



From data to insights to action

The path to actionable customer intelligence.





Introduction

Customer intelligence is a hot topic today—and for good reason. The world is changing fast. Increasingly fragmented marketplaces and shorter customer attention spans are forcing brands to up their game or risk being left behind. At the same time, digital technologies are multiplying in nearly all areas of life and generating vast amounts of consumer data, a trend that has only accelerated during the COVID-19 pandemic.

The future of marketing will hinge on data-driven decision-making, fast actions based on real-time insights, and measurable results. But, many organisations today don't have adequate systems and strategies in place to derive real value from the large data sets at their disposal. With so many new sources coming together and running in parallel, there's a serious challenge when it comes to identifying the true signal from the noise—that proverbial needle in the haystack.

Let's take a look at how organisations can sort through the correct data points to generate insights that can help elevate decision making and have a positive impact on business KPIs.

Evolution of the modern intelligence team

As organisations ingest data in ever-larger volumes, they are increasingly turning to technology to make sense of it. The marketing technology (MarTech), industry is booming as more and more emphasis is being placed on how consumers are interacting with digital channels—and how ROI on those channels can be increased. This has led to the emergence of what we call the “modern intelligence team” whose job is to parse and analyse data in order to gain a deeper understanding of consumer behaviours and empower leaders across the organisation to make better-informed decisions.

Here's what a modern intelligence team needs to have:

- A holistic view of the customer's journey and interactions with the brand.
- The ability to democratise data and make intelligence available to all lines of business across the organisation, from analysts to executives.
- Ability to action the insights that are surfaced by analysing the data.

There are several layers of complexity to these capabilities with more complex tasks yielding greater value.

- **Descriptive**—simple reporting with some basic analysis. In other words, looking at metrics like how many people have visited a website, viewed an ad or bounced from an app.

A majority of customer intelligence teams fail to advance beyond this stage.

- **Diagnostic**—understanding causes and trends from the data. For example, why the bounce rate decreases for a certain product on a particular time of the day.

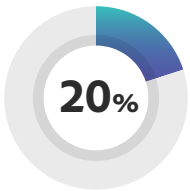


- **Predictive**—using artificial intelligence and machine learning to automatically identify and understand patterns, instead of conducting manual and time-consuming analysis.
- **Prescriptive/cognitive**—creating prescriptive rules and actions based on certain patterns in the data.
- **Automation**—setting up the system to detect anomalies and take actions in an automated fashion.

Actionable insights for high-performing teams

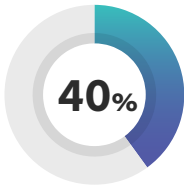
You may have access to valuable customer data, but you won't be able to capitalise on it unless you are able to mine insights from it that can help make better decisions for your organisation. You then need to use these insights and take actions to see if they make a measurable impact on your business. These actions could be changing creative, changing messaging, launching new campaigns, product or services.

This means you need to be able to turn your data into action. As Surbhit Jain, principal product marketing manager for Asia-Pacific at Adobe says, **"Insights with zero action produce zero ROI."**



This is a challenge for many companies. According to research carried out by Gartner, **only 20%** of organisations are able to act on most of the data they collect and only 3% are able to act on all of it.

To make your data truly actionable, you need to be able to automate well-understood predictable actions, such as promoting an A/B test winner, shifting ad spend, or sending an email offer. At the same time, you need to manage new actions, such as developing a new campaign, building a new product offering, or changing pricing.



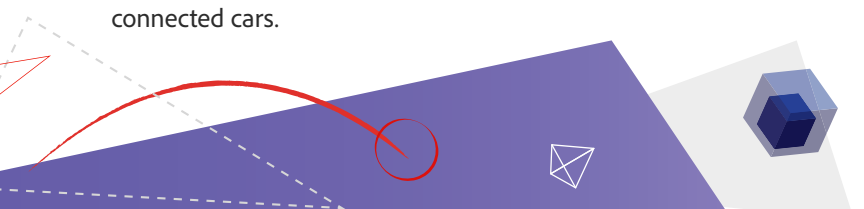
Speed is crucial. To be competitive in today's world, you should be able to generate actionable insights from data in real time. According to a report from the [CMO Council](#), more than **40%** of top performing marketers described the amount of time it takes to move from data gathering to actionable insights as "fast or immediate", compared to only 7% of bottom performers.

Building an intelligent organisation with Adobe Analytics

The [CMO Council](#) report found that "91 percent of marketers that have direct access to their customer data say it provides them with a competitive advantage" but "nearly two-thirds of all marketers are only moderately confident (or worse) in their data, analytics and insights systems."

So what does an effective data analytics system look like? The comprehensive ones support the complex needs of the modern intelligence team by enabling anybody, not just IT professionals, to do the following:

- Take in and process data from a plethora of digital touchpoints in real time or near real time. This includes websites and apps as well as a host of "Internet of Things" devices like wearables, smart speakers, and connected cars.



- The ability to go beyond basic reporting to analysing data and generate insights from it.
- Ease of use by people across the organisation, including people who do not have IT skills. The ability for an analyst or an executive to get a pulse of the business by asking questions of the data.
- The use of AI/ML to automatically detect patterns from the vast data collected and show you insights on things that matter to your business
- Ability to action the insights to ensure you are able make a positive impact to your KPIs and to your business.

[Adobe Analytics](#) delivers on all fronts. It allows customers to capture their data from a full spectrum of digital sources and allows users to analyse that data and generate insights at the click of a button. Our easy-to-use, dynamic interface is designed to let any level of user explore the data fluidly and answer open-ended questions, thus helping democratise data across the entire organisation.

Furthermore, users are able to get a detailed view of the entire customer life cycle via the following features:

- **Virtual analyst**—which continuously analyses data and uses predictive algorithms and machine learning to deliver alerts and insights into anomalies impacting your business.
- **Journey IQ**—which provides the ability to analyse the customer journey and see how each digital customer touchpoint leads to a desired outcome. Using this feature, you can create fallout reports, cross-device analysis, and more.
- **Segment IQ**—which allows you to discover the most statistically significant differences among segments through an automated analysis of every single metric and dimension of your data. This feature automatically uncovers the key characteristics of the audience segments that are driving your company's KPIs.
- **Attribution IQ**—which can evaluate the attribution impact of any dimension, metric, channel, or event using models like algorithmic attribution.

But what really sets Adobe Analytics apart is its seamless integration with the range of marketing tools available in [Adobe Experience Cloud](#), allowing you to activate insights gleaned from your data at the click of a button. For instance, [Adobe Target](#) allows you to use insights from Adobe Analytics to create and test customer experiences and then feed the resulting data back to Adobe Analytics. This helps you to easily deliver personalisation at scale.

Lastly, organisations can uncover value quickly with Adobe Analytics. The system can be implemented in weeks and it delivers insights nearly in real time. Moreover, it only takes seconds to turn insights into actions.

The journey starts now

As we have seen, customer intelligence is a powerful tool that can help you make more informed decisions for your business. By better understanding your customers, you can segment them more effectively, target them with more relevant messaging, and ultimately increase your conversions and ROI.

If you're not already using customer intelligence to scale your business, now is the time to start. If you'd like to know more, you may find our recent [webinar](#) on the subject helpful.



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