Watch as Brian Duke, Managing Director and Adobe Business Group GTM Lead for North America at Accenture discusses how to harness the best of technology, data, and creativity to become a business of experience, a holistic approach to becoming customer-obsessed to drive relevancy and new growth. Learn more: https://acctu.re/36S0lRu

0:00 [Music]
0:06 hello and welcome to adobe summit my name is Brian Duke and I lead the go to market strategy for the adobe business group here in North America at Accenture
0:16 really excited to talk with everyone today and share some of our perspective as it relates to identity resolution and
0:24 its significant impact on what we like to refer to as the business of experience i think we can all agree that
0:31 personalization is at the top of all of our lists as it relates to marketing use cases and
0:37 identity resolution is a hot topic I think it has material impact not only on
0:43 how we create experiences and how we iterate on those experiences but also how does it apply to things like privacy
0:50 and consumer consent so today we're going to get into a lot of these topics
0:56 starting with the state of the industry as it relates to identity and privacy, we'll talk about some of the brand side
1:02 problems that we're seeing here at Accenture some of the challenges that i think some of the identity vendors are
1:08 running into we'll talk about some of the different categories of identity resolution we'll 1:14 try to simplify the modern data architecture and what that means specifically as it relates to connecting
1:20 the offline world to the online world we'll get into some ideas around identity genesis and what is uh the
1:27 foundational elements to create identity because they're not all created equal we'll talk about some of the available
1:33 data that we can connect to our identity frameworks and then eventually we'll get into some of the things that i think are
1:39 very exciting here at Accenture that we're building and hoping to not only bring to life for our customers but also
1:45 to help share and optimize the investments that they're making uh with their uh adobe solutions so with that
1:52 we'll get right into it with the state of the industry so as everyone here knows you're being
1:58 targeted with ads everyone is well aware of this phenomenon you don't really have to go any further than looking at your
2:05 favorite uh hotel site or a favorite pair of running shoes or whatever it
2:10 might be and whatever it is you're looking at is going to show up inevitably across all of your devices
2:16 and it's not just the things that you're looking at people in your household the things that they're looking at are sometimes going to show up uh and start
2:24 to present themselves and to some extent maybe nag you a little bit and seemingly never go away so I think that this uh
2:30 this is an experience right that we've all had some of it good some of it bad
2:36 but it's something that we're all very very familiar with and i think if you look at the business
2:41 of ad targeting and specifically programmatic media which I think we're probably all very familiar with it's a
2:48 booming business uh it is set to grow from
120 billion dollars in spend in
2:53 2021 to roughly 200 billion dollars uh in 2024 and that will actually encompass
5:21 that's not really a sustainable model and i think it's creating a lot of anxiety for our clients
5:27 on the other side of the fence we have the technology issue which we are all aware
5:32 we'll see if google decides to really flip the switch in 2023 and
5:38 deprecate uh third-party cookies on the chrome browser if they decide to go down that road then we're effectively going
5:44 to sever the user level connections to almost 50 percent of the
5:49 browser-based market here in the united states this is obviously following the path of
5:57 what Apple and Mozilla have already done
6:04 we've seen things that have come up in the last year specifically within the app tracking and transparency framework
6:11 are maybe some ulterior motives uh that aren't necessarily things that we talk about a lot uh and that's really around
6:18 the fidelity of how these connections are being made and why they're being made
6:23 and to the extent of which they can actually be persisted so we've taken some surveys and if you 6:29 look back back into 2020 we really started to figure out that
6:36 through surveys of very large US programmatic media buyers who's really on the hook to solve these problems and
6:44 I think 83 percent of the people that were surveyed I really think that that sits with the hands of the ad tech
6:50 platforms while concurrently advertisers believe that some of that onus is going to be on them and i think if you look at
6:58 who's working on the problem right now there's certainly been a lot of great progress and a lot of uh advancements uh
7:06 on the publisher and the platform side and you know there's certainly a lot of people that are working on this
7:12 particular problem but they're they're kind of hanging their hat on the hopes that we can start to create
7:19 first party identity from people logging in and authenticating across the publisher ecosystem the problem with
7:25 that is that you have a very low rate of authentication across publisher networks
7:30 so that is creating a really big issue as it relates to scale and adoption for
7:36 these sell side platforms so i think we start to look at the problem when we start to say well who's
7:42 really solving this for the brands and on the advertiser side and it seems to be a bit of a vacuum right now and that
7:48 no one is really attacking uh that side of the equation it’s all trying to be
