



Your personalization is as good as your customer data foundation.

Share Adobe Commerce data across Adobe Experience Cloud to deliver your best experiences yet.

Customers today may not be customers tomorrow. Mirakl's 2023 report titled *The State of Online Marketplace Adoption* reveals that only 17% of respondents will continue shopping with brands regularly. A merchant may have the very best products and website, but customers are expecting more. Namely, more brand interactions that are exceptionally tailored to them wherever and however they shop.

Personalized experiences earn 1.5X improvement in revenue per customer.

Deloitte Digital reports that personalized experiences earn 1.5X improvement in revenue per customer. But for personalization to work, brands need more than a large volume of customer data—they need the right tools to put their data to work. Too often, heaps of data lie stagnant in tools that aren't connected and therefore can't wholly depict the customer. Alternatively, merchants may create time-intensive manual integrations that batch import and export data. This is costly, exhausting, and unsustainable to maintain for both marketers and IT—and it lacks real-time data flows that power personalization.

To deliver personalization without the data stress, many brands are redefining their data foundation. New data sharing capabilities in [Adobe Commerce](#) are helping merchants gain an accurate understanding of every customer. Learn how Adobe Commerce [seamlessly shares data](#) to and from the rest of [Adobe Experience Cloud](#), paving the way for smarter decisions and higher conversions in one system of record.

Challenge—The personalization delivery divide.

A report from 451 Research shows that only 25% of merchants have a comprehensive 360-view of the customer. This indicates a divide between the personalization brands know they should deliver, and what they are currently capable of delivering. Those that struggle deal with:

- **No single source of truth:** Data is scattered among multiple sources and platforms, causing teams to manually stitch together information in spreadsheets.
- **Data source constraints:** Data is only usable from one or a few sources, otherwise teams are left to grapple with older data and must eliminate copies of data.
- **Lack of automation:** Manual customer segmentation means brands can't provide a one-to-one, connected journey at speed and scale.
- **No real-time actioning:** Data latency prevents timely responsiveness to real-time behaviors—and personalization expectations can't be met.

These issues increase the likelihood of inconsistent, static commerce experiences. But the right stack of customer data solutions—your data foundation—empowers brands to provide highly targeted, dynamic experiences that “wow” audiences.

Summit snapshot: What is a data wasteland and how do you get clean data?

In his 2023 [Adobe Summit](#) session, Adobe Consulting's principal strategist Ryan Green shared that brands experience data wastelands when they don't know what to do with too much customer data. Unfortunately, in a poll conducted by Green, most attendees graded their customer data profiles at just “2” on a scale of 1 to 10.

The answer is clean data. According to LXA, clean data is accurate, up-to-date, complete, nonduplicative, and consistent. By connecting actionable data from all sources into viable, consolidated profiles, Adobe Commerce ensures your data is immaculate.

Solution—Adobe is connecting brands to customers by activating their data foundation.

Merchants offer better customer experiences when they unify customer data with data from other [Adobe Experience Cloud](#) solutions. Now, you can build a solid data foundation with Adobe Commerce in four steps.

1 Step One: Collect

- Adobe Commerce automatically captures storefront and back-office events as shoppers engage with you. Data Connection in Adobe Commerce then shares those events to Adobe Experience Platform for unification and activation.
- Some examples of storefront events include customer actions such as “Add to Cart,” “View Page,” “View Product,” and “Create Account,” whereas back-office events include customer information such as “Order Status” and “Order History.”

2 Step Two: Synthesize

- [Adobe Real-Time CDP](#) integrates Adobe Commerce data with data from all other sources—like CRM, ERP, and offline data sources—to create unified account profiles for a 360-degree view of the customer.
- Use those profiles to define customer segments and even use Customer AI in Adobe Real-Time CDP to create segments based on their chances of taking certain actions, like “Propensity to Convert” or “Propensity to Churn.”

3 Step Three: Analyze

- Now that you have comprehensive customer profiles and actionable segments, you decide how and where to activate that data according to your business needs. That’s where utilizing the data comes in—to bring action to smarter decisions that lead to conversions.

4 Step Four: Utilize

- Whether you have Adobe Real-Time CDP or not, data is shared from Adobe Commerce to other Adobe Experience Cloud applications such as [Adobe Journey Optimizer](#), [Adobe Customer Journey Analytics](#), [Adobe Target](#), and more.
- An example of activating this data is launching a personalized “Abandoned Cart” message or promotion to a high-value segment moments after they leave items behind on your site, driving them to conversion. You can also halt an ad campaign the moment an item goes out of stock, or you can better understand your customers’ journeys from discovery to purchase.



Powerful alone. A force when combined.

Adobe interconnectivity makes great commerce experiences easy and beneficial. Let's look at four of those benefits.



Improving your site experience with automated personalization.

Deliver the most relevant, timely, and consistently shoppable experiences on your store site when you create, test, and optimize personalized experiences through Adobe Commerce and [Adobe Target](#). With the shopper data you collect, you determine how to personalize functions on your site related to their behavior.

For example: Remember that segment of cart abandoners? You can improve your site experience with a banner showing a discount for the items in their cart when they return. Or, personalize the order of content shown on product pages for similar recommended products.



Making the most data-driven decisions with rich analytics.

Analyze customer behavior and measure results so you learn from, and optimize, each experience through Adobe Commerce and [Adobe Analytics](#). Use actionable data to enhance your customer and business knowledge and take the right next step as a result.

For example: You may be alerted of customer churn. Adobe Commerce and Adobe Analytics help you explore the state of their carts to find opportunities for cross-selling or up-selling. You may then share data from Adobe Commerce into Adobe Analytics to enrich reports and analysis, helping you better understand what is and is not working for your "churn" customers.



Enhancing the customer journey with omni-channel engagement.

You no longer need a platform-per-channel approach to reaching customers. Instead, one solution helps you understand your customers' journeys and meet them with incredible real-time experiences. That solution is [Adobe Journey Optimizer](#), and it's better together with Adobe Commerce for orchestrating personalized omnichannel journeys across channels and devices.

For example: Commerce data in Adobe Journey Optimizer will let you re-engage shoppers who are flagged for abandoning their cart. Even if they previously engaged with your site on desktop, you can meet them with an exclusive offer on your social, mobile, and even physical channels—wherever your "churn" customers go.



Creating immersive content experiences.

It's easier than ever to create immersive content experiences and accelerate content creation and management. With Adobe Experience Manager and Adobe Commerce, you get personalized, content-led experiences into market faster. You can also access your Commerce catalog right from Adobe Experience Manager.

For example: A merchant can accelerate access to digital assets and deliver content, such as product images in ads or a web catalog, to suggest items related to ones that “churn” customers have left behind. This way, the merchant provides customers with personalized messaging in those assets across all channels, including commerce sites.

Make customer data work for you.

Personalization doesn't have to be a tall order for merchants who know what data to use and how to use it—in fact, it's an abundant opportunity. Learn how sharing data from Adobe Commerce across Adobe Experience Cloud solutions helps you ensure data is never a problem.

[Learn more](#)



Sources

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