

Unlock next level personalization & omnichannel orchestration with Adobe Journey Optimizer (AJO)

AJO enables marketers to deliver highly personalized communications that fit smoothly into customer journeys. Both scheduled messages and tailored individual communications can be sent across multiple channels, all from a single visual canvas.

AJO can access your organization's data across applications including Adobe applications, advertising, cloud storage, CRMs, databases, eCommerce, local data files, marketing automation tools, and more.

Real-time customer insights and engagement – orchestrate one-to-one interactions for millions of customers

Marketers often lack the data management needed for delivering timely, one-to-one customer engagement. AJO stitches together behavioral, transactional, and personal data, creating an integrated 360-degree view of all profiles giving users access to all these data points at their fingertips to optimize personalized experiences for customers. This profile serves as a single source of truth to shape contextual and consistent marketing messages at scale.

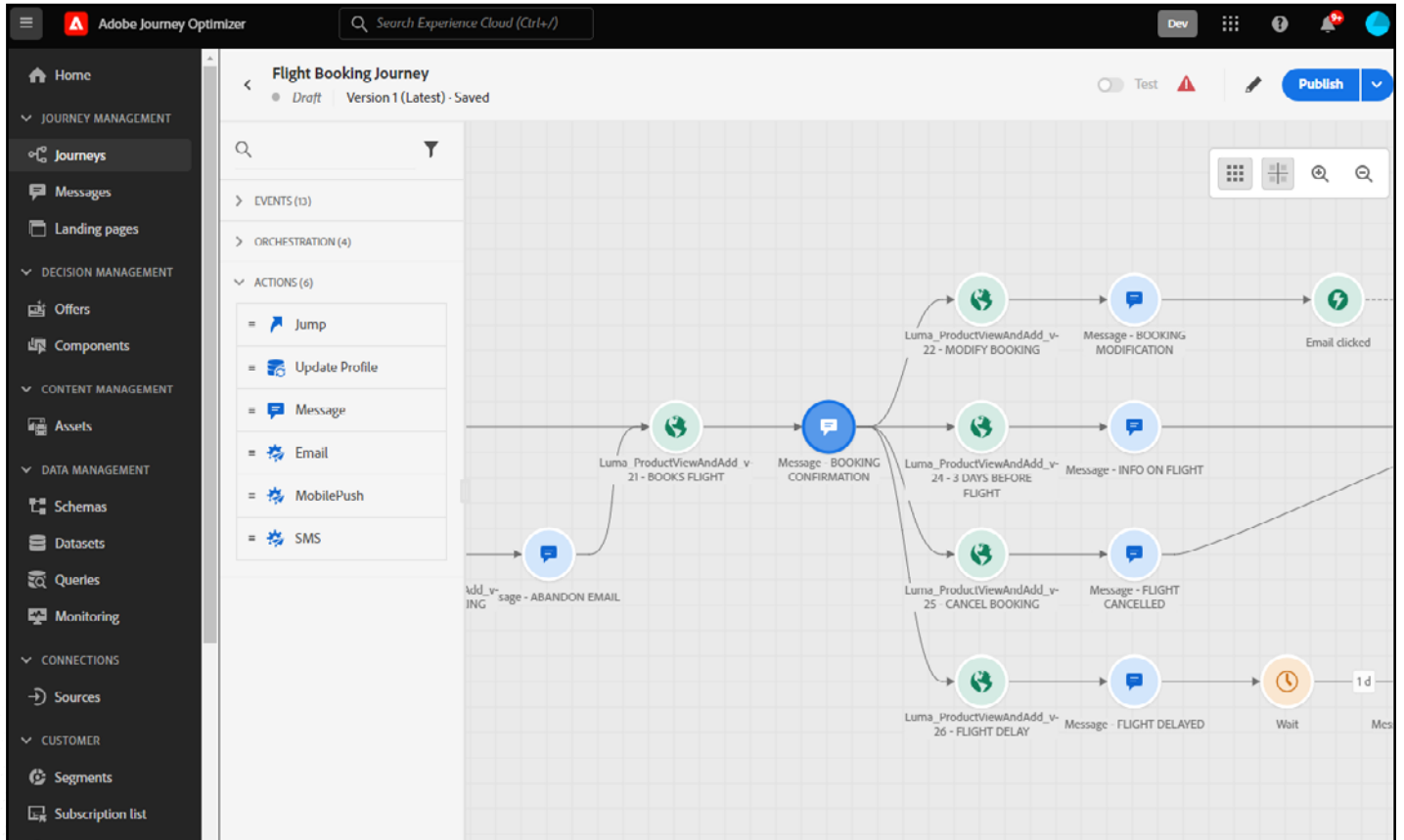
The screenshot displays the Adobe Journey Optimizer interface. The left sidebar contains navigation options: Home, JOURNEY MANAGEMENT (Journeys, Messages, Landing pages), DECISION MANAGEMENT (Offers, Components), CONTENT MANAGEMENT (Assets), DATA MANAGEMENT (Schemas, Datasets, Queries, Monitoring), CONNECTIONS, and Sources. The main content area is titled 'Identities' and includes a search bar for 'Identity namespace' (value: 'ecid') and 'Identity value' (value: '220551450569031377500859712...'). Below the search bar is an identity graph showing a network of nodes and connections. To the right of the graph is a table of identities with columns for 'IDENTITY SYMBOL' and 'VALUE'. A 'View graph' toggle is also present.

