

The Total Economic Impact™ Of Adobe Real-Time Customer Data Platform, Journey Optimizer And Customer Journey Analytics


Through multiple interviews and data aggregation, Forrester concluded that Adobe Real-Time Customer Data Platform, Journey Optimizer and Customer Journey Analytics has the following three-year financial impact.

FINANCIAL SUMMARY



VOICE OF THE CUSTOMER

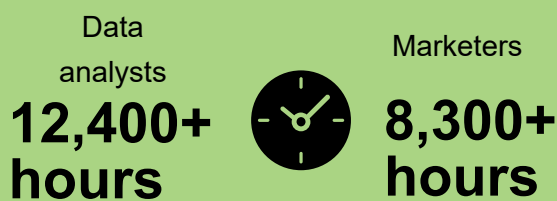
“Real-Time CDP, Adobe Journey Optimizer and Customer Journey Analytics are the trifecta. They more efficiently and effectively help us realize evergreen marketing use cases that incorporate all the customer data.”

 Senior director of customer data platforms, business services




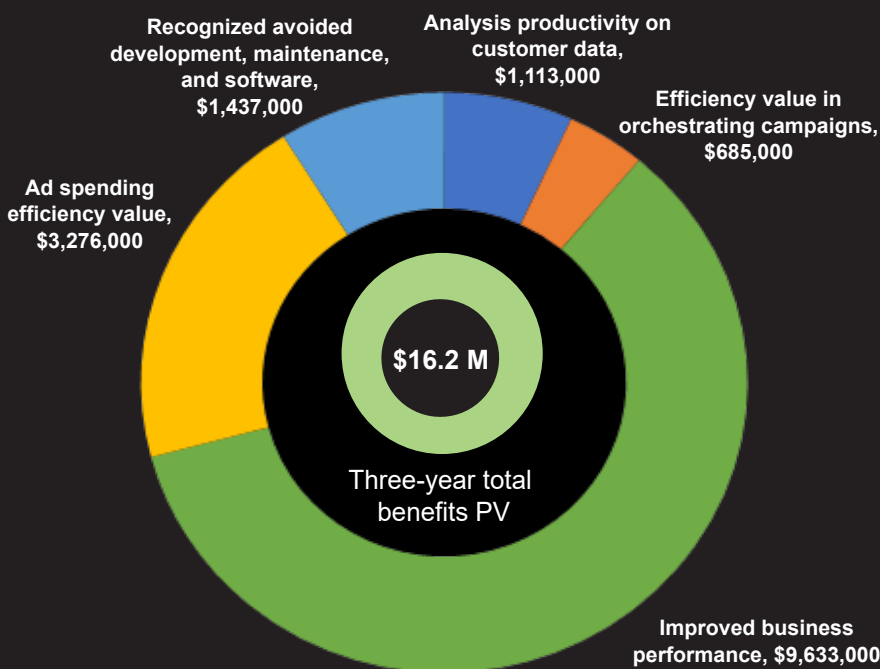
IMPROVED PERFORMANCE

Annual productivity increase



“We’ve gained the ability to dashboard digital, in-store events, and sales all in one tool. We can automatically create segments in Real-Time CDP and analyze customers in Customer Journey Analytics. It’s a much tighter integration between the two.”

 Director of digital marketing experience, retail



COMPOSITE ORGANIZATION BENEFIT RESULTS



Read the full study

This document is an abridged version of a case study commissioned by Adobe titled: The Total Economic Impact Of Adobe Real-Time Customer Data Platform, Journey Optimizer And Customer Journey Analytics, August 2023.

Commissioned By

