

Leveraging Adobe Experience Platform for Unified Profiling



Enabled real-time segmentation data from CDP to different marketing systems



Maintained digital channel cookie tracking capabilities while adhering to new privacy laws



Securely streamed private and sensitive data into the CDP for more complex segmentation

Client

Our client is a financial institution that offers a wide range of banking services such as checking and savings accounts, loans, credit cards, and investment options. They have a strong presence in the market and have built a reputation for their reliability, accessibility, and customer service. They use modern technology to provide their customers with convenient online and mobile banking options, and they are committed to helping their clients achieve their financial goals.



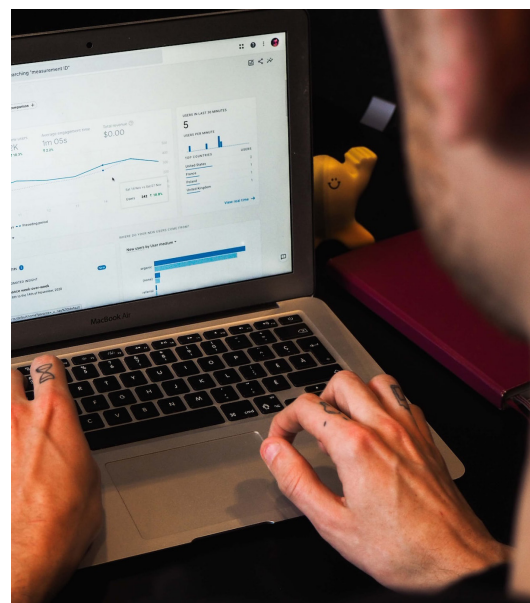
Challenge

Our client needed to integrate with custom solutions, a first-party cookie generator, and Kafka API for channel data streaming. Integrations like this can be complex, especially considering our client needed more knowledge of Adobe's data model and different services. Our client also required more help than was available with Adobe's product support for this custom integration solution. These challenges made it difficult to transition away from legacy solutions, such as Adobe Audience Manager (AAM), which was necessary for compliance.

Despite these obstacles, the client needed to leverage Adobe's Real-time Customer Data Platform (CDP) solution to enhance their marketing and customer engagement efforts. These challenges required Munvo to utilize our expertise and innovative solutions to ensure the project was successful and achieved the client's goals.

Solution

We assisted our client in achieving their goals by utilizing Adobe launch services to map their internally generated server-side first-party cookie ID and match it to an enterprise-wide ID for a unified profile across the stack. This allowed for more accurate and comprehensive customer profiling, which is crucial for effective audience building and segmentation. Clickstream data was sent in real-time to Adobe Analytics, generating data adapted to Adobe Experience Data Model and pushed to AEP for real-time customer profiling. Munvo established data requirements and built an operationalizable solution with specific data being fed in real-time to AEP through native connectors (API calls) and other data sources loading data in batches. The multi-phased migration approach involved having Munvo as a core component of the project team, allowing the client to maintain AAM in a limited capacity until 3rd party data laws come into full effect. With our expertise and support, the client achieved their goals of improving their customer profiling and segmentation capabilities while ensuring compliance with data regulations.



Benefits

Our solution brought several benefits to the client. By unifying customer profiles across different lines of businesses, the client can now market to their customers more precisely and effectively, resulting in a growth of retention and acquisition of younger generations who have higher customer fatigue and churn and are more susceptible to digital channels. Additionally, our solution is scalable and integrates with the client's custom Kafka API, enabling data to be sent to their web and mobile channels, thereby enhancing their digital process and bringing them closer to their omnichannel goals. Our design, build and teach approach also ensured that the different teams within the client's organization could be self-reliant and scale the CDP solution dependent on their needs and objectives, leading to increased efficiency and productivity. Overall, Munvo's solution provided the client with greater capabilities and insights into their customers, resulting in improved customer engagement and business growth.



Results

100%

of the clients customer data has been streamed, enhanced & redesigned to AEP data model

37%

Increase of customer matching capabilities through the CDP

80%

Increase of real-time data available for marketing



Our client was able to complete Phase 1 and 2 of their project with only a few months of AEP integration services, gaining extensive knowledge of the tool and its different components. They are extending their partnership with Munvo for continuous E2E operational support, new channel enablement, data design and analytical services.

— **Artour Kitbalian, VP of Adobe Practice**