7:54 solved on the publisher side so i think that there’s some problems with that that we’re going to get into
8:00 publisher and platform solutions uh i think they have very great they have great intentions uh but in some cases
8:06 they may be sub-optimal there is a painted picture and there’s a sales pitch that is sent to
8:14 lots of brands and i’m sure that a lot of the people listening to this presentation have probably had a lot of these pitches
8:20 and the painted picture is really around this idea that we have perfect knowledge of john doe
or in this case Greg Fisher
8:28 we have deterministically connected his mobile devices we understand his work email
addresses his personal email
8:34 addresses we have a host of demographic information and the the presentation
8:40 that’s really made and the pitch that’s made is really around this really strong very accurate
very scalable knowledge
8:46 around not only Greg Fisher but really the the 230 million people that are online in this
country every single
8:53 month the reality however is that there are a lot of loose associations to Greg
9:00 Fisher we might take an email address from Gmail and we might loosely
9:05 associate that to not only Greg Fisher who lives in Texas but jeff fisher who lives in Illinois
and George Fisher who
9:12 lives in Florida even to further compound the problem anyone that comes over to Greg
Fischer’s
9:18 house and hooks up to his wi-fi network whether it’s his wife his in-laws friends of his
family his kids his kids
9:25 friends all of those events effectively get connected to Greg
9:31 Fisher and subsequently those devices get mapped to his profile that creates a really big
problem when it comes to
9:38 media spin but why is this really happening
more devices obviously equals more
9:45 impressions to serve advertisers they pay on a volume basis right they pay
9:50 through mostly cpm-based contracts and more impressions that equals more money for
the publishers and more money for
9:56 the demand side platforms but what it really does and the unfortunate side effect of
this is that in an effort to
10:02 create scale um we’re actually creating a problem as it relates to incremental
10:08 gain and a lot of wasted advertising dollars on behalf of the brand so i think these
10:13 are some of the state of the union problems that we see i don’t think this is probably news for anyone it’s more of
10:19 just a recap before we get into some of our other categories around identity so let’s take
10:26 a look very quickly at
10:26 some of the identity categories as we define them here at Accenture there are
10:32 differing schools of thought and i think there are some best practices that we can really learn from that we’re starting to see a lot
of our other clients start to go down this road the
10:40 first bucket that i would actually call out is
10:45 a native identity capability and
10:52 this really focuses on having product and ownership capabilities within the brand itself
that can actually unite the
10:58 CRM and loyalty applications and people that are present in my file
11:04 we really lean on the the efforts around authentication and transaction events
11:10 and this creates a very stable mechanism to connect what we refer to as pseudonymous
or id
11:17 based data to offline or name based data while it’s very stable the problem that we run
into
11:24 is that it’s not scalable not only is it not scalable and doesn’t really offer us a
prospecting solution it doesn’t give
11:31 us portability because this these are mostly built in the first party and they can’t be
translated across the broader
11:37 media and publisher ecosystems the next phase is uh is foundational identity and this is really sourced from
11:45 third parties and becomes very portable and there are a number of entities out there that
really play in this space
11:52 they give you the flexibility to enhance hygiene and append data identity data as
11:58 well as demographic and other data sets to your existing CRM or prospect files
12:03 and you can bring those into your own internal systems these are built off compiled
data sources they solve for
12:10 prospecting to a limited extent but they do not solve for cookie deprecation and
12:15 while they give you transparency they don't really as of yet have a solution as it relates to combating uh
12:22 elimination of third-party cookies then we start to move to more of the dynamic vendors
12:28 and these are a lot of the known kind of marquee brands that play exclusively in the identity space and they deal in that
12:35 transient world of the internet and cookies and these are closed platforms
12:40 and they're closed for a number of reasons which we can certainly debate they are very expensive
12:45 they are inflexible they have great plumbing and have great conduits in order to send and execute audiences to
12:52 really any destination that you want however i think that they're stuck there's really in the same boat as the
12:57 brands and they're going to suffer pretty greatly uh when it comes down to cookie deprecation and these systems and
13:04 these platforms are not transparent uh really at all and so i think that while they have their advantages they
13:10 certainly have their disadvantages as well and then we come to really what i would say is out on the bleeding edge around
13:17 cooperative identity and this is really what we are attempting to bring to life
13:22 here at Accenture to help drive our business of experience and to help optimize our adobe investments
13:28 specifically and we're going to get into that here in a minute so this idea of cooperative identity is
13:35 really the brands banding together to leverage their natural resources
