Proving CX ROI Faster with Agentic Analytics



Adobe

Today's speakers



Lokesh Alluri

Sr. Manager, Digital and Customer Analytics

Lenovo



Purnima Rachoor Roy

Director, Product Strategy and Marketing, CX Analytics

Adobe



Damon Hall

Group Manager, Global B2B Web Insights and Analytics

Adobe



Eric Matisoff

Principal Evangelist, Customer Experience Orchestration

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Agenda

Agentic analytics: Closing the gap between data and decisions

Answers in minutes, not days: Lenovo's story

Key problems Coworker helped Adobe solve

Q&A



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Agentic analytics: Closing the gap between data and decisions



Purnima Rachoor Roy

Director,
Product Strategy & Marketing,
CX Analytics

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Only

34%

of the customer data organizations collect is used to inform customer experience decisions

Source: Win the moment: Reclaiming relevance by mastering customer intent, IBM Institute for Business Value April 2026

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Your data holds the answers. Teams can't reach them fast enough.

Data foundation

- Context
- Reporting engine
- Data

x

AI

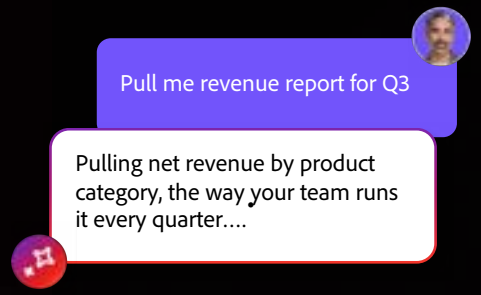
= Untapped intelligence

AI multiplies what's already there. No foundation, nothing to multiply.

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Agentic analytics changes how teams get from data to answers

From dashboards to dialogs



Ask your data in plain language, get explained visual answers.

From questions to outcomes



Define the outcome. Agents run the analysis.

From reactive to proactive insights



Insights arrive before the question is asked.

From a standalone tool to an always on layer

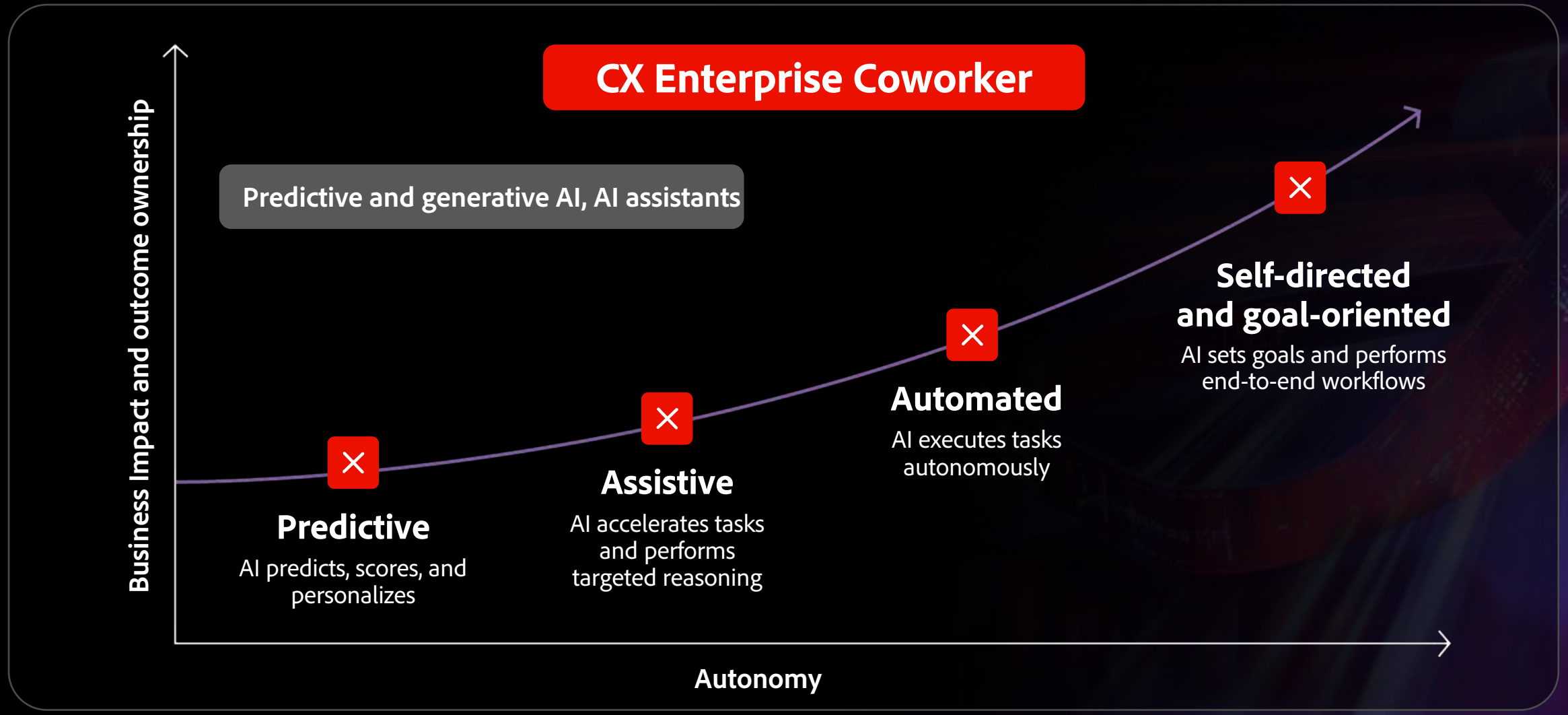


Insights show up where decisions get made.

