



What's New in Analytics: 2020

Adobe Analytics



ADOBE ANALYTICS VISION

To be the **core system of intelligence** for the experience business. Adobe's data and analytics solution delivers the ability for **anyone in the enterprise** to understand and **optimize** how their customers interact with their brand **across all touchpoints** in real time and at massive scale.



MAY RELEASE



ACROSS ALL TOUCHPOINTS

- Customer Journey Analytics Enhancements:
 - Global Availability
 - Support for AEP Sandboxes
- Video Analytics: Player State Tracking



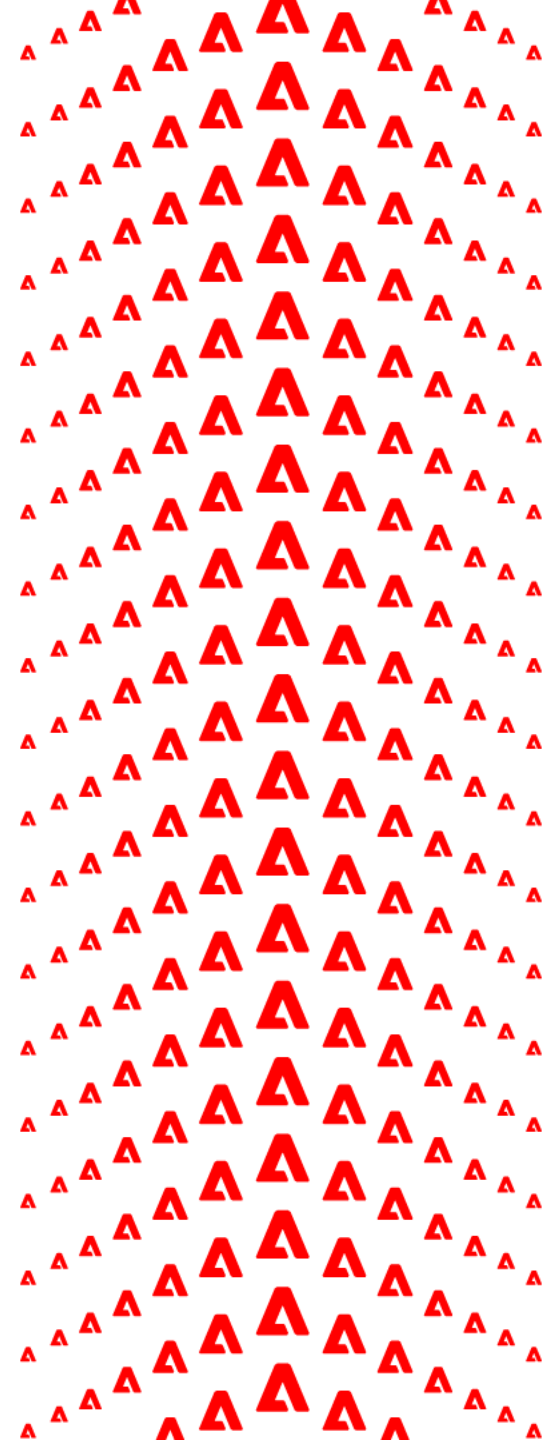
ANYONE IN THE ENTERPRISE

- Adobe Analytics dashboards (mobile app)



UNDERSTAND AND OPTIMIZE

- Experience Edge & Alloy JS

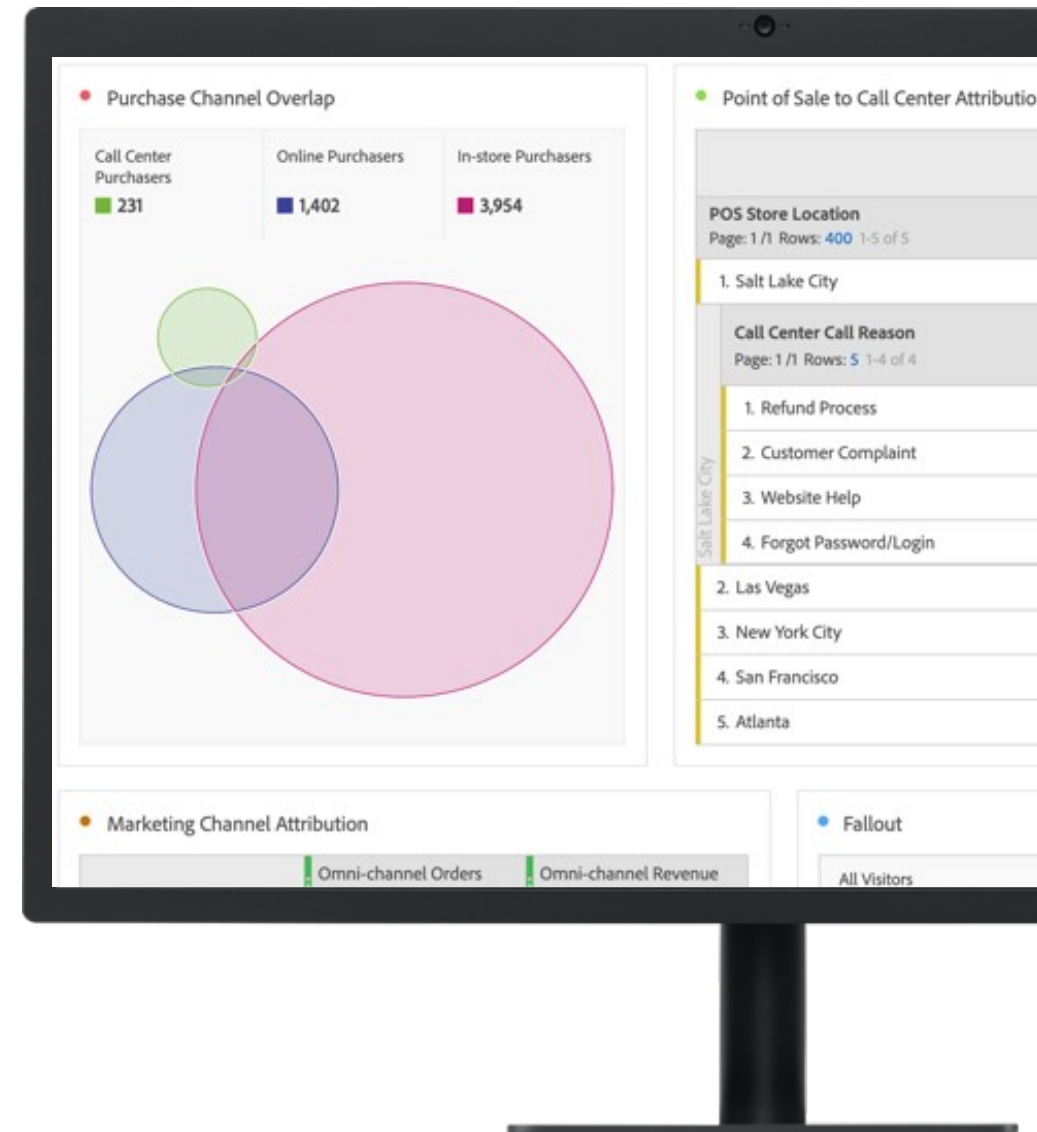


BUSINESS BENEFITS

Customer Journey Analytics (CJA) delivers context and clarity to the complex multi-channel customer journey, providing actionable insight into how to remove pain points from the customer conversion process and deliver positive experiences in the moments that matter most.

CAPABILITY DESCRIPTION

In the 2H 2020 CJA will be expanded to Japan, APAC and EMEA regions. Additional features are being added that enhance enterprise scale making CJA accessible to a wider audience, including enterprise-grade permissions and scheduled reporting.



BUSINESS BENEFITS

Only Adobe allows media companies the ability to more effectively evaluate their video content performance to make decisions on how the user should experience their videos, which features are providing the most seamless experience, and keeping their viewers engaged and loyal based on player usage statistics to optimize their experience.

CAPABILITY DESCRIPTION

Media publishers require a solution that captures all the user interactions and patterns as they engage with their video content. This feature provides a constant feedback loop to receive granular insights based on every view, e.g., a viewer that watches in full screen vs. minimized with their audio on or off to realize how engaged they are with the content.

