

THE FIVE BUILDING BLOCKS OF AN EXCEPTIONAL WEB EXPERIENCE.

Your guide to winning the personalization race.

2018

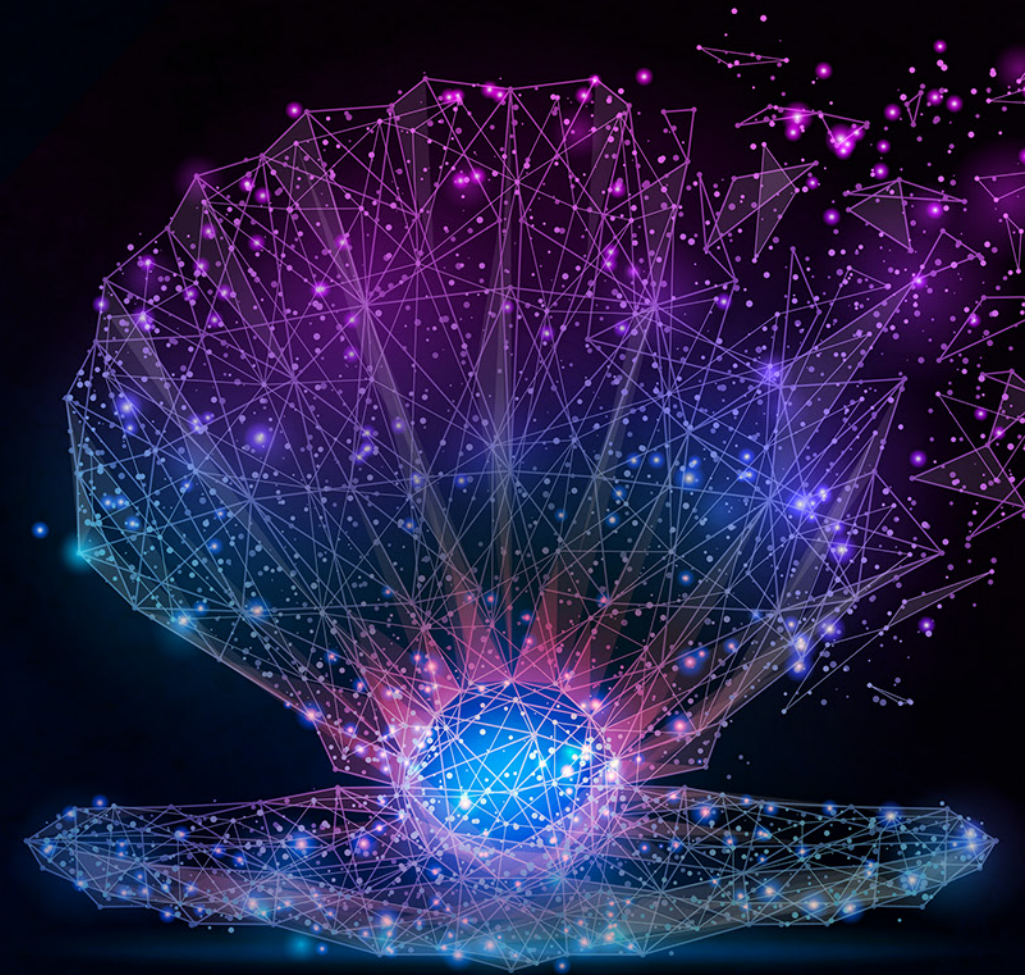
EXECUTIVE SUMMARY

The most important component for brand relevance and long-term customer relationships is the ability of an organization to deliver captivating experiences that feel personal, every time. Roughly 90% of senior marketers worldwide are implementing personalization strategies...but only 6% rate their strategy as advanced¹.

Winning this race to delivering authentic personalization requires more than a random mix of technology tools. You need a strong **web experience foundation** that fuels your personalization strategy.

Using a variety of digital marketing tools may help you perform specific functions well, but without having them talk to each other, it's difficult to personalize experiences—which leaves you defaulting to static web pages with generic information. Using the support of a rock-solid web foundation, you can bring uniformity to your digital properties and offer just the right experiences to your customers again and again.

