Adobe Analytics Premium
Customer 360
Adobe Analytics
Get a holistic view of your customers across their interactions.

The shift to a digital world has given brands endless opportunities to interact with their customers and learn more about how they behave. While this influx of customer touchpoints can be viewed as an opportunity for marketers to differentiate their brands and products, it causes stress on organizations that are not prepared for this shift. Companies that have taken a holistic approach toward developing their customer experience strategies have gained a competitive advantage over the majority of organizations that still take a disjointed approach.

Both B2C and B2B organizations are adjusting to the knowledge that the majority of their customers research a product online more often than offline—regardless of whether the purchase is made online or offline. Analyzing customer interactions on websites alone doesn’t give analysts and marketers the whole picture. Marketers must start enhancing web interaction data with information from CRM, social, and other channels to get a clearer view of customer behavior to create more valuable experiences.

Drive ROI by getting a holistic customer view.

Creating a holistic view of your customers allows you to better understand your customers. This understanding leads to more personalized and relevant content across your properties which has a direct impact on your bottom line.

- Acquire new customers or leads by identifying the characteristics and traits of high-value customers and finding more like them.
- Increase customer retention by delivering relevant content and consistent experiences across properties.
- Decrease the cost per dollar of closed business by targeting prospects with the right marketing messages on the right channels.
- Raise conversion rates by identifying points of friction in a customer journey that lead to decreased customer satisfaction.
A banking customer’s journey—from acquisition to loyalty.

1. Search
   A customer searches online for “best travel credit cards,” and clicks on a third-party site that shows the benefits of different credit cards for a local bank.

2. Display
   While on the site they click on a display ad promoting a $400 sign-up bonus towards travel for the local bank’s credit card.

3. Form completion
   The customer applies for the credit card and is approved.

4. Mobile app download
   The customer downloads the mobile app associated with the credit card, in order to keep track of charges.

5. Direct mail
   The local bank sends the customer a direct mail offer to open a new checking account.

6. Social ad
   The customer sees an ad on Twitter highlighting the benefits of the local bank’s savings accounts.

7. Call center
   The customer calls the local bank’s call center and learns more from a representative and signs up for both a checking and savings account.

8. Email
   The local bank sends the customer an email offer for special mortgage financing.

9. Branch/physical visit
   The customer goes to the local bank’s closest branch to talk to a mortgage specialist about the offer.
Discovering marketing insights along the customer journey.

The most successful marketing requires a deep understanding of what your customers want. By analyzing the entire customer journey, marketers are able to discover actionable insights about customer behavior, driving more intelligent marketing. These are some of the ways Adobe Analytics Premium: Customer 360 can help marketing organizations perform the behind-the-scenes tasks it takes to drive customer to conversion taken from the previous example.
Marketing has changed. Customer experience is now at the center of marketing, which means the role of customer analytics and how it can support the business now needs to be reimagined. The number of people within an organization that interact with customers along their journey has grown. So your customer analytics solution needs to grow as well. These are some of the ways Adobe Analytics Premium: Customer 360 can help organizations beyond the marketing department perform the behind-the-scenes tasks it takes to drive customer to conversion taken from the previous example.

Insights beyond the walls of the marketing department.

- Mobile App Product Manager
  - Learns how mobile app downloads and usage impact lifetime value

- CRM Manager
  - Identifies attributes that show content and channels that drive cross-sell offers

- Call Center Manager
  - Learns factors to help phone representatives drive upsell conversion

- IT Manager
  - Uses insights from the cross-channel customer journey to create more tightly integrated back-end connections between channels

- R&D/New Product Development Manager
  - Discovers new product based on referral and social activity driving credit card referrals

- Pricing Analyst
  - Discovers optimal pricing/offering strategy based on testing

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Customer segmentation is one of the building blocks of marketing. Creating distinct audiences by user behavior and demographic or psychographic information improves marketing effectiveness. The following features of Adobe Analytics Premium: Customer 360 allow you to analyze large numbers of variables simultaneously to quickly turn new relationships into actionable audiences and marketing lists for further analysis, targeting, and personalization.

• Unlimited real-time segmentation: Compare concise visitor segments side-by-side to identify new audiences, gather actionable insights, and see how customer behavior changes over time.

• Interactive behavior visualizations: See how visitors use—or don’t use—their digital properties, and leverage the insights to improve site design, navigation, content layout, product affinity, and conversion.

• Multichannel personalized customer analysis: Connect and combine customer data from traditional, digital, and in-store marketing channels to get a more comprehensive view of impactful customer behaviors and attributes.

Advanced segmentation.
Accelerated growth.

One of the drawbacks of traditional segmenting is the inherent user bias that can happen when determining the variables that define a customer segment. When marketers make educated guesses about which attributes and criteria are needed to create targetable segments, their results can lead them to miss distinct, high-value visitor segments.

The audience clustering feature allows for analysis of a large number of variables simultaneously, to quickly turn new customers into actionable audiences for further analysis, targeting, and personalization. Clustering intelligently categorizes individuals into distinct, actionable personas or segments, based on similarities that the clustering algorithm identifies. The analyst can further explore each audience to better understand which metrics make the audiences interesting or valuable.

Audience clustering: the next level in customer segmentation.
The customer attributes feature in Adobe Analytics combines online behavioral data with customer attributes in order to provide a deeper understanding of customers and customer segments. Attaching customer attribute data at the visitor level in Adobe Marketing Cloud allows analysts to use this new data in their daily reporting. This clearer view of customers leads to the discovery of new customer segments, behaviors, and other insights marketers can use to optimize campaigns and customer experiences.

Get a clear picture of what works—and what doesn’t.

Bringing in CRM data such as loyalty level, age, proximity to store, and propensity score from Data Workbench allows analysts to answer questions such as:

- Which online campaigns are most effective for customers with a low lifetime value?
- Has our new site design had a negative impact on elderly consumers?
- Which products do high-value customers abandon in the shopping cart?
Condé Nast brands have always attracted affluent and influential audiences and this continues to be true in the digital space. Condé Nast focuses on high-value core audiences who visit its websites regularly, purchase subscriptions, or are interested in one of their advertiser’s products. By analyzing offline and online data, the data and marketing analytics team built profiles to identify high-value audiences and work with product, editorial, and marketing teams for each brand to align goals and nurture loyal audiences.

Getting a view into how their core audience behaves across channels helps Condé Nast prioritize its creative and the company’s investment in digital marketing. This not only helps them create more effective marketing content, it also helps drive their editorial team to understand who their core audience is and for whom to develop content.

Condé Nast can differentiate itself from other publishers by delivering their advertisers more information on their audiences of high-quality, engaged consumers.

“Adobe Marketing Cloud enables us to segment our audience and develop meaningful messaging for each market. Through detailed profiles, we’re optimizing both our editorial and advertising messages to grow our audiences in the digital age.”

- Chris Reynolds
VP of Data and Marketing Analytics
Condé Nast