# Unifi for Adobe Experience Platform

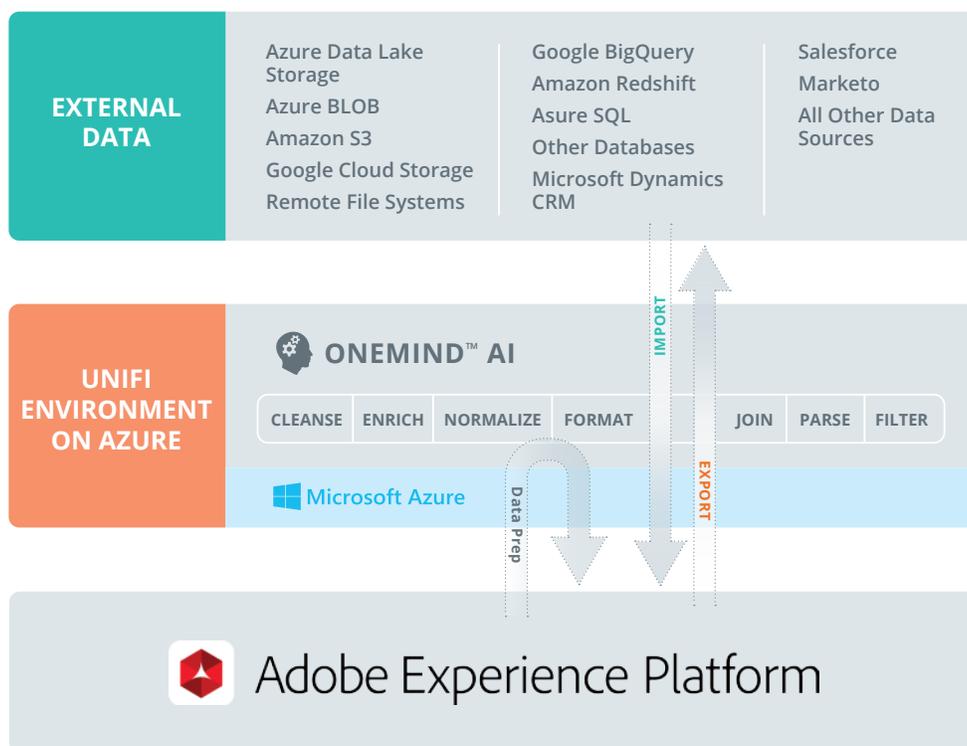Unique Customer Experiences Derived from Data

# Overview

Great customer experiences start with data. From the business traveler who is greeted with a unique in-room experience to the fashion shopper who is presented with outfits that just work, data is at the heart of delivering these unique experiences.

Adobe Experience Platform is the world's most advanced solution for creating and using data to deliver unique experiences to your customers. Adobe Experience Platform blends all of your data together, not just CRM data but every bit of data; behavioral, transactional, financial, operational, and even second and third-party data. Import all your data, cleanse, enrich and normalize it, make it smarter, and act on it across channels. Now you know what your customer wants right now and build experiences to match.

**Unique Profiles for Unique Audiences**

Unique experiences are built on comprehensive audience profiles and those profiles are an amalgamation of three classes of data:

1. **First party data –** the data you own based on your relationship with your customer

2. **Second party data –** the data another company owns about your customer

3. **Third party data –** anonymized demographic, psychographic or localized data that matches the profile of your customer

| EXTERNAL DATA | Azure Data Lake Storage<br>Azure BLOB<br>Amazon S3<br>Google Cloud Storage<br>Remote File Systems | Google BigQuery<br>Amazon Redshift<br>Asure SQL<br>Other Databases<br>Microsoft Dynamics CRM | Salesforce<br>Marketo<br>All Other Data Sources |
|---|---|---|---|

