



Customer Journey Analytics

As a Top Rated Trusted Seller on TrustRadius, Adobe Customer Journey Analytics is a stand-out solution that offers robust intelligence and actionable insights derived from cross-channel data to enable personalization. With analytic tools giving comprehensive insights, Adobe Customer Journey Analytics users say the product delivers a solid return on investment (ROI) and helps improve overall customer experiences.



Customer Journey Analytics & Insights

Adobe Customer Journey Analytics' flexible frameworks enable powerful analytics that give insight into customer data. These analytics and insights improve understanding and capabilities for users in areas like:

- Visualization
- Personalization
- Scalability
- Customer experience
- Customer journeys
- Cross-team collaboration
- AI Functionality
- Marketing effectiveness

This is a flexible solution to help organizations understand the entire customer journey.

"[Adobe Customer Journey Analysis'] unified view helps us better understand the end-to-end journey, especially for cross-channel engagement and conversion tracking. The platform's flexibility has made it easier to surface insights across web, app, and CRM channels, enabling more informed decisions and campaign optimizations."

Verified User | Director in Marketing | Restaurants, 501-1000 employees Incentivized



Adobe Customer Journey Analytics backs users with AI-driven data.

“[Adobe Customer Journey Analytics] is appropriate for people who wish to get intricate details about customers. Its AI driven data helps me curate different metrics together - Much easier to understand dependencies.”

Verified User | Advisor in Customer Service | Retail, 51-200 employees Incentivized



Adobe Customer Journey Analytics enables collaboration and flexibility to support a unified vision.

- “Data - our enterprise now has "everyone on the same page" with the data because we get it from CJA.”
- “Flexibility - Even though we get the same data, different teams need different chunks of the data. CJA allows for some customization, which makes our user happier and gives us a unified voice/view/vision.”



Mark Sullivan | Project Manager / Implementations | Fannie Mae | Financial Services, 10,001+ employees Incentivized



This user gained valuable insights with Adobe Customer Journey Analytics’ visualization and customization capabilities.

“Adobe Customer Journey Analytics has transformed how my clients analyze and interpret customer data by unifying online and offline interactions into a single platform. The powerful visualization tools and customizable dashboards enable deeper insights into trends and customer behavior.”

Verified User | Consultant in Other | Management Consulting, 51-200 employees Incentivized



Return on Investment (ROI)



Reviewers have rated Adobe Customer Journey Analytics as an 8.2/10 for Likelihood to Recommend, indicating that they find the product to be highly satisfactory and would recommend it to other organizations. This is reflected in the positive ROI users report experiencing with Adobe Customer Journey Analytics, like improved marketing and outreach, saved time and resources, and increased profits and customer satisfaction.

Likelihood to Recommend

8.2

Adobe Customer Journey Analytics helped this user increase their profit and customer retention.

- “I have seen a huge difference in the profits invested for every penny - My profit percentage has improved by 13%.”
- “Negative touchpoints were addressed and I was able to retain close to 71 customers.”
- “In terms of optimization, we found 2 key areas for improvement.”

Verified User | Advisor in Customer Service | Retail Company, 51-200 employees Incentivized



This organization improved their enterprise-level outreach with Adobe Customer Journey Analytics.

“The Adobe Customer Journey Analytics implementation has directly contributed to our company's ability to speak to enterprise [organizations]. We have seen customer omni-channel presence go up 5% in just one year.”

Chris Tuten | Data Analyst | The Home Depot Retail, 10,001+ employees Incentivized



With Adobe Customer Journey Analytics, this user improved marketing campaigns and identified problem areas.

- “With the help of customer journey analytics we managed to have better marketing campaigns which helped our product to reach 2X people.”
- “Because of this tool, we managed to find almost double the loopholes and bottlenecks in our product, which helped in better product and better revenue.”

Verified User | Manager in Marketing | Information Technology & Services Company, 10,001+ employees Incentivized

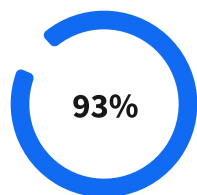


Overall Satisfaction



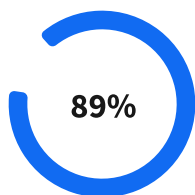
Every review on TrustRadius asks key insights questions to give buyers a good look at how that product performs. Adobe Customer Journey Analytics had high ratings all around:

Adobe Customer Journey Analytics Key Insights



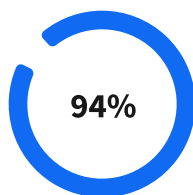
Would Buy Again

93% of TrustRadius reviewers said they would buy Adobe Customer Journey Analytics again.



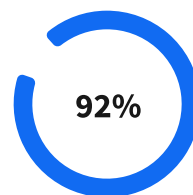
Happy with the Feature Set

89% of TrustRadius reviewers indicated being happy with Adobe Customer Journey Analytics' feature set.



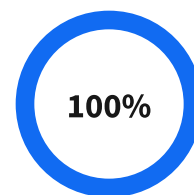
Implementation went as expected

94% of TrustRadius reviewers said the implementation of ZoomInfo Sales went as expected.



Delivers Good Value for the Price

92% of TrustRadius reviewers said Adobe Customer Journey Analytics delivers good value for the price.



Lived up to Sales and Marketing Promises

100% of TrustRadius reviewers stated that Zscaler Internet Access lived up to sales and marketing promises.

Adobe Customer Journey Analytics helps this user address common customer data issues.

“In our organization, Adobe Customer Journey Analytics helps us track and analyze customer interactions across multiple touchpoints, offering a comprehensive view of the customer journey. The primary business problems it addresses are fragmented data insights and limited understanding of customer behaviors, especially when interactions occur across different channels like mobile, web, and in-store.”

Verified User | Team Lead in Product Management | Retail Company, 10,001+ employees



Adobe Customer Journey Analytics saves time and increases efficiency for users.

“Adobe Customer Journey Analytics is useful for clients who want a tool with less time consumption, a better customer journey and it also increases efficiency.”

Viktoriia Semenko | Sales Manager | Atlasiko | Information Technology & Services, 11-50 employees Incentivized





TrustRadius asks each reviewer key insights questions about every product to give buyers a quick overview of how the product performs. RXNT scores well in all five categories.

trScore Comparison

Adobe Customer Journey
Analytics

8.1

Customer Journey
Analytics Category Average

7.4

0 2 4 6 8 10

[Learn More](#)

This report was created using TrustRadius reviews and data by the
TrustRadius Research Team in August 2025