Reference: Gartner Market Guide for Agentic Analytics 2026

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Adobe is moving AI from assistance to autonomy, and Coworker is the engine



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Adobe CX Enterprise

Agentic system purpose-built for customer experience orchestration

APPS & CONERSATIONAL UI

BRAND VISIBILITY
Adobe Experience Manager + Agentic web

CUSTOMER ENGAGEMENT
Adobe Experience Platform native apps

CONTENT SUPPLY CHAIN
Adobe GenStudio

ADOBE CX ANALYTICS

powered by Adobe AI platform

AGENTIC ENGINE

Adobe CX Enterprise Coworker

INTELLIGENCE

MODELS

The agentic engine lighting up agentic workflows in Adobe CX Enterprise

ENTERPRISE CONTEXT

Adobe Experience Platform

Trust, privacy, security, and governance | Data + Content + Enterprise context

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CX analytics + CX Enterprise Coworker

Enables teams to get advanced analysis through natural language questions, grounded in the data and context they already trust.



Uncover patterns and opportunities your routine reports never get to.



Understand the why and the root cause behind shifts in engagement, conversion, and revenue.



Enable analysts and business users explore trusted insights directly, in natural language.



Scale your best analysis into repeatable workflows that run across teams, markets, and business units.

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It starts with the CX Analytics foundation across your whole measurement landscape

Adobe CX Enterprise Coworker

Adobe CX analytics

Adobe Analytics
The foundational tool for digital insights and decisions

Customer Journey Analytics
Modernized analytics for the cross-channel customer journey

Customer Journey Analytics B2B
Purpose-built B2B journey analytics solution

Content Analytics
Content Intelligence platform transforming insight into ROI

Marketing Campaign Analytics
Understand and optimize holistic campaign performance

Data

Reporting engine

Context

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Adobe makes it easy to decide where you want to interact with Coworker



FULL STACK

Hybrid interface

Work inside Adobe with CX Enterprise Coworker

- Hybrid Interface that combines conversations with dashboards
- Analyze, monitor, and collaborate on trusted data
- Proactive Insights delivered

Predictable, outcome-based value



HEADLESS

Adobe-orchestrated

Connect Coworker to a surface you own

- You own the surface
- Adobe runs orchestration and governance

Moderate operational burden

Full-stack Adobe-native delivers the fastest time-to-value with the least operational burden.

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What Coworker + CX Analytics enables today

Intelligent implementation and administration

Setup, migrate and manage with ease

Plan and automate implementations, validate your setup and data, and keep your CX Analytics products running smoothly day to day.

Journey analysis

See where customers drop out and why

Understanding where customers drop out of the journey to conversion, and why, across channels, devices, and segments.

Audience and segment analysis

Understand how groups behave

Understanding which customer groups behave differently and how, so you can focus on the ones that matter most.

Business performance

Know how the business is doing and what's driving it

Understanding how the business is doing, why a metric moved, where it is heading, and what to do next.

Content performance

Know which content wins and why

Understanding which content wins and why, down to the attributes of each asset, so you can invest in what works.

Marketing measurement and attribution

Understand which marketing channels optimize ROI

Understanding the incremental impact of every marketing channel and campaign enabling you to allocate spend to optimize ROI.

Some use cases are on the roadmap. Roadmap items are not a commitment and are subject to change.

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Answers in minutes, not days: Lenovo's Story