13:41 to create a very stable hyper accurate very scalable identity graph so taking a lot
13:49 of the principles that we see in native identity we're starting to think about pooling those resources across lots of
13:55 brands so that we can start to create a very uh distinct representation a very
14:01 accurate representation of individuals households and businesses the great
14:06 thing about this is that it's not conflicted by the media conundrum that we saw earlier
14:12 and if you can put this together in certain ways we can start to make these things and this is really the
14:18 intellectual property that Accenture is creating and bringing to life is making these things readable across domains so
14:25 not only brand domains but across the publisher ecosystem and anywhere we could actually deliver the last mile
14:30 experience whether that's on us or off us if you're able to do this you're
14:36 creating a highly resilient identity platform uh that really combats a lot of
14:42 things that are happening from a third-party uh deprecation standpoint it puts you in a great position as a brand
14:49 to manage the audit trail uh and to honor the right to be forgotten and it also enables you to to own and control
14:57 your own destiny and reduce your reliance on the third party vendor community so this is where we get pretty
15:02 excited about some of the next generation of things that we're developing and we're going to talk more about that here in just a minute
15:09 but again what we're starting to see in the market is that brands do not want to
15:14 do this there is heavy pressure and some of this can be vertical specific due to
15:19 the sensitivity of data such as credit and financial services data that we see with
15:25 retail banks and credit card issuers so it really depends on your tolerance for
15:30 risk uh and and kind of where you are in your info second legal journeys but we
15:36 are seeing in a lot of cases that info and legal teams are putting a lot of pressure on the marketers specifically
15:44 to eliminate the current practice of forklifting data whatever that might be
15:49 and shipping it outside of the existing safe harbor so our clients are starting to come to us and ask us to help them
15:56 figure out solutions to keep data in its current home but being able to create
16:02 that individual level personalization capability that we can execute across any channel online or off so that is a
16:09 very tall task and it's something that we've been putting a lot of time effort and resources to figure out a way to do
16:14 it and how to solve these problems so i want to stop there for just a second and i want to talk about what we
16:22 see as really the modern data architecture i think all of us in marketing that deal in ad tech and
16:28 martech we've seen infinite amounts of reference architectures we've got a bunch of them here at Accenture i know
16:34 adobe has got a bunch of them as well and so in an effort to really simplify
16:40 the future state of data architecture as it relates to marketing we tried to just create the offline in the online world
16:47 or what we used to refer to as pii in non-pii we actually can't even use those terms
16:53 anymore because the definition of those terms is changing so rapidly so we're now in the state of using things like
17:00 name based id based or pseudonymously collected data so really the point of
17:05 this slide is to talk about the data platforms and there's really two sides of it offline and online the identity
17:12 resolution bridge in the tie that binds those two worlds together that is really what is going to make or break you in
17:18 the future as a marketer what we are starting to see with a lot of our clients is that the use cases in
17:25 the offline world are starting to migrate to the right-hand side of this slide into more of
17:32 that pseudonymous with that encrypted side of the fence there's still always going to be a need
17:37 for customer data integration hygiene and the ability to execute in an offline fashion that's not going to go away so
17:44 the offline systems to warehouse data for marketing specific purposes you're still going to have to have that as a
17:50 capability and that's still going to be something that's a necessity as we move forward but what we're starting to see
17:56 is that through better identity resolution a lot of the use cases specifically around orchestration around
18:04 predictive modeling and scoring around media activation and then measurement and attribution those are starting to
18:11 migrate to the id based side of the world into more of these clean room types of setups and there's a lot of
18:17 different ways you can go about that but that is really a simplification of the modern data architecture and again i
18:24 want to re-emphasize that the ones who have the investments and the discipline and invest in the skill sets around
18:30 identity resolution those are the ones who are going to are going to win in the future state
18:36 so let's talk about identity in the foundational genesis of identity so we can connect jane smith's name and
18:44 her physical address we can connect that to a cookie or a device
18:49 but how there's a lot of different schools of thought in terms of deterministic versus probabilistic some
18:55 hybrid combination of the two or being able to toggle between the two the gold standard is always going to be to create
19:03 a hundred percent deterministic transaction verified customer knowledge the problem that we see with that as we
19:10 talked about earlier is that scale is the major issue and hurdle to overcome here i can do it for a subset of my
