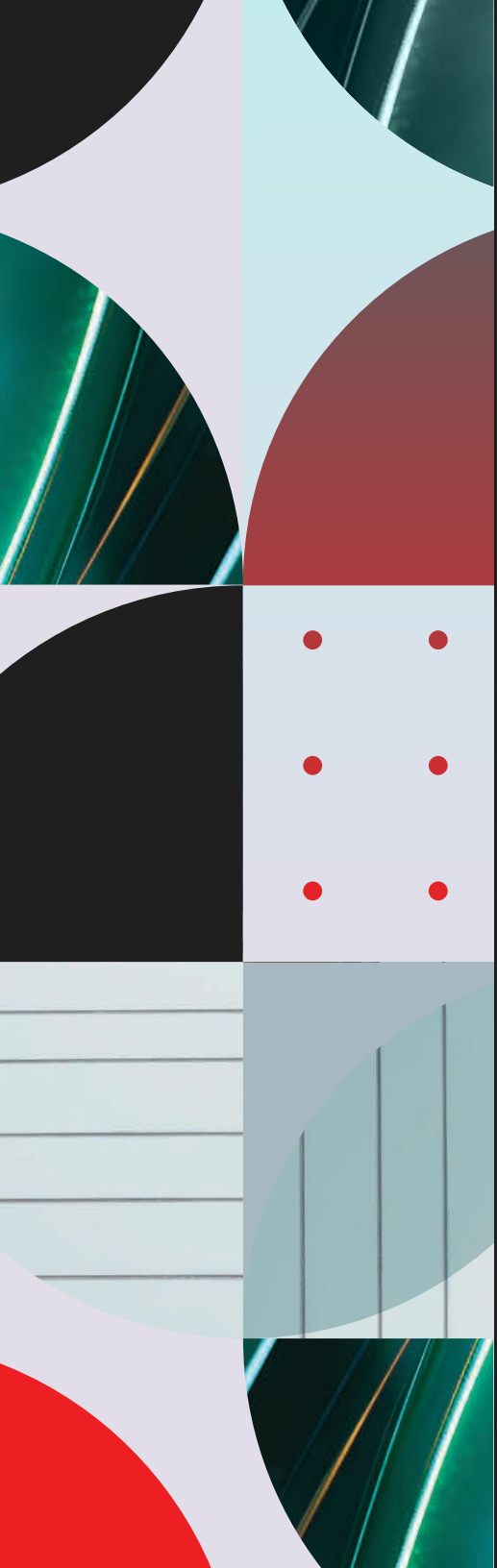
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Introduction



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Social media. Email. Apps. Paid media. CRMs. eCommerce. Call centers. In-person events. Virtual events. Data silos offer an incomplete view of your business, seriously hindering decision-making and costing up to 30% of potential annual revenue. According to Gartner, bad data costs organizations \$12.9 million a year.¹

Every day, avenues for reaching target audiences fragment and multiply. In this splintered landscape, customers expect deep and intuitive personalization. How can a business learn from the preferences of individual users across so many platforms and devices?

That's where a **customer data platform (CDP)** comes in.

¹ <https://www.gartner.com/smarterwithgartner/how-to-improve-your-data-quality>

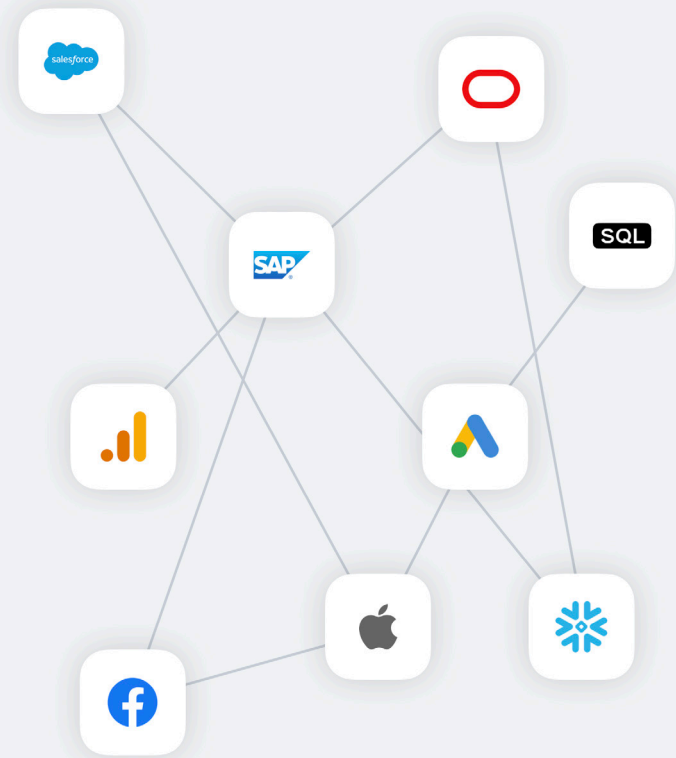
What is a customer data platform?

A CDP acts as a hub for all customer information – across multiple channels and platforms – driving easier integration, segmentation, and personalization of business content.

A customer might interact with a brand across many digital touchpoints in a single day, and these interactions occur across multiple devices. That single customer might exhibit different characteristics or share unique information on their mobile device versus their tablet, laptop, or wearable device.

The problem is clear: different parts of a business hold different parts of a customer's data. A CDP breaks down these silos and houses all customer data in one central location.

The challenge: Organizations struggle to create a personalized experience for customers across different channels due to fragmented and siloed customer data.



How does a customer data platform work?

Sounds simple, but the technical aspects that drive this capability are quite complicated.

Imagine it's summer, and a customer clicks on a fashion brand's email offer for sunglasses. She likes how they look and is glad to see a discount. When she visits the website, cookies determine her device IP address is in Hawaii, but email marketers never get this information. Time passes, and now it's winter. The company emails this same customer a discount on beanies and gloves, expecting the same conversion. But the customer doesn't need cold weather gear because she lives in Hawaii. Not only has the company failed to make the sale, it has potentially alienated this customer by sending her an irrelevant message.

