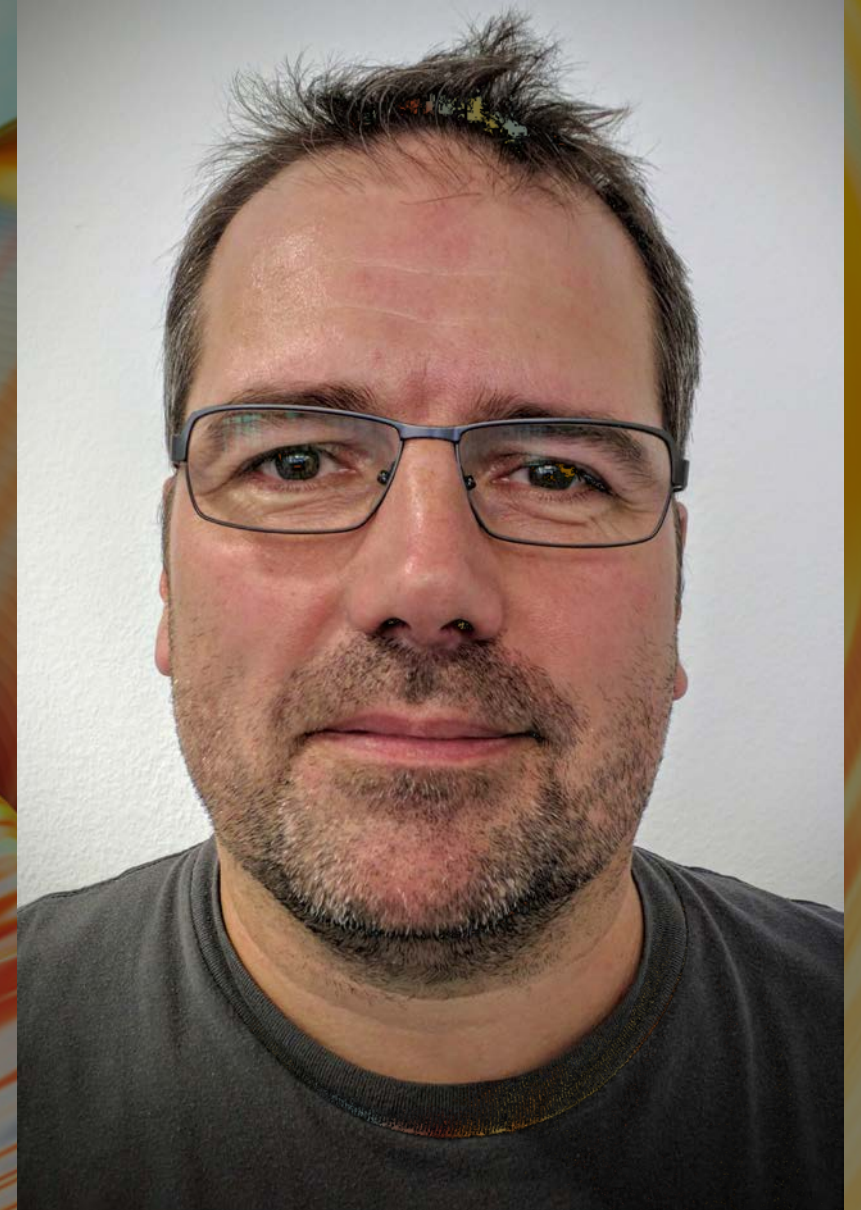# AEM Gems – AEM Integrations

Jan Exner | Adobe Consulting Services

Introduction

- Jan Exner

- Joined Omniture in 2008 in the UK

- 90% of work on Analytics

- Moved to Basel in 2014

- Culture shock!

