

Adobe® Analytics

Actionable insights for marketing



“With Adobe, we can quickly understand in a visual way why people are coming to our site, what they are looking for, and how to cater to them one-to-one to make the experience personalized, meaningful, and profitable.”

VP of e-commerce,
Sony Electronics Inc.

Adobe Analytics enables marketers and analysts to tell the story of what’s happening in their business with data by leveraging high-performance, real-time analytics across online and offline marketing channels. Marketers can take advantage of the information that flows through Adobe Analytics to continuously improve the performance of digital marketing experiences.

Business challenges

Consumers are in the midst of a broad shift with how they engage with content, and consequently, how they engage with business. They want to connect with content from one screen to another in a continuous process, depending on where they are and what they’re doing. And they want to create and interact quickly and effectively wherever they are.

Consumers are using more channels than ever to access products and services—social media, mobile apps, offline engagement, and more—often switching channels within a single transaction, leaving massive waves of digital data in their collective wake. Businesses must figure out how to best attract, engage, and retain these customers in a world where the reach and quality of the experience directly impacts success.

Marketers are asking themselves questions like:

- Who are our most profitable customers, and which channels are they using to research products, make purchases, and resolve support issues?
- How can we make sense of all the data about our customers that’s stored in different places and use it to deliver targeted content and offers?
- How can I see which of the different types of campaigns I’m running are driving revenue so that I can optimize ad spend across all the channels?

The solution

You cannot effectively optimize your marketing efforts unless you are analyzing and reporting on those efforts to make the right data-driven decisions. Guesswork doesn’t cut it anymore in marketing—marketers must be able to determine what the business impact of their marketing efforts is.

Bringing together data from all online and offline channels is the only way to get a complete picture of how customers are interacting with your company and why they may or may not be spending money with you. Each measurable action that a customer or prospect takes while interacting with your brand represents an opportunity to:

- Align digital-marketing initiatives with key business objectives
- Gain real-time insights into customer behavior across marketing channels
- Find hidden patterns and behaviors in large amounts of data
- Optimize ad spend to determine the best allocation of advertising budgets
- Leverage insights to deliver relevant online consumer experiences that drive conversion

Adobe Analytics is the industry-leading solution that delivers the analytics and reporting capabilities to enable data-driven decision-making. It provides the insight critical to optimizing marketing efforts, whether they’re used for delivering personalized experiences, driving better ad spend, or monetizing content with the highest ad rates possible.

Key benefits of Adobe Analytics

Deepen customer understanding with real-time digital analytic measurement and reporting

- Quickly identify the most profitable paths through digital assets, determine where visitors are navigating away, and identify critical success metrics for online marketing campaigns.
- Gain the deepest insights and most concise visitor segmentation available. Adobe Analytics delivers a comprehensive, multidimensional view of digital visitors that enables marketers to make accurate, timely, and insightful decisions and improve the performance of their business.
- Quickly analyze large volumes of rapidly evolving big data from multiple channels and data sources in real time. Powerful visualizations make it easy for users to immediately infer meaning to make timely, customer-focused decisions that improve overall business performance.
- Measure, analyze, and optimize integrated data from all online and offline initiatives across multiple marketing channels in one place, from high-level trends down to data at its most granular level.
- Take advantage of a comprehensive set of ready-to-use reports that deliver critical insight for improving online success.

Enhance decision-making

- Explore online data in ways that are the most relevant to business needs. Collect, automatically process, and perform custom analyses and visualizations of Adobe Analytics data in Microsoft Excel in exactly the layout desired.
- Accurately identify mobile visitors and their device capabilities to deliver the right experience.
- Track and measure owned social media to understand the impact and effectiveness of social campaigns.
- Gain critical customer insight with conversion reports showing detailed information on purchasing metrics, customer loyalty, campaigns, visitor profiles, and more.
- Realize shortened sales cycles with timely customer insight via predictive models and engagement scoring.
- Scale analysis with real-time processing of terabytes of data and analytics at the speed of thought.

Map results to key activities

- Track campaigns across channels, and add in customer profitability data to measure the true effectiveness of a given campaign and measure the resulting ROI. Adobe Analytics Premium also introduces statistical modeling and forecasting to more objectively understand attribution from a scientific approach.
- Configure customizable attribution models, such as first touch, last touch, equal allocation, full allocation, weighted, and decaying. Customize time windows and view multiple models at the same time.

Key capabilities of Adobe Analytics

Descriptive	Diagnostic	Advanced Diagnostic	Predictive	Prescriptive
Collect data from owned websites	Collect data from owned digital properties and social web	Integrate data from paid and earned web and outbound marketing systems	Integrate data from enterprise master customer record	Integrate data from relevant owned offline and third-party sources
Understand average website visits	Understand average digital property visitor segments; KPI and KBO focused	Understand detailed segments with higher conversion rates	Confidently predict outcomes of proposed customer interactions	Prescriptively correlate outcomes with interactions
Automatically send reports to key stakeholders	Give stakeholders the data they want when they want it	Provide stakeholders trend data, basic notifications, and alerts	Get significant real-time alerts with probable causal factors included	Dynamically respond to anomalies in real time
Report on static website visit attribution and simple weighting	Recommend actions based on attribution and simple weighting	Recommend actions based on attribution and custom weighting	Get dynamic marketing attributions and recommendations	Acquire dynamic pattern discovery that shapes attribution models and recommendations

For more information
www.adobe.com/solutions/digital-analytics.html



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