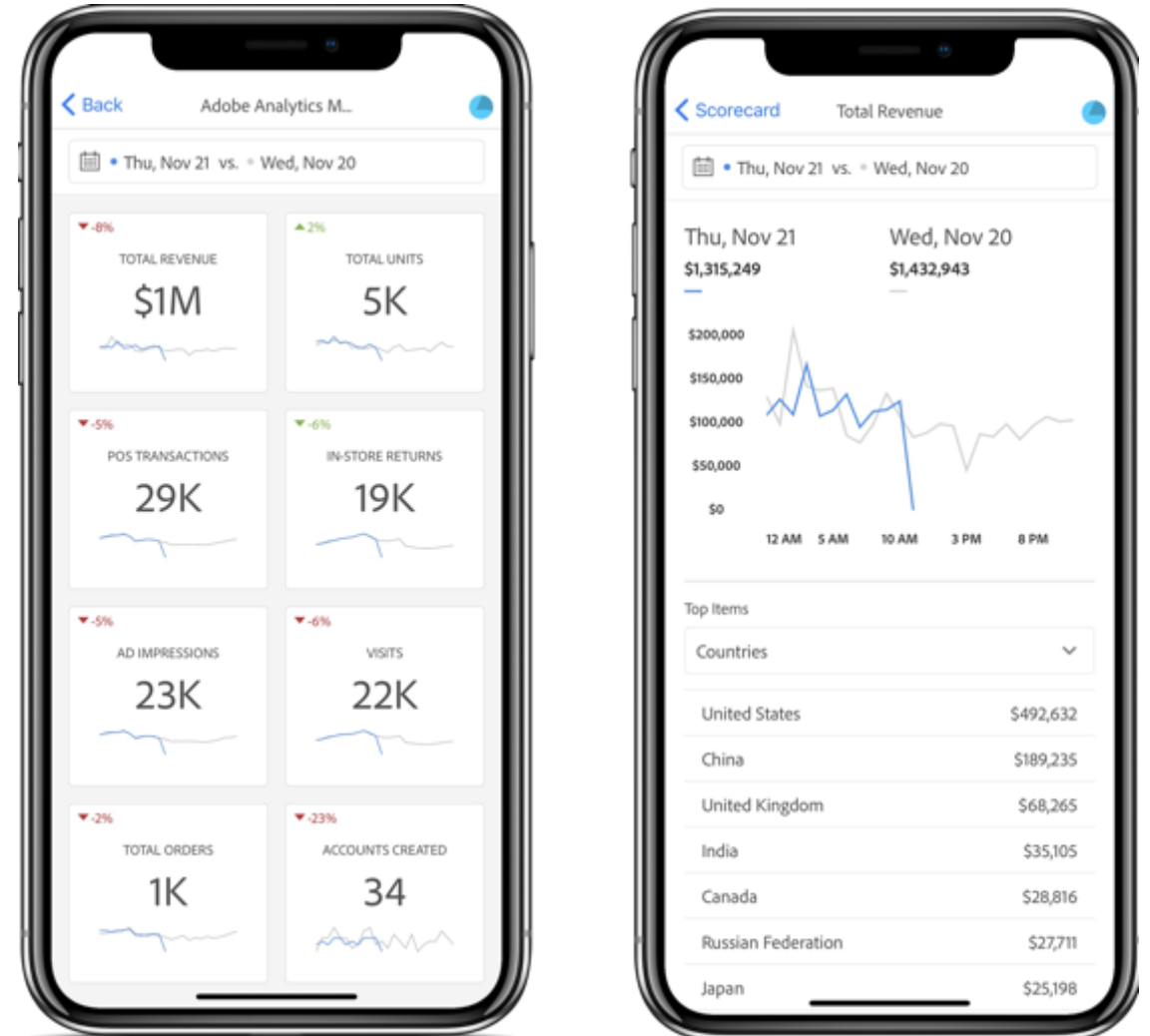


BUSINESS BENEFITS

Adobe continues to deliver data democratization giving anyone in the enterprise the ability to rapidly access data and insights on-the-go to help inform strategic and operational decision-making.

CAPABILITY DESCRIPTION

The new Adobe Analytics dashboards app gives self-service access to non-analyst business users and executives to view mobile-ready dashboards, quickly and easily perform breakdowns and apply segments to better understand business performance.



BUSINESS BENEFITS

Adobe unifies and centralizes data collection at scale, enabling experience businesses to send analytics data, retrieve audiences and return personalized experiences all within a single call, significantly reducing time to value.

CAPABILITY DESCRIPTION

A consistent and easier way to deploy all Adobe solutions, customers can leverage Adobe's new SDKs and world-wide data collection network to stream event-level data to any first- or third-party destinations in real-time.



JUNE RELEASE



ACROSS ALL TOUCHPOINTS

- A4T in Analysis Workspace
- Customer Journey Analytics Enhancements:
 - Full XDM Support in Reporting



ANYONE IN THE ENTERPRISE

- Analysis Workspace Enhancements: Quick Insights



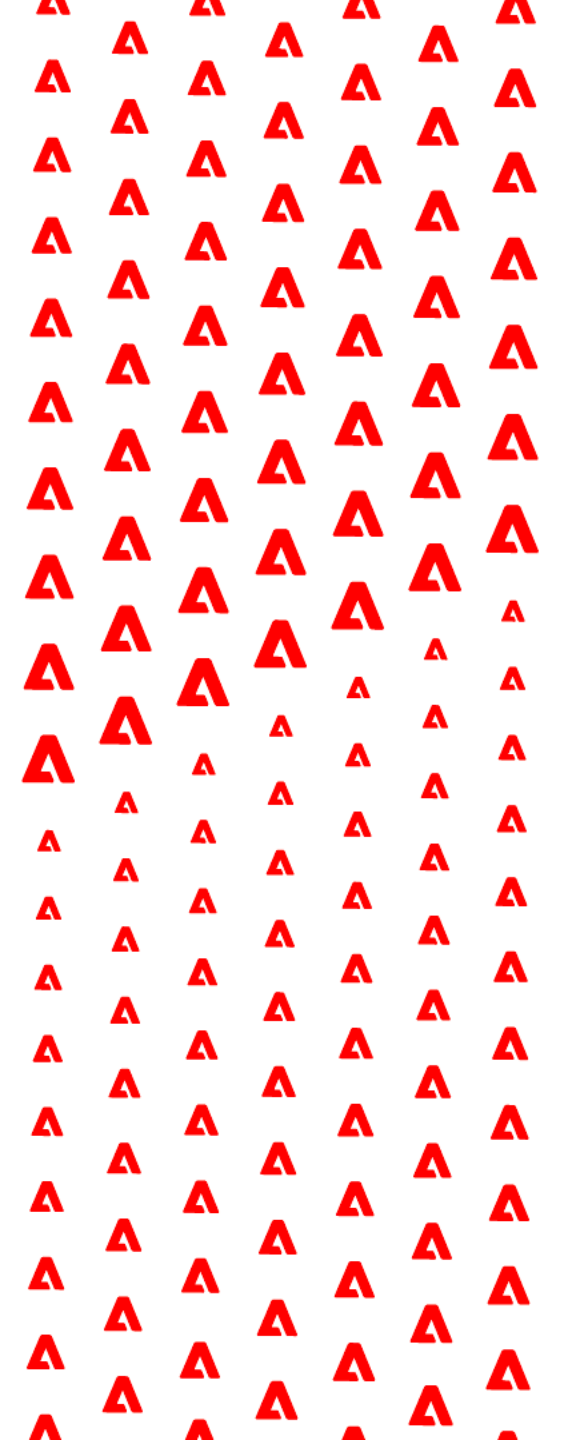
SYSTEM OF INTELLIGENCE

- Attribution IQ:
 - Algorithmic Attribution and Custom Lookback Windows
- Journey IQ: Cross-Device Analytics and Private Graph availability in EMEA and APAC