What we have here is a fragmented customer profile based on data silos. The second offer is worthless, based on a disjointed understanding of the customer. We hear stories like this all

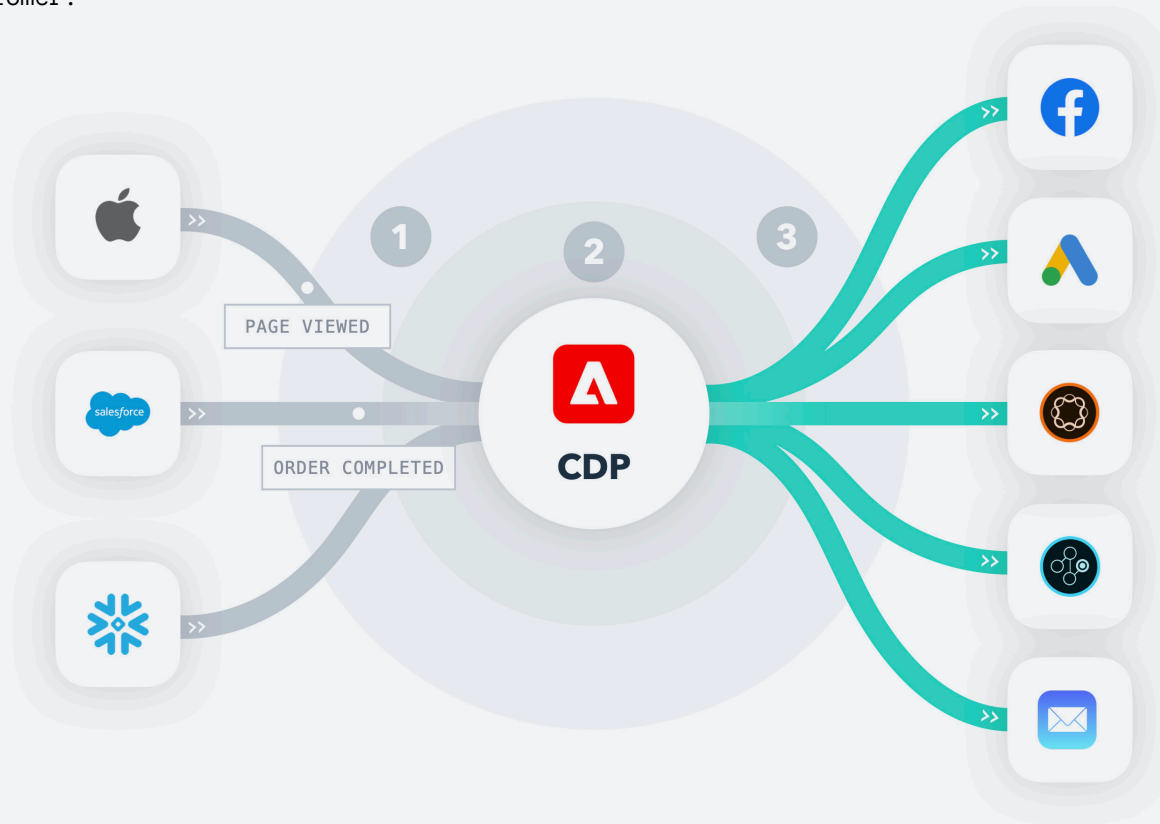
the time: satisfaction surveys for new customers; pregnancy products for single men; pizza offers for gluten-free diners. But not only did our fashion brand miss the mark with this particular offer, it also missed an important opportunity to meaningfully engage the customer.

For example, imagine the customer's app usage signifies that she's a high net-worth individual. This information also remains siloed and never gets to the email marketing team. The company can email her discounts all day – she's a savvy shopper; she'll take them – but what if there were a more exciting way to engage her? An offer the company can only uncover when it links data from her email, web, and app engagements? An offer so personalized as to feel exceptional?

This is a job for [Adobe Real-Time CDP](#).



The solution: Adobe Real-time CDP acts as a hub for all customer information across multiple channels and platforms, ultimately driving easier integration, segmentation, and personalization of marketing content for each individual customer.



1. Sources

Connect disparate sources to the CDP at scale with consistent data structure on customers' brand interactions to power 360° holistic profiles.

2. Identity Resolution

Stitch together a customer's identity into a unified profile in real-time based on tracked interactions across platforms and devices.

3. Destinations

Maximize downstream tools and targeting/segmentation capabilities at scale with consistent customer data further enabling rich personalized experiences.

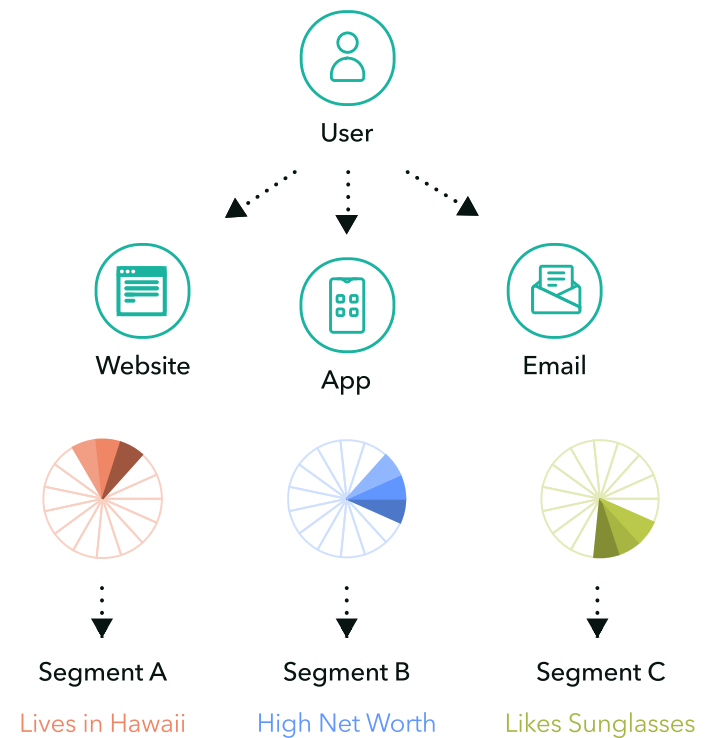
Why Adobe?

While there are many CDPs, Adobe CDP – an integral part of the Adobe Experience Cloud – offers distinct advantages.

With Adobe's **identity resolution** capability, a brand can attribute all the data from that single customer in Hawaii into a unified profile. It can connect her device behavior, preferences, geographic location, email address, name (let's call her Kathleen), and many other data points into a 360-degree view so the brand can converse more consistently with her.

