Packaged Service Offering

Hero
DIGITAL

Person Centric Identity Resolution for Adobe Experience Platform

Partner Solution
Playbook

The Business Value

Business value this solution provides:

› Portable – Use anywhere within your Marketing Technology Systems to keep identities synchronized around your customers.

› Omnichannel – The same ID regardless of what channels a customer uses to engage, allowing for a consistent customer experience.

› Persistent – Persistent as customers progressively engage and switch devices without authentication.

Business results this solution has provided clients/customers:

› 40% more linkage and unification of customer data

› 50% increase in recognition of anonymous visitors

› 20% increase in persistence of same person recognition across digital sessions and devices

› 5+ digital identifiers added providing 60% increase in media reach

› 33% increase in website conversions from recognized people

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Typical implementation time:
- 3 – 4 weeks, if client has Adobe Launch and AEP implemented
- 6 – 8 weeks if AEP is not implemented

Time to value:
- User recognition begins the moment the solution is live and drives immediate value. The full benefit of the recognition hits critical mass in 2-4 weeks.

Third party software integrated into this solution:
- FullContact

Competitive landscape for this solution:
- ExP is a first party identity resolution service that can personalize to an anonymous user without 3rd party cookies.

Regulatory compliance addressed by this solution:
- N/A

The impact this solution has on the regulatory compliance:
- N/A

Solution Overview

ExP identifies anonymous visitors to their sites/apps without 3rd Party cookies, to bring in enriched visitor data based on this ID, create a unified profile across devices and platforms, and use this visitor data to segment, target, and activate.

Leading brands have embraced the end of the 3rd party cookie and the necessity to align to a more modern and responsible approach to identification and personalization. ExP combines the person-centered profiles of FullContact, the robust collection and real time CDP capabilities of Adobe Experience Platform, and proven expertise in strategy, design, and technology from Hero Digital.

It all starts with privacy-safe identity resolution. FullContact's person-centered Identity Graph has over 50 Billion identity fragments encompassing personal and professional identities and hundreds of marketing attributes about real people which can be queried by the graph to identify an individual in real-time.

The personalized experience is then brought to life with the Adobe Experience Platform (AEP). AEP is an open system that transforms all of a brand's data into robust customer profiles that update in real time and use AI-driven insights to help brands deliver the right experience across each channel.

Prime deliverables include:
› Anonymous Identification Success Ratio (can be done via POC)
› Updates in AEP to ingest the ID and enriched data
› Setup of Adobe Launch to send the ID and enrichment data to AEP
› Setup of AEP to segment, target, activate, or journey orchestration based on client's requirements

This solution is ideal for customers with the following challenges/requirements:
› Clients who have been dependent on 3rd party cookies for personalization
› Audience Manager Customers looking for a way to accelerate value in a move to AEP
› Customers looking to de-duplicate ECIDs in real-time to center activity around an individual
› Customers looking to have unauthenticated tailored experiences follow a user across their devices.

View the case study on the solution's Adobe Exchange site under the Documentation section.

Number of times this solution has been deployed:
› N/A

Client(s) this solution has been deployed to:
› N/A

Client(s) that will provide a public testimonial for this solution:
› N/A (yet)

Sales Region
• North America

Total addressable market (TAM)
• US $1.2B (any B2C CDP opp)

Typical sales cycle
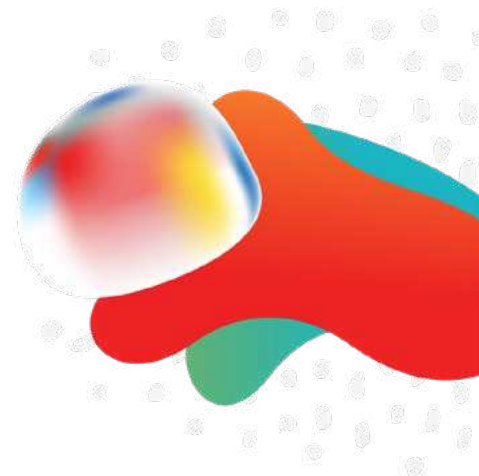1 – 3 Months

Industry
• Financial Services
• Retail
• Hospitality

Target Audience
• Digital Strategy Leaders
• Data Leaders
• CMOs

Alignment to Adobe Sales Plays
• Experience Platform
• Audience Manager to AEP

Learn More

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🌐 [Solution Website](#)

🌐 [Adobe Solution Partner Website](#)

🌐 [Adobe Amplify Website](#)

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