UNDERSTAND AND OPTIMIZE

- Bulk Ingestion API

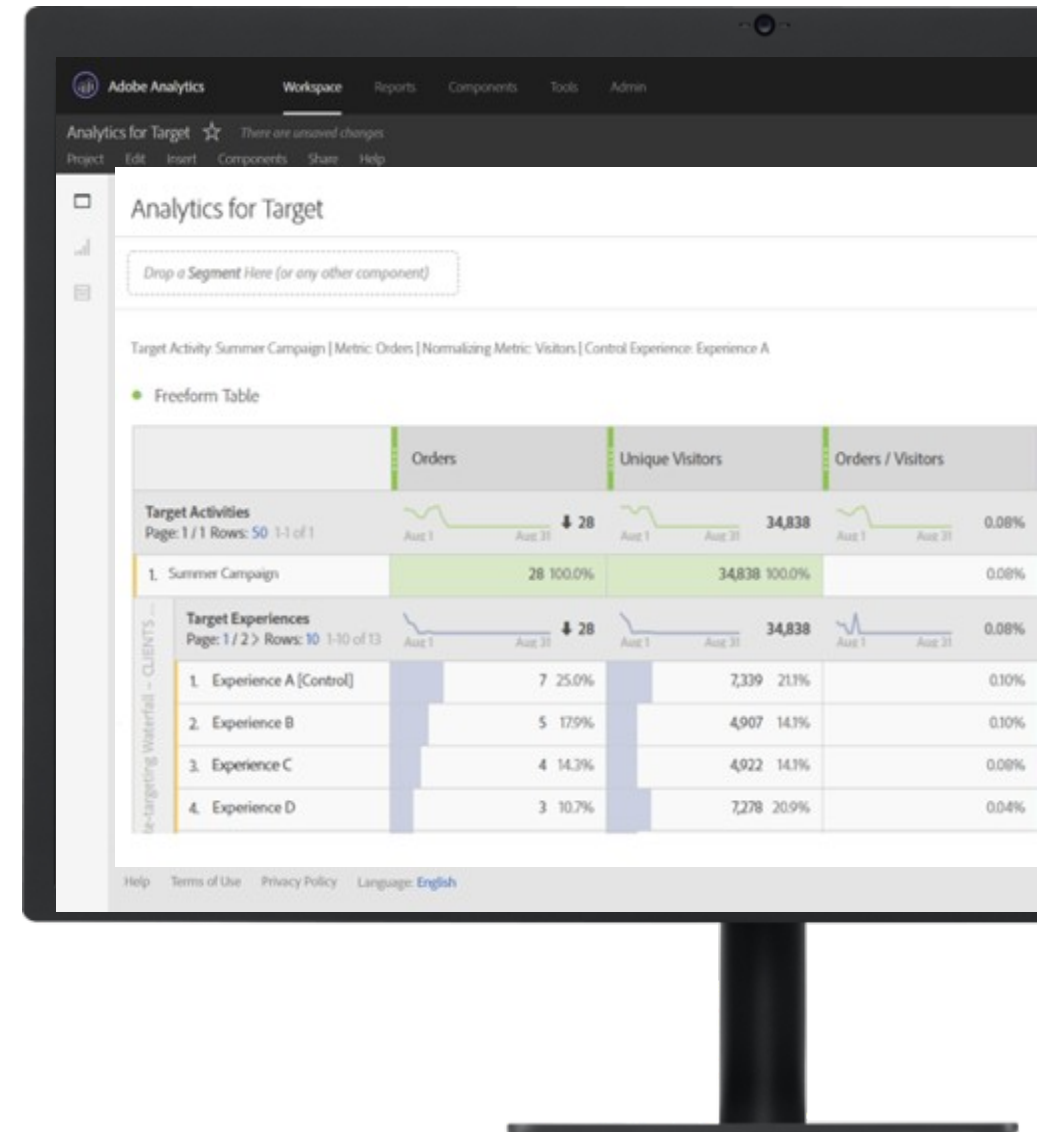


BUSINESS BENEFITS

Brands will be able to fully validate the performance impact of their personalization efforts faster and more accurately than ever before. AA+AT creates a single source of customer intelligence data, eliminating the variance that typically occurs when combining analytics and personalization.

CAPABILITY DESCRIPTION

Adobe enables customers to leverage powerful visualizations within Analysis Workspace to view activity impressions and activity conversion metrics that improve personalization and optimization efforts.

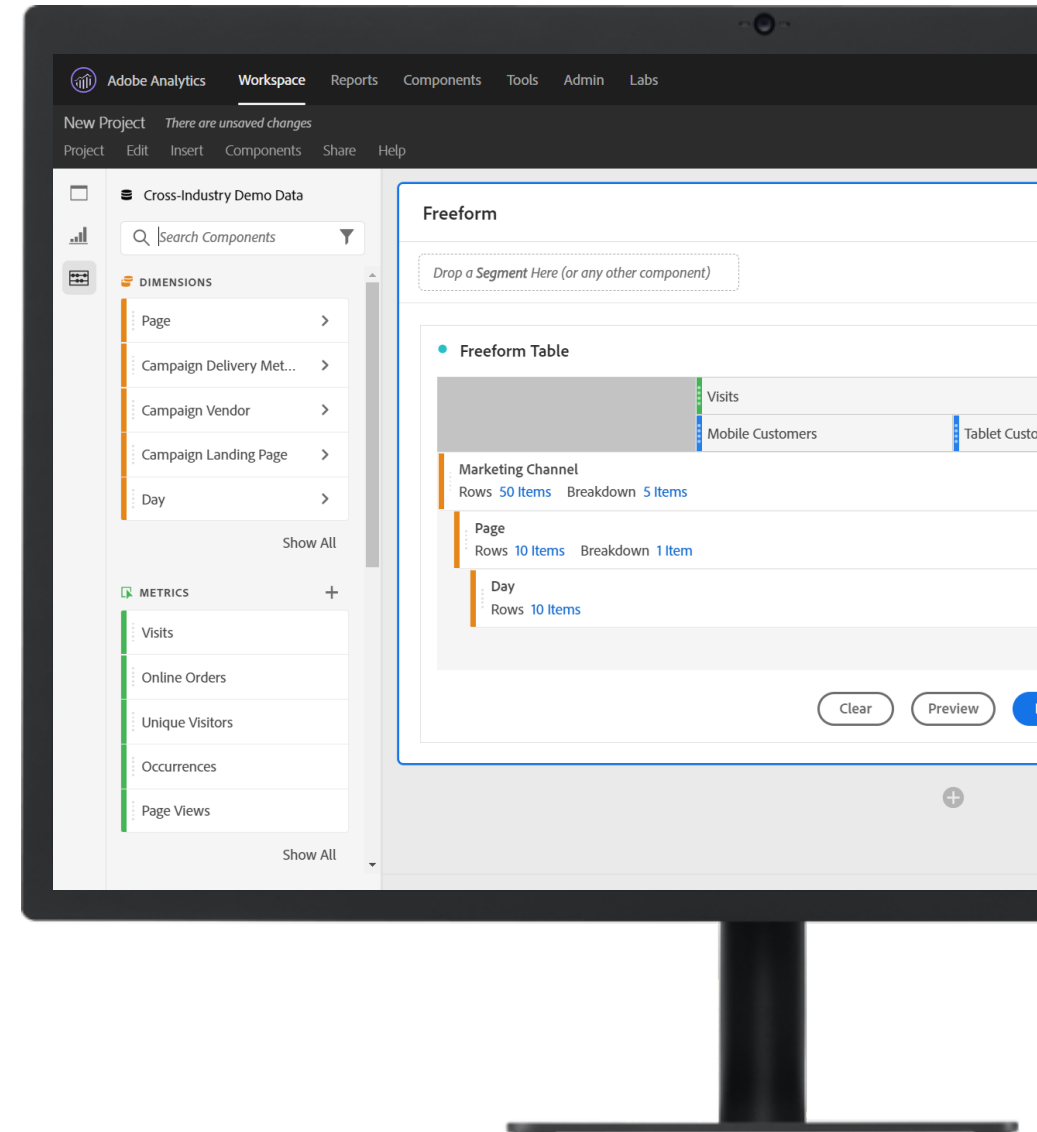


BUSINESS BENEFITS

Analysis Workspace enhancements make it even easier for users to quickly gain insights and answers to critical business questions from large and varied data stores.

