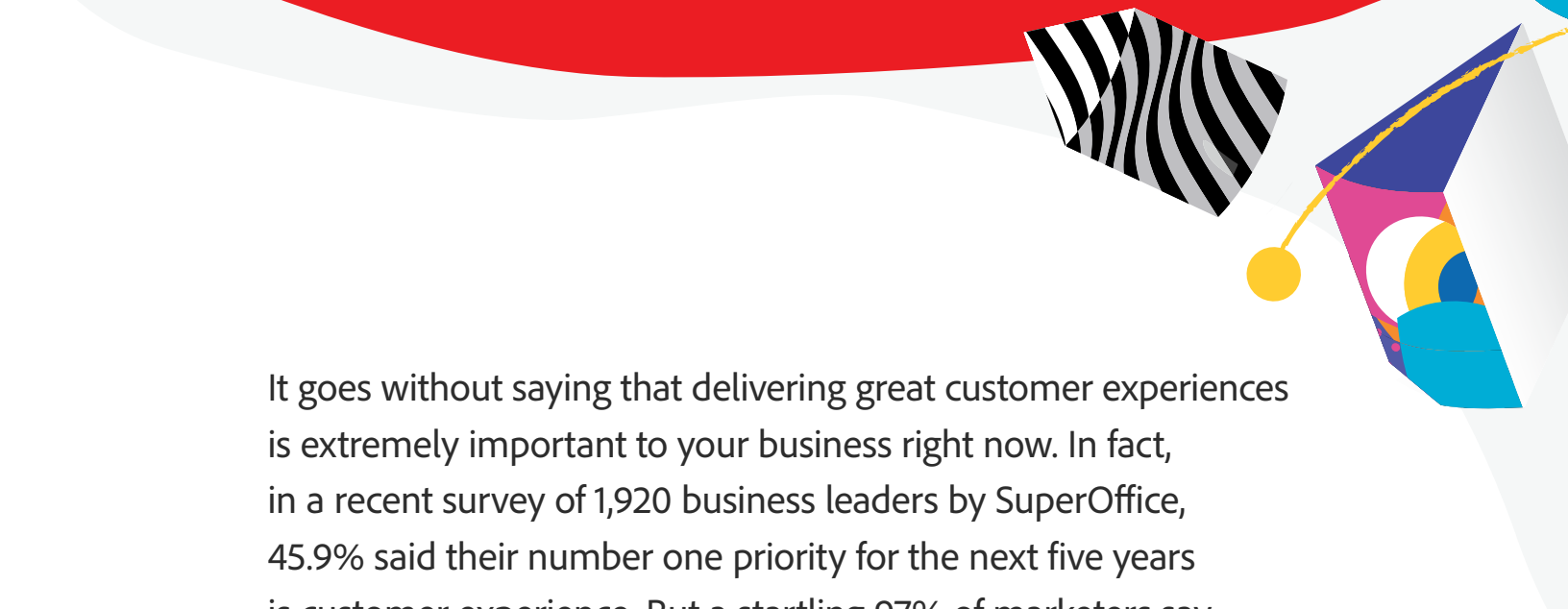# Measure the maturity of how you use customer data and insights.

See where you are on the journey to creating exceptional customer experiences.

It goes without saying that delivering great customer experiences is extremely important to your business right now. In fact, in a recent survey of 1,920 business leaders by SuperOffice, 45.9% said their number one priority for the next five years is customer experience. But a startling 97% of marketers say their organizations are ineffective at turning customer data into insights and actions, according to recent research by the CMO Council. This makes it virtually impossible to deliver personalized experiences in real time and across multiple channels.

The root causes of this data challenge are probably very familiar to you. At most organizations, data still resides across various siloed repositories that don't easily connect with each other. Creating useful customer profiles that unite customer data reflecting all interactions across channels often requires manual uploads and downloads, which can take hours and days.

Once you have access to the data, performing meaningful analysis may require building complicated spreadsheets, enlisting the help of data scientists, or both. By the time the analysis is complete, the insights uncovered may be too stale to support what you need to take action on.

Here's where Adobe data, insights and audience solutions come in. They help you break down data silos and gain a deeper understanding of customers so that you can deliver highly personalized experiences. Adobe Real-Time Customer Data Platform, Customer Journey Analytics, and Adobe Target form

an integrated data insights platform—but they can also be used individually with homegrown and other third-party tools.

This guide helps you understand your organization's current level of maturity and what kind of investments you may need to gain meaningful insights into customer behavior. The higher you are on the maturity scale described here, the better customer experiences you can deliver.

The four levels of maturity.

Maturity level	Description	What it means to your customer
Level 1	Fragmented customer data, minimal visibility into customer profiles and behavior.	Cookie-cutter experiences. Intrusive retargeting. No compliance with data privacy rules.
Level 2	Siloed customer data, limited visibility.	Somewhat personalized experiences that don't fully connect channels. Hit-or-miss compliance with data privacy rules.
Level 3	Centralized customer data, moderate visibility.	Personalized experiences that reflect some cross-channel interactions. Delayed compliance with data privacy rules.
Level 4	Unified, real-time customer data, high visibility.	Predictive and highly personalized experiences powered by artificial intelligence. Seamlessly connected channels. Full and immediate compliance with data privacy rules.

"Customer experience-led companies grew revenue 1.7 times faster and increased customer lifetime value 2.3 times more than other companies in the past year."

Forrester
June 2021

Fragmented customer data, minimal visibility.

Customer data:

At this level, an organization's customer data is typically scattered throughout various silos—marketing, sales, customer service, finance—in multiple locations. No one has a complete view of each customer's interactions with the brand across every channel. When customers opt-in or out, this information is updated in only one place—and it isn't automatically communicated to other parts of the business.