Lokesh Alluri

Sr. Manager,
Digital and Customer Analytics

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The problem

True understanding is slow and iterative

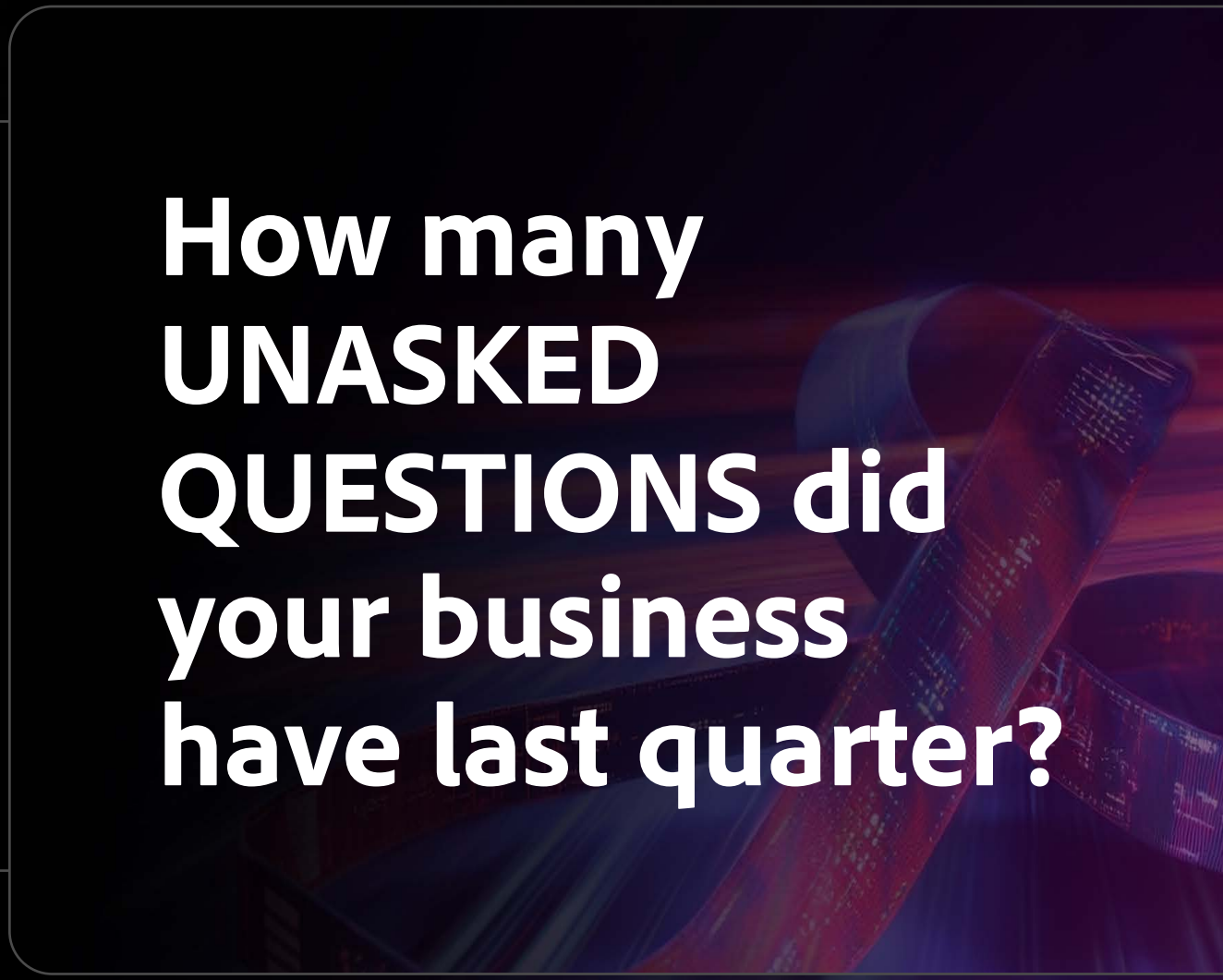
Every question leads to another across a week of labor-intensive back-and-forth

