

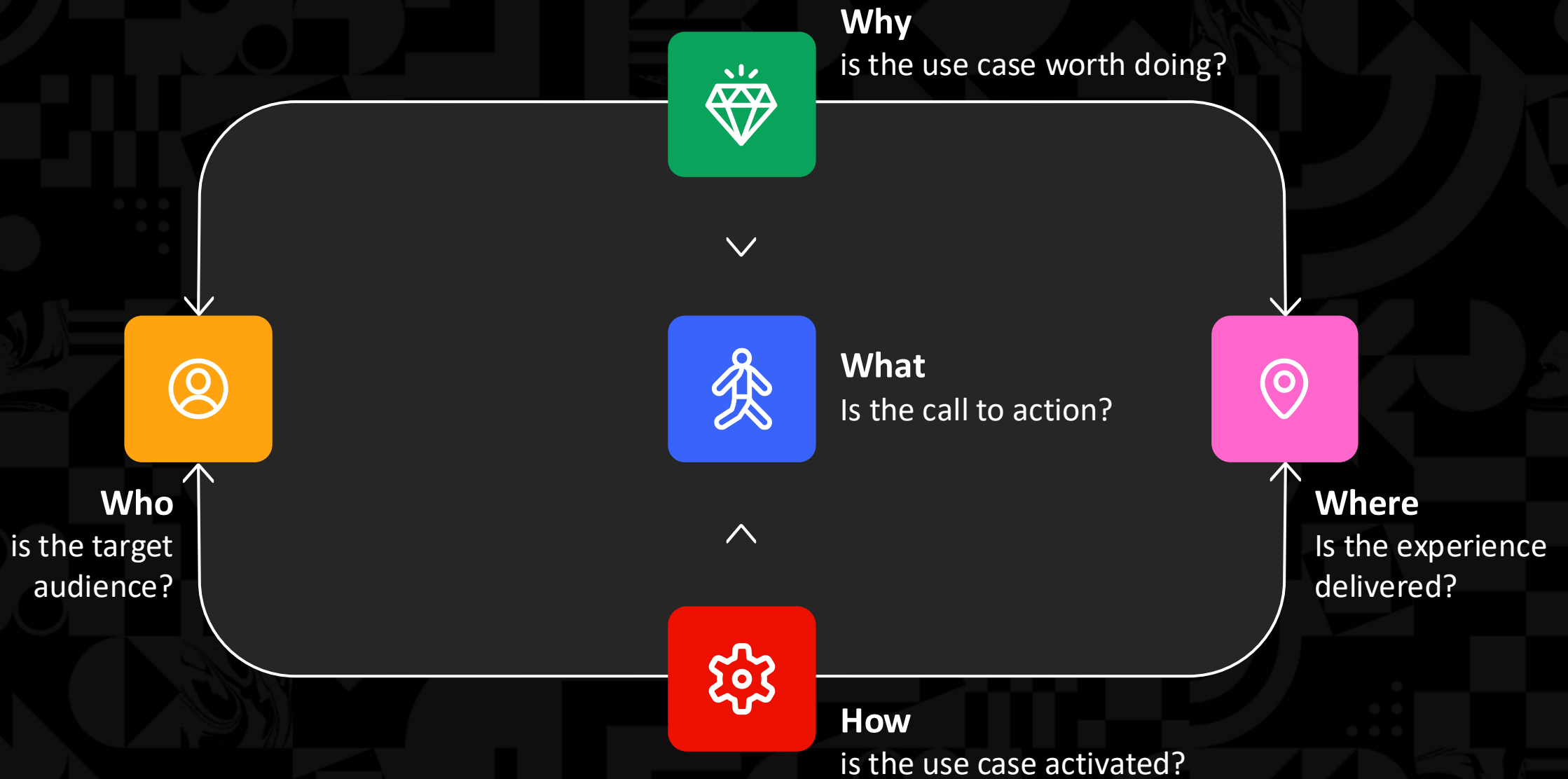
S651: Indie to Blockbuster: Customer Experience Use Cases That Ship Value Faster

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The Use Case Framework



A use case is scenario or plan designed to deliver **measurable business outcomes.**

It connects a business objective with the steps, resources and technology required to achieve it

Incremental Revenue

Customer Experience Use Case

1. **Why** is the use case worth delivering?
2. **Who** is the target audience?
3. **What** is the call to action?
4. **Where** is the experience delivered?
5. **How** did the Martech capability enable the use case?
6. What **KPI** defines success?