IDENTITY SYMBOL	VALUE
ECID	117045109504032310432095412
ECID	472720532731733033420039476
ECID	23222532134/06559891266/7893
ECID	7126529628/1387/798234105305
ECID	89322335407402848582129580
ECID	85965556988238574124294528
ECID	473923844475561661226835016

Additional details shown in the interface include 'Identities added over time', 'View graph' toggle, and a detailed view of an identity with fields for Display name (ECID), Value (22055145056903137750085971223191030800), Last updated (3/30/2022, 10:51:26 PM), Data source (Demo System - Event Dataset for Website), and Schema name (Demo System - Event Schema for Website).

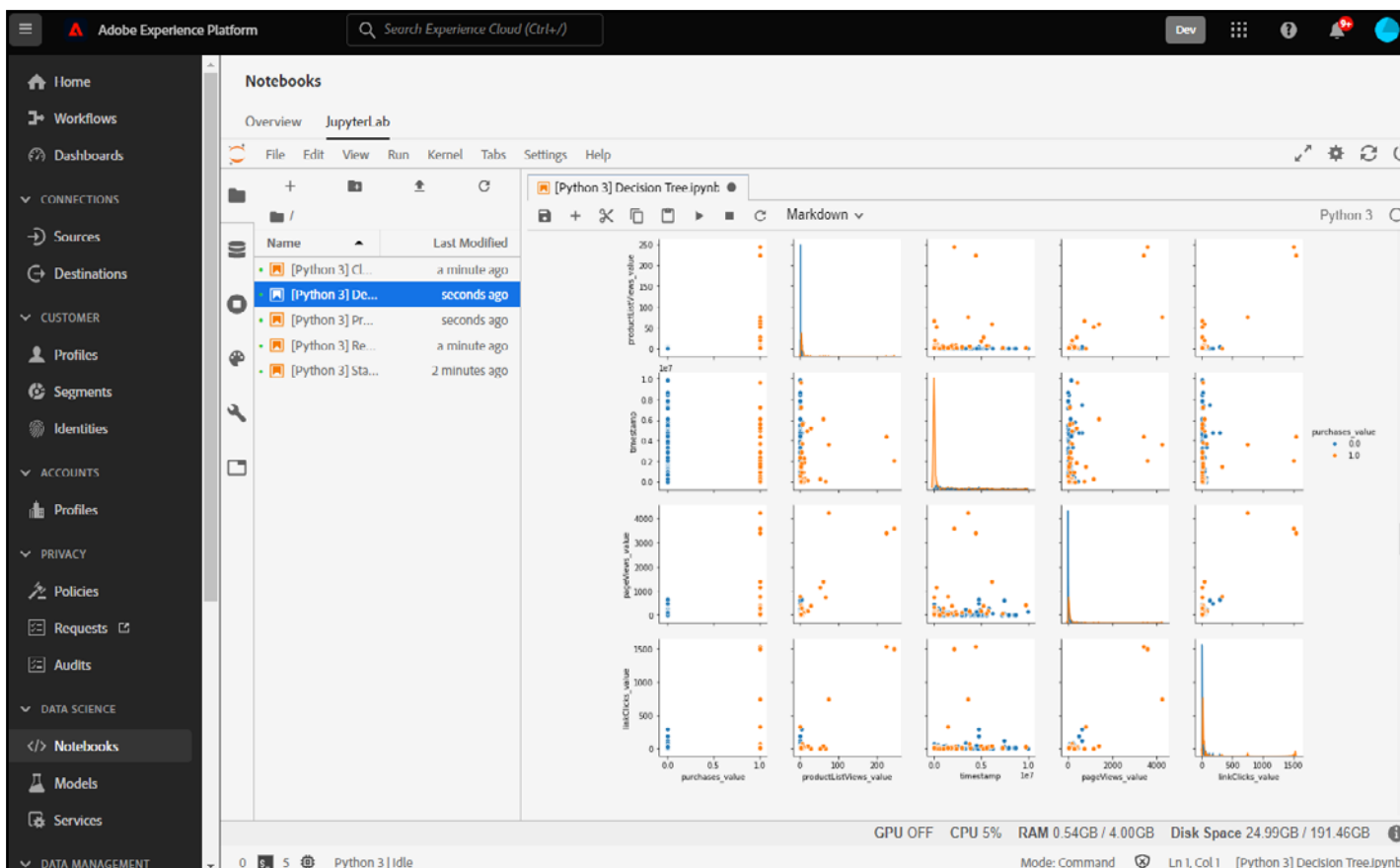
Omnichannel orchestration and execution – react to customers when and where they expect it

