



Instant Insights



Market to People, Not Data Points.

Analysing the Full Customer Journey.



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Would you recognise a friend from work if you passed them in the street? How about if a friend from your trivia team turned up at work?

The obvious answer is yes, of course! If you didn't recognise and acknowledge a friend, just because of a change of venue, they might rightly wonder if you were such good friends after all.

Now, let's look at a harder question:

Would your marketing department recognise an online customer if they turned up at your physical store, or a website visitor who called into your customer service line? Are you marketing to people, or individual points of contact?

When you can analyse and generate insights from the entire customer journey, marketing is more holistic, more relevant, more scalable and ultimately more profitable. That's why in a recent survey, over half of senior executives said combining data and insights is a top technology priority for 2023.¹

This guide will help you assemble the people, processes and technology to analyse the full customer journey and help you understand Adobe's unique approach to customer journey analytics. Read on to go from, "Who are you again?" to "Ah, it's you, again!" with Adobe.



What is customer journey analytics?

In general terms, customer journey analytics is the practice of bringing together and analysing customer data, from many different channels, in order to generate insights about consumer behaviour.

Marketers are used to analysing web data: Site visits, links clicked, time on page, ads retargeted, and bounce rates. But this data only gives us a partial view of the customer journey. When you combine data from offline and online channels, including zero-party, first-party and third-party data, you can get a much clearer picture of what your potential customers are doing.

Combine this data with intelligent analytics and you can spot trends, identify your most valuable customers, personalise your marketing at scale, and turn existing customers into repeat business, referrals and loyal fans.

What data qualifies as customer journey data?

The customer journey doesn't begin or end with the marketing department. It includes data from:

- Online and app sales
- Sales department data
- Customer service department data
- Marketing department data
- Offline sales data
- Online customer behaviour



Data points vs. people:

Why omnichannel analytics matters.

To illustrate how much of a difference unified data and intelligent analytics can make, consider two views of the same customer, with and without the additional context that customer journey analytics provides.

Without a customer journey analytics solution

An airline's customer service department knows that a particular traveller is a platinum member and travels for business.

Marketers may not know this traveller's reward status, unless that information is manually entered into their database.

If marketers have access to that data, they use it to target the traveller with discounts based on his business travel profile and platinum status.

Should marketers want additional details to inform more personalised marketing, they can put in a request to query the data warehouse and wait in the IT queue.

With a customer journey analytics solution

The marketing department has access to the traveller's entire data profile, including his purchase history and current status, all at their fingertips.

They see that this traveller went on multiple family vacations before achieving platinum status, travelling with his spouse and children.

Based on this information, marketers can offer deals on family vacations, as well as packages that include both business and leisure travel.

Not only do marketers have more information for smarter, more personalised messaging, they have it instantly at hand.



Preparing to analyse the full customer journey.

Customer journey analytics requires a holistic approach to customer data across the organisation. Achieving this type of collaboration takes more than just implementing a new software solution: It requires addressing people and processes as well as technology.