Marketing Problem

Data Silos = Fragmented Profile

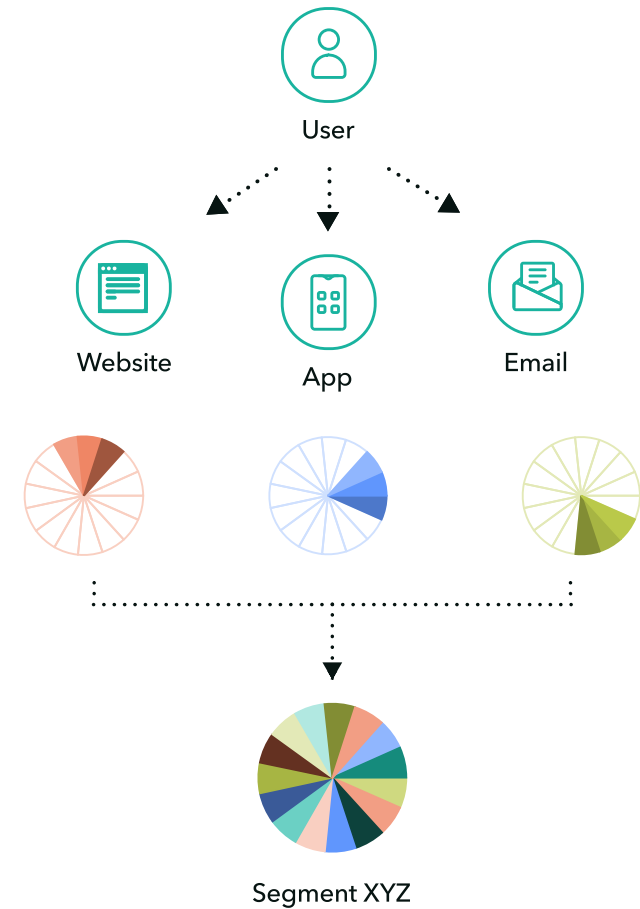


Now the merchant knows Kathleen lives in Hawaii and is shopping for warm-weather garments and accessories but is unlikely to purchase strictly based on price. Instead, she might be more excited to engage with the brand if they send her a personal invite to a VIP fashion event in Hawaii.

With a CDP, rather than taking shots in the dark, the brand can execute a custom-designed strategy to inspire Kathleen to take the next step toward conversion.



Real-Time 360° View of the Customer



Lives in Hawaii, High Net Worth, Likes Sunglasses

Price Increase Across All Channels

Personalized Content = Invite to Fashion Events in Hawaii

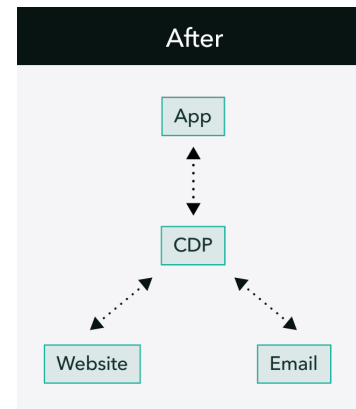
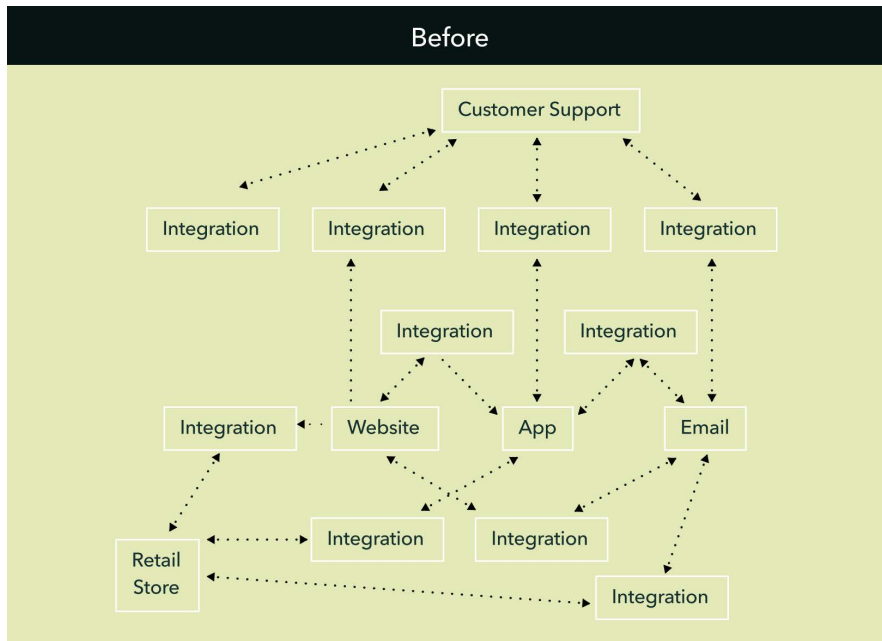
“Companies have been using CRMs as a customer database, but this is swiftly becoming legacy technology for two main reasons: first, CRM databases are not real-time; second, the database is traditionally managed by IT-based teams who must be trained to respond to these kinds of market events. CDPs bring advanced technology into the hands of marketers who can capitalize on insights more quickly and creatively.”



Wesley Brett

Marketing Technology Consultant | WillowTree





Another benefit of Adobe’s Real-Time CDP is that Adobe offers an expansive ecosystem. Businesses already using products within the Adobe Experience Cloud might benefit from maintaining a single relationship, contract, and log-in for the Adobe CDP.

Working inside the Adobe ecosystem makes outside integration easier. Without a CDP, an enterprise would have to integrate data from Kathleen’s fashion show (a new channel) via multiple APIs connecting this new channel to every other existing channel, exponentially increasing the complexity of its integrations. With Adobe CDP, brands have put a powerful piece of technology in the middle of their data flows. Now, if Kathleen attends the fashion event in Hawaii, the merchant can instantly add this data to her profile and share it with the entire organization.

Adobe Sensei, Adobe’s proprietary artificial intelligence, can analyze data stored in the Real-Time CDP to provide better insights into customer preferences and highlight potential opportunities for engagement. With a trusted brand like Adobe, users know they’re getting the best data privacy, compliance, and security. And with the power of Adobe, companies can confidently scale the amount of data they run through Real-Time CDP with ease as they grow.

Real-Time CDP becomes the core of the business, holding all that marketing intelligence in one place.

That’s the strength of the Adobe CDP.

This personalization has always been the goal of marketing.

The technology has finally caught up.

Taking the next step

No platform, no matter how powerful or well-integrated, can impact a customer journey or shift a business metric by itself. So, now that you have Real-Time CDP, how do you use it to deliver the most value in real time to drive conversions?



“Most people in most companies are in the mindset of either: ‘We have a CDP’ or ‘We have to purchase one,’ and they know who the players are. It’s not like this is a new concept. The more unique concept people are trying to figure out is customer journey management.”



Tony Ferreira

Senior Director, Adobe Practice | WillowTree





Step 1

**Bring the right people
into the room**



Making Real-Time CDP work for a business is a challenge engineers must solve in collaboration. It's a challenge marketers need to approach with the same collaborative mindset. From the C-suite down, it takes a cross-functional task force to engage Adobe Real-Time CDP to deliver customer value.