EXAMPLE: Finance

Outcome (Why)

Increase upsell

Example CX Use Cases

Encourage **customers who have basic financial advisory** to **upgrade to premium tier** via **site offers and emails**

Capability (How)

PLJ1-Trigger event based journey based on customer action (CDP + AJO, Real-time)

Impact (KPI)

(\$2.4M) **incremental revenue**

Cost Savings

Employee Experience Use Case

1. **Why** is the use case worth delivering?
2. **Who** is the employee audience?
3. **What** workflow/task is impacted?
4. **Where** in the organization does this happen (LOB, Geo, etc)?
5. **How** did the Martech capability enable the use case?
6. What **KPI** defines success?



EXAMPLE: Creative Agency

Outcome (Why)

Accelerate content production

Example EX Use Cases

Designers iterate assets from 1 > Many (versioning) for **all agency brands**

Capability (How)

SAW1- Streamline content creation using AI driven automation (GenStudio + Firefly)

Impact (KPI)

\$23M **Cost Savings Annually**

Use Case Structure

Customer Experience

I want to target a group of customers Who with a message to What on Where in order to achieve Why. This was done by How.

Behaviors, attributes, intentions *Call to action* *Channel*

Business Objective *Technical Capabilities*

Activity 1: Use Case Authoring

Using the Adobe Taxonomy, author 1-3 use cases. Fill in as many dimensions (why/who/what/where/how/KPI) as you can. The goal is direction, not perfection!

| Why | Who | What | Where | How | Impact (KPIs) |
|-----|-----|------|-------|-----|---------------|
| | | | | | |
| | | | | | |
| | | | | | |

Estimating the impact of key MarTech use cases

Value
Realization
Equation

| | | | | | |
|--|---|---|---|--|--|
| A [# Driver] | * | B [Δ Change/Time] | * | C [\$ Financial Valuation] | = D [Business Impact] |
| <i>Usage volume of critical product capability</i> | | <i>Leading indicator of experience interactions</i> | | <i>Lagging indicator of estimated impact</i> | <ul style="list-style-type: none"> • <i>Incremental Rev</i> • <i>Cost Savings</i> • <i>Productivity Gains</i> |

As measured
by (*non-
exhaustive*):

| Examples of usage metrics for Adobe tech | Performance KPI vs holdout or baseline or benchmark | Estimated value of incremental performance |
|--|---|---|
| <ul style="list-style-type: none"> • RTCDP <ul style="list-style-type: none"> • # of segments activated to channels • # of durable IDs per profile • AJO, Target, Marketo & Campaign <ul style="list-style-type: none"> • # of triggered 1:1 comms • # of automated journeys • # of real-time responses • # of tests or experience activities • AA & CJA <ul style="list-style-type: none"> • # of non-analysts accessing reports • # of reports delivered • Workfront <ul style="list-style-type: none"> • # of automated fusion workflow tasks • # of templates leveraged • AEM, Firefly & Sign <ul style="list-style-type: none"> • # of automated workflows • # of assets re-used • # of fragments/components launched • # of GenAI iterations created • # of eSignatures | <ul style="list-style-type: none"> • Customer Experience <ul style="list-style-type: none"> • Traffic • Conversion rate • Average order value • Page Views per Visit • Bounce Rate • Add to Cart Rate • Cart Abandonment Rate • Churn rate • Re-engaged pipeline • Employee Experience <ul style="list-style-type: none"> • Output (productivity) • Project/business coverage • CSAT • Time to market • Time to complete a task | <ul style="list-style-type: none"> • Avg cart order value • Avg reservation value • Avg assets under management • Avg subscription value • Avg customer lifetime value • Avg cost per/hour of FTE |

Activity 2: Use Case Measurement

Choose 1 of the use cases you authored. Write down how you would begin to identify each variable in the measurement equation. Then, draft an outcome statement.

| A [# Driver] | * | B [Δ Change/Time] | * | C [\$ Financial Valuation] | = D [Business Impact] |
|-----------------|---|----------------------|---|-------------------------------|--------------------------|
| | | | | | |