Insights are bottlenecked by analysts

Progress depends on manual drilling down and data reframing

Business context gets lost in translation

The strength of each decision is diluted by handoffs

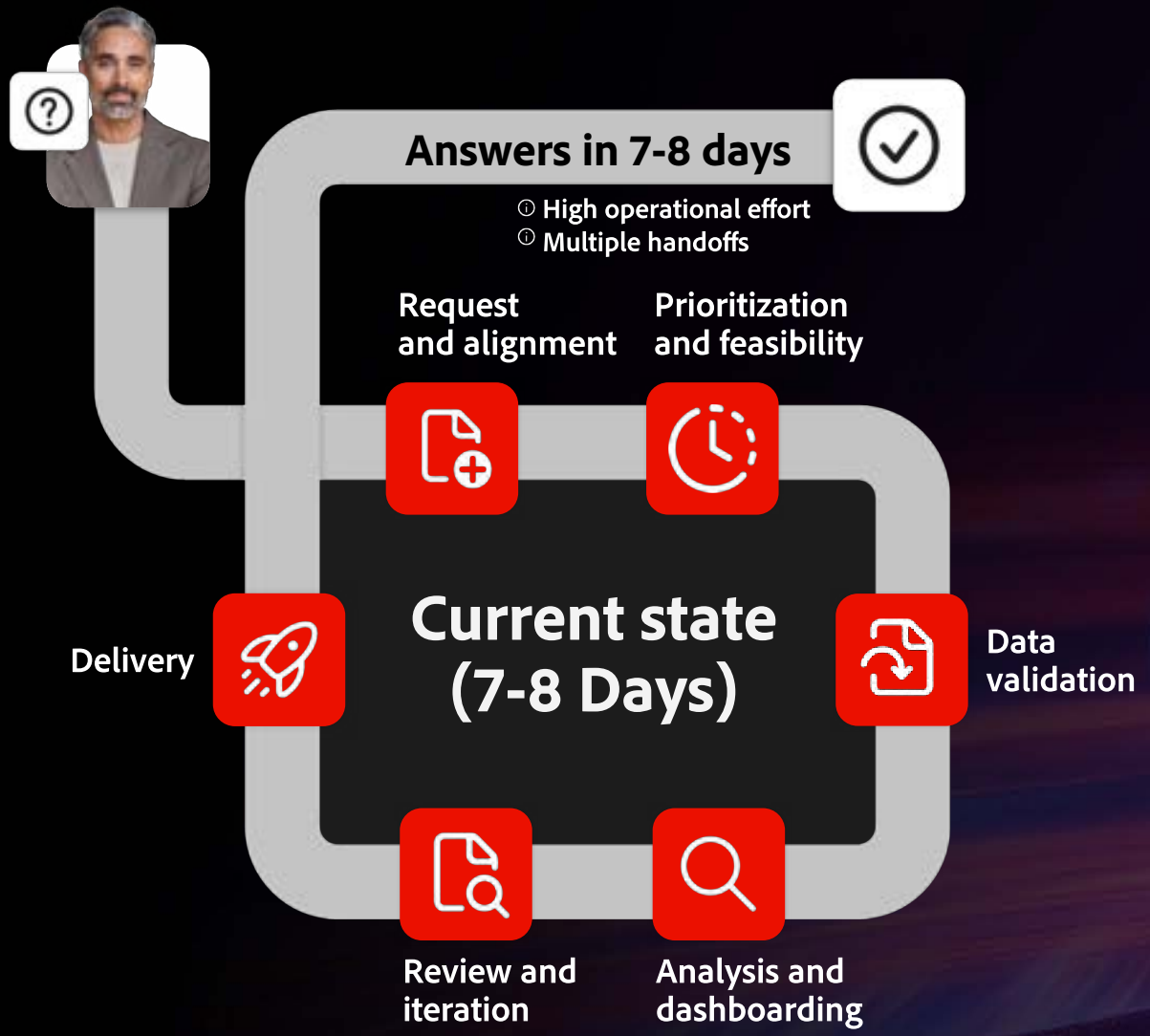


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Lenovo

How will this change the process flow at Lenovo

- Multiple manual handoffs
- Sequential workflows
- Analyst bottlenecks



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How will this change the process flow at Lenovo



With the help of Coworker~1 hour

- Self-serve
- ~70% instant answers
- Real time decisioning

Ask question
Business request raised

Coworker
Automated quick analysis

Decision point
Is insight ready?

Use insight
Immediate self-serve result

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How will Coworker help?



Timely decisioning

- Insights when action is still possible
- Hindsight to in moment decisions



Analyst productivity at scale

- Reduced manual analysis efforts
- Focus on insights and decision, not data prep



Democratizing data and adoption

- Broader access across business teams
- Increased adoption of analytics platforms

Scaling insights from a few analysts to every decision maker.

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Scaling Coworker

Current

- Enable analysts productivity
- Support day to day analysis

Mid

- Control tower for real time analytics support
- Repeatable skills across regions and business units

Long term

- Enable context layer for business to independently ask questions
- Redesign reporting and decision-making workflows

Coworker in its full glory

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The future of an analyst

From doing analysis to orchestrating intelligence



From "What happened" to "What should we do"



From insights to decisions to business impact



From tool expertise to orchestrating data, AI, and business context

"The future analyst is not defined by how well they analyze data, but by how effectively they drive decisions with AI, context, and trust."

Avinash Kaushik, TMAI #495

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Key problems Coworker helped Adobe solve



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Key problems Coworker helped Adobe's web team solve

1

Caught a critical miss in initial analysis

Intelligent Q&A and analysis

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Coworker found what I couldn't

Thorough root-cause analysis

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Key problems Coworker helped Adobe's web team solve

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Coworker found what I couldn't