Marketing depends heavily on third-party data from web cookies. This is troublesome, given that browsers will soon be phasing them out. A substantial majority of marketers responding to a recent survey by Ad Age continue to be very (39%) or moderately (41%) reliant on cookies.

Customer journey insights:

Marketing teams still export data manually from multiple systems and use spreadsheets to analyze customer data. Despite having this data, no one has a clear and accurate picture of customers' path to purchase. There is minimal understanding of which customer behaviors map to purchase intent.

Customer targeting:

Digital experiences are generic and one-size-fits-all. Prospects are frustrated with intrusive retargeting and outreach that feels like junk mail or spam.

Data privacy:

No compliance with customer data privacy standards.

Siloed customer data, limited visibility.

Customer data:

At level two of maturity, the organization begins to pay more attention to organizing customer data and providing better access to it. Customer data typically resides in both a central data lake and smaller departmental sources. Teams can get partial customer profiles—but it still may take hours or days and require batch processes. Marketing and sales teams may have an awareness of the need to phase out third-party cookie data, but they haven't acted yet.

Customer journey insights:

In this phase, analyzing customer behavior requires normalizing data from multiple sources and pulling it into visualization or business intelligence software. Marketing has a rough idea of the customer journey for different personas, but not for individual customers. They also have a basic understanding of which customer behaviors may signal purchase intent.

Customer targeting:

The organization is beginning to customize digital experiences according to each buyer's location, referral, or browsing behavior.

Data privacy:

The organization captures customer privacy preferences and shares them with internal teams, but it can take days or weeks. Compliance with data privacy rules may exist in piecemeal fashion across channels and teams.

Centralized customer data, moderate visibility.

Customer data:

At this level of maturity, most customer data is captured in the company's data lake. Teams can get fairly compete customer profiles, but not always in real time. Customer privacy preferences are captured and disseminated to different parts of the organization on the same day they're received. Marketing teams have begun to enrich first-party data and build second-party data partnerships.

Customer journey insights:

A team of data scientists analyzes customer data from the data lake and develops original insights based on the cross-channel customer journey. Marketing understands the cross-channel customer journey for individual customers, although not necessarily in real time. They also understand which content and campaigns tend to move prospects further along in their journeys.

Customer targeting:

Digital experiences can be personalized according to each customer's interactions in multiple channels. The organization has the ability to orchestrate marketing campaigns across channels and customize these according to each customer's unique journey. But targeting at this point is not in real time and may be delayed.

Data privacy:

Although there is compliance with data privacy rules, it is typically delayed.

Unified and real-time customer data, high visibility.

Customer data:

At this level of maturity, the organization clearly understands and emphasizes the importance of unifying customer data and providing 360-degree access to it. Event streaming refreshes customer data no matter where it's being collected and stored. Individual customer profiles are updated in real time. Automated workflows ensure continuous compliance with evolving privacy rules. Marketing relies primarily on enriched first-party data to inform campaigns and loyalty programs.

Customer journey insights:

All business users—even those without a data science background—can get real-time insights into the cross-channel customer journey. In addition, marketing understands which content, campaigns, and tactics are most effective at each stage of the customer journey and can tie marketing activities back to revenue. Marketing can also predict future customer behavior by applying artificial intelligence (AI) to real-time customer data and profiles.

Customer targeting:

Prospects and customers each receive a unique, personalized experience informed by their moment-to-moment behavior and AI-driven insights. Customer interactions flow naturally across channels and are determined by real-time profiles and predictive AI.

Data privacy:

The organization has achieved full and immediate compliance with data privacy rules. This may include compliance with both regional data privacy rules (GDPR, CCPA) and organizational data privacy rules that may be attached to departments, data types, and use cases. Adobe's patented data governance framework is fully configurable so that you can adapt to your specific governance needs.

Customer data and insights capabilities you need at every level.

Adobe solutions for Data, Insights, and Audiences deliver the capabilities you need to handle every phase of the customer journey. Wherever you are on the maturity scale, we can help you advance to the next level smoothly, without disruption to your business. Even if you've achieved level 4, the highest in maturity, Adobe solutions can enhance the way you collect, analyze, and use customer data to your best advantage.

Here's a quick look at how we can help with specific tasks.

Task and capability	Adobe solution:		
	Real-Time Customer Data Platform	Customer Journey Analytics	Adobe Target
Unified people and account profiles based on known and pseudonymous data sources	X		
Real-time profile enrichment	X		
People and account identity resolution	X		
Marketing-friendly segmentation	X		
Standardized data taxonomy	X		

Task and capability	Adobe solution:		
	Real-Time Customer Data Platform	Customer Journey Analytics	Adobe Target
Pre-built B2B and B2C connectors	X		
Data labeling	X		
Data policy tools	X		
Data usage enforcement	X		
Customer consent management	X		
People and account profile activation	X		
Fast, convenient audience activation	X		
Consistent activation across channels	X		
Interactive analysis and visualization of the entire customer journey		X	
AI-powered journey insights		X	
Easy-to-use analytics dashboard (for business users)		X	
Analytics dashboard app for mobile devices		X	
A/B, multivariate, and multi-armed bandit testing			X
Website, page, and mobile optimization			X

Find out more.

Learn more about how to advance your level of maturity using data and insights.

Get details

Or request a [demo](#)

Sources

1   "Forging the Future of Customer Experience: Building a Unified Data Foundation for Turning Customer Insight into Action," CMO Council, 2021.

2   Sara Stevens, "RIP Third-party Cookies—are Marketers Ready?" Ad Age, December 2, 2020.

3   Toma Kulbyte, "37 Customer Experience Statistics You Need to Know for 2022," SuperOffice, June 24, 2021.