- Claim to fame: shook Bill Gates' hand once

- Blogging

  - https://webanalyticsfordevelopers.com

  - https://webanalyseaufdeutsch.de

1

What

2

How

3

Demo

Experience Cloud

Analytics Cloud

Advertising Cloud

Marketing Cloud

Analytics

Audience
Manager

Media Optimizer
DSP

Media Optimizer
Search

Media Optimizer
DCO

Experience
Manager

Campaign

Target

Primetime

Adobe Cloud Platform for Experience Cloud

Marketing Cloud

Campaign · Experience Manager · Target · Primetime

Analytics Cloud

Analytics · Audience Manager

Advertising Cloud

AMO DSP · AMO Search · AMO DCO

Core Services

Adobe Launch

Adobe I/O

Adobe Sensei

Experience Data Models

Content	Data

Cloud infrastructure

Core Services Scenarios

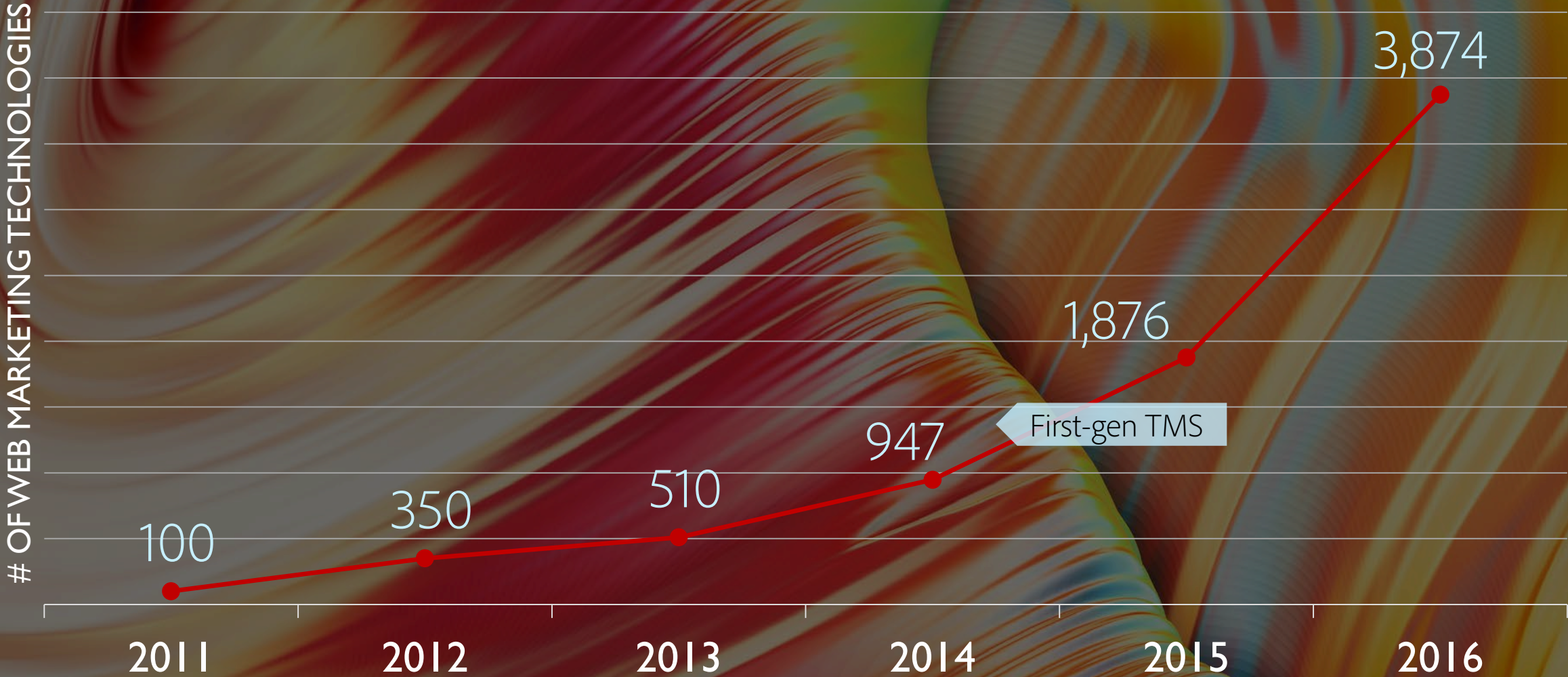|	Analytics	Audience Manager	Campaign	Experience Manager	Media Optimizer	Primetime	Target
People	• Share and enrich audiences • Add first-party data	Upgrade path to DMP	Share and enrich audiences	Share audiences through Experience Manager and Target	Share and enrich audiences	Share and enrich audiences	Share and enrich audiences
Places	Analyze customer behavior based on physical and digital footprint	Create audiences based on points of interest beacons and geofences	Trigger campaigns based on points of interest (beacons and geofences)				Test, optimize, and personalize experiences based on location
Assets			• Asset selector tool • Sync with Creative Cloud	Sync with AEM Assets	• Asset selector tool • Sync with Creative Cloud		• Asset selector tool • Sync with Creative Cloud
Activation	Deploy analytics tracking faster	Manage and deploy pixels		Flexible technology and data layer	Manage and deploy pixels		Access more data for tests
Mobile	• App analytics • In-app messaging • Deep linking • Attribution		Push messages based on CRM integration	Basic push messaging in AEM apps	• Deep linking • Attribution		• App experience optimization • Deep linking, A/B testing