Thorough root-cause analysis

3

Simplified reporting from a complex data-set

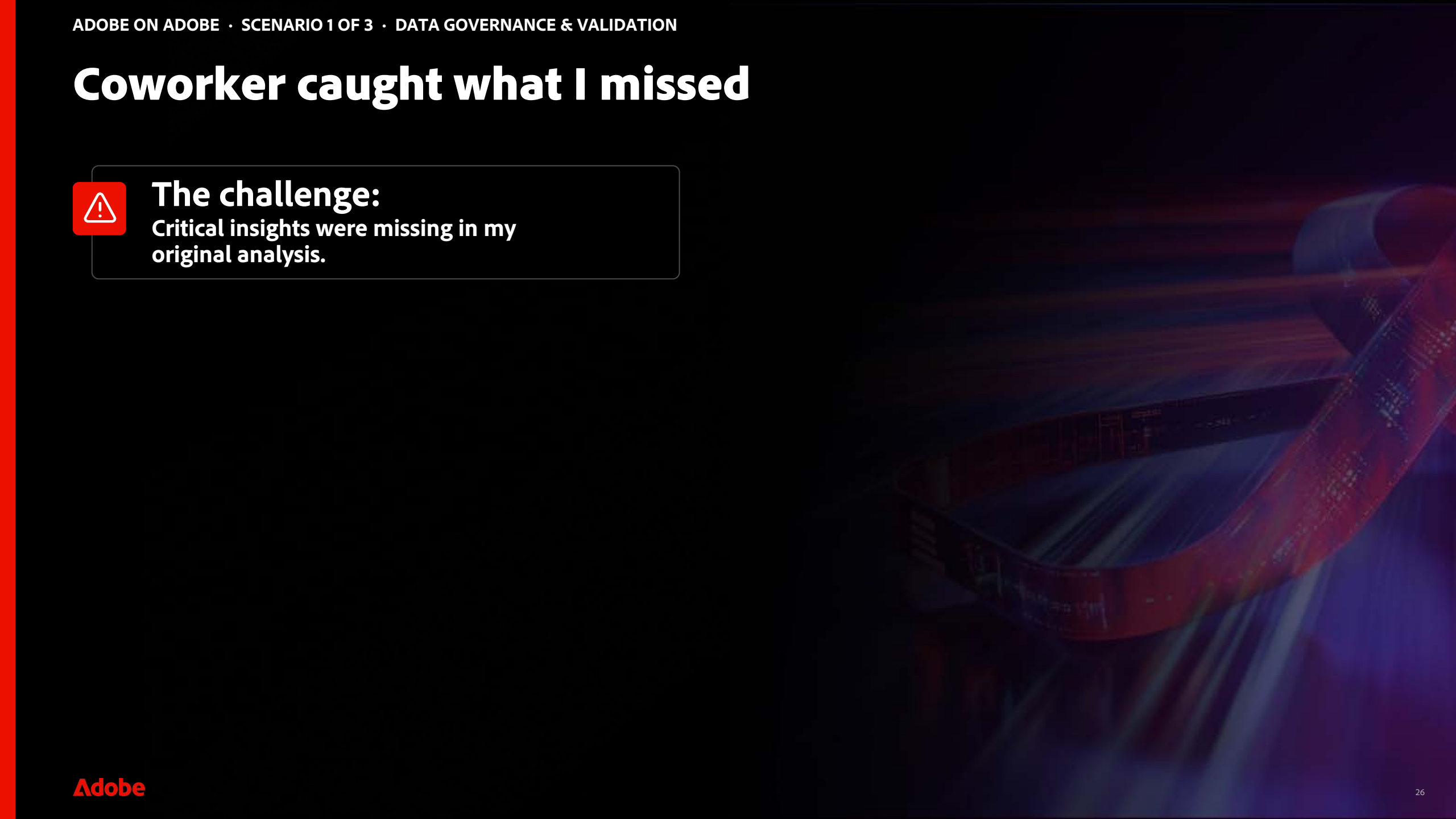
Audience and segment analysis

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Coworker caught what I missed

The challenge:

Critical insights were missing in my original analysis.



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What I asked Coworker:

Run the same analysis and see if you can catch something I missed.