CAPABILITY DESCRIPTION

Analysis Workspace is closing the "Ad hoc Analysis gap" and now includes Freeform Table Builder, multiple report suites within a single project, expanded export limitations and tools to help users tell better data stories.

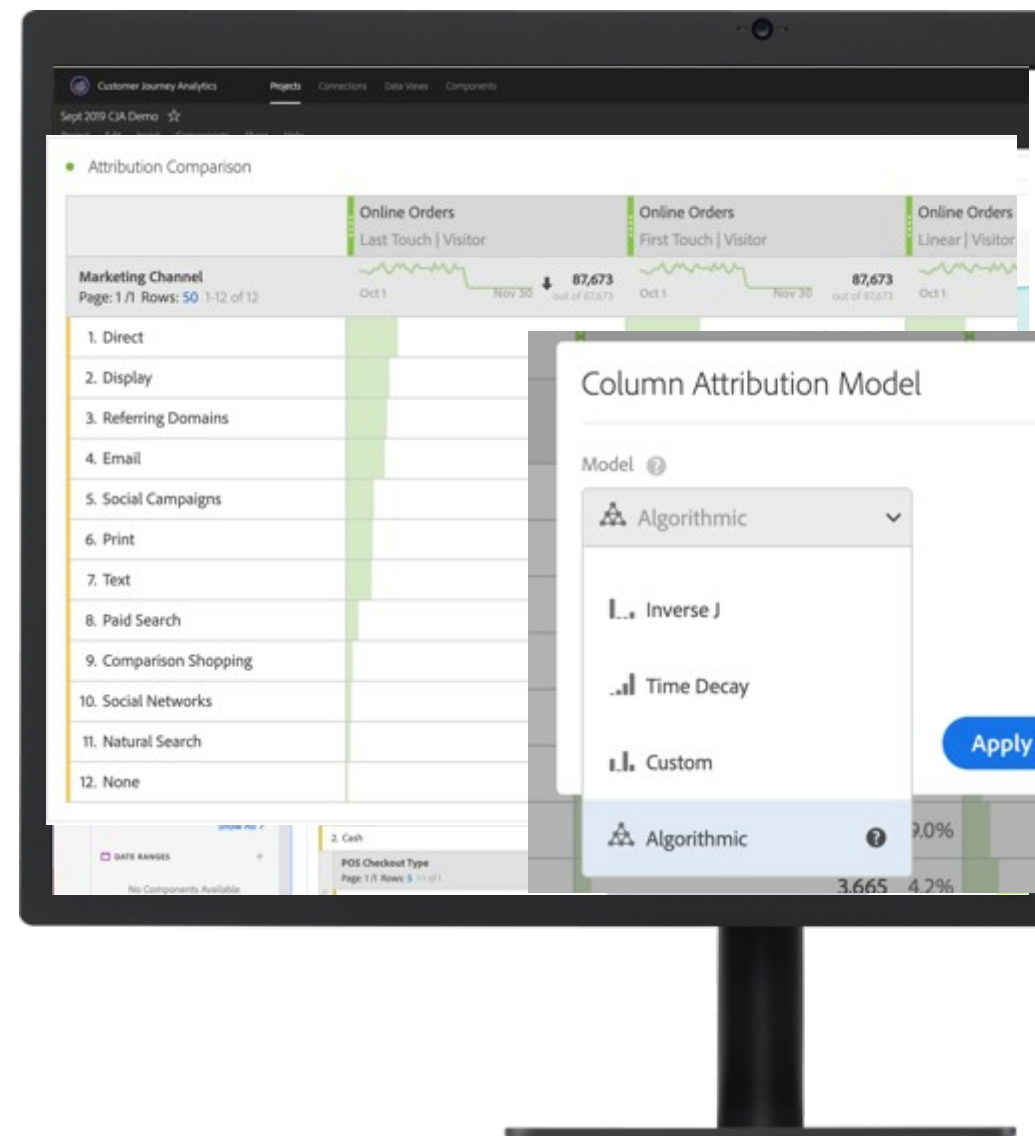


BUSINESS BENEFITS

Only Adobe enables modern intelligence teams to understand how meaningful engagement takes place across the customer journey, removing human bias and intelligently identifying inflection points that lead customers to target outcomes, effectively optimizing marketing initiatives.

CAPABILITY DESCRIPTION

Algorithmic Attribution provides a statistically based attribution model in Analysis Workspace that allows unlimited comparisons, breakdowns, segments and reporting line items as well as support in Attribution IQ for a custom, month-level look back window enabling customers to attribute conversions to marketing activities that occurred as far back as they want with no limits.

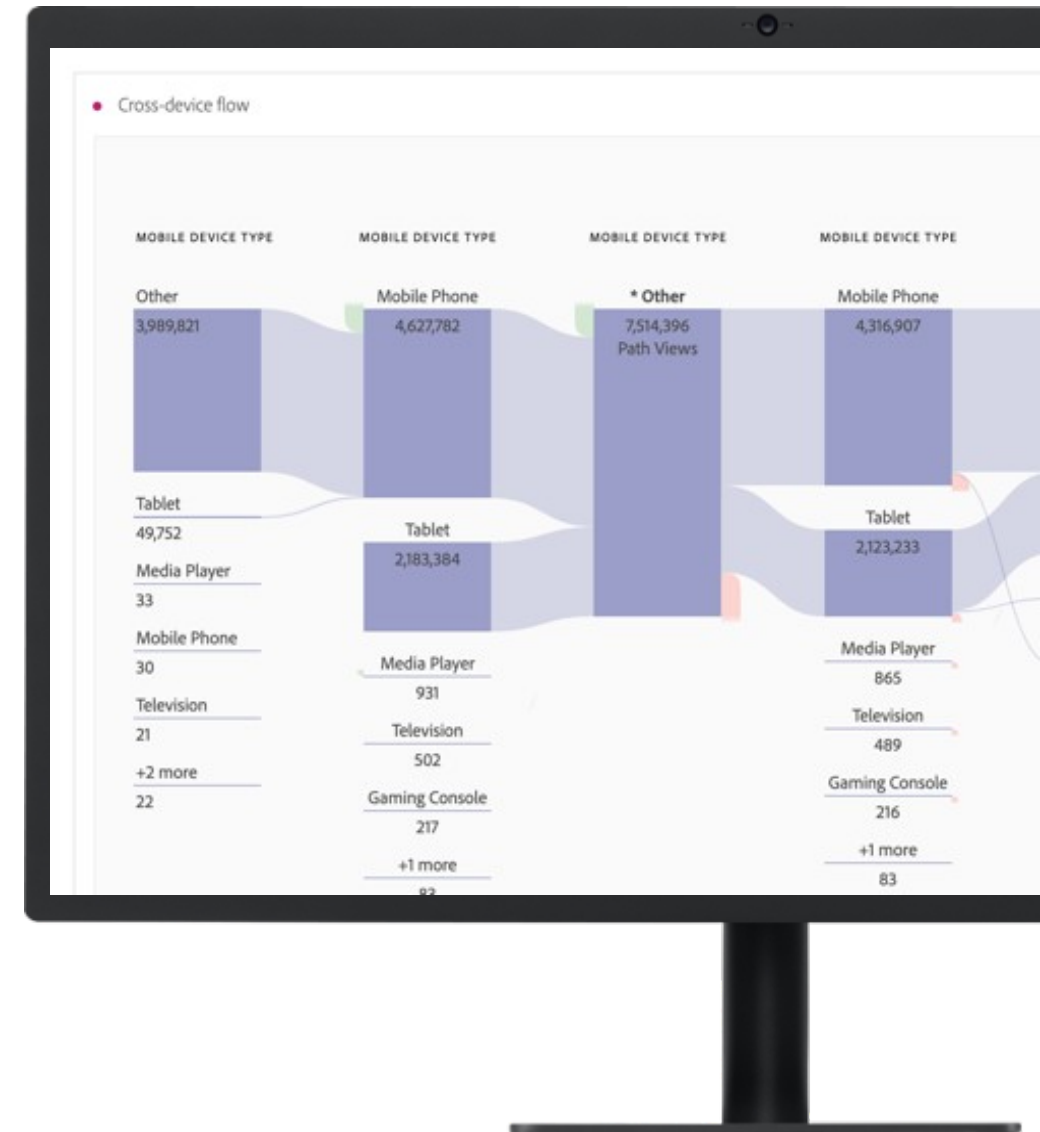


BUSINESS BENEFITS

Adobe enables brands to deterministically connect behavioral data across different devices utilizing the Adobe device graph to combine device usage into a person-centric view and merge behavior from multiple devices into a single journey stream to understand how people move from touchpoint to touchpoint across devices.