Web experience foundation = The technology-mix that gives you control of your brand experiences—so you can make updates, manage assets, measure performance and deliver personalized experiences—all from a centralized platform.





Put your best foot forward with a strong web experience foundation.

Having a sound web experience foundation puts you in control of your marketing by integrating audience information, digital assets and analytics to help you deliver a dynamic and personalized experience every time your customers visit. It can change the way you relate and respond to your customers, enabling you to make deeper connections with customers through experiences they want.

With a web experience foundation, you can:

Manage your content for all devices from a single platform.

Track and compare customer preferences and actions.

Analyze marketing impact and ROI to optimize experiences.

Control your campaigns without requiring IT resources.

Signs of a hollow web experience foundation²

"My updates are out of date by the time they go live."

You know your customers want information tailored to their needs, but by the time you can get performance data and analyze it, you've missed time-sensitive opportunities.

"I don't like going through IT for every tiny change. They don't like it either."

Web programming is so complex that it's hard to fix a typo without destroying the surrounding formatting. And that's before you consider the implications of mobile.

"Our digital experience feels disjointed—it's all over the place."

You don't have a good foundation for managing your digital experience, so your brand messaging feels disconnected and inconsistent, which is confusing your customers.

The five essentials.

A mature web experience foundation is a scalable, secure, extensible and unified platform, essential to continually build lasting relationships with customers globally. This centralized platform empowers teams in your organization to work on web and mobile properties from the same place. This framework involves the perfect orchestration of smart technology tools that work in tandem and provide the competitive advantage you need to transform into an experience business. From the deep customer intelligence engine to the tools used to create, test, optimize and deliver experiences—everything must be in lock-step with your personalization strategy.

Here are the **essentials** of a well-integrated web experience foundation that you can use as a reference to validate the maturity and efficacy of your existing web experience framework.

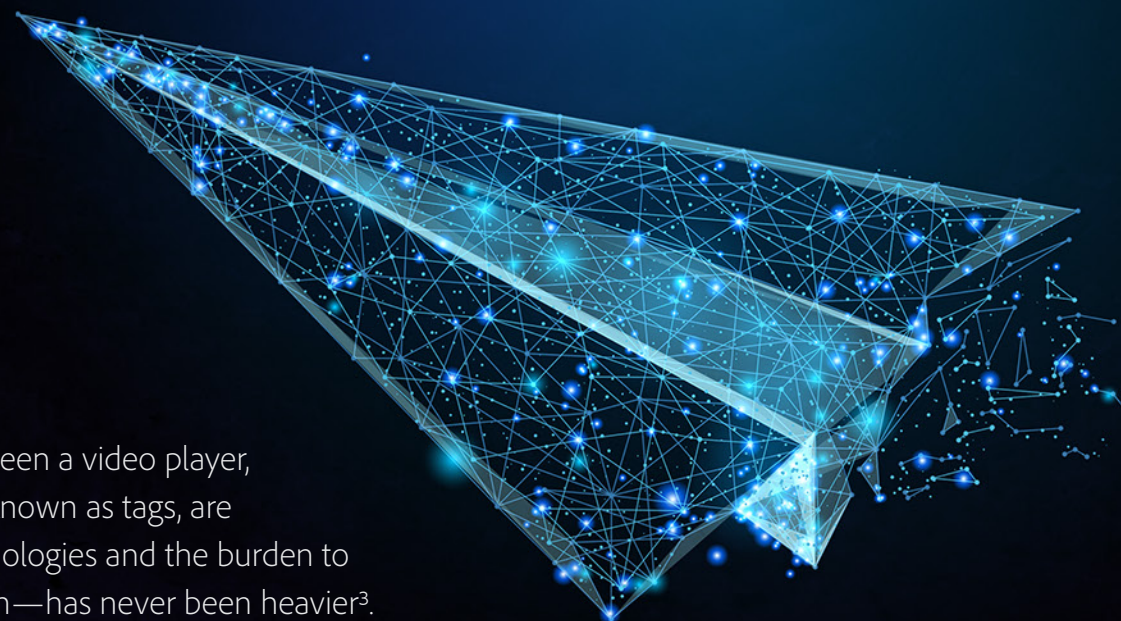


1

Ability to accelerate time-to-market for experiences, offers, campaigns.

