



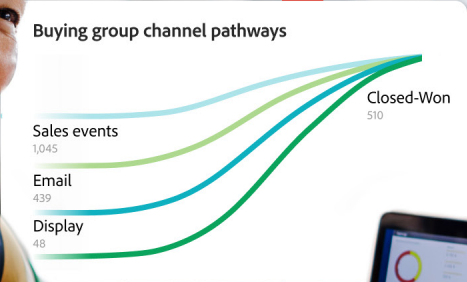
Turning insights into impact with Adobe Customer Journey Analytics B2B Edition.



Ask Data Insights Agent

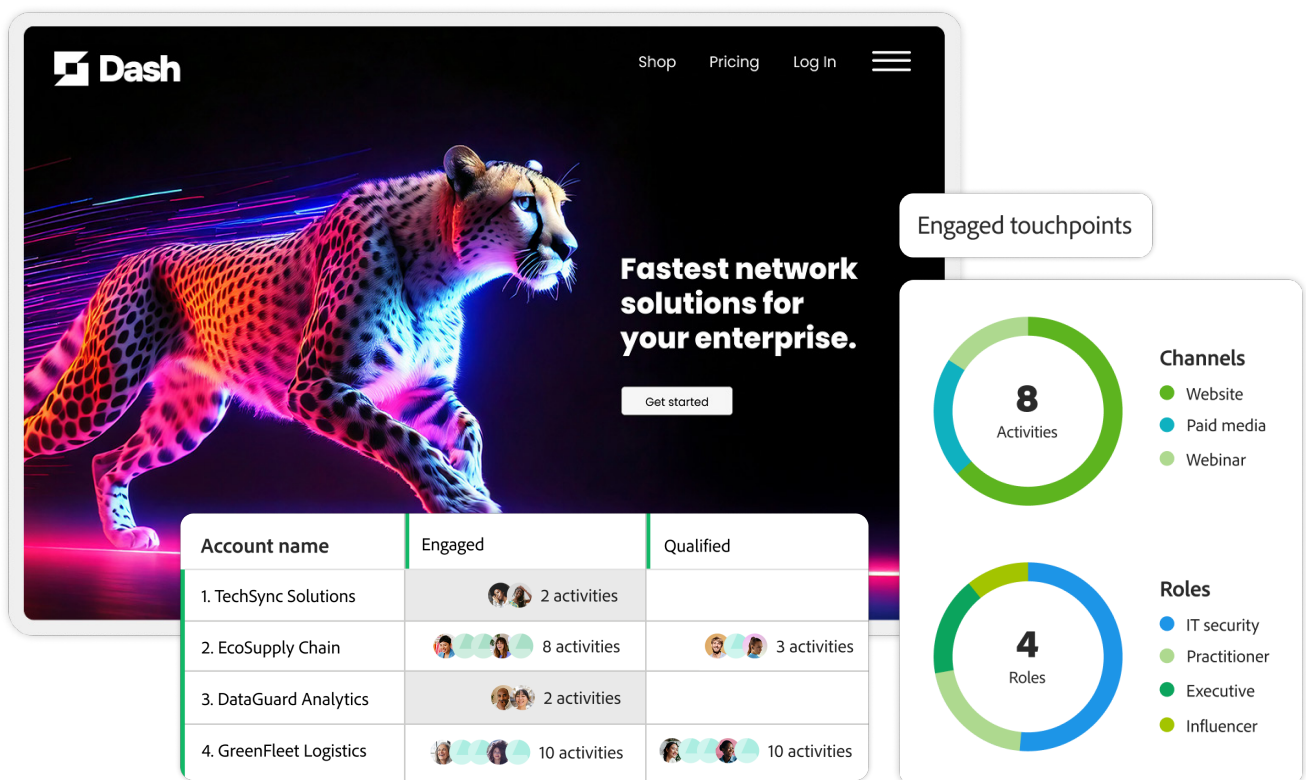
Which touchpoints are converting the most opportunities?

Marketing channel	Engagement	
1. Sales events	5,149	0.7%
2. Paid search	40,327	5.4%
3. Display	74,070	10.0%
4. Email	401,836	54.1%
5. Annual conference	28,808	3.9%
6. Print	11,625	1.6%



Confronted with scattered data, multiple decision makers, and complicated customer journeys, B2B brands struggle to understand the preferences of accounts and buying groups. Without a comprehensive view of the full buying journey, marketing and sales teams lack actionable insights to optimize experiences, accelerate sales pipeline, and drive revenue growth. Traditionally, B2B marketing analytics solutions have used a combination of account-based marketing (ABM) tools, marketing automation platforms (MAPs), customer relationship management (CRM) systems, and data visualization tools. However, most of these options are either too specific or too broad in the analytics and insights they provide.