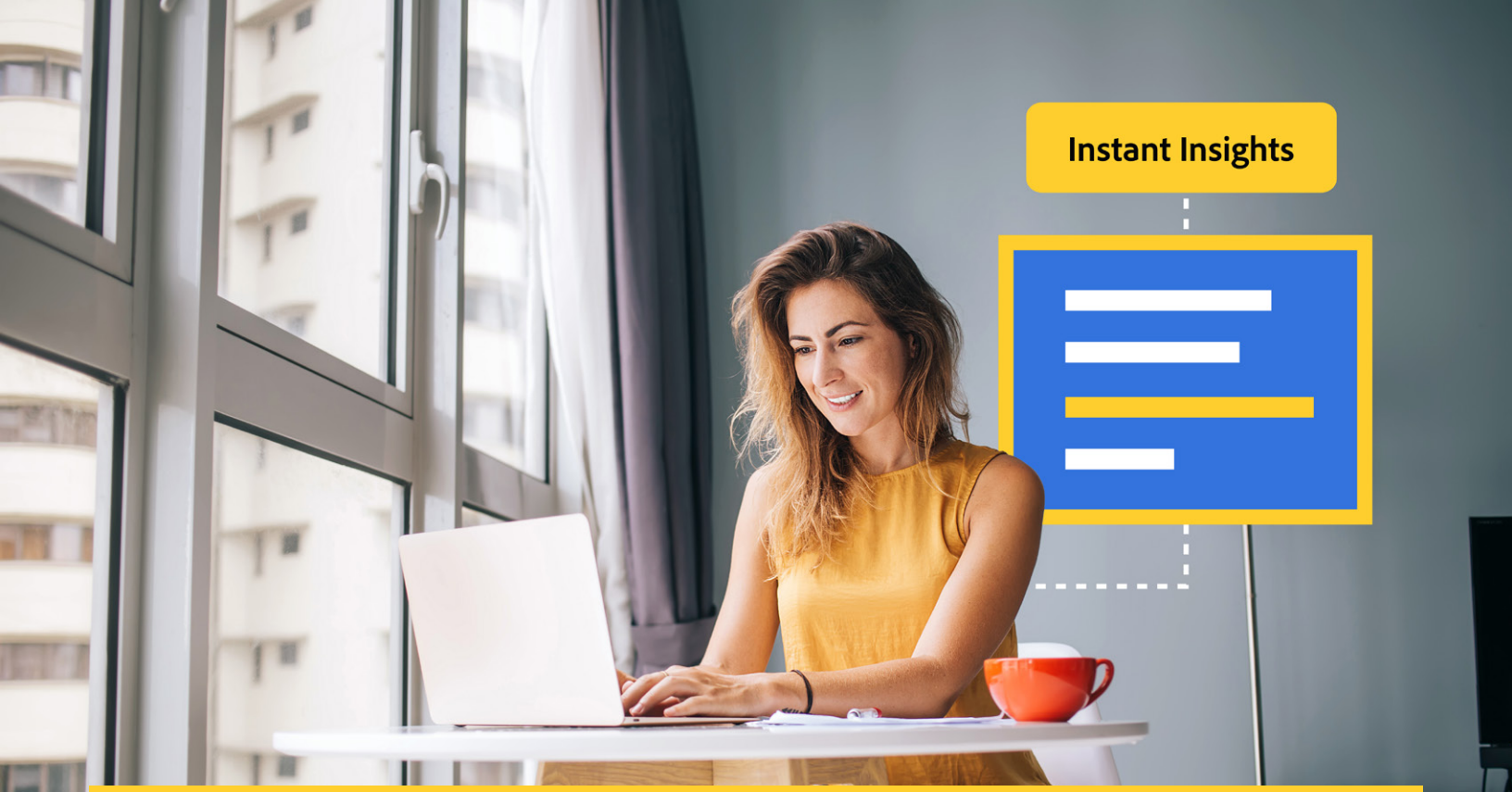
People: Promote data literacy & prepare for collaboration

You don't have to turn your entire marketing team into data experts to take full advantage of Adobe Customer Journey Analytics. In fact, part of the solution's appeal is it makes data more accessible to all marketers, regardless of their analytics skill set.

That said, it makes sense to train your team in basic data literacy, including:

1. What types of data are useful for marketing across the customer journey
2. A general idea of how data is collected and analysed
3. Use cases for the insights generated from customer journey analysis

It's also important to reframe working with customer data as an organisation-wide practice, not just one relegated to marketing. This is equal parts a people and process challenge. For the people side, it's about learning to see data as a resource to share, not one to be hoarded. It's preparing people to give up their data fiefdoms and embrace data democratisation.



Instant Insights

“

Companies with a large digital footprint that wish to deliver the next best experience to customers should consider Adobe”... Adobe’s strengths in its current offering continue to be its ability to integrate seamlessly with marketing and operational systems, as well as its business-user-friendly interface. Reference customers were most impressed by Adobe’s robust data visualisation capabilities.”

Forrester

Processes: Move from silos to flow

In an ideal world, information would flow freely and securely through your entire organisation, free from silos and gatekeepers. But most organisations aren’t equipped for a change that radical. Rather than breaking down silos and blowing up the organisational chart, look to improve communication and increase sharing between departments.

A crucial first step is bringing your stakeholders together to map the flow of data through the organisation. This is a multi-disciplinary, multi-departmental task, and it can set the precedent for how the organisation can come together around data.

Technology: Adobe’s unique approach to customer journey analytics

Adobe Customer Journey Analytics unites online and offline data for more robust analysis.

Adobe’s full set of solutions make it simple to analyse data, generate insight, and put these insights to practical use—and they automate each of these processes in real-time and at scale.