**UNIFI ENVIRONMENT ON AZURE**

🧠 **ONEMIND™ AI**

| CLEANSE | ENRICH | NORMALIZE | FORMAT | | JOIN | PARSE | FILTER |
|---|---|---|---|---|---|---|---|

IMPORT

EXPORT

Data Prep

⊞ Microsoft Azure

◆ Adobe Experience Platform

A word about second party data. Yes we know this is a new term but bear with is. In addition to what you know about your customers and prospects other companies may have a relationship with those same customers. You may form a data sharing partnership with that company so that your mutual user may set their preference to allow you to cross reference their data. For example; a hotel chain might partner with a streaming video service to allow their mutual customer to have their account logged in when they check in to their room and automatically log them out of their account when they check out – this is second party data in action.



*AI-driven attribute matching makes formatting data to be imported into the Adobe Experience Platform native XDM format a breeze.*
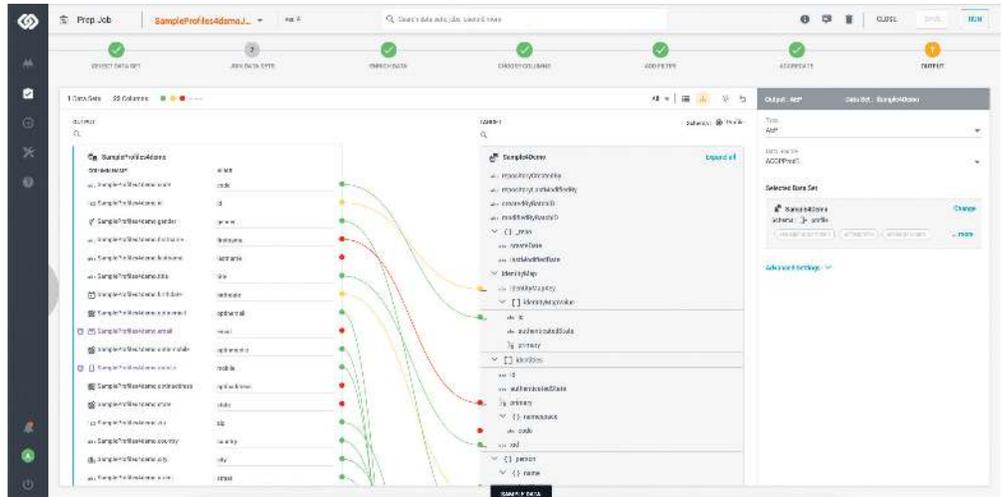
### Building the Profile – A Word from Big Brother

Every time your audience interacts with your brand you are gaining valuable insights on their profile and preferences. While this may sound a little "Big Brother" in practice, if used correctly, it can be extremely helpful to your audience. Understanding your audience's individual preferences means that offers or content are more tailored to their tastes – this makes your brand more relevant and turns customers in to brand advocates – you know, the people who tell others about how great you are.

Managing this user data responsibly is of paramount importance. Not only that - it's the law! For many companies GDPR is now a reality and with more and more states in the Union passing consumer data privacy protection laws, it's going to be compliance necessity here too. That's why Unifi delivers stringent data access and data privacy enforcement within our solution. To help keep you on the right side of compliance.

### Integrating with Adobe Experience Platform

Unifi and Adobe Experience Platform are seamlessly integrated to deliver unique audience experiences.

Here are the primary use cases that deliver those more complete profiles:

### Integrating with Adobe Experience Platform

Unifi and Adobe Experience Platform are seamlessly integrated to deliver unique audience experiences. The primary use cases are:

1. **Import Data –** Unifi offers the widest range of native data connectors on the market and that's good news for you. It means we can handle just about any type of data you might have and import that data into Adobe Experience Platform in the native XDM format. Structured data, semi-structured data, SQL, No SQL, SaaS/on-premises data you name it, we handle it, so bring it on!