Outcome Statement:




Ideation and prioritization of use cases by value and feasibility

Apply your business value and technical feasibility level to your use cases

| Why | Who | What | Where | How | Impact (KPIs) | Business Value | Tech Feasibility |
|-----|-----|------|-------|-----|---------------|----------------|------------------|
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |




Ideation and prioritization of use cases by value and feasibility



-  Marketing
-  Product
-  Engineering

| Use Case Name | Use Case Definition | | | | | Use Case Assessment | |
|---|---------------------------|---|--|-------------------|--|---------------------|-----------------------|
| | Why | Who | What | Where | How | Business Value | Technical Feasibility |
| 1 Event VIP Contest | Increase first party data | Fans who scan their event ticket | Enter to win VIP meet & greet at the event | Push notification | Digital profile, batched messaging | ★★★ | ★★★ |
| 2 Prospect acquisition | Increase brand awareness | High-value prospects | Visit website | Paid media | CDP and paid media destination | ★★ | ★★ |
| 3 Co-branded card acquisition | Increase loyalty LTV | Loyalty member without a co-branded credit card | Apply for card with offer | Web and app | Credit card partnership data, site personalization | ★ | ★ |

Customer Experience Use Case Maturity

| |  Crawl |  Walk |  Run |
|---|--|---|---|
| Data What data do you leverage for personalization? | <ul style="list-style-type: none"> Digital behavioral data | <ul style="list-style-type: none"> First, 2nd and 3rd party data online & offline, connected to a unified profile | <ul style="list-style-type: none"> Contextual signals and external events |
| Audience How are customer segments created and used? | <ul style="list-style-type: none"> Batched audience (daily) | <ul style="list-style-type: none"> Streaming audience near real-time | <ul style="list-style-type: none"> Edge/in-the-moment audience |
| Journey How do you manage and execute omnichannel campaigns? | <ul style="list-style-type: none"> Campaigns siloed by channels | <ul style="list-style-type: none"> Triggered campaigns Automatic orchestration among digital channels | <ul style="list-style-type: none"> Triggered 1:1 journeys Orchestration among digital and offline channels |
| Measurement How are insights reported and used for decision making? | <ul style="list-style-type: none"> Campaign and channel-specific measurement Last-touch descriptive statistics | <ul style="list-style-type: none"> Journey-level measurement Multi-touch attribution, and Media Mix Modelling driving top-down planning | <ul style="list-style-type: none"> Customer-lifecycle measurement AI/ML incrementality unifying experiments and MMM, driving recurring optimization |
| Content How is content produced and delivered? | <ul style="list-style-type: none"> Purpose-built content in its entirety | <ul style="list-style-type: none"> Content fragments manually re-used | <ul style="list-style-type: none"> Real-time AI/ML content assembly adapted to all formats |



Go-live with first use case, show initial value



Evolve existing use case



Best-in-class use case

WHO is the target audience?

WHAT is the call to action?

WHERE is it delivered?

V1: Prompt Fans who scan event ticket through mobile app to enter VIP meet & greet context via mobile push

V2: Prompt Loyalty members who scanned their digital ticket to spend \$ on products to get up to N more contest entries via mobile push

V3: Prompt Fans who scanned their digital ticket to get join loyalty program for additional contest entry via mobile push

V4: Prompt Fans who post event reviews on social to get customized partner offers via mobile push and email

| | | V1 | V2 | V3 | V4 |
|-------------------------------|-------------|---|---------------------------------|----------------------|---|
| HOW is the use case executed? | Data | Mobile app ID, ticket info (time of day), contest entry | Ticket scanning, loyalty points | | Data collaboration with partner on audiences, movie ending time |
| | Audience | Daily batched audiences | Streaming audience | | |
| | Journey | One-time push notification | Event-trigger journey | Offer decisioning | Orchestration between mobile and email |
| | Measurement | Contest entry rate and value | | Loyalty sign-up rate | Streaming partner sign-up rate, partner revenue |
| | Content | Push copy | | Free drink voucher | Content fragment corresponding to movie for mobile and email |



Build foundational capabilities



Add incremental capabilities



Unlock all advanced capabilities

Adobe