B2B brands need a more integrated and data-driven approach across marketing and sales to fully understand the complexities of the B2B customer lifecycle. Once they do, they can deliver the connected and relevant experiences that members of buying groups in accounts expect.



Key struggles for B2B marketers and analysts.

Despite the evolution of revenue marketing platforms, a few major challenges remain.



13 people
Average buying group size



89%
of purchases involve two
or more departments

Challenge #1: Bridging the analytics gap.

There is a shared analytics gap in the B2B marketing analytics ecosystem, where ABM tools, MAPs, CRM systems, and data visualization tools lack cross-channel customer data visibility, as well as prescriptive, actionable insights for both marketing and sales teams to work together on across the entire customer journey.

Challenge #2: A lack of deep buying group insights.

Each individual stakeholder in a buying group interacts with marketing in different ways and takes their own unique journey through the buying process based on their role (e.g., decision maker, influencer, practitioner). To best optimize customer experiences across channels and products, B2B brands need to understand those journeys and the stakeholders' preferences that drive them.

Challenge #3: Marketing and sales misalignment.

Marketing and sales teams often operate in silos, leading to fragmented data and disconnected workflows. Without integrated tools, it's nearly impossible to align on a shared understanding of account progression. While many teams try workarounds, like manually sharing data, it's rare to get the comprehensive and timely insights they need to drive common revenue goals.

That's where Adobe Customer Journey Analytics B2B Edition comes in.

Specifically built for the complexities of the B2B customer journey, Adobe Customer Journey Analytics B2B Edition is a groundbreaking analytics application that quickly delivers comprehensive, cross-channel analysis at multiple levels — including the individual, buying group, account, and opportunity — so you get actionable insights from across the complete B2B customer lifecycle.

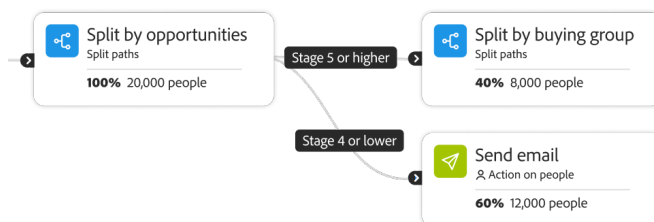
From first touch through retention and growth, Customer Journey Analytics B2B Edition provides deep analysis and AI-driven insights to explore B2B account and buying group journeys. It's an insights engine that measures every interaction across buying groups and target accounts to inform marketing and sales of the next best actions to enhance customer value and accelerate qualified revenue opportunities. And with a truly holistic account view, you can finally connect marketing efforts directly to revenue outcomes.

The more you know your customers and can anticipate their needs, the better you can optimize customer experiences, accelerate pipeline, and drive strategic growth.

Uncover the complete buying group journey with end-to-end B2B analysis and visualization.

Better measurement leads to better insights. Unfortunately, most analytics tools aren't equipped to deliver deep, cross-channel insights across multiple levels of data — leaving teams guessing at optimization strategies. This can result in poor customer experiences and missed revenue opportunities.

With comprehensive cross-channel analysis, out-of-the-box reporting tools, and AI-powered insights, Customer Journey Analytics B2B Edition takes the guesswork out of your team's efforts. The application reveals growth metrics, engagement patterns, buying group fallouts, and optimization recommendations across the buyer journey. Visual journey canvassing also helps you easily track and analyze account, opportunity, and buying group journeys.



Understand interactions more deeply with comprehensive B2B journey data and insights.

Up until now, B2B marketers have struggled with traditional data structures that don't support the deep, layered journey analysis needed to clearly and quickly translate all that information into actionable, revenue-driving insights.

Thanks to a new and powerful account hierarchy data model, Customer Journey Analytics B2B Edition analyzes B2B customer journeys by rationalizing multi-layered data across all touchpoints, including web, email, social, webinar, and physical events. It connects buyer data — both online and offline — across channels, devices, and time for comprehensive analysis and insights throughout the complete customer journey. This empowers teams to gain a full understanding of B2B customers with deep insights into how marketing impacts buying group behavior and sales pipeline progression from the individual level to the opportunity level.

Transform insights into impactful activation and engagement.