The first step is to identify the members of that task force. At WillowTree, we start by helping clients pull together a small but strategic team of individuals from across their business to align on:

- how Real-Time CDP will support the company's business objectives
- what marketing strategy within Real-Time CDP will have the most significant impact on business objectives
- which customer data is most relevant for that marketing strategy, and where that data currently lives
- how to funnel relevant customer data into Real-Time CDP to deliver a minimum viable product (MVP) with the strongest impact
- how to implement, test, and iterate on Real-Time CDP strategy to ensure the MVP hits the stated business objectives

So who should be on the task force? Include someone from **engineering** who can build the MVP, someone from **data** who can support it, and someone from **marketing** who will be the most common end user. It typically makes sense to include someone from **sales** who can help align the MVP with business objectives and KPIs. **Executive-level** sponsorship will help to sell the Real-Time CDP internally. Depending on the business, it may make sense to get **product designers** involved. Members from an internal **analytics** team should be represented too. A CDP task force should be extremely cross-functional.

At the same time, the task force shouldn't get too large or unwieldy. The ideal team should remain nimble and deliver on its objectives efficiently to get the MVP up and running fast, so the brand can start measuring a positive business impact.

Once the stakeholders are in one room with the shared goal of activating the Real-Time CDP for maximum value, will everyone agree on how to make it happen?

Of course not.

In their regular roles, these stakeholders work on different teams toward different key performance indicators (KPIs), so expect misalignment early on. In these early meetings, let task force members voice competing priorities, and make sure they can hear each other and are willing to get on the same page.

Once areas of misalignment are aired, take a beat or two, regroup, and get the task force working toward the same goals with Step 2...



“Usually, customer data platforms are purchased through the technology budget from a CTO or CIO or through the marketing budget. That department believes they own it completely. But platforms like this require a combination of engineering, data architecture, marketing, platform architecture, and sometimes product management. Your ability to help these people work together will determine the success of your program.”



Tony Ferreira

Senior Director, Adobe Practice | WillowTree



Step 2

Define the business objectives for Adobe CDP



Ideally, clear business objectives underpin all business decisions. The implementation of the Real-Time CDP is no different. What are the KPIs each team is working toward right now? What is the company trying to achieve, and by when?

Don't be shy: put a dollar value on it; put a deadline on it.

In partnership with our client stakeholders, WillowTree's **North Star Workshops** distill competing priorities and KPIs into one single North Star Metric, with clearly defined mid- or long-term business impacts.

For example, a media and entertainment company's North Star Metric might be regular active listeners. More specifically, we'd evaluate the number of unique users who consume at least 30 minutes of content per session, three times per month. To measure subscriber engagement over time, marketers must capture data from sources such as apps, websites, social media, and third-party partners, among many others.

That's where Adobe CDP comes in. Using the robust customer profiles activated through Real-Time CDP, the tool would empower granular consumer segments, updated in real-time according to the data source (potentially hundreds of platforms), frequency (weekly vs. monthly), and depth (10 minutes listened vs. one hour).

The task force can brainstorm ideas for business objectives before the North Star workshop. They can list the KPIs they would want to see Real-Time CDP achieve. Remind them of the strategic business objectives the whole team is working toward and ask them to consider how their suggestions will help the business achieve this objective.

Once the team agrees on the North Star Metric it wants to achieve with Real-Time CDP, get even more specific in Step 3 by determining the relevant use cases Adobe CDP can deliver on.

“A CDP can be leveraged to do many different things. And the options can be crippling. You’re chasing everything and achieving none of it. That’s why focusing on a single KPI or North Star Metric helps prioritize the ways we can unlock a CDP’s functionality.”



Ross Koon

Partner, Growth Marketing | WillowTree

Step 3

Outline initial use cases for Adobe CDP

At WillowTree, one of the first mistakes we see clients make is they try to activate Adobe CDP by driving data into it first. The rationale is that a company might as well have all its data accessible via Real-Time CDP and then decide which data they need to build out a customer journey. Right?

Wrong.

“When people buy a CDP, they’re like, ‘Get all the data in right away!’ But if you bombard the CDP with data before having a clear focus, you’re creating a giant mess to clean up. Before you ingest data, first consider the key data sources you want to pull in that can help accomplish your end goals.”



Tony Ferreira

Senior Director, Adobe Practice | WillowTree

Instead, we advise clients to reverse engineer their Real-Time CDP strategy from agreed-upon use cases. Which specific customer journeys will deliver value toward the business’ main objectives? These will determine the MVP. And we determine these with **Use Case Workshops**.

WillowTree’s Use Case Workshops help a CDP task force identify MVP opportunities that minimize time-to-value and speed-to-market while maximizing returns.

Remember the media and entertainment brand’s North Star Metric: regular active listeners. Based on that metric and its associated KPIs (e.g., subscriptions, sessions, minutes listened, etc.), a Use Case Workshop might help our client define these two use cases:

1. **Personalized content recommendations** to expose listeners to highly relevant content, driving deeper engagement and additional consumption
2. **Push notifications** to flag new content releases, encouraging consumers to re-engage with the app on a more regular basis

Given WillowTree’s Adobe Experience Cloud expertise, we know that activating use cases takes time. Time-to-value depends on the complexity of a company’s use cases and its data ecosystem.

With that in mind, we urge task force members to prioritize use cases that are most important to cut through those complexities and shorten the runway to ROI. Through **Prioritization Exercises**, we facilitate client alignment on business-critical, high-impact use cases and the customer profile data needed to initiate them.