2. **Export Data –** Insights created on Adobe Experience Platform might need to be integrated with on-premises data, or applications outside of Adobe; that's where we can help too. We allow the export of data from such insights into familiar formats such as CSV for subsequent import into your marketing automation platform, CRM system or bespoke audience engagement application.

3. **Data Prep** is where the fun really starts – we can take data from Adobe Experience Platform and provide AI-assisted data preparation that is so simple any

marketer can use it. With just a few clicks of your mouse in our intuitive user interface you can cleanse, enrich, parse, normalize, join, filter and format then push down data to Adobe Experience Platform in native XDM format.

## AI-Powered Audience Experiences

Every aspect of Unifi is powered by our OneMInd™ AI technology. From automatic data profiling and PII detection, to AI-driven recommendations and data cleansing functions. Traditionally, ETL functions were handled by skilled programmers in IT – this process often comes with a delay from request to insight. That's what we set out to solve at Unifi. How do you make what is, after all, a complex process simple enough that anyone can do it? This answer is OneMind. We extract the tribal knowledge about your data and provide a simple, intuitive interface to achieve common tasks.

Simple, everyday marketing tasks can be easily managed. For example, at your most recent live event you were using a scanner and received tons of qualified leads. That's great but now you want to import that data into your CRM system to send a follow up email. This is where the challenges start – data cleansing is required to normalize phone numbers so international numbers are handled correctly on import; address information such as CA vs California or U.S. verses United States, all issues that need to be resolved prior to import or your CRM will reject the data. You could spend hours in Excel trying to clean up your data – or with Unifi in
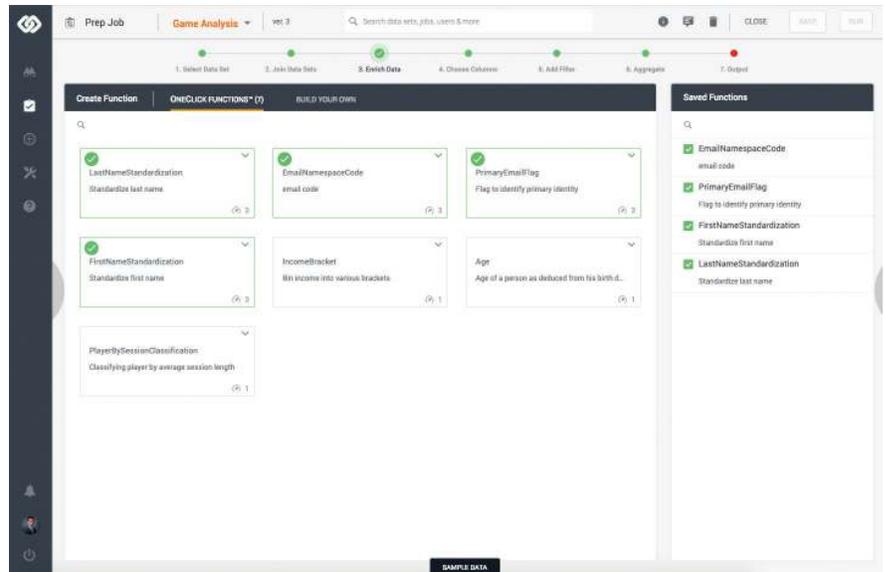


*AI-assisted data prep provides the user with recommended OneClick Functions that remove all the complexity from advanced data transformations and ETL tasks.*

your marketing arsenal these data cleansing tasks are a breeze. OneMind detects the data and recommends data cleansing settings. Just select the ones you need and then process. Voila! A clean, normalized marketing list ready to receive your targeted campaign.

## Experiences for Every Type of Audience

Adobe Experience Platform with Unifi can be used for a wide range of audience engagement functions. From hospitality to CPG and home improvement to content recommendations – only Adobe Experience Platform and Unifi can deliver the right message to the right audience at the right time.

Find out what Unifi and Adobe Experience Platform can deliver for your next campaign. Contact us today and we'll show you the future of Experiences.