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Adobe Introduces Greater Context to its Advanced Analytics Products

Adobe Analytics Brings High-Growth Businesses Added Intuitive Insights and Continuous Audience Refinement

LONDON, UK – 1st November, 2017 – Building a relevant and successful business comes with a multitude of challenges, not the least of which is how to thrive in the face of competition. One of the most crucial elements to growing a business is having a deep analytical understanding of your customer base. Leading brands find that analytics powers every decision, from the strategic to the tactical; recognising that a single valid data point could create the competitive edge that means the difference between success and failure. Whether a firm has a centralised data science team, or a single analyst, organisations need to democratise data to ensure it gets to every worker who is making decisions for the company.

To address these challenges, Adobe (Nasdaq:ADBE) today debuted a series of innovations which arm teams and workers with intelligence that can be curated for roles throughout the organisation, leveraging advanced analytics and Adobe's data management platform (DMP), Adobe Audience Manager. Building on Adobe Analytics' heritage of enabling enterprises to move from insight to action instantaneously by uniquely integrating insights and action, the new capabilities include Context-Aware Sessions, Audience Analytics, enhancements to Analysis Workspace (Adobe's easy-to-use data discovery and analysis tool), as well as virtual report suite updates for mobile teams. These new capabilities enable increased collaboration, faster analysis and improved customer intelligence, allowing high-growth brands to derive meaningful insights faster, and with more precision.

"Adobe is the leader in marketing analytics, with thousands of brands leveraging our tools in unique and advanced ways," said Bill Ingram, vice president, Adobe Analytics Cloud. "We are the only company that provides in-depth behavioural pathing and powerful segmentation that's truly accessible to users at all skill levels, and today we're ensuring that the analysis has even greater context to help drive business success."

Nearly two-thirds of the Fortune 100 turn to Adobe Analytics Cloud to address today's digital challenges, with the number of customers more than doubling between 2014 and 2017. These leading brands include G6 Hospitality, Major League Baseball, Home Depot, Carnival, ASOS.com and Royal Bank of Scotland.

"Our guest's experience, from searching cruise destinations on a mobile device, booking an excursion on our Web site, and ultimately embarking on one of our ships is paramount to our success," said Aaron Fossum, director of digital analytics at Holland America. "Adobe Analytics Cloud has transformed our engagement metrics, and allowed Holland America to treat each traveller as an individual versus just a profile. In just a few weeks of leveraging Audience Analytics, we've been able to improve the efficiency of our direct-response buys by 30%, ultimately impacting our bottom line by helping to identify which guests are the most responsive to our marketing activities across channels."

New features in Adobe Analytics include:

- **Cross-Channel Journey Analysis On the Fly:** Through Context-Aware Sessions within Analysis Workspace, marketers can flexibly define what constitutes a "session" to dynamically allow more precise analysis of multi-channel customer journeys. For example, an automotive brand may have multiple touch points with consumers through a mobile app: one might be a very brief interaction, such as someone remotely starting their car; another might be that user scheduling an oil change at a dealership. Both actions differ in the amount of time a consumer spends interacting with the brand.

Context-Aware Sessions gives app development teams a way to more granularly define how long a user interaction with an app lasts, creating more meaningful context for analysis. These parameters can be redefined on-the-fly and can be applied retroactively, so brands can decipher better insights leading. Unlike other vendors who process sessions based on inactivity time-out parameters that are hard-coded on the mobile app client side, Adobe passes all behavioural data to the server and applies session definitions non-destructively on the server side. This helps Adobe give brands a more clear picture of how users are interacting with their experiences, helping them understand micro-journeys in mobile apps, while retaining the flexibility to still change session definitions again at a future point in time.

- **Continuous Audience Refinement:** Available today in both Adobe Analytics and Adobe Audience Manager, Audience Analytics empowers marketers with a way to consistently track audience metrics and drive valuable customer experiences quickly and at scale. This is done through a new bi-directional integration between the products. With this deeper integration, for example, a personalisation team at a publishing company can now identify segments with the highest engagement in Adobe Analytics, then push these segments to Adobe Audience Manager for use in an ad campaign. After the campaign is complete, those audiences along with their campaign performance data can be pushed back into Adobe Analytics for additional analysis and audience refinement to further refine the audience for use in the next campaign. This back-and-forth continuous improvement is unique in the industry.
- **New Location Context Visualised for Everyone:** New map visualisations in Adobe Analytics allow users to easily view their customer interactions in the context of a mobile app user or digital channel visitor's location. For example, a retailer can see that a promotion marketed within their mobile app has driven significantly more in-store traffic in the Time Square location than the Brooklyn one, ultimately allowing brands to change their promotional strategies to drive the behaviour they want.

To learn more about these and many other new capabilities in Adobe Analytics, watch this [video](#).

About Adobe Analytics Cloud

Adobe Analytics Cloud, part of Adobe Experience Cloud, is the customer intelligence engine that powers experience businesses by enabling them to move from insights to action in real-time, uniquely integrating audience data across all Adobe clouds. Adobe Analytics Cloud, which leverages privacy by design, combines Adobe Analytics, the industry-leading solution for modern customer intelligence and precision audience segmentation across all marketing channels and Adobe Audience Manager, the industry's leading data and audience management platform. Built on the Adobe Cloud Platform, which provides open APIs, a standard data model, and Adobe Sensei, Adobe's unified AI and machine learning framework, Adobe Analytics Cloud enables brands to better capture, aggregate, rationalise and understand vast amounts of their own disparate data and then translate that data into singular profiles of their customers.

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