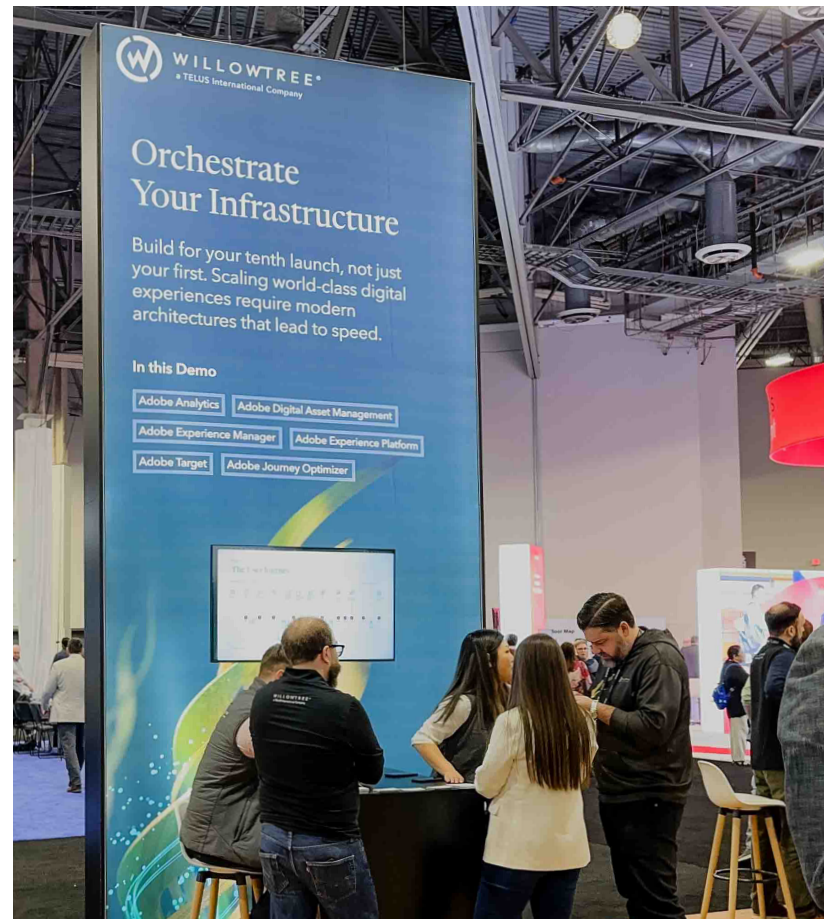
For our media company example, we'd compile a list of campaigns – perhaps a new recommended series launch, user onboarding, or seasonal promotion – and rank them according to value and complexity.

Is the firm's priority to establish rapid efficiencies and automation in the short term? If so, we'd prioritize monetized campaigns, such as more seamless, expedited user onboarding.

Or is the company taking a time-intensive approach to more effective marketing? In this instance, we'd focus on campaigns to expand lifetime value, like milestone recognition or upsells.

Adobe Real-Time CDP can help firms accomplish all of these priorities. A Prioritization Exercise aims to ensure cross-functional alignment on which one comes first.

Remember: the business objectives determine the use cases, and the most impactful of these use cases becomes the MVP for the Real-Time CDP.



Case Study: Sparking Success at Brightline



Brightline is a private inter-city rail route between Miami and West Palm Beach, soon adding a long-awaited stop in Orlando, Florida. As part of their digital transformation, Brightline transitioned their MarTech stack to the Adobe ecosystem – including **Adobe Experience Platform, Adobe Journey Optimizer, Real-Time CDP, and Customer Journey Analytics** – to manage customer data and inform segmentation to guide communication with riders.

Brightline’s business objective was to sell more train tickets, of course, and to bring the premium physical experience they provide on their trains and stations into the digital landscape.

One of their main goals in transitioning their MarTech stack was to easily message up-to-date customer segments. In the past, Brightline pulled static user lists manually, a time-consuming process that constrains many enterprise-level organizations still using legacy CRM systems.

What if, for example, a customer took their first ride between when a list was pulled and an email went out? Brightline wanted to integrate its systems with Adobe’s Real-Time CDP to serve as

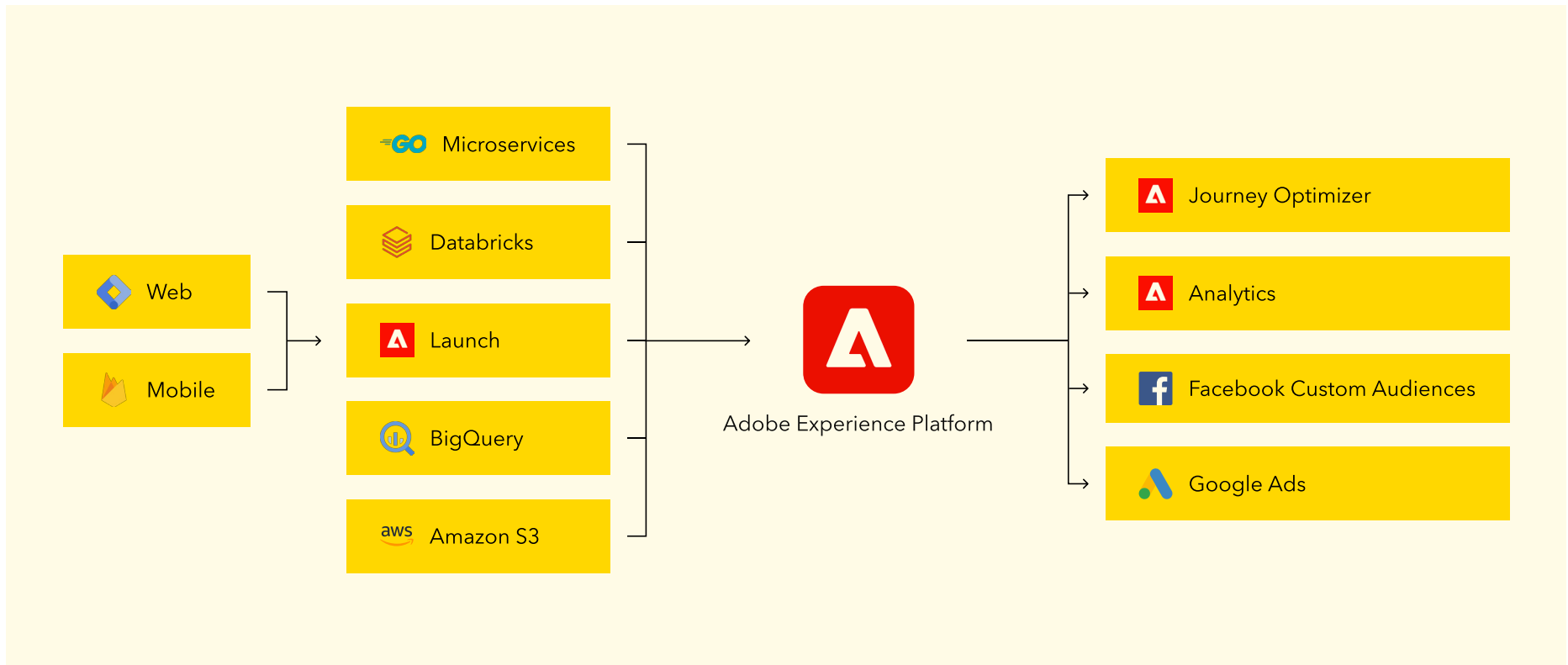
a single source of customer truth, keeping segments updated automatically and accessible to marketers for email, paid ads, and other channels. Their Phase 1 MVP was to migrate from Bloomreach to Adobe Journey Optimizer and architect schemas for customer data in Adobe Experience Platform that Adobe’s Real-Time CDP could leverage.