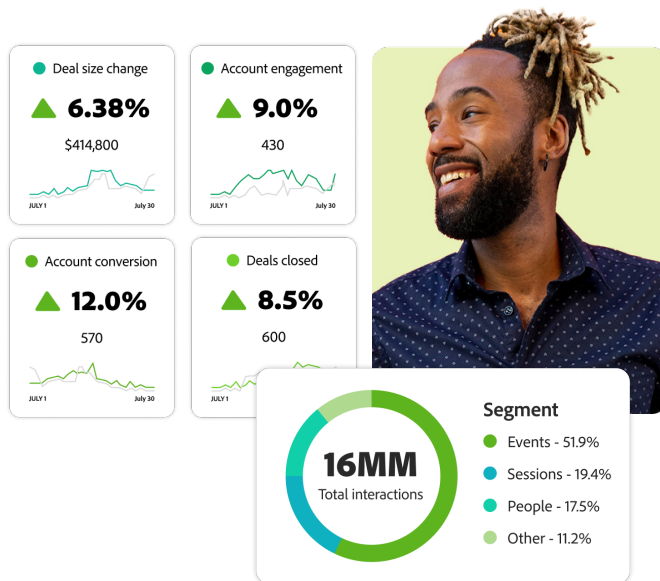
B2B brands need a solution that closes the gap between insight and action. By integrating with activation platforms, powerful insights quickly go to work optimizing experiences and enhancing precision across go-to-market programs. You can segment audiences based on buyer insights, then publish them with Adobe activation platforms for targeted experience orchestration. Immediate insights from real-time dashboards and customizable reports enable you to learn from the results with measurable campaign impacts and refine strategies for in-the-moment optimization.

Because Customer Journey Analytics B2B Edition is part of the [Adobe B2B go-to-market orchestration solution](#), you can easily translate these generated insights into effective campaigns at record speed. This empowers your sales and marketing teams to quickly personalize experiences, boost efficiency, and drive measurable ROI like never before.

Ways you can use Customer Journey Analytics B2B Edition to make a massive difference.

Get deep buyer journey analysis.

Let's say you have 10 accounts and each account has three buying groups you have to connect with, each comprised of three individual stakeholders. Each of those stakeholders has a different buying group role and specific skills in their group. Each stakeholder is often looking for different information at different points along their journey. How are you going to measure marketing and sales impact across 90 different fragmented data sets?



Customer Journey Analytics B2B Edition connects and leverages that data into advanced attribution models and journey visualization tools, so you can identify high-performing channels, campaigns, and content. You can even segment similar audiences across buyers more accurately and pinpoint friction in their journey. Your teams will go from making decisions based on a lot of unconnected data to optimizing strategies with data-driven insights that improve engagement, conversions, and revenue growth.

Build full-lifecycle product and service value.

Continuing with our 90 individual stakeholder example, do you understand how they discover, evaluate, and engage with your products and services? What can you do to enhance acquisition, boost conversions, and uncover cross-sell opportunities? Each of these stakeholders has preferences that you need to understand — to really know your customers, you need to uncover relevant customer experience and engagement insights.

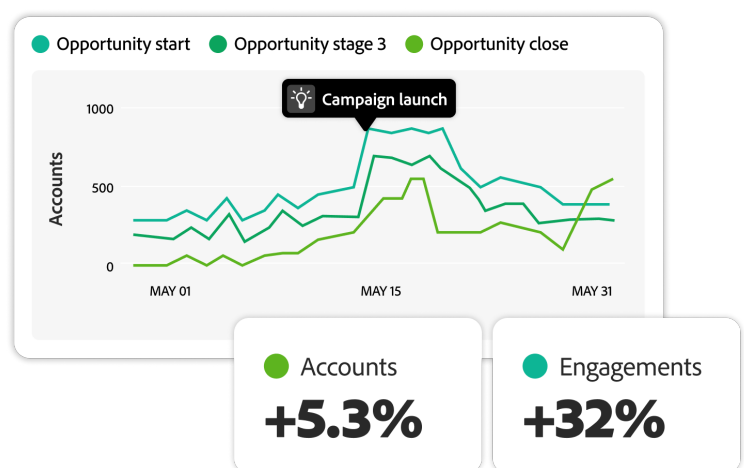
Customer Journey Analytics B2B Edition gives you those insights. It quantifies product and service satisfaction to identify churn risks. This could include performance of key indicators before and after a product update or campaign launch, or the usage frequency of a product feature. By tracking customer lifetime value, you get deep insight into what connects and what doesn't so you can deliver more relevant products and services, grow account relationships, and maximize recurring revenue.

Grow your pipeline by aligning insights from sales and marketing.

Each of the 90 stakeholders you want to engage with will have touchpoints with both your marketing and sales teams. Your teams will gain unique knowledge through these two avenues — how do you convert data from both teams into shared actionable insights that can accelerate pipeline growth and improve revenue outcomes?