Adobe

FIRST-GEN TMS CAN'T
KEEP UP

 # OF WEB MARKETING TECHNOLOGIES

3,874

1,876

First-gen TMS

947

510

350

100

2011   2012   2013   2014   2015   2016

Adobe Experience Cloud Integrations

Data-Driven Marketing

- Whole Customer
- Audience Amplification
- Real-Time Monitoring & Visualization
- Marketing Attribution
- Conversion Rate Optimization
- Predictive Analytics
- Video Analytics
- Acquisition Accelerator (FSI)
- Audience Intelligence (M&E)
- Lead-to-Revenue Management (Tech)
- Lead Scoring (Tech)

Cross-Channel Marketing

- Email Plus
- Cross-Channel Data Management
- Campaign Orchestration
- Journey Management
- Mobile Messaging
- Offline Marketing
- Real-Time Interaction Mgmt.
- Loyalty Marketing
- Next Best Offer (FSI)
- Audience Activation (M&E)
- Clienteling (Retail)
- Real-Time Offer Management (T&H)
- Front-Line Agent Empowerment (T&H)

Customer Experience

- Digital Foundation
- Web Experience Foundation
- Content Marketing
- Content Personalization
- Digital Asset Management
- Dynamic Content Delivery
- User-Generated Content
- Connected Experience
- Digital Service Enrollment
- Multi-Channel Account Enrollment (FSI)
- Predictive Content Consumption (M&E)
- Subscription Lifecycle Mgmt. (Tech)
- Experience Driven Commerce (Retail)
- In-Store Digital Merchandising (Retail)
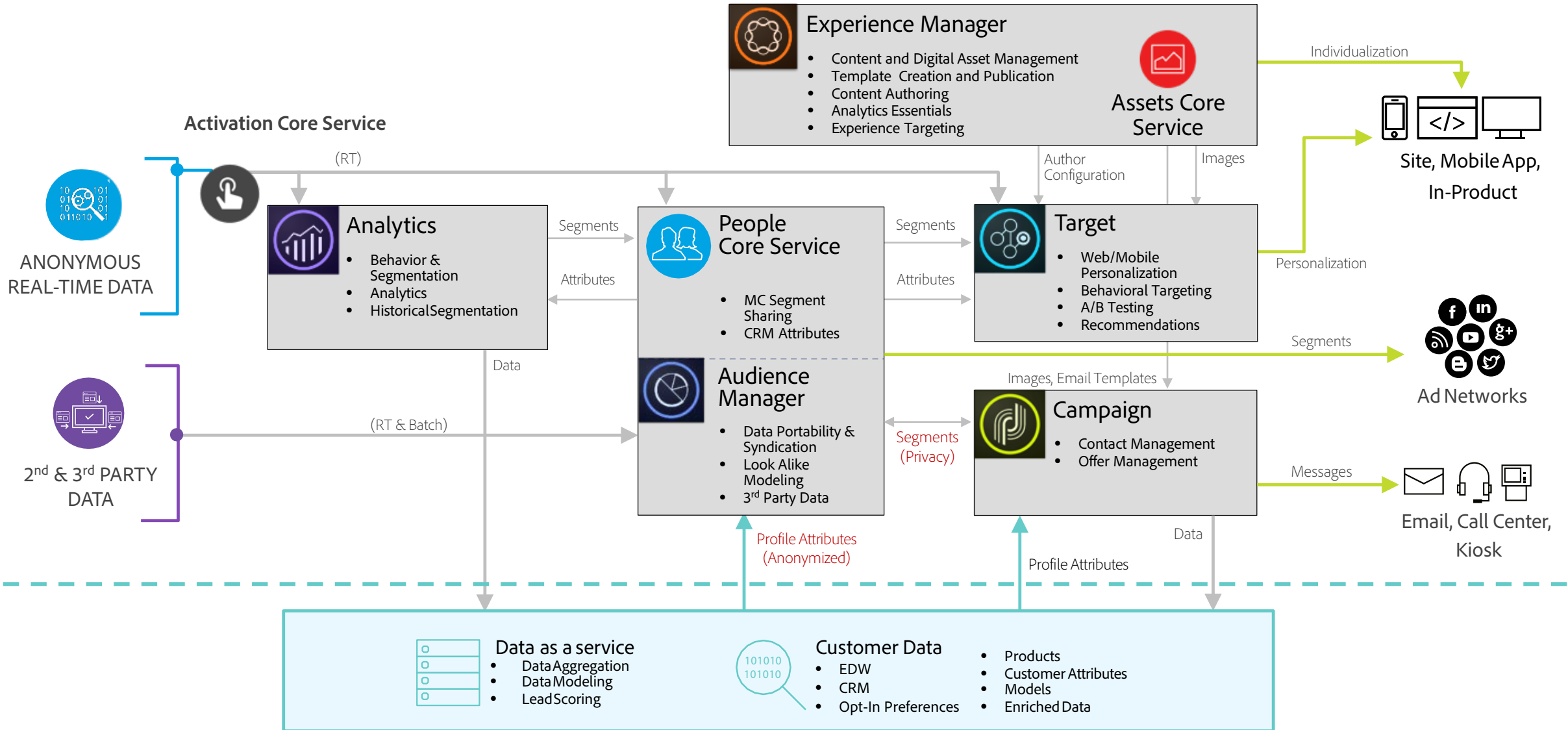- Enterprise Intranet (Retail)