CAPABILITY DESCRIPTION

In 2H 2020, Cross-Device Analytics will become generally available in EMEA and APAC, integration with the enhanced private graph will ensure an up-to-date customer view across devices and volume limits will be increased for stitching.



BUSINESS BENEFITS

Adobe makes it easy for customers to quickly and easily upload current and historical server call data in batches opposed to line by line.

CAPABILITY DESCRIPTION

The Analytics Bulk Ingestion API provides customers with a productized system that scales, handles errors, and addresses nuanced details of inserting current and historical data into Adobe Analytics.

```
{
  "companyContexts": [{
    "namespace": "imsOrgID",
    "value": "123456789@AdobeOrg"
  }
],
  "users": [{
    "key": "David Smith",
    "action": ["access"], // Options: ["access", "delete"]
    "userIDs": [{
      "namespace": "email",
      "value": "dsmith@acme.com",
      "type": "standard"
    },
    {
      "namespace": "myCustomField",
      "value": "myCustomId_1234",
      "type": "unregistered"
    }
  ]
}]
}
```

ANALYTICS FALL 2020 RELEASE

2020 has been an unprecedented year where **customer engagement** and expectations evolved overnight, instantly disrupting business operations and **accelerating new digital transformation** imperatives. Delivering compelling experiences in the moments that matter is not only vital for business performance improvement, it is now requisite for survival.

To that end, with the Adobe Analytics Fall 2020 Release, **AI/ML capabilities** have been infused across the **omnichannel insight-to-action** spectrum, greatly enhancing your view of your customers and their journeys wherever they engage with your brand. New capabilities and feature enhancements will enable teams across your organization to **surface new opportunities faster**; and to build stronger, more valuable relationships with customers by leveraging the combined power of **data-science-as-a-service**, **augmented omni-channel analysis** and **unified marketing measurement**.



SEPTEMBER RELEASE



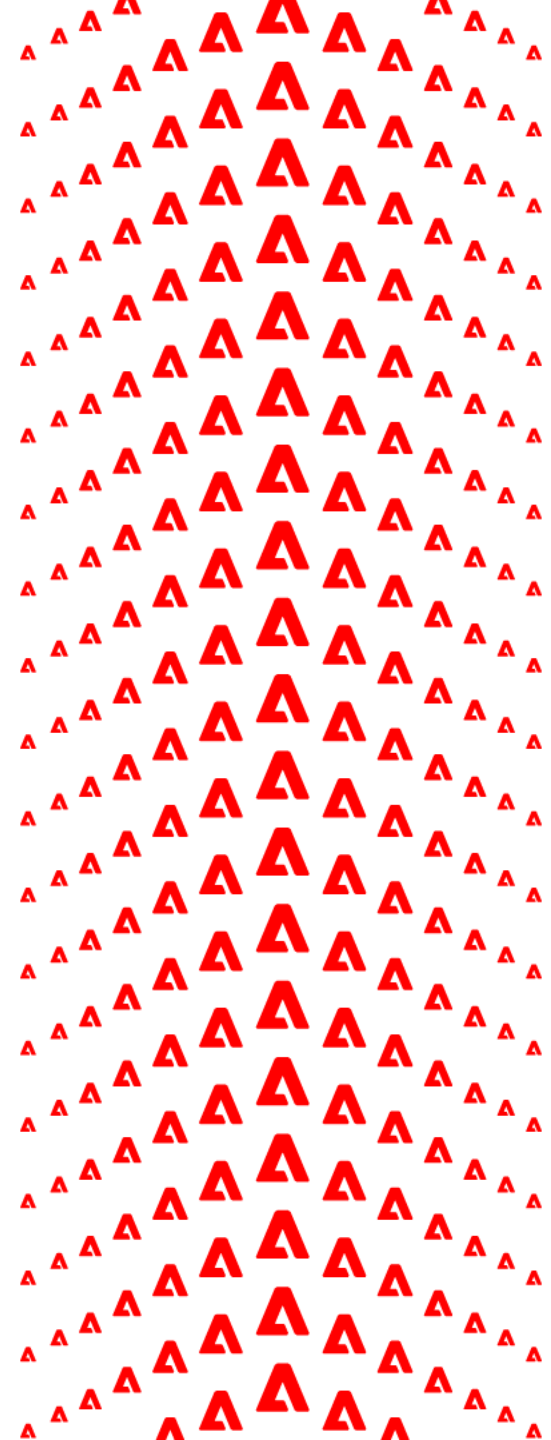
ACROSS ALL TOUCHPOINTS

- Customer Journey Analytics Enhancements:
 - Anomaly Detection support in CJA

UNDERSTAND AND OPTIMIZE



- Media Concurrent Viewers Enhancements
- Analysis Workspace Enhancements:
 - New “Last n full days” date ranges
 - Show x/y axis settings for line visualizations
 - Show min/max settings for line visualizations
 - Show trendline setting for line visualizations
 - Download 50,000 rows for a single dimension