Businesses using Adobe Analytics and Customer Journey Analytics together have seen:

3x
engagement lift in
marketing campaigns

50%
reduction in
manual effort

10%
lift in site traffic
and order value

Here's a quick rundown of the solutions that create an end-to-end process:

Adobe Analytics collects and analyses web-based data.

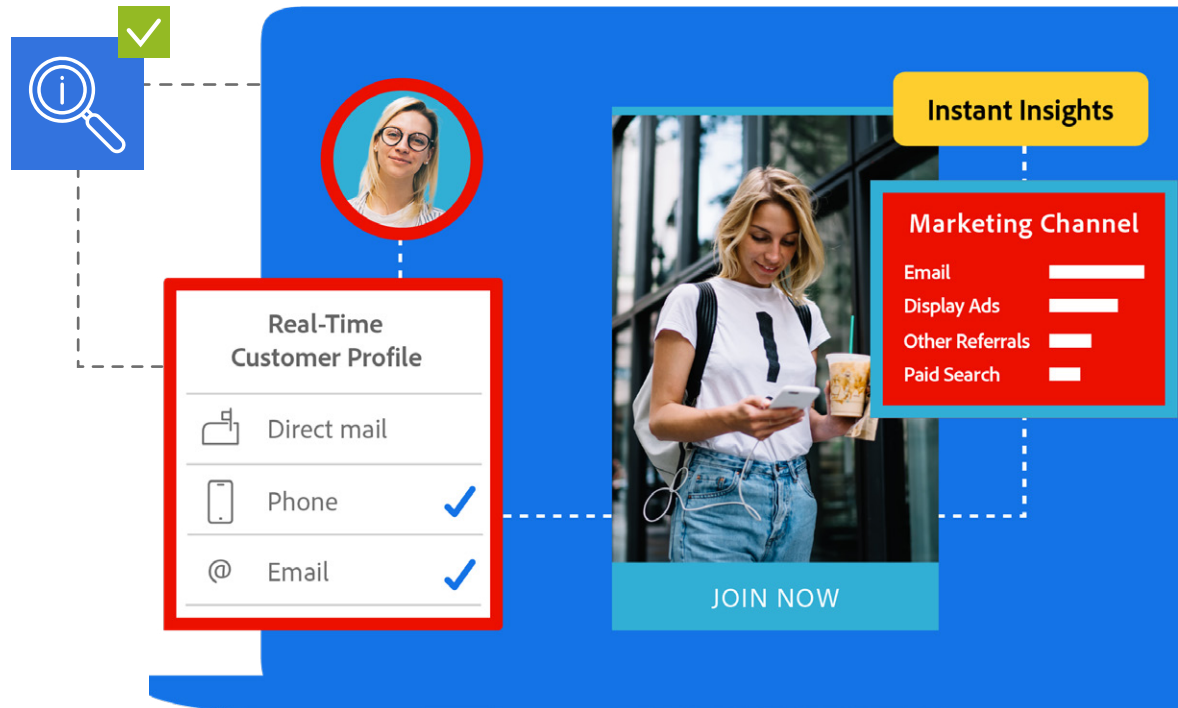
Adobe Target delivers automated personalisation and recommendations, and lets you easily test everything through every channel every time with A/B and multivariate testing functionality. Adobe Target customers have seen a 5% average revenue increase, and a 58% increase in productivity for core Adobe Target teams.

Adobe Customer Journey Analytics unites online and offline data for omnichannel analysis that gives a more complete view of customer behaviour.

It's possible to build your own marketing performance framework by cobbling together analytics solutions from various vendors. And there are some solutions that claim to analyse the full customer journey. But there are three key ways Adobe Customer Journey Analytics is unique in its class:

1. **Integration.** Adobe Customer Journey Analytics can take in and process virtually any data source. It can also easily integrate with a wide variety of other systems, from sales to customer service and beyond.
2. **Simplification.** Adobe Customer Journey Analytics helps democratise the data analysis experience with self-service and no/low-code queries. This reduces IT overhead and helps shrink the data science team's queue. At the same time, it empowers stakeholders across the organisation to run their own queries in a drag-and-drop, intuitive user environment, to get answers quickly and independently.
3. **Efficiency.** Adobe Customer Journey Analytics accelerates analysis, reducing the amount of time and effort it takes to generate insights, while also streamlining workflows between sales, marketing, customer service and the data team.