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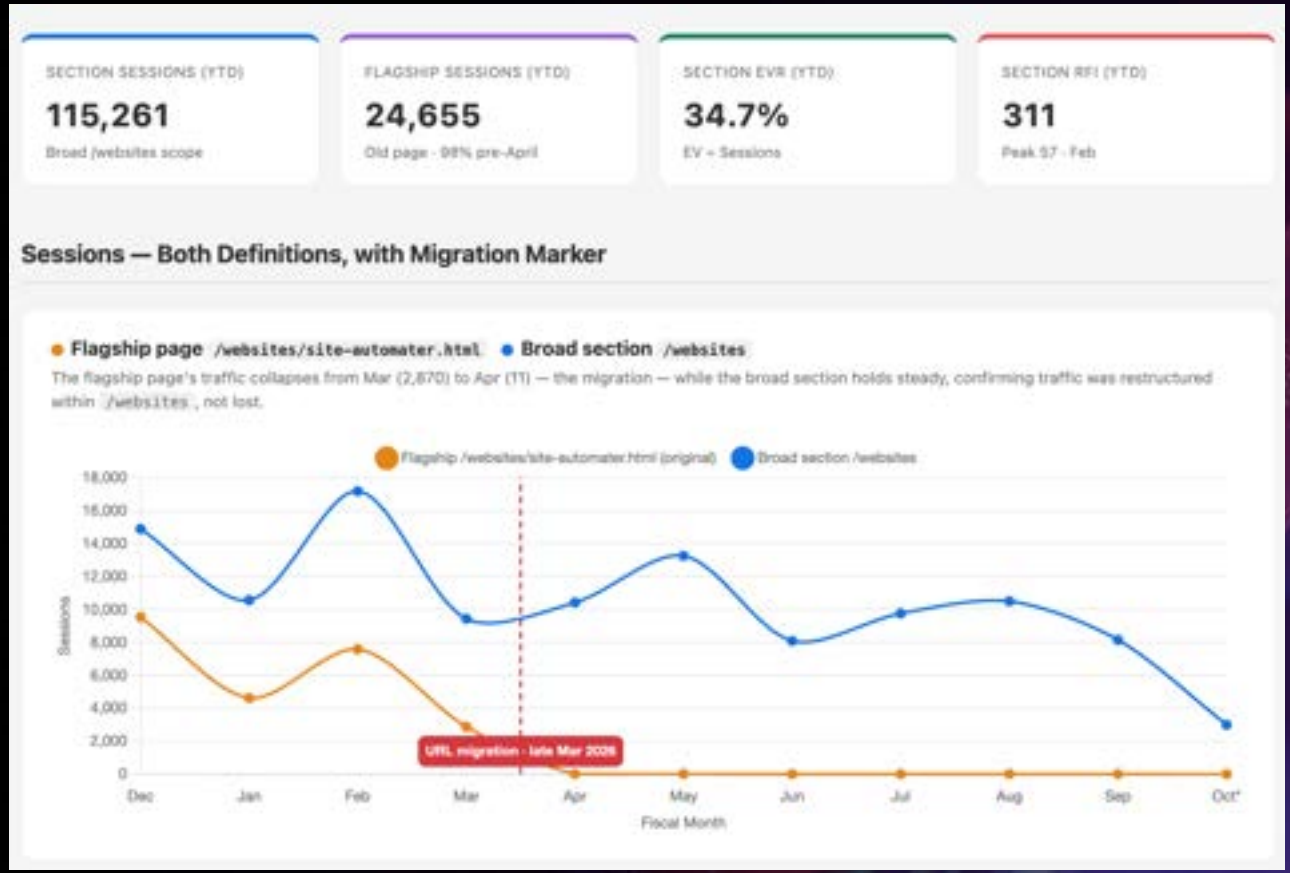
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Impact:
Accuracy and speed - A missed error caught, and a complete report was created by Coworker ready to share with leadership.

Coworker helped with difficult "root-cause" analysis

The challenge:

We found paid channel attribution problems with no clear cause.



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We see incorrect channel attribution for this paid program, why is this happening?