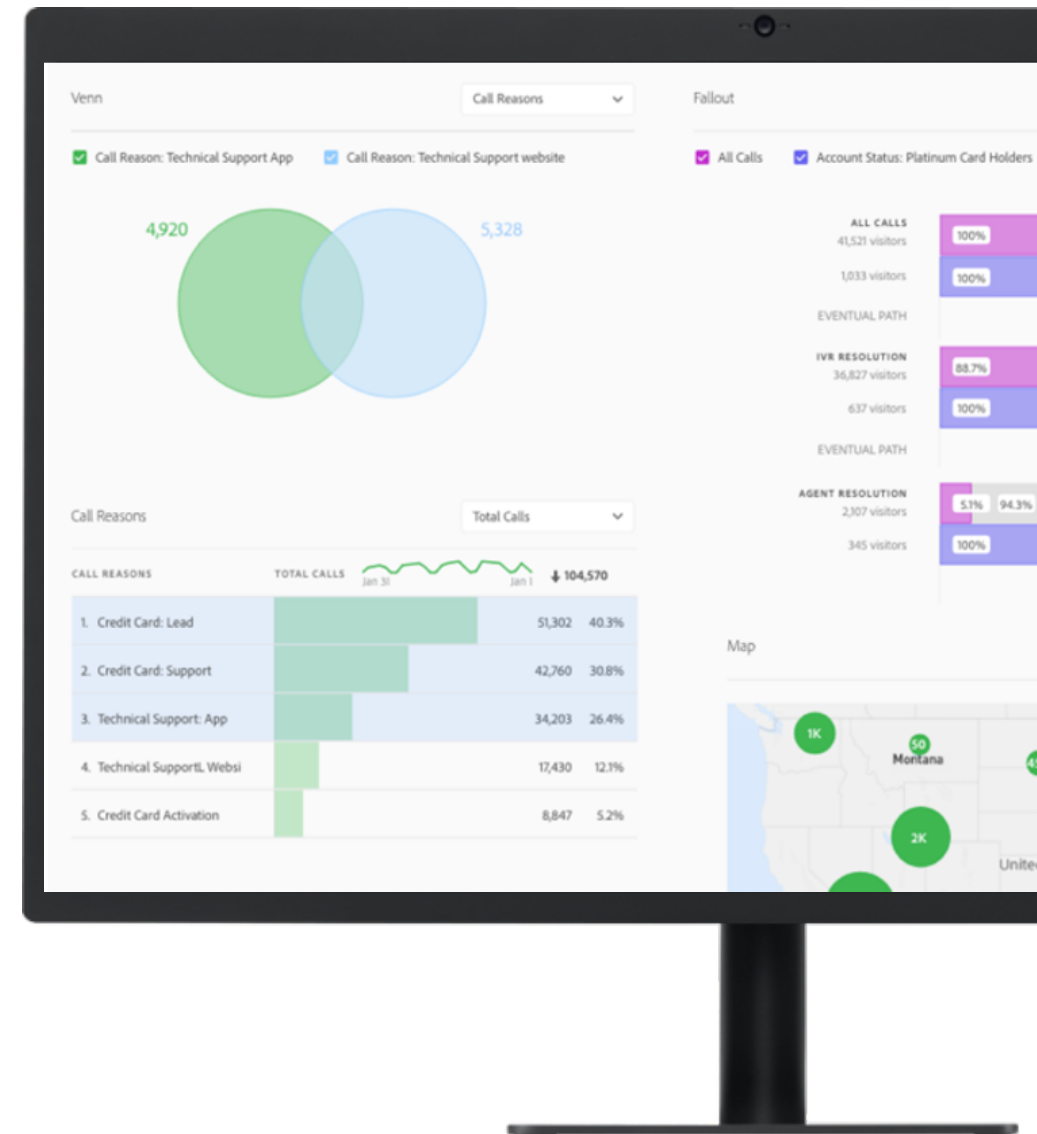


BUSINESS BENEFITS

Customer Journey Analytics (CJA) delivers context and clarity to the complex multi-channel customer journey, providing actionable insight into how to remove pain points from the customer conversion process and deliver positive experiences in the moments that matter most.

CAPABILITY DESCRIPTION

Customers of Workspace on Platform (CJA) will now be able to automatically detect statistically significant data anomalies with Anomaly Detection in CJA.



BUSINESS BENEFITS

The Concurrent Viewers panel has been added as a new panel in Analysis Workspace making it easier than ever for media companies to gain visibility into the critical metric of Concurrent Viewers enabling them to drive greater engagement and adjust for volume/scale.

CAPABILITY DESCRIPTION

With greater flexibility in reporting and an easier to use UI, users can understand where peak concurrency occurred or where drop-offs happened, gain valuable insight into the quality of content, viewer engagement, and better troubleshoot or plan for volume/scale.

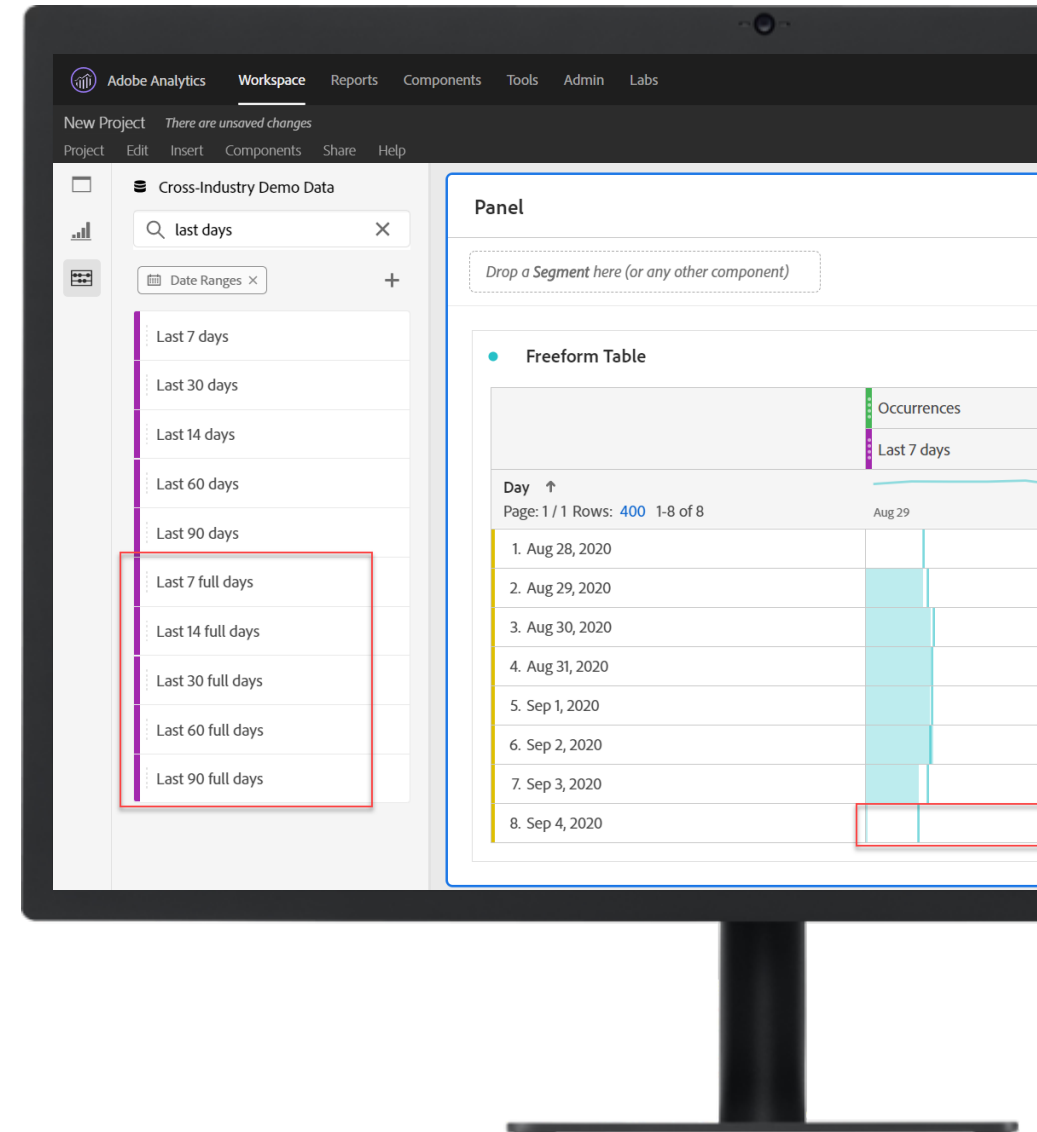


BUSINESS BENEFITS

Analysis Workspace enhancements make it even easier for users to quickly gain insights and answers to critical business questions from large and varied data stores.

CAPABILITY DESCRIPTION

Analysis Workspace now delivers even greater flexibility in analyzing historical data with the addition of 5 new “Last X full days” date ranges that enable users to choose from date ranges that do not include partial day data from today.