Adobe Customer Journey Analytics also increases the effectiveness and efficiency of your marketing efforts. Adobe customers have seen top-line growth as a result of more intelligent, insightful and relevant marketing, including: higher response rates, increased order value and increased lifetime customer value.



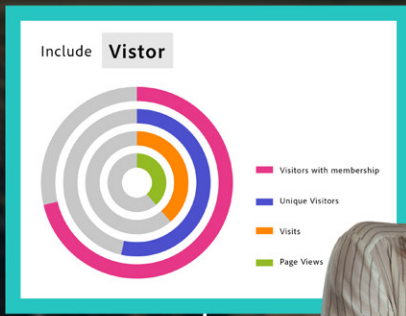
Technology: Level up with Adobe Experience Platform

In order to truly engage with people, not data points, you need three interconnected, tightly integrated systems:

1. A **data system** to consolidate, standardise and organise data from across the organisation.
2. An **insights system** to analyse data and make recommendations based on that analysis
3. An **engagement system** to take action based on these insights, automatically and in real time.

For a fully integrated and automated insight-to-action workflow, each of these systems is available as a solution on the Adobe Experience Platform (AEP). Think of AEP as the 'operating system' that brings multiple solutions together, ensures compatibility and enables solutions to work together.

1. **Adobe Real-Time Customer Data Platform (RTCDP)** brings customer data together and creates customer profiles. It includes tools for data governance, identity management and advanced segmentation.
2. **Customer Journey Analytics (CJA)** analyses data across channels to surface deeper customer behaviour insights.
3. **Adobe Journey Optimizer (AJO)** puts insights into action, automatically and intelligently managing optimised engagement for millions of customers within a single application.



Customer journey analytics in action.

Customer journey analytics can unlock insights for more effective marketing. But that's just one use case. Here are three examples from three different industries that highlight the possibilities.

Retail: Optimisation and innovation at speed

OTTO is a German eCommerce retailer with 11.5 million active customers and over 6,000 employees. They added Adobe Customer Journey Analytics to their existing Adobe Analytics solution, hoping to find new ways to engage customers and optimise experience.

The company now boasts 40 different product teams running perpetual optimisation cycles. These data-driven cycles include everything from optimising landing pages to tweaking wish list design to choosing product colours.

With customer journey analytics applied across the business, OTTO has seen significant uplifts in business through data-driven product development and data-based, ongoing optimisation.

“We see uplifts wherever we use customer journey analytics, and the platform has now become an indispensable part of development. Good and helpful product information is the key to a good overall experience.”