WillowTree’s project timeline was just **12 weeks**.

Not only did WillowTree deliver on this MVP on deadline, we also supported Brightline beyond the MVP phase, creating custom documentation, training modules, and additional segments to further hone their messaging strategy.

One high-priority use case was creating campaigns for “new-to-system” riders who rode thirty days prior but haven’t ridden since. This is a high-value segment of riders, and Brightline needs to make sure they receive the right communications at the right times as they consider taking their second trip.

WillowTree left Brightline with various pre-built priority segments



– organized by number of rides, fare type (premium/smart), and active pass and packholders, for instance. Each of these segments can now be used to target – or suppress – riders for email campaigns or paid ads much more effectively than before. Brightline has also set up Adobe Customer Journey Analytics to help them analyze and optimize the entire customer journey.

In addition to helping set up Brightline’s Real-Time CDP, WillowTree has supported Brightline with a new **website**, **kiosk**

app, and **mobile app**, all informed by their Real-Time CDP. The launch was overwhelmingly successful, and on its first day, Brightline’s app increased its conversion rate to 25%.

Finally, WillowTree has armed Brightline with resources to continue building new segments in Real-Time CDP as new use cases emerge, and has handed Brightline tips and considerations for SMS and push notification capabilities, the next stop on Brightline’s digital transformation.

“Building segments in the platform UI – instead of pulling static lists – empowers marketing teams to send meaningful, accurate, and impactful real-time communications to customers.”



Rebecca O'Connor

Senior Growth Manager | WillowTree



Step 4

Prepare your data and load it into the CDP



Once the CDP task force has determined the Phase 1 use cases they want the MVP to solve, they need to figure out the specific **data points** required to deliver on these use cases. This should look like a list of 10 or so **customer attributes** and up to 15 **events** attached to a single user profile.

This is the MVP customer profile for Adobe Real-Time CDP.

With the list of needed data points in hand, WillowTree then works with client teams to identify where these data points currently live. It is common to discover that this data lives in 30 different places, and we now begin the process of bringing it all together. The task force will link the company's data-gathering tools to the Real-Time CDP via APIs.

There are two types of data: offline data and online data.

Offline data is historical data you backfill into the CDP (for example, if you want to migrate the two million users in your database into AEP).

For **online data**, there are also two types: attributes and events.

- **Attributes** update the user's profile (for example: what's my age, where do I live, am I a gold member?).
- **Events** describe an action (for example, I added something to my cart, I checked out, I viewed a particular product). Within these events, there is also discrete descriptive information (for example, what is the SKU, color, size, or price of the item I put in the cart?).



“To minimize time-to-value and get something stood up in market, identify the key data points we need to have tracked to enable X-Y-Z use cases. Call that a win. Iterate from there. Scope creep is real and it’s very tempting to say, ‘It’s just one more source’ or, ‘It’s just one more custom event that we’re tracking.’ Stay focused.”



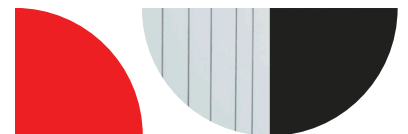
Ross Koon

Partner, Growth Marketing | WillowTree

When the right data is identified, cleaned, and entered into the CDP, the task force must also determine the destinations to which it must ultimately send that data to create the intended actions. These destinations could be the company’s CRM, the advertising platform, or another database elsewhere in the business.

Remember, it’s a hefty lift to enable all these sources and destinations in the CDP, so it helps to reconsider: What can the task force strip out of the MVP to hit its targets sooner?

Once the team has identified data sources and destinations, and has scrubbed the data, and entered into the CDP, the task for is ready to build out customer segments.





Step 5

Build out customer segments or schemas

The task force can build out segments based on users who meet the specific demographic criteria that the task force identified in their Use Case Workshops or customers who have performed a certain behavior that the task force decided would engage their MVP. Adobe offers pre-configured **field groups**, giving organizations a solid starting point.

Adobe CDP also attributes a **propensity score** to each customer for each action. The propensity score signifies how likely this person is to perform the specific behavior the task force wants to drive for its MVP. Of course, this can significantly boost the efficiency rates of campaigns.

“It’s important to establish benchmarks at this stage. We help clients say, ‘Okay when we activate this, what is the engagement rate and what was the benchmark of this engagement rate?’”



George Sun

Product Growth | WillowTree



In addition, with Adobe CDP, the company can use **edge detection** in its MVP. Real-Time CDP enables the company to determine someone’s segment membership on an edge device. So if a customer takes an action on their phone but is not connected to the cloud, that customer can be slotted into their customer segment before their phone even uploads any data to the data lake. This allows marketers to deliver personalization in something like real-time.



Step 6

Activate and integrate with Adobe CDP



Each MVP we've presented in this guidebook engages a customer segment in a way that requires activating a **destination platform**.

- The fashion brand standing up its MVP and differentiating email offers for customers by region and net worth must link its customer segments in Adobe CDP to the email marketing system before it can invite Kathleen to the fashion show in Hawaii.
- The media company standing up its MVP of honoring longtime listeners with engagement milestones must link customer segments in Real-Time CDP to its SMS marketing platform before it can send push notifications when a listener reaches a particular milestone.
- Brightline's Phase 1 MVP to migrate its email system to Adobe must also link its Real-Time CDP segments to the new system before it can engage its email audiences.

You guessed it. At this stage, the task force needs to link destination platforms to the CDP before it can activate the personalization that Real-Time CDP makes possible.



"Activation means a client can easily create emails, push messages, and dashboards and link other destinations to the CDP. The activation is the final piece. It's what gives Real-Time CDP its value. Start with how you're going to activate it, then work backward."



George Sun

Product Growth | WillowTree

The task force can integrate Real-Time CDP with the company's other customer engagement tools via APIs. Regarding integrations, working inside the Adobe ecosystem offers a bit of a reprieve since it enables smoother integrations between Adobe tools. That said, if any of the client's tools are outside the Adobe ecosystem and haven't been integrated into Real-Time CDP, engineers must set up custom integrations.

Setting up destinations can be very easy or very technical depending on the platform. For instance, Adobe has a ton of pre-built connections to tools, where the user simply logs in to that platform from Adobe's CDP, and the destination is created. Other tasks will require an engineer to write APIs from the CDP to their third-party platform to establish the link. Real-Time CDP also offers file-based integrations as needed. That means the platform also allows for exporting lists if, for example, the client wants to integrate with an offline, mail-based vendor that doesn't use APIs.