19:16 customers but it does nothing to address my prospecting efforts it does nothing to address
19:22 the ability to read these things in external systems as i said there's roughly 230 million people online
19:30 in this country every single month what we're hoping to achieve is a persistent match and connection rate a reachable rate of upwards of 80 percent that is a very bold goal i think that
19:43 for any marketer would say how is that even possible well through these first party brand cooperative ideas we're
19:50 hoping to start to realize the fruits of that labor and if we can do that we can
19:56 have very high accuracy rates we're never going to be 100 because the internet is certainly not an exact an
20:02 exact science but we can get a lot closer to the pin than we are today most of the clients that we work with they
20:08 have roughly a nine to ten percent recognition rate across their domain sometimes it's higher sometimes it's
20:14 lower but i think overnight we could create a capability where we have the ability to recognize upwards of 50 or 60
20:20 percent of our site visitors i think we have the ability to take that number even higher as it relates to
20:27 programmatic media and the ability to resolve identity there so there's a huge runway of opportunity here that directly
20:33 impacts our top line revenue growth and if we can do this the right way not only can we iterate on these conversations
20:40 and create continuity of voice around our messaging and orchestration strategies but it also enables our
20:46 ability to see the path to conversion and the path to non-conversion which has a material impact on our
20:53 ability to create measurement and attribution applications that give us a
20:58 much better indicator through better data and better identity of what is actually contributing to my top line
21:04 versus what is actually a waste of time and a waste of money so i think this identity foundation of
21:11 creating this deterministic capability this isn't new news but i think it's something that people tend to take a lot
21:17 of shortcuts on and i think this is worth a conversation um but let's suspend disbelief for just a
21:23 second and let's start to think about if we could create this identity framework
21:28 that allows us to align all the inbound data to a person or a household or a business well
21:34 the data that we extract
21:36 off of that framework is what we use to build the profile so what's out there what data could we
21:41 possibly align that we don't have access to today outside of our first party systems
21:47 demographic data it exists in droves you can buy it really anywhere that's not really i would say a
21:54 strategic thing that's obviously a commodity based thing what i buy there are certain resources that you
22:00 could tap into that could show you upwards of eighty percent of the credit and debit card transactions that are
22:05 occurring across your loyalty base right now and you could have that data very very quickly in some cases you could
22:11 actually get down to the sku level detail of what that transaction uh
22:16 what was in the basket of that transaction tapping into things like the bid stream the 300 billion ad calls that are coming
22:23 through ad serving technologies every single day across the programmatic landscape that is a highly predictive
22:29 very fast low latency data set and virtually no one taps into it why because it's very big it's cumbersome
22:36 it's disorganized and it's very difficult to align that data to a person in any accurate stable way we are aiming
22:43 to solve for that challenge we can certainly tap into really any video that's outside 22:50 of the walled gardens in the youtube ecosystem we can tap into lat long data that gives us accuracy data and location
22:56 data down to about 10 10 feet and we can certainly connect into all of the 23:02 various digital and offline touch points so that we can start to inform again that attribution so a lot of this data
23:09 to some extent by and large is is really ignored and i think that there's an opportunity
23:14 to bring these things into the fold through better identity resolution so if we can connect
23:21 the data that we just talked about and we can build these identity frameworks it can really enable the business to
23:28 build better experiences and it really gives us the ability to expand beyond
23:33 marketing use cases yes we would be able to inform advertising sales and
23:38 marketing but we could start to get to a world where these things can start to inform the supply chain how we're going
23:44 to build commerce systems both online and off how does that parlay into our employee experience what does that mean
23:51 from an elastic pricing standpoint and how does that eventually come back to our product design so there are a lot of
23:57 the down the road applications that we can start to think about where identity is going to be incredibly impactful
24:04 so some of the data science challenges that we hear from the market pretty routinely
24:10 to this today fragmented consumer profiles things are being managed in a silo 24:17 and we have a very tough time building that 360 degree view which is a
24:22 complete unicorn it doesn't exist we'll never get there but we can get a lot closer than we are today inefficient
24:28 marketing spin this is a 150 year old challenge in terms of i know half of my marketing is working i don't just don't
24:34 know which half we have an opportunity to solve that limited access to unique highly predictive data yes your first
24:40 party data is extraordinarily valuable but there might be other data assets that simply just don't exist today that