Reacting to customer behaviors in real-time is no longer just nice to have – it is expected. But organizations often lack the MarTech required to interpret real-time updates and respond immediately and appropriately. AJO provides a visual tool to help marketers orchestrate the customer journey from a single canvas. Engagement and marketing messages can be harmonized and optimized, delivering value for the entire customer lifecycle.



Intelligent decisioning and personalization – use AI and Machine Learning to get ongoing predictive insights

An organization without centralized decisioning lacks the ability to create persistent personalized customer experiences. AJO's artificial intelligence and machine learning tools help automate decisions throughout the customer journey to enable cross-channel offers at scale.



Customer journey optimization is designed to:



Grow online revenue

Create a unified customer profile that takes in customer signals from many touchpoints



Modernize campaign management architecture

Unify marketing technology and channels for a consistent customer experience

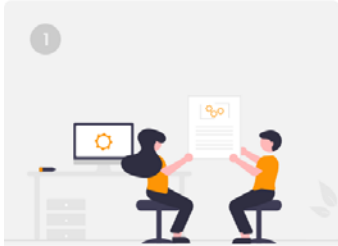


Deliver seamless customer experience

Be able to personalize customer engagements and react to events and behaviors in real time

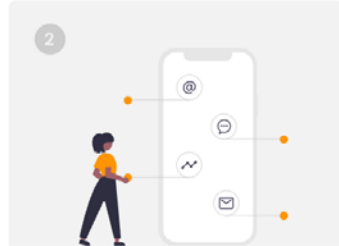
Munvo has you covered!

We can help enhance your MarTech stack with AJO and get the most value from your investment. Munvo's full scope of services includes:



Implementation

Including environment configuration and integrations



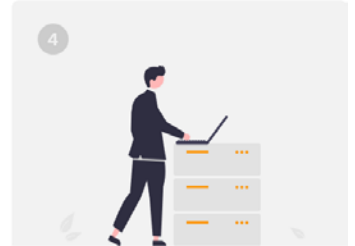
Marketing transformation

Including customer experience enablement, infrastructure strategy and planning, and data activation



Data and analysis

Including campaign and journey attribution, machine learning and AI, reporting and analytics, customer data platform (CDP) services



Run services

Including campaign operations, quality assurance and compliance, and training



Ready to get started?

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phone: + 1 (514) 223 - 3648

Book a free consultation with Munvo to explore how AJO can drive your marketing to the next level

[BOOK A MEETING](#)