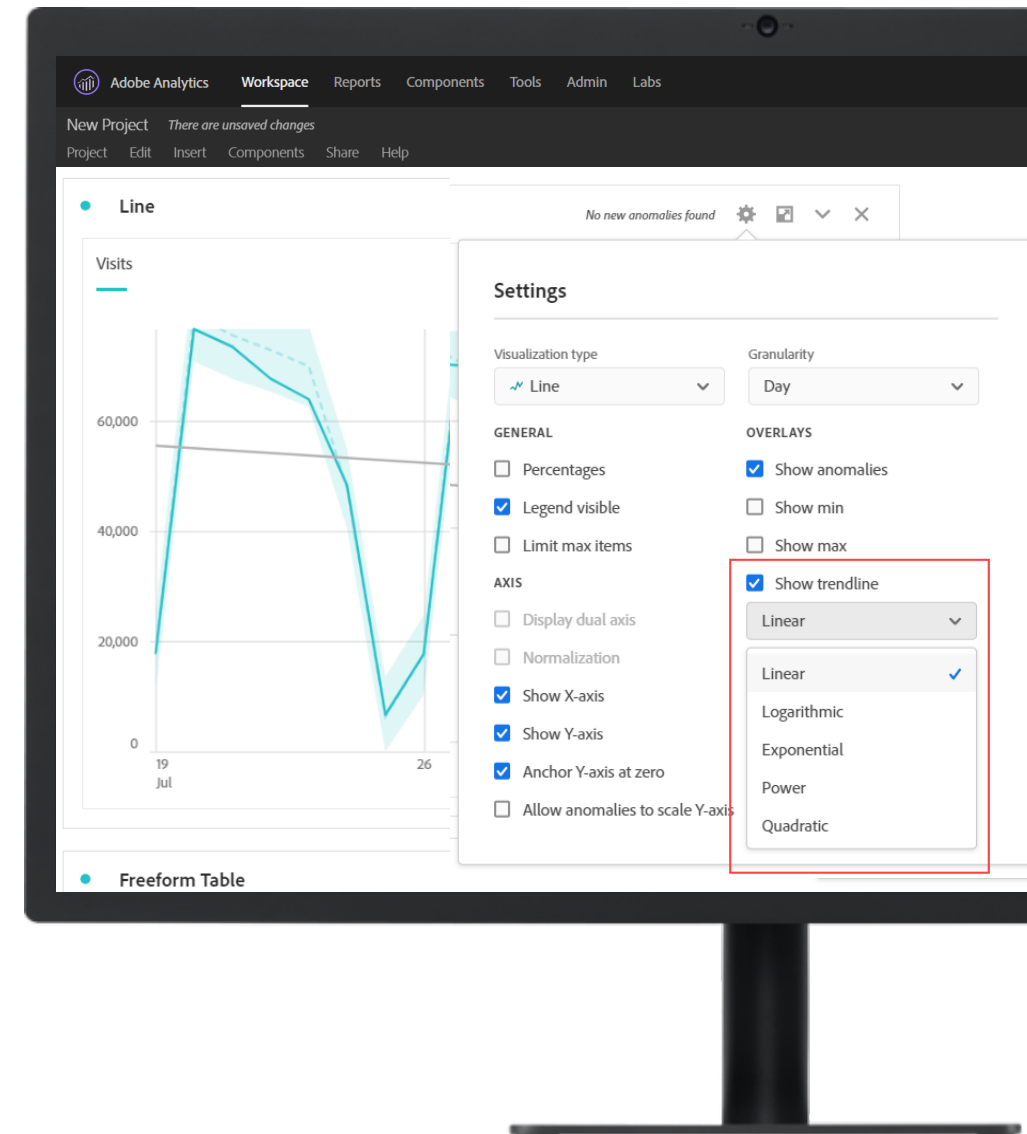


BUSINESS BENEFITS

Analysis Workspace enhancements make it even easier for users to quickly gain insights and answers to critical business questions from large and varied data stores.

CAPABILITY DESCRIPTION

Analysis Workspace now includes a variety of new settings for line visualizations including the ability to overlay different regression trendlines to more easily see trends in the data. New options include Linear, Logarithmic, Exponential, Power and Quadratic, show or hide the x-axis and y-axis of any line visualization, and overlay a minimum and maximum value label on any line visualization to quickly highlight peaks and valleys in a metric.

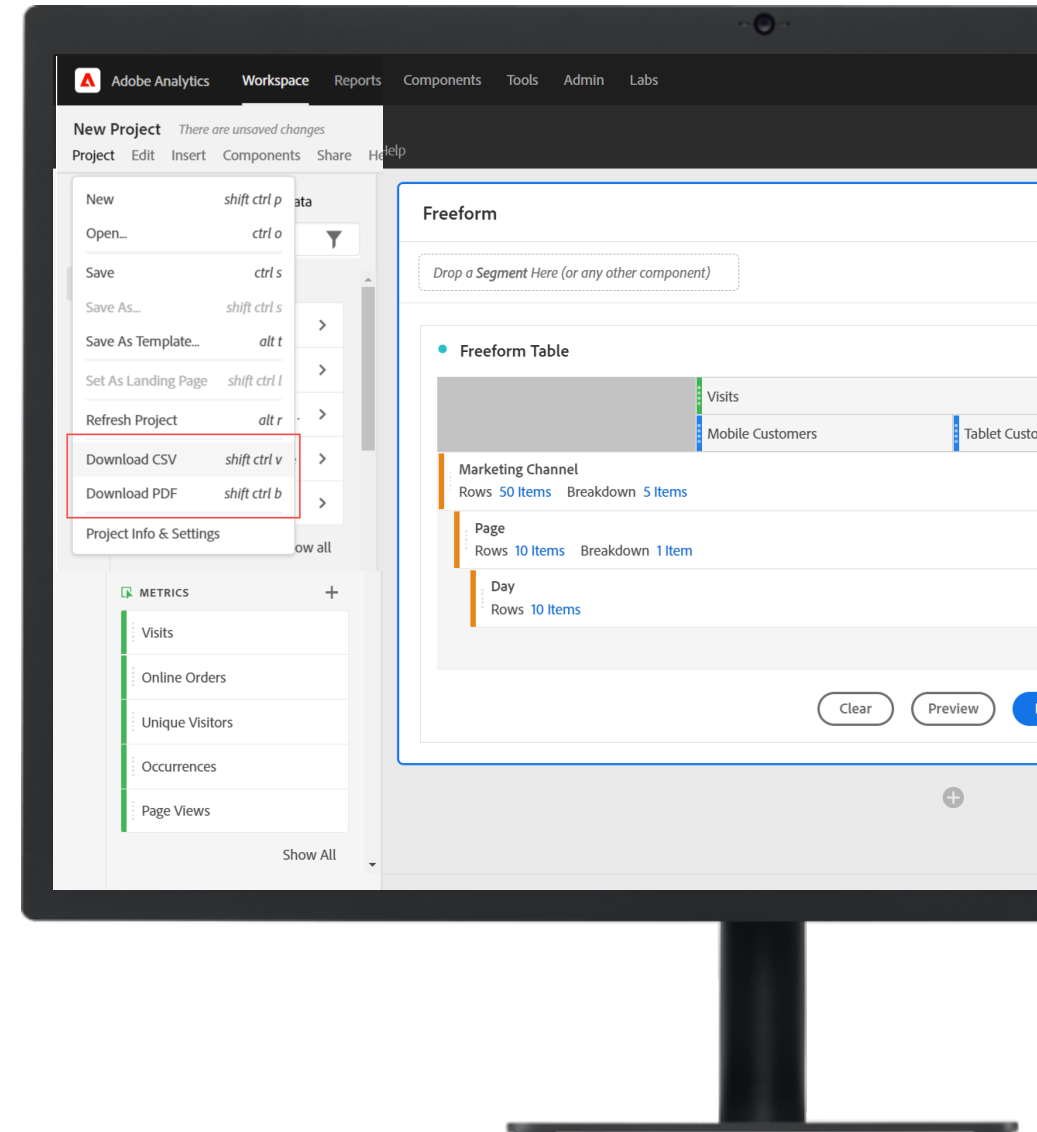


BUSINESS BENEFITS

Analysis Workspace enhancements make it even easier for users to quickly gain insights and answers to critical business questions from large and varied data stores.

CAPABILITY DESCRIPTION

Users are now able to download 50,000 items for a single dimension in a freeform table, with segments and filters applied. This delivers greater flexibility allowing users to access more than the 400 rows of data outside of Analysis Workspace.



