ADOBE CUSTOMER JOURNEY ANALYTICS

Maximize your analytics

Learn how Adobe Customer Journey Analytics surfaces unique, actionable insights across all channels in a privacy-friendly world.

Knowing your customers and meeting them on their terms rely on successfully applying data and insights. But to meet your customers needs where it matters, it requires a solution that can measure every touch-point, not just ad exposure, and goes beyond just conversion tracking. A successful analytics solution will help you to overcome operational challenges, create revenue growth, and achieve ROI, all within a privacy-friendly tool. Adobe is here to guide you through the migration to a more efficient, valuable, insights-driven solution to make better business decisions and enable direct integrations to activate your insights against.

Assessing a new analytics solution, whether with a new or existing vendor, can be cumbersome and time consuming, especially when you're under pressure to make the change. As Google Analytics Universal approaches extinction and many of the reports, schemas, and data features that customers have been accustomed to change fundamentally, it is now time to look at a new approach that is truly future thinking and sure proof. Adobe will pave the way for your company to become more enterprise-ready and unlock insights like you've never seen before.

Access to rich historical data for LTV

1 **Customer Journey Analytics** was built to easily bring in outside data sets to combine and answer questions that were previously difficult to answer when data lived in silos. This includes online and offline data, across any vendor, not just confined to one tool/solution. Adobe can bring over all your historical data from Google Analytics and structure it in a new, simple to understand industry-standard data model with XDM (Experience Data Model).

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Data governance at the forefront

2 **Customer Journey Analytics** aligns to industry standards around data collection and privacy, mandated by governing solutions like GDPR and CCPA. CJA has the tools in place to ensure data collection is collected upon consent, is stored in the corresponding region and in the right data center (not just US), and provides the data retention API to remove or restate data that may accidentally include PII for consumers.

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Become a Citizen Data Scientist

3 **Customer Journey Analytics** is a cross-channel tool that understands the importance of bringing data together, but also evaluating it separately to evaluate results. Whether you prefer to query the data, analyze in a report, build a custom project, or export it. No SQL experience required! The built-out features to create unique filters, view by any device, and allow users to get to the data views needed while being able to save, share and curate it is essential.

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Customer Journey 1st Party Focus

4 Customer Journey Analytics is coming from a profile view, with the ability to stitch together user events based on rich 1st party data. Understanding customer journeys requires a solution that measures the full experience ,not mobile and web performance. CJA provides powerful visualizations and reports with drag and drop capabilities, to see customers as they flow through devices, fall-out from sessions, create cohorts of return or not return visitors, and attribute the journey to any metric or end goal (not just conversions from ads).
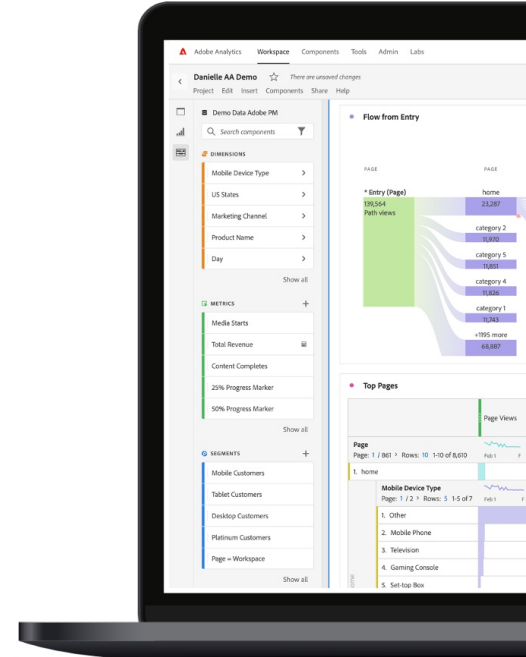
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Customer Journey and Customer Lifetime focus:

To adapt to these forces, change will require new focus – a focus on the entire customer journey - and new metrics such as customer lifetime value that consider profitability and respected customer relationships.

Adobe Unique Feature Capabilities

- Cross-channel analysis (beyond web + app)

- Fast, non-destructive querying, analysis, and modeling

- End-to-end visualization of the entire customer journey using all your available data sets

- Discover true hidden ROI with AI and machine learning insights

- A truly open ecosystem w/ many 3rd party integrations

- Historical data w/ custom look-back windows

- 1st Party profile stitching with XDM

- Powerful user interface that is intuitive and collaborative UX

- Beyond marketing use cases, designed for the full customer journey

- Unique segmentation and cohort capabilities, beyond venn diagrams

- Journey visualizations to see the full flow and fall-out of users

- Provide executive access with our mobile dashboard app