In 2009, the average enterprise website used two technologies. These technologies might have been a video player, remarketing pixel or an analytics solution. To install these technologies, lines of JavaScript code, known as tags, are embedded in the code of web pages. Today, an average enterprise website has 20 different technologies and the burden to effectively and intelligently manage these technologies—and all of the tags associated with them—has never been heavier³.

For businesses to deliver top-notch customer experiences, the technologies used to deliver those experiences must work well, work together, and be easily managed. As companies work to keep up with increasing customer expectations, a good tag management solution can help accelerate how quickly brands can make changes to their websites to improve the customer experience.



A good tag management solution can help you:

Easily rollout changes:

Release cycles vary from company to company. Any implementation changes—be it minute or large, might get delayed as the release cycles associated with the website are usually fixed. With a good tag management solution, changes to any analytics implementation can be rolled out in hours and not in days. This ensures that the analysts aren't waiting for the cleaner data until the next website release, instead they are already acting upon the insights.

Lower skill dependency:

A good data layer solves issues related to skill dependency. With the widely accepted W3C standards for data layer⁴, developers only need to ensure that the data layer is well-defined and in accordance to the analytics solution design. Rest of the logic of mapping the data layer and transporting them into analytics lies in the tag manager where a marketer can create and manage the rules themselves.

Extend your implementation:

Consider this: you have a vendor helping you manage your advertising efforts. In order to attribute conversion, the vendor might ask you to implement a conversion tracking pixel on your 'Thank You' page. By having a data layer and a tag management solution, you should be able to use the same data object and a simple rule to trigger the conversion pixel. You will not need to wait for the developer to add the pixel on the page and wait for IT's clearance to push the changes into production.

Simplify tag validation:

The best way to check a tag whether it is firing as desired is to have it really tested in a production environment. But traditionally, doing this wasn't simple. With a good tag management system, one can test the tags and the incremental changes on the production website itself.

2

Uninterrupted, holistic view of the customer journey.

Consider this: you have an agile analytics platform and a great tag management solution to deliver great experiences and offers. Yet all your attempts at delivering personalized experiences are not yielding the desired outcome. One key reason can be, the experiences are not *personal* enough. Something is amiss. This happens when you don't have a 360-degree view of your customer while they hop channels. Solutions like Adobe Experience Cloud ID (ECID) resolve this challenge by enabling you to leverage all your customer intelligence to provide amazing experiences, regardless of the channel. ECID allows you to track individual customers—not just the devices they use— across your web experiences with a common identifier called the common ID.



How does ECID work?

ECID is key to identifying the same visitor across the individual components of Adobe Experience Cloud. ECID provides a universal, persistent ID that identifies your visitors across all the solutions in the Experience Cloud. It can replace ID generation code for services such as Adobe Analytics, Adobe Audience Manager, Adobe Target, and other Experience Cloud solutions or core services. ECID also allows for cross-domain visitor identification, provided the browser accepts third-party cookies.

3

Ability to identify customers beyond their many devices.

As marketers, we sometimes slip into this trap of spamming our consumers with products, offers or services that solve problems they don't have. Oftentimes, it's not that we don't have the right product. Rather, we don't have the right context. A single-device understanding of consumers doesn't provide enough context to deliver truly personalized offers, especially considering that the average consumer owns more than three devices.

People-based marketing solves this problem. People-based marketing means that you don't treat a device as a person. Instead, you link devices that are used by the same person and then treat that person as an individual across all their devices⁵. For example, you can take advantage of Adobe Marketing Cloud Device Co-op⁶, a network of world's recognized brands cooperating to share device data, to recognize devices that are linked to the same person and identify consumers across digital touchpoints.

To transform this device-centric information into people-centric insights, you would need an advanced analytics solution. It's only when these two technologies are fused that marketers are able to gain the insights they need to anticipate consumer needs.

Historically, marketers have only been capable of understanding the customer journey from the perspective of a single device. But people interact with brands from many devices—not just one. With people-enabled analytics solutions, marketers can see the complete customer journey, stitched from device to device, to better understand which touchpoints drive business and which touchpoints hurt it⁷.