24:46 you can't tap into and align uh to your first party data but i think that there is a really
24:52 unique opportunity for us plus adobe to help solve this challenge yes the impact of privacy regulations is keeping me up
24:59 at night and i don't have the resources to build in class analytics teams so this is really why we are in this
25:05 business of experience is to help tighten all of this up from not only a technology standpoint but from a
25:10 services standpoint so this kind of leads us down this road to this clean room and this middleware
27:23 that they are heavily leaning on today which has you know maybe an uncertain future and the conversation we really started having was well these brands again which are very representative here on the slide you have your own natural resources you have your own raw materials what if we could just put them together in a con a cooperative 27:42 environment and we could start to create and own and control these assets ourselves not being built from the purposes of media execution but to create that individual connection that will persist even in the face of privacy and technology changes so this is really what we are in the process of building right now and by the time you actually listen to this we will most likely have our first alpha clients up and running on this particular platform so how does it work the idea as we've been talking about brands have in most cases they don't have a complete identity picture they have fragments of identity for jane doe they might have a physical address they might have a work address and a personal email address they might have a phone number and they may see these things happening on a mobile device or a desktop machine and they may see a bevy of different browsers as well as cookies attached to those browsers and those things are constantly getting deleted but very rarely does a single brand have access to all of these identity markers and they're seeing them in real time however together we can complete that identity picture so how do we actually do that so if you think about this concept of transactions and authentication events that's really what we're leaning on to be able to create a 29:01 this so through proprietary technology which we will deploy in the client's domain we will be able to observe things 29:09 like jane creating an online transaction on her chrome browser on her dell laptop 29:16 she goes to another brand and she creates another transaction but this time she's on her safari browser on her macbook she logs into chase to check her checking account on her iphone she goes to marriott and she books a room for
we do not share data unless it's specifically permissioned identity however is very cooperative in this particular scenario so we're pretty excited about being able to bring this online to create this identity platform for brands but i think where we're most excited is the ability to plug this directly into the adobe ecosystem so this is the first place we're going to integrate this is directly through the ecid system and most likely we would plug this directly into the rtcdp system and then we can broadcast from there and ladder that out to drive experiences through the entire platform ecosystem so as you think about the application roadmap most of this will be facilitated through the adobe ecosystem so i think this is something that we are underway uh working through product teams at adobe as well as accenture and we are extraordinarily excited about this so i know this was a lot today to probably digest um i sincerely appreciate your time and i look forward to fielding questions and hopefully getting to meet some of you very very soon thank you very much for the time and have a great summit thank you [Music]

business or personal travel on her tablet and then eventually she goes to best buy she buys something on a different browser on that same dell laptop and she ships it to her house those are the types of events that we want to create this identity fabric from so this is exactly what we are in the process of deploying with a couple of our alpha clients right now so as we think about moving forward we want to grow this network concept and eventually get it to a critical mass of users and devices and things that we can start to stack on top of one another for a number of purposes so as we start to build five 10 15 20 companies under this consortium all of these partners creating uh contributing to the authentication events of the graph the great thing about this is that data is staying in its current home it never leaves pii data never gets gets gets implemented or pushed into our core environments we encrypt it out on the edge through an api endpoint we move it to our core systems and we start to stack these things up across the brands these identifiers and data are exported to a central system that has logical separation that keeps identity and data separate it creates the ability for us to plug these things into our proprietary match logic which is going to be a creation of our hared identity hierarchy it will enable the brands to really build their own unique representation of a person a household or a business and the greatest thing about this is it has instant scale and healing effects through global updates so again back to that example i was giving you if i have my or if jane has her new iPhone that she just got from her cell phone carrier she logs into chase bank as soon as that happens in the first party it starts to create a global update and everyone on the network gets to benefit from that new connection that was just observed and everyone wins from that particular activity so important to note that identity and data very different right