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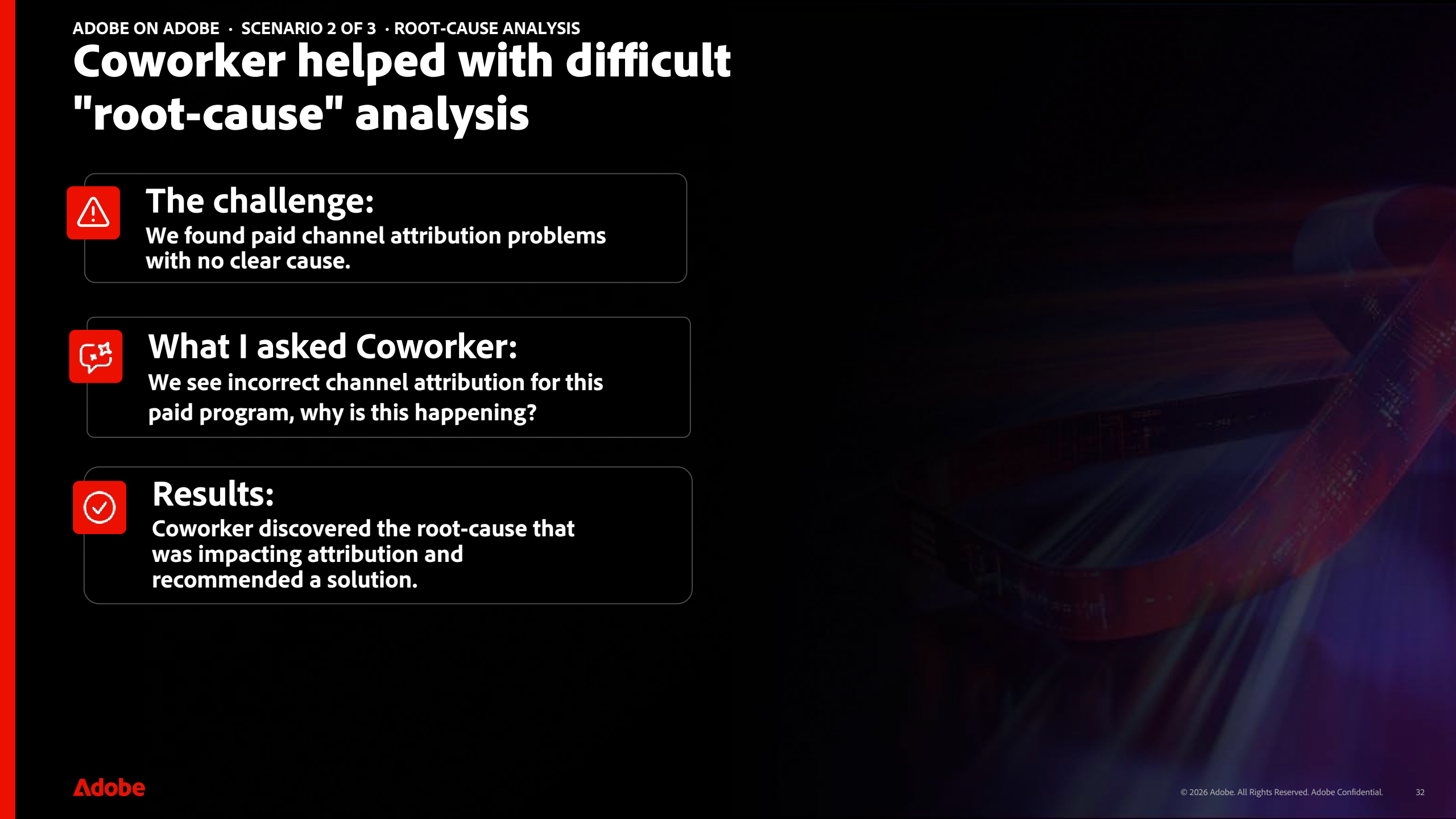
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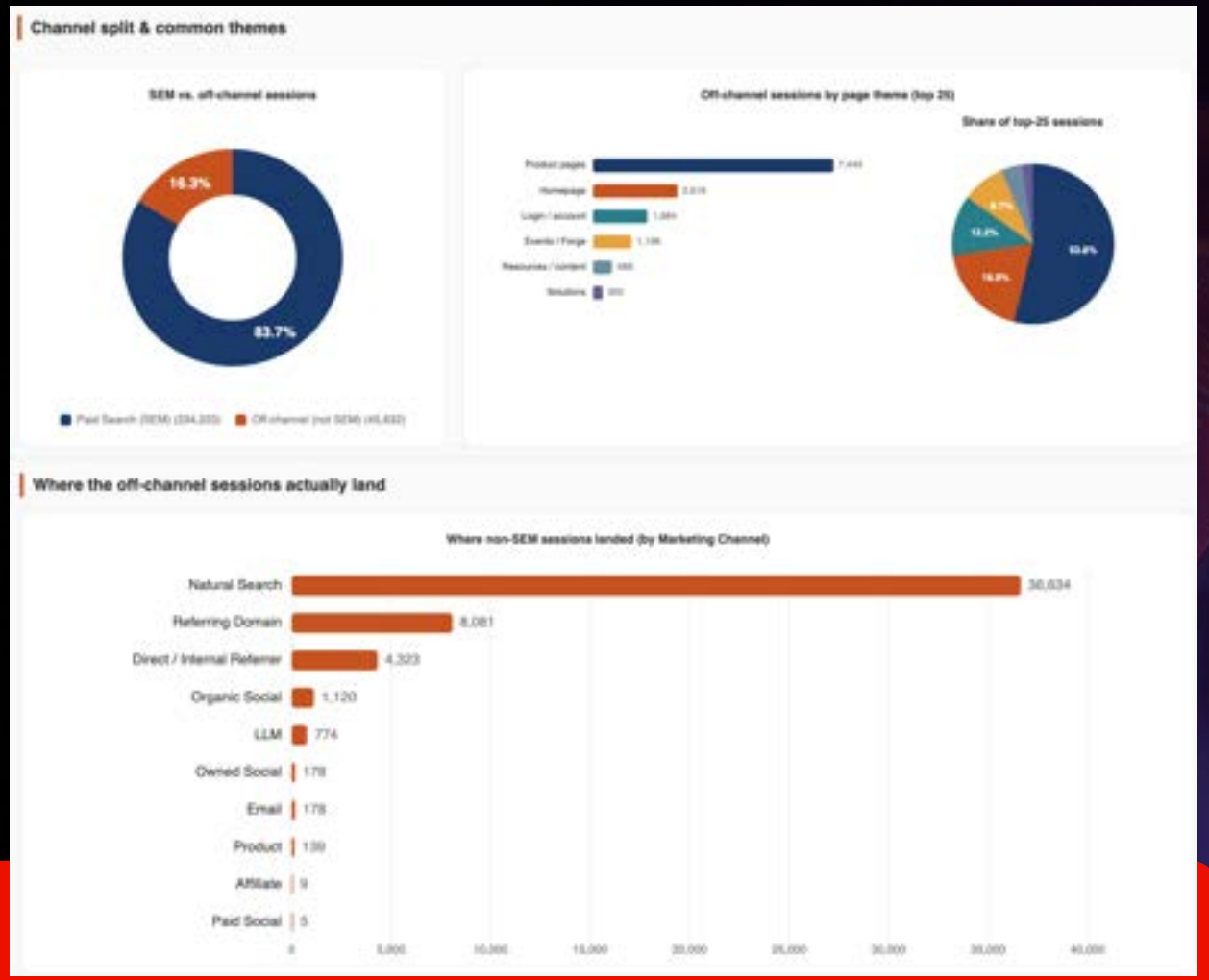
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Impact:

Quick Insights - Coworker provided a fast **root-cause analysis that cut through the noise and helped us quickly address the issue and implement a fix.**

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Coworker turned localization data into a repeatable skill

The challenge:

Large complex localization data that needed a simple concise story.