Mobile App Marketing

- Mobile App Engagement
- Mobile App Analytics
- Mobile App Optimization
- Mobile App Experience Mgmt.
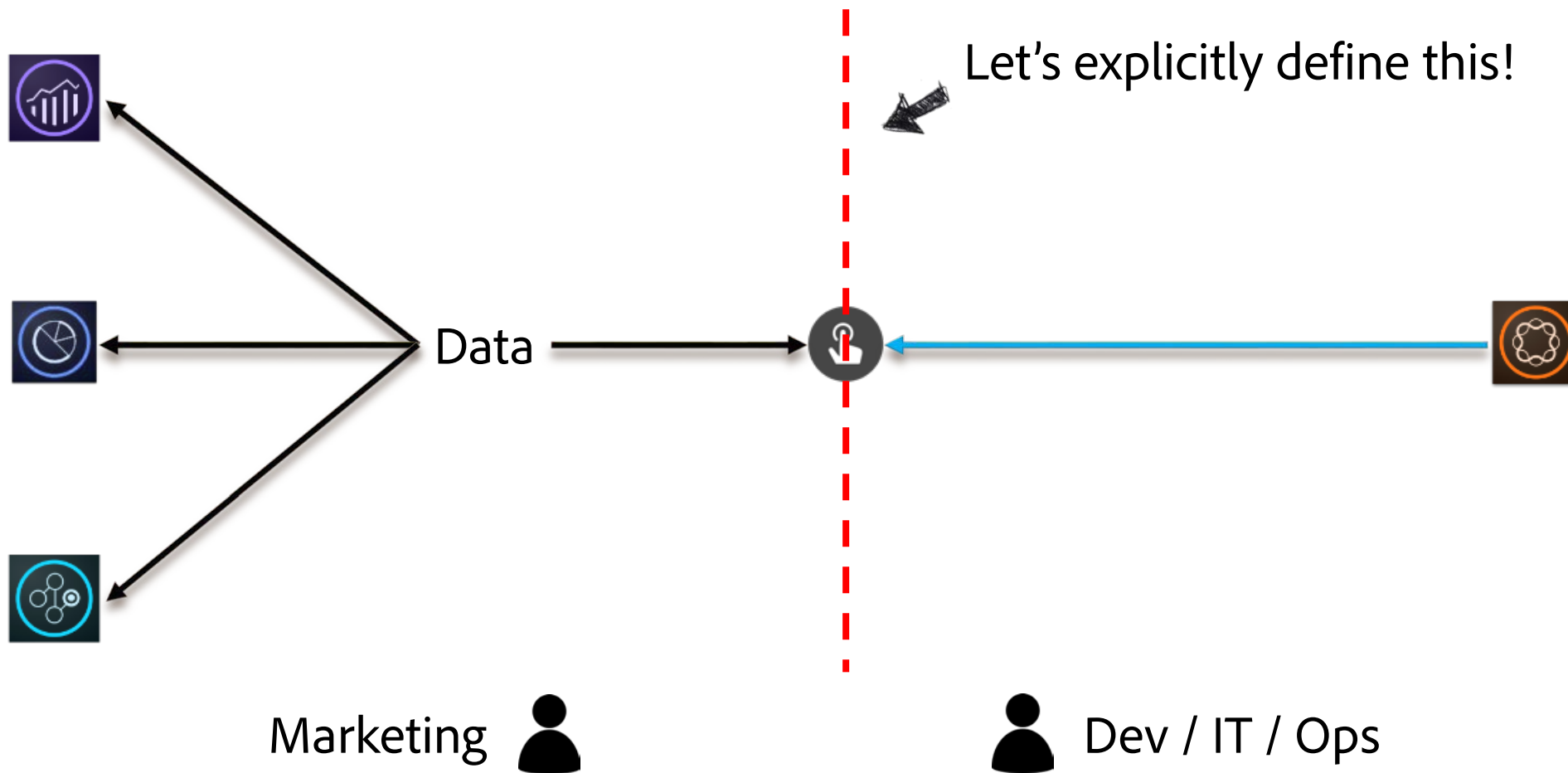- TVE/OTT & App-based Activation (M&E)

Programmatic Advertising

- Audience Definition
- Audience Syndication
- Audience Reach
- Relevant Creative
- Inventory Optimization
- Advertising Optimization (M&E)

Digital Foundation

Experience Manager
- Content and Digital Asset Management
- Template Creation and Publication
- Content Authoring
- Analytics Essentials
- Experience Targeting

Assets Core Service

Individualization

Site, Mobile App, In-Product

Activation Core Service

ANONYMOUS REAL-TIME DATA

(RT)

Author Configuration

Images

Analytics
- Behavior & Segmentation
- Analytics
- HistoricalSegmentation

Segments

Attributes

People Core Service
- MC Segment Sharing
- CRM Attributes

Segments

Attributes

Target
- Web/Mobile Personalization
- Behavioral Targeting
- A/B Testing
- Recommendations

Personalization

Data

Audience Manager
- Data Portability & Syndication
- Look Alike Modeling
- 3rd Party Data

Segments

Ad Networks

Segments (Privacy)

Images, Email Templates

Campaign
- Contact Management
- Offer Management

Messages

Email, Call Center, Kiosk

2nd & 3rd PARTY DATA

(RT & Batch)

Profile Attributes (Anonymized)

Profile Attributes

Data

Data as a service
- Data Aggregation
- Data Modeling
- Lead Scoring

Customer Data
- EDW
- CRM
- Opt-In Preferences
- Products
- Customer Attributes
- Models
- Enriched Data

101010
101010

The other perspective

Let's explicitly define this!

Data

Marketing

Dev / IT / Ops

ATAAMAA Myths

- "The more you track, the more you can analyse"
  - Be specific, only track what is used, change often
  - BUT: a data layer should be eclectic. We will pick
- "For proper targeting, you need a lot of information"
  - Good targeting is about time to market, not perfection or volume of data
- "AAM handles all data, including PII"
  - PII can be handled by Campaign, but not by Audience Manager
- "Marketing department won't need to know Javascript"
  - It is helpful to have a JS person
- "We can build the Data Layer when we've finished the rest"
  - Never seen that work

Demo