Andreas Stuht, Head of E-Commerce Analytics, OTTO

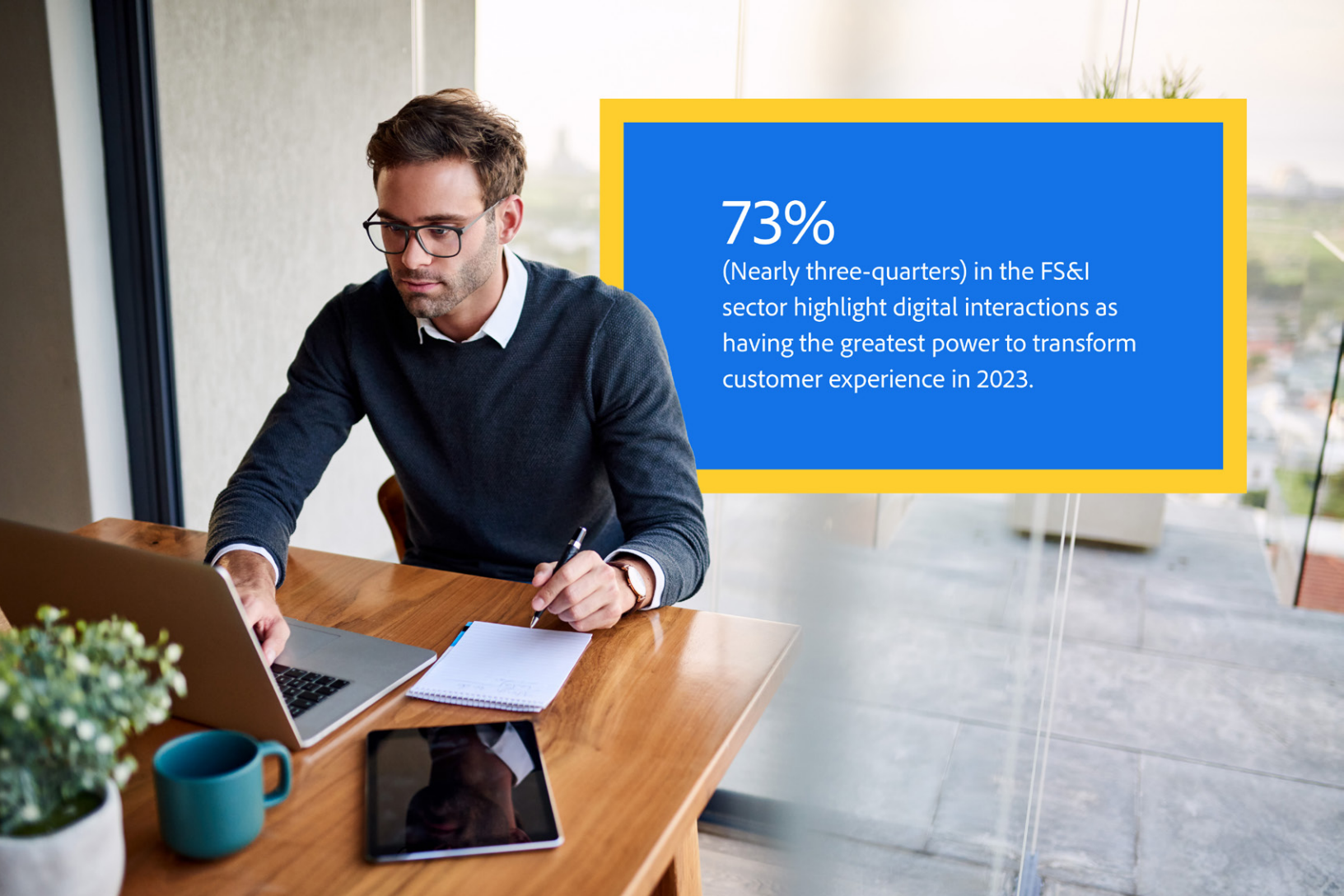


Hospitality: Improving experience to drive revenue

Marriott, a global hotel company with over 1.1 million rooms, is constantly seeking to evolve and improve its customer experience. They use Adobe Analytics, Adobe Target and more to collect and analyse customer data online, on their app and in person.

These tools make it simpler to evaluate customer sentiment, test experiences and see how they can be improved. Everything from website design to check-in policies are continually being tested and optimised.

Thanks to these efforts, the hotel company estimates they have seen over \$250 million in incremental gross revenue directly attributable to the program. They estimate a total of \$1 billion in incremental lift and loss prevention.³



73%

(Nearly three-quarters) in the FS&I sector highlight digital interactions as having the greatest power to transform customer experience in 2023.

Financial Services: Customer experience optimisation

TSB is a UK-based financial institution with 7,000 employees. They used Adobe Experience Platform, Experience Cloud, Customer Journey Analytics, Journey Optimizer, Target and more to personalise at-scale for millions of customers.

These tools empowered TSB to:

- Eliminate friction points from their customers' journey, to increase conversions
- Personalise digital experiences for customers
- Unify banking services across channels
- Increase efficiency by incentivising customers to use digital self-service

In the first few months after TSB made these new experiences available to the public, they saw a 200% increase in sales and 92% of existing customers used digital self-service. One year after going live with Adobe Experience Platform, TSB boasted a 400% increase in loan applications.⁴

Whether they're buying for business or personal use, SaaS solutions or sneakers, customers expect personalised experiences. Relevant, meaningful personalisation needs more context than a handful of disconnected data points can offer.

With Adobe Customer Journey Analytics, marketers can get the insights they need for smarter personalisation without having to take a spot in the data science team's queue. And with Customer Journey Analytics combined with Adobe Target or Real-Time CDP and Adobe Journey Optimiser, it's possible to automate large-scale personalisation from insight to action and beyond.

Adobe Experience Platform

Adobe Experience Platform makes real-time customer experiences possible. As the foundation for Adobe Experience Cloud products and services, Experience Platform is an open system that stitches together customer data from every interaction through every channel in real time. The result is true, comprehensive customer profiles that drive relevant experiences for every customer. And it gives you the ability to analyze the data that really matters for customer experience, to train artificial intelligence and machine learning models that put your customers first, and to connect all your customer experience technology to a single source of truth.

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