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Review our German site data, create concise analysis and segments. Make it a repeatable skill.

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Results:

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The challenge:

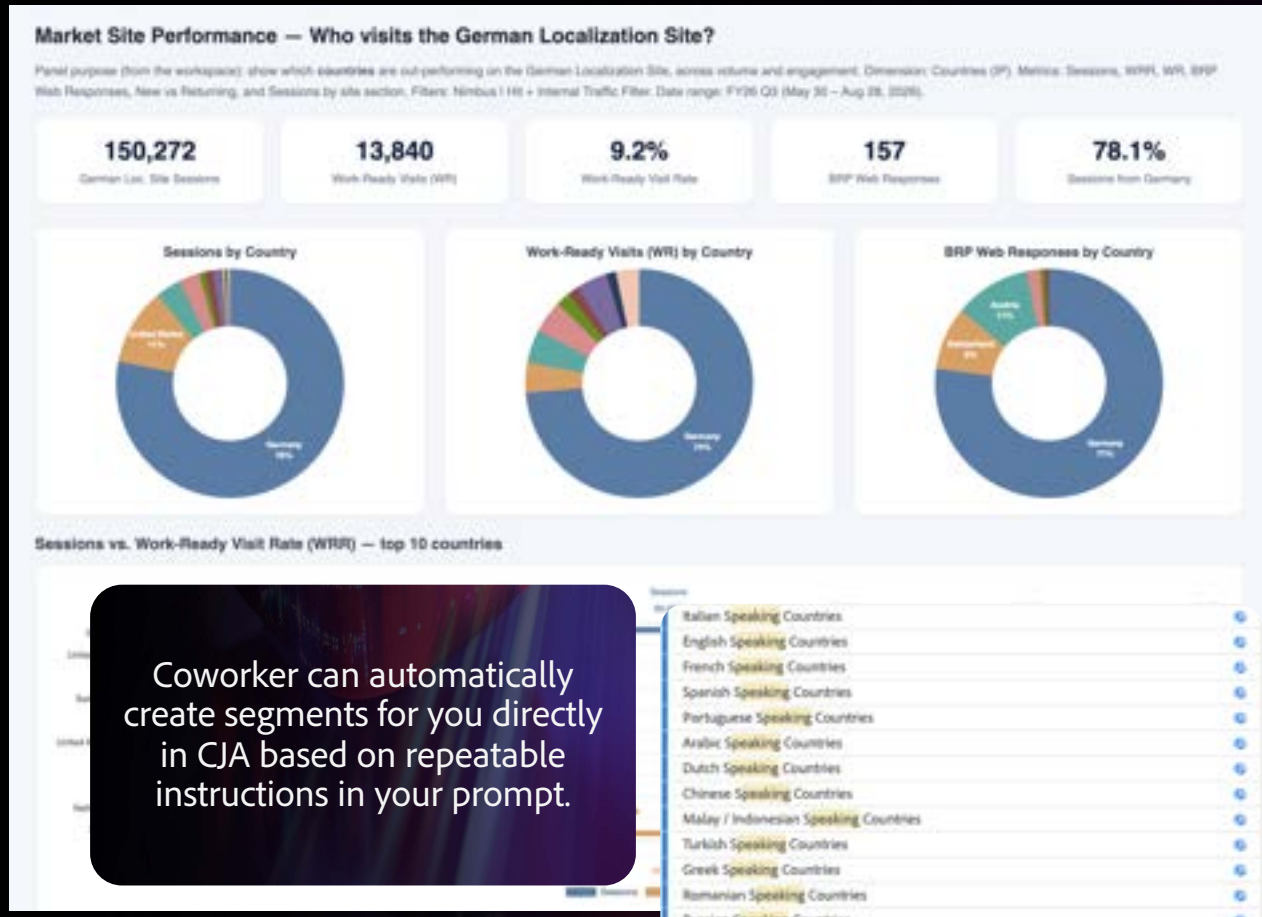
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Impact:

Automation: Coworker created actionable insights from a large data, created segments directly in CJA (saving the analyst hours), and created a skill that can be used to repeat the same analysis for all localized sites.

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Resources

Adobe CX Enterprise Coworker



Adobe CX Analytics Solutions



Agentic and AI-driven insights (Customer Journey Analytics)



Lenovo transforms analytics with Adobe Data Insights Agent



Adobe named a Customer Analytics Leader in Forrester Report



How leading brands leverage agentic AI with Adobe



Adobe: Customer Journey Analytics



Review Adobe Customer Journey Analytics on Gartner Peer Insights



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