WillowTree can help link Real-Time CDP to destination platforms via the pre-built connectors, our engineers can write the APIs, and we can also test to make sure the correct segments and the right data are passed to the new destination.



“Our value as a partner comes in when you send the segment to another platform and need the data from that platform to connect back into Adobe CDP – for example, to update the user profile. You want to create a closed loop between the platform and the Real-Time CDP for cross-channel data sharing and marketing.”



Tony Ferreira

Senior Director, Adobe Practice | WillowTree

Step 7

Launch the MVP

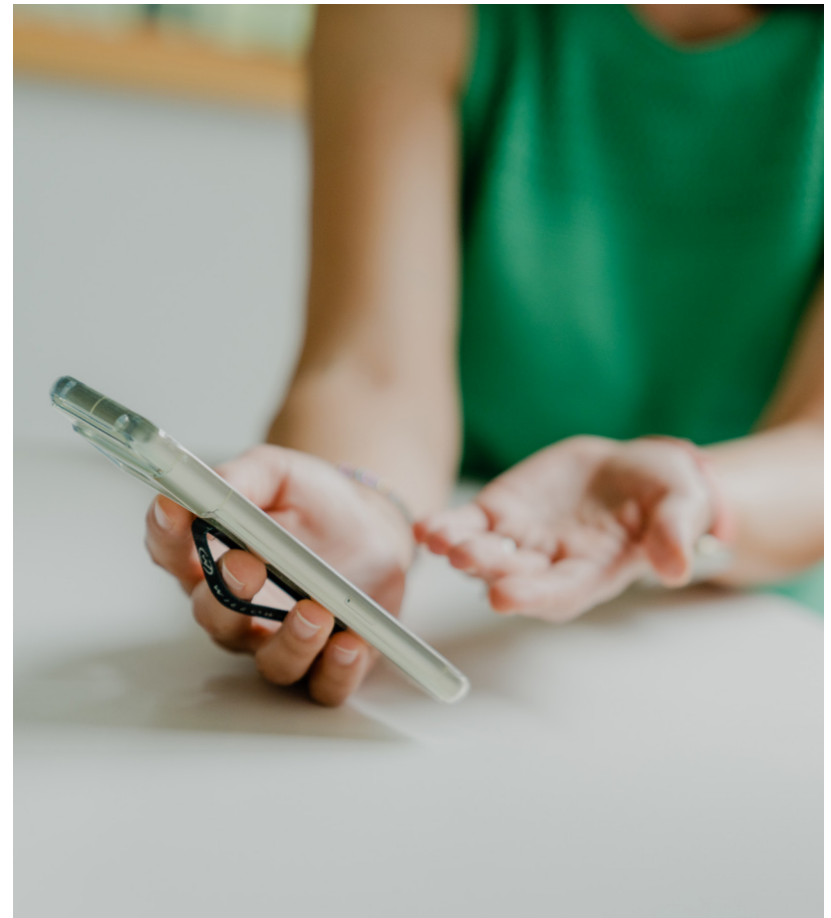
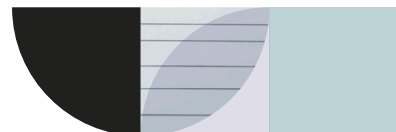


After Steps 5 and 6, the right data should flow from the right sources into the Adobe CDP, and the team has built the infrastructure to deliver custom activation actions for the MVP.

Using Adobe Experience Platform, clients can now test Adobe CDP's identity resolution. Is Adobe CDP creating unified user profiles correctly? Test custom events and attributes to ensure Adobe CDP sends the right user data to the right destinations to trigger the right actions.

Once that's true, go live.

Congratulations. The task force has stood up the Adobe CDP, and it's live in market. It's time to fulfill the vision for the MVP and start extracting value from Adobe Real-Time CDP.





Step 8

Orchestrate customer journeys and analyze effectiveness

Once Adobe CDP is up and running and the MVP is activated, it's time to do more. How can the task force use Real-Time CDP to orchestrate the ideal customer journey for each audience segment for each use case? How can the task force analyze their results most effectively? Adobe has additional products to support these capabilities.

Adobe Journey Optimizer (AJO) allows the task force to orchestrate more complex user journeys that will sit on top of Real-Time CDP and help it extract even more value. While Real-Time CDP on its own can send audiences to destinations to deliver MVP value, AJO provides native cross-channel integration and a marketer-friendly interface so the task force can build journeys that deliver unified and personalized messaging and offers across all the company's channels and all the customer's devices.

- While other cross-channel communication management tools are outbound, segmented, and timed according to a calendar, AJO allows **two-way communication** between the customer and company that is personalized and always on. This enables the company to make real-time decisions to deliver the right offer at the right time for the right customer.
- Marketers can **author materials** inside AJO for all channels and conduct **offer decisioning** (by ranking offers in orders of priority). AJO also allows for **predictive analytics**.

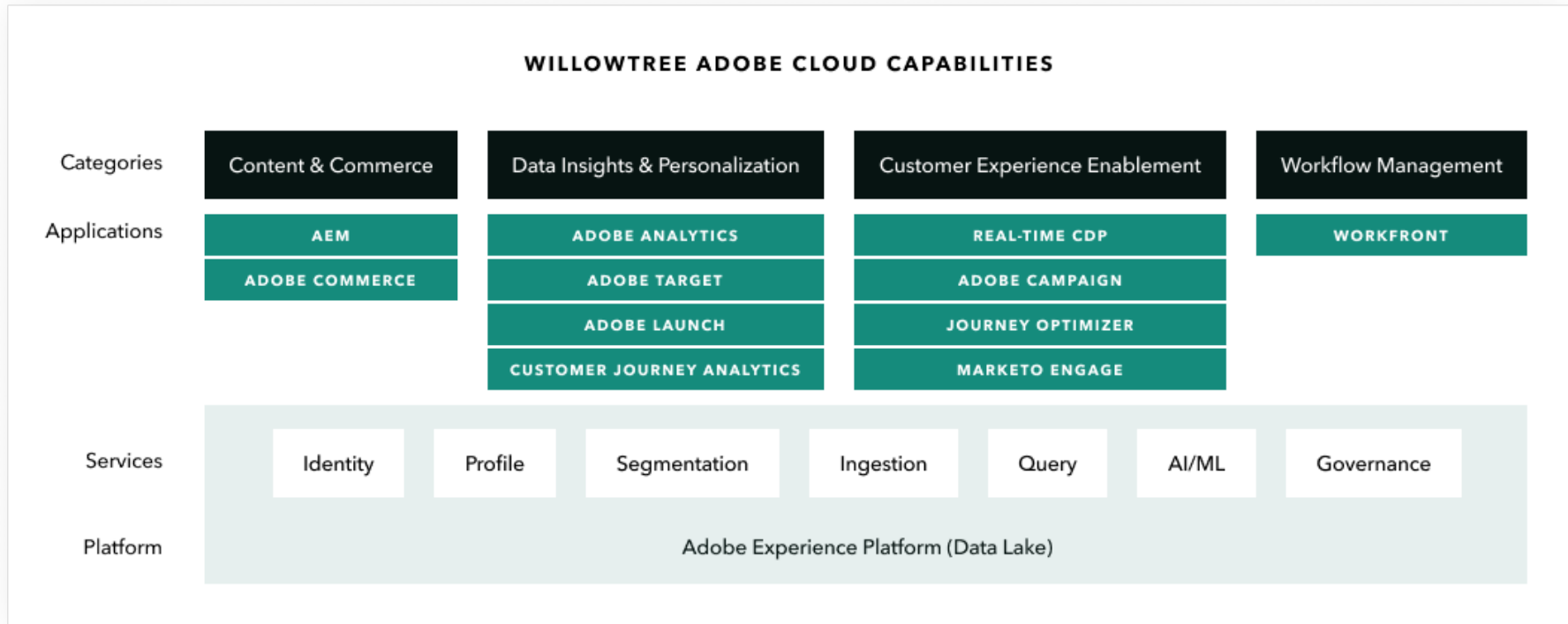
Getting AJO right requires the same level of data readiness that the Real-Time CDP required, as well as breaking down silos across all the company's marketing channels.

