

# Application and Data Integration with Adobe Experience Platform

Adobe Experience Platform (AEP) allows organizations to create a real-time customer profile and deliver personalized experiences across every touch point. Organizations that have AEP as a component of their marketing technology stack can create and enrich data using the SnapLogic Intelligent Integration Platform efficiently and without writing any code.

SnapLogic integrates anything (applications, data, IoT, etc.), anytime (event-based, streaming, batch), anywhere (cloud, on-premises, hybrid) with the Adobe Experience Cloud. The platform leverages robust pre-built connectors for AEP (Snaps) to rapidly connect applications for a single view of a customer. The AEP Snap enables organizations to integrate any data without the complexity of an enterprise service bus (ESB) or the limitations of traditional integration methods.

With SnapLogic, organizations can connect customer information from point-of-sale, CRM, and loyalty systems,

as well as survey platforms, web analytics, and media performance tools to Adobe Experience Cloud and gain a contextual understanding of customers. As a result, marketing, e-commerce, and customer experience teams can deliver personalized experiences. They can run tailored promotions that reach customers at the perfect moment in their buyer journey, orchestrate campaign initiatives with a deeper understanding of their customers, and improve marketing campaigns to drive a high return on investment (ROI).

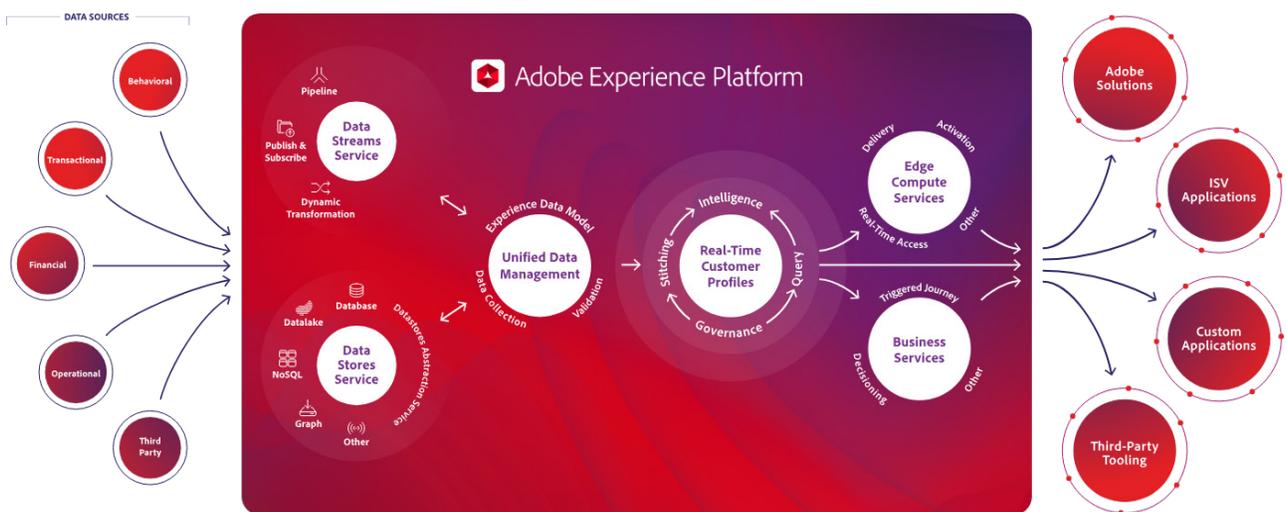


Figure 1. Diagram of the Adobe Experience Platform

## Write Snap - Inserts, creates, and updates customer data to Adobe Experience Platform

No matter what your organization’s customer data is - from CRM, marketing automation, campaign management, marketing analytics, or other marketing systems - getting your data into Adobe Experience Platform is now as easy as dragging and dropping pre-packaged pipeline components (Snaps)! With free-flowing data between Adobe’s market-leading platform and a host of other solutions, marketers can trust the quality and accuracy of their data, make smarter and more timely decisions, and engage the customer in the right way at the right time.