Customer Journey Analytics B2B Edition brings sales and marketing team data together for a unified view of their B2B customer insights — using collaborative tools to create a shared analytics language.

The platform removes efficiency-killing redundancy with capabilities like mobile dashboarding fueled by intelligent captions and real-time alerts. With this unified view, revenue teams can better track and understand sales stage progression, coordinate sales and marketing actions, and respond quickly to pipeline shifts. It takes the risk out of two separate teams making their best guesses, ultimately driving more informed decisions that create more seamless buyer experiences.



Why Customer Journey Analytics B2B Edition is a perfect fit for your B2B brand.

Here are a few of the comprehensive ways Customer Journey Analytics B2B Edition can supercharge your marketing and sales efforts and help your business succeed:

Reason #1: Conduct multi-layered journey analysis.

Track and analyze engagement across the buyer journey at the individual stakeholder, buying group, account, and opportunity levels. By integrating both person- and group-based customer journey data from online and offline channels and devices, you can understand how activities for individuals and the collective buying group might be influencing and affecting specific opportunities or account revenue overall. If an action is taken, you'll know about it, learn from it, and be able to act on it.

Reason #2: Tie marketing to revenue outcomes.

Discover how marketing campaigns, channels, and content directly influence account progression through sales pipeline so you aren't hoping to be in the know, you actually know. For example, you can use flow visualization charts to determine which online touchpoints led to an offline interaction with a seller to arrange a trial or demo that eventually converted to sales revenue.

Reason #3: Identify key optimization opportunities.

Easily pinpoint where and when to act to maximize revenue across the entire B2B customer lifecycle. Dig deep into data and investigate buying group behavior, critical engagement trends, and areas for improvement — opportunities you can then seize. This includes comparing content, messaging, user experiences, or journey design testing results to understand engagement impact. Or identifying which version of an email drove pipeline progression or whether an app screen adjustment reduced support center calls.

Reason #4: Enhance experiences to build stronger buyer relationships.

Drive loyalty and repeat revenue through personalized engagements powered by behavioral insights and transactional data so you can make every buying group member feel valued. You can generate deep insights from analyzing specific content and messaging components for each buying group member based on their role, account, product usage, and more — or determine how well personalized email messaging performs for each buying group role based on their additional product interests and other cross-channel data.

Reason #5: Progress opportunities with actionable insights.

Empower your teams to drive more qualified revenue opportunities by generating insights that inform the next best actions that create value for individual stakeholders within buying groups and accounts. For instance, you can thoroughly analyze buyer engagement for opportunities, buying groups, and individual stakeholders to uncover what specifically is driving or hindering pipeline progression for an account to make any necessary adjustments quickly.

Reason #6: Foster marketing and sales collaboration.

Unite your sales and marketing teams by breaking down data silos. Share comprehensive customer journey insights across all teams involved in the B2B revenue process. This shared real-time account and buying group analysis can be integrated with your CRM and other third-party tools and platforms so that each system is up to date, which can help accelerate qualification and closure of opportunities.

Understand and optimize the complete buying group journey with Customer Journey Analytics B2B Edition.

With Customer Journey Analytics B2B Edition, it's never been easier to gain a critical understanding of your buyers. With multi-layered customer journey analytics to address the complex B2B buying process, you can unlock a whole new level of customer insights to meet your buyers' needs at every step. Empower your marketing and sales teams with actionable insights so they can optimize customer experiences, scale pipeline, and drive strategic growth across the entire buyer journey.

Learn more about Adobe Customer Journey Analytics B2B Edition and how it empowers B2B marketing and sales teams to enhance buyer experiences and maximize revenue.

[Learn more](#)

Unlock even more growth with Adobe integrations.

You can maximize the power of Customer Journey Analytics B2B Edition by using it with other Adobe B2B specialized solutions. Built as a native application on Adobe Experience Platform, Customer Journey Analytics B2B Edition integrates quickly with these apps to power next-level account orchestration that enables your sales and marketing teams to prioritize accounts more accurately, increase go-to-market precision, and boost ROI.

- [Adobe Real-time Customer Data Platform B2B Edition](#): Discover how you can enhance audience creation and activation by enriching your account profiles with cross-channel buying group behavioral insights.
- [Adobe Journey Optimizer B2B Edition](#): Explore how to deliver more personalized offers and journeys with deeper insights into account and buying group experiences as well as audience engagement.

Sources

"Forrester: To Master B2B Buying Mayhem, Providers Must Prioritize Buyers' Needs,"
Forrester, December 4, 2024.



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