With **Adobe Customer Journey Analytics (CJA)**, the task force can report on the performance of a customer journey or a set of customer journeys so the team can visualize where the MVP is succeeding and where it could be improved.

- Rather than relying on SQL like so many other analytics tools, CJA empowers business development users and marketers to **run analytics queries independently** and build reports without any knowledge of SQL. CJA returns results immediately, reducing a marketer's time to insight and action from days to seconds.
- In addition, CJA moves beyond siloed, channel-based analytics to a holistic view of an entire customer journey **across channels and devices**.
- CJA excels at measuring customer engagement for journeys with multiple touchpoints like onboarding, welcoming, booking, or purchasing, and can signal areas for improvement.
- The data that CJA returns is even more powerful than the data returned by traditional analytics tools because CJA can **access the customer's unified profile data**.

With **Adobe Sensei** operating in the background to highlight insights and predictions, CJA is the analytics tool for supporting Real-Time CDP.





You may be thinking, “That’s a lot of Adobe products. How do they all work together?”

Each tool – Adobe CDP, Adobe Journey Optimizer, and Customer Journey Analytics – sits on top of the **Adobe Experience Platform (AEP)**.

Think of AEP as the data lake or the data foundation where the company’s data is stored.

Real-Time CDP segments the data for activation.

AJO enables marketers to orchestrate cross-platform customer journeys for the segments inside CDP.

And **CJA** lets marketers pull real-time analytics on the customer journeys to improve and iterate on them.

AEP always needs to be there, but depending on what else you want to do, you may find it in the additional functionality of Real-Time CDP to activate data, of AJO to orchestrate journeys, or of CJA to analyze data to get a holistic picture of your customer and engage them in a way that drives success.



Step 9

**Rinse and repeat for
Phase 2 use cases**



Remember all those ideas the task force brainstormed at the early Use Case Workshops? The team prioritized certain use cases to determine the Phase 1 MVP and deprioritized others. Hopefully, those others got moved into a parking lot called “Phase 2 MVP.” If so, it’s time to revisit them and see what the team can build next. Let’s go wild.

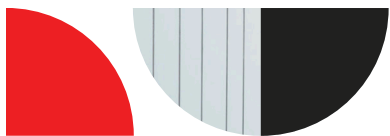
At WillowTree, we work with clients to determine project phases and timelines at the start of the relationship. So delivery of a Phase 1 MVP might take three months, Phase 2 might be able to be delivered six months from the start of the contract, and Phase 3 might be delivered nine months from the beginning of the relationship with the client.

Working in phases and knowing which functionality can move to Phase 2 helps project managers keep a Phase 1 MVP streamlined

and on schedule so that it can start returning on investment as soon as possible.

However, at this stage of Real-Time CDP implementation, it’s time to turn the task force’s attention back to that prioritized list and start considering the additional functionality the company would like to see in Phase 2.

When determining use cases for Phase 2, the team might notice that some data sources are already linked because engineers linked them in Phase 1; other data sources won’t be linked yet. Some custom events will already be built; others won’t be. Subsequent phases are a chance to fill in the picture of data sources that Real-Time CDP can access as the team increases functionality that delivers value for the business.



“That prioritized list is not set in stone. You can reevaluate it periodically. The CMO could knock on your door and say, ‘Hey, we have this idea for a campaign. It’s not on your roadmap yet, but set the roadmap down. This is what we need to activate next.’”



Ross Koon

Partner, Growth Marketing | WillowTree



Step 10

Train and enable

It's a heavy lift up front, but ultimately, Adobe Real-Time CDP requires less engineering work to support over time, and marketers can self-create audience segments that make them more efficient. When WillowTree works with clients to stand up their Real-Time CDP, we also provide training and enablement to ensure these capabilities exist in-house.

Adobe CDP belongs to the company, and before we step back from a project, we help stakeholders understand how to maximize its value. We can show development teams how to add new data sources and destinations. We can show marketing teams how to build new audiences and export audience data. We work with platform owners to develop short- and long-term roadmaps. To us, ensuring these capabilities exist inside our client's organization and leaving them with a task force ready to iterate and thrive on Adobe CDP is a huge sign of success.



WillowTree's expertise

To extract Adobe Real-Time CDP's full value, an Adobe Solutions Partner must be a proven specialist across the entire Experience Cloud, including AEM, Analytics, Marketo, Target, Campaign, Audience Manager, Customer Journey Analytics, Journey Optimizer, and, yes, Adobe CDP.



WillowTree's Adobe-certified Practice of technical project managers, AEM architects, backend/frontend developers, data engineers, designers, and platform architects have logged over a decade of expertise designing and building in the Adobe Experience Cloud and for the intense personalization that Adobe CDP makes possible.

Give us a call. Together, we'll make it happen.

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1-888-329-9875



"Let us help you break it into digestible chunks. That will help you put yourself in a position to leverage Adobe CDP instead of just talking about it."



Ross Koon

Partner, Growth Marketing | WillowTree