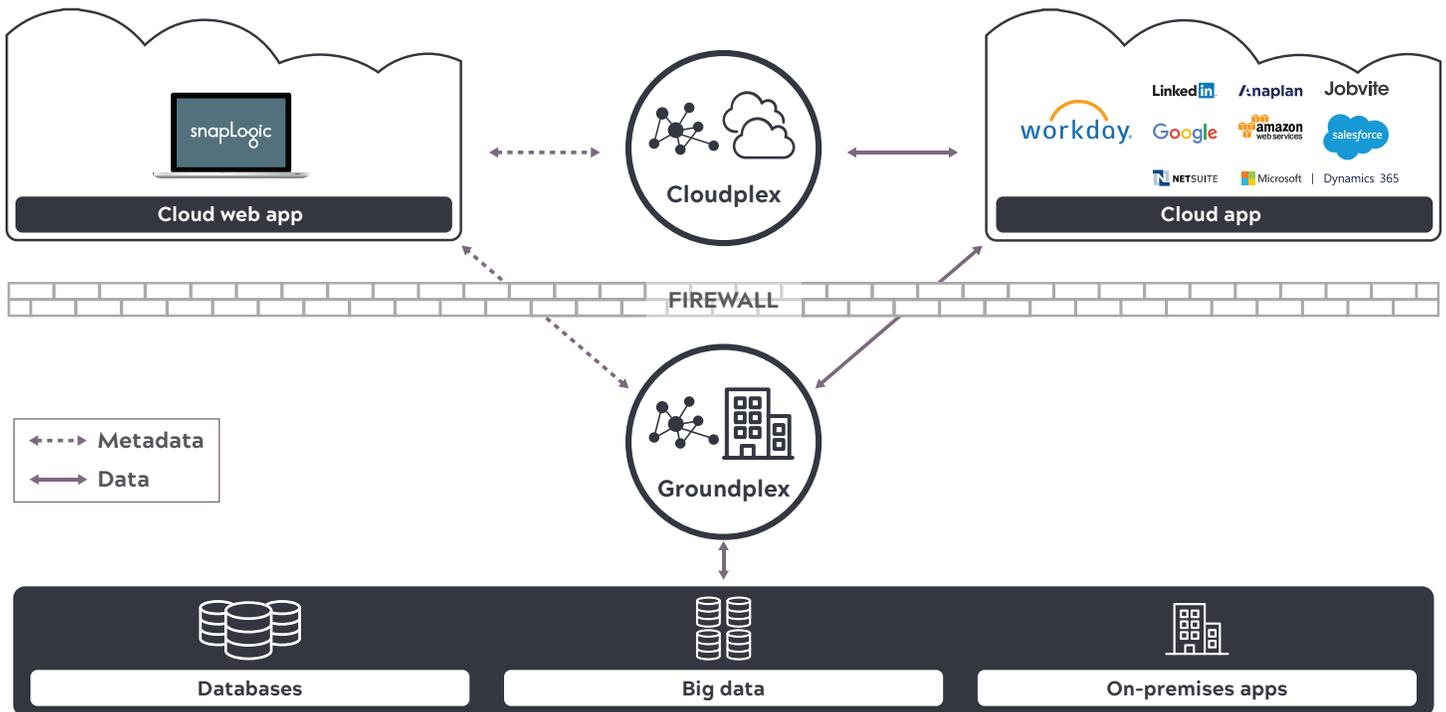
Process high volumes of data in real time and push to internal or external systems.

- Digitize the customer experience from end-to-end

- Drive rapid customer-focused innovation
- Get additional value from existing data within the enterprise

## Read Snap - Fetches required data from the Adobe Experience Platform

- Real-time streaming yields real-time insights - SnapLogic Snap for AEP can handle anything you throw at it
- Save time and resources - Get immediate feedback on process
- Streaming or batch data - Common path makes it easier to process larger data sets and stream existing data



SnapLogic provides the #1 intelligent integration platform. The company’s AI-powered workflows and self-service integration capabilities make it fast and easy for organizations to manage all their application integration, data integration, and data engineering projects on a single, scalable platform. Hundreds of Global 2000 customers – including Adobe, AstraZeneca, Box, GameStop, Verizon, and Wendy’s – rely on SnapLogic to automate business processes, accelerate analytics, and drive digital transformation. Learn more at [snaplogic.com](https://snaplogic.com).