As a Device Co-op member, you can:

Connect your consumer journey across devices—with or without login.

Measure, segment, target and advertise directly to individuals across devices.

Maintain and strengthen trust with customers by effectively using Device Co-op Privacy tools (e.g., opt out).

A personalization architecture that keeps getting better.

Apart from building a strong customer intelligence platform to track and compare customer interest, preferences and actions, have the tools to conduct A/B test of offers, recommendations and experiences. This will help you to continuously evaluate the effectiveness your digital assets and campaigns and rapidly test, optimize and target offers and experiences that instantly resonate with your customers. A flawless delivery engine must also be an integral part of this personalization architecture—a tool that enables you to meticulously control and deliver consistent cross-channel campaigns and experiences without requiring IT resources. Such tools even allow you to automate your campaigns through the customers' journey based on their interactions and actions. Having a robust real-time interaction management and delivery mechanism allows you to synchronize your data and content to coordinate channels, so you can connect with your customers on every channel or device they choose—online or off-line. You can close the loop by measuring the performance of your campaigns and experiences and improvise and optimize your cross-channel strategy.

You'll be amazed how having this closed loop personalization framework enables you to rapidly and repeatedly deliver experiences that are timed to perfection, concurrently boosting conversion and ROI of your digital solutions.



5

Digital skills, digital mindset.

Taking true advantage of your web experience foundation takes more than just deploying the relevant technologies and tools. Bringing digital to the forefront needs a cultural evolution within the organization. This requires a digital mindset and preparedness in terms of skills and capabilities, essential to keep up with the pace of change in the ever-evolving digital landscape. What's often overlooked is that a primary driver and accelerator of these changes actually comes from the people side. Your employees and their digital skills are the keys to your digital transformation⁸.

Since your success is dependent on the ability of your team to maximize the technology, the question to ask here is, do you have the right talent and capabilities to realize value from your state-of-the-art digital platform? So, to make sure your digital investments pay off well, your people strategy around training and upskilling your teams becomes just as important as the portfolio of technology tools you implement.



Start building.

A sound web experience foundation is the backbone of an effective web experience management strategy. Customers have too many options and short attention spans. They expect to get what they need from your website in a matter of seconds. From obtaining an uninterrupted, holistic view of the customer journey across channels and devices to integrating your people, process and technology and building the right digital skills and mindset—every step is an essential milestone in your journey toward becoming an Experience Business.



We can help.

Adobe provides a central platform for web experience foundation with all the necessary features to start small and go far in delivering effective web experiences.

Adobe Customer Solutions is committed to helping you become an experience-driven business. We offer the oversight and expertise you need to build a centralized platform for your web experience foundation with all the necessary features to deliver effective web experiences. To learn more, [contact us](#).



Adobe Consulting Services

We offer the expertise you need to improve your digital experiences and make your Experience Cloud investments work faster. Our business and technology consulting capabilities around [Launch by Adobe](#), [Experience Cloud ID](#) and [People Core Services](#) ensure superior value realization of Adobe solutions to help you accelerate your digital transformation.



Adobe Digital Learning Services (ADLS)

Build the skills essential to deliver the ideal experience to your customers, every time. ADLS provides a variety of training options when it's convenient for you and your teams, which includes: instructor-led training delivered virtually, on-site, or at Adobe regional training centers, self paced on-demand learning, skills assessments, and virtual lab sessions.

ADOBE SOLUTIONS



Adobe Analytics

Gives you all the data and helps you make sense of it, delivering the foundation for actionable customer intelligence.



Adobe Audience Manager

Build unique audience profiles so you can identify your most valuable segments and use them across any digital channel.



Adobe Experience Manager

Deliver compelling content across experiences—such as web, mobile and the Internet of Things (IoT)—at the scale you need to build your brand and drive engagement.



Adobe Target

Measure and optimize content to deliver the right personalized experience to the right person at the right time.



Adobe Campaign

Coordinate channels and use their strengths to easily design, manage and deliver experiences that are personal and relevant, every time.

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