OCTOBER RELEASE



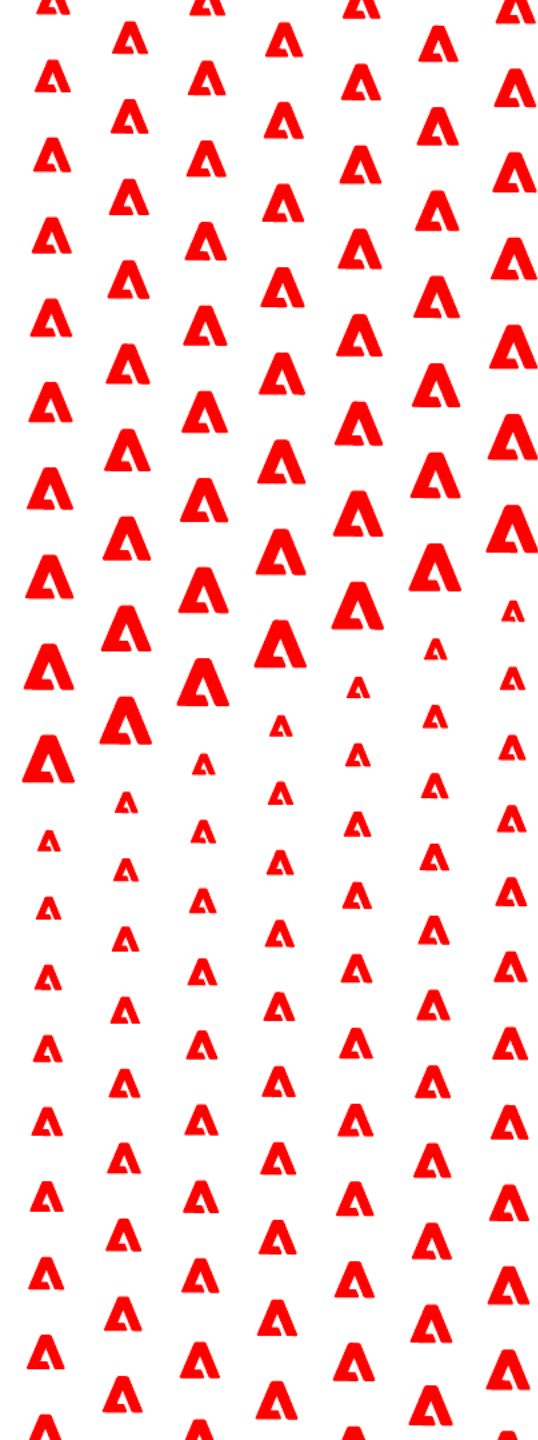
ACROSS ALL TOUCHPOINTS

- Customer Journey Analytics Enhancements:
 - Field-based stitching
 - Infrastructure enhancements



UNDERSTAND AND OPTIMIZE

- Streaming Media Analytics in Ultimate
- Data Repair API

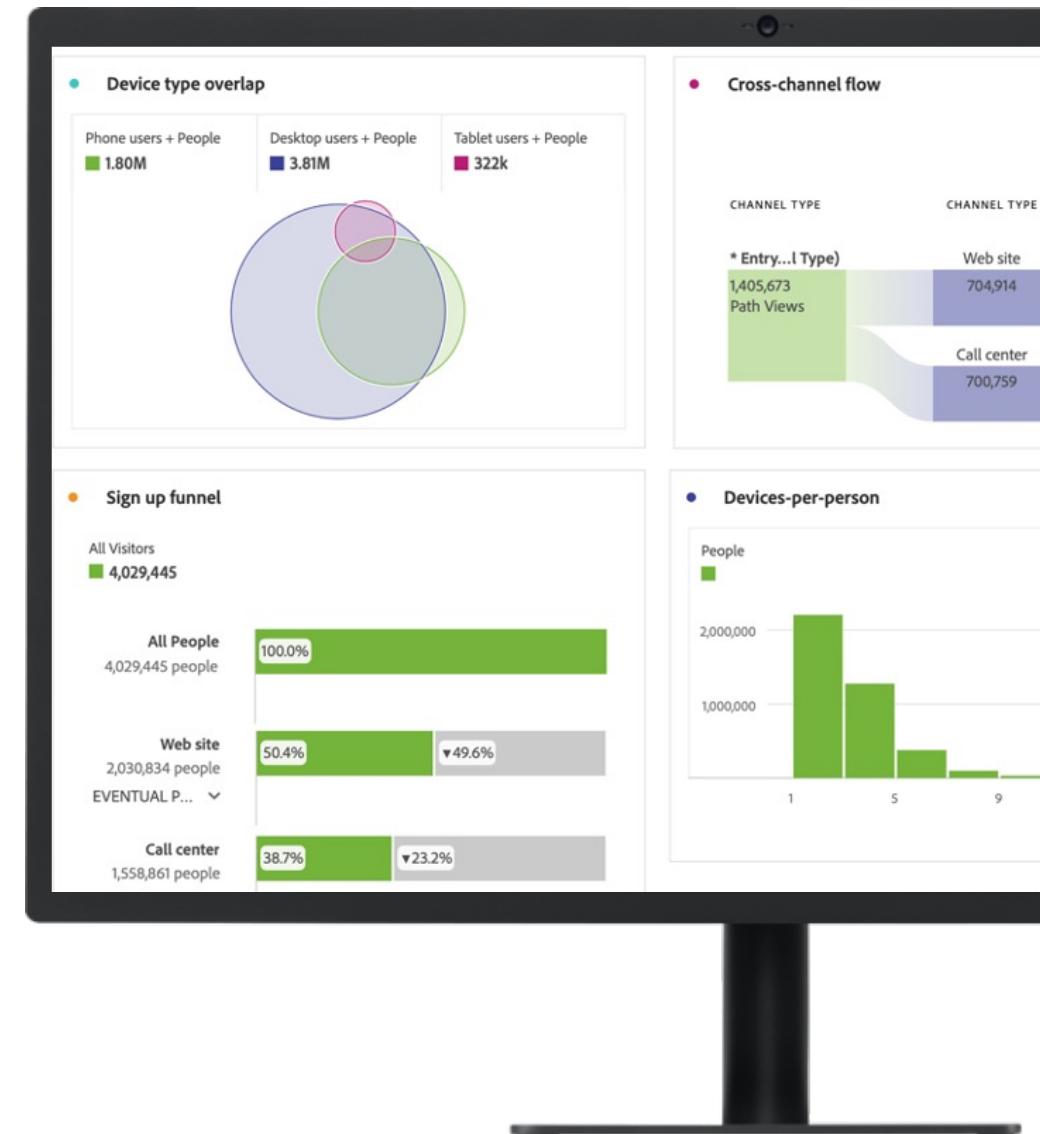


BUSINESS BENEFITS

Customer Journey Analytics (CJA) delivers context and clarity to the complex multi-channel customer journey, providing actionable insight into how to remove pain points from the customer conversion process and deliver positive experiences in the moments that matter most.

CAPABILITY DESCRIPTION

With the introduction of field-based stitching this Fall, customers of Workspace on Platform (CJA) will now be able to perform cross-device/cross-channel analysis that includes automatic re-keying of Analytics data into a person-centric view based on a person ID stored in a field within the event dataset. As well as the ability to combine person-centric Analytics data with other person-based datasets for cross-channel analysis.

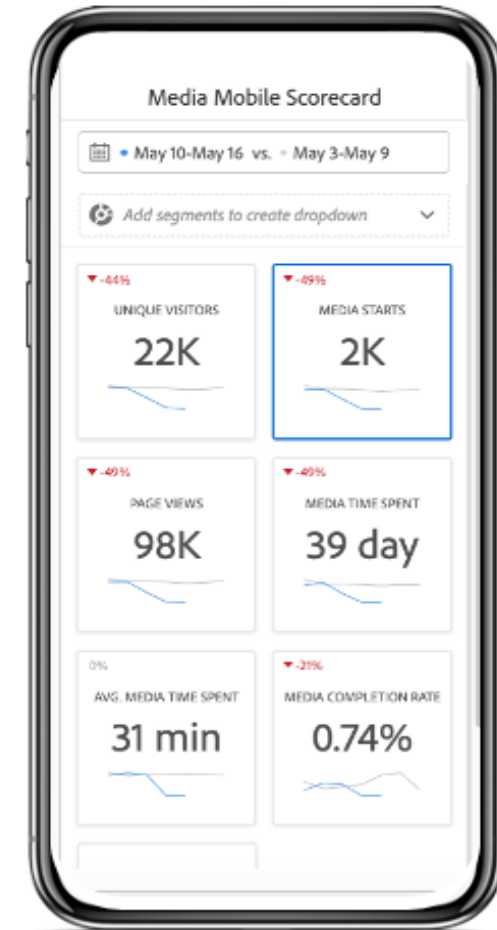


BUSINESS BENEFITS

New and renewing Ultimate customers will have access to streaming media analytics that provide granular streaming media tracking to identify trends, drive greater engagement, and increase purchases and overall ROI.

CAPABILITY DESCRIPTION

This new capabilities delivers up to 1 million media starts per month or 12 million a year across one report suite enabling users to effectively tie video and audio playback with behavioral traffic and gain valuable insight insight key streaming KPIs such as Media Starts, Media Completes, Media Time Spent and Media Quartiles all combined with unique visitors.



BUSINESS BENEFITS

Adobe makes it easy for experience businesses to manage sensitive data, significantly reducing processing time and costs of data deletion.

CAPABILITY DESCRIPTION

A self-service API for the removal of variable (columnar) data from Adobe Analytics enables users to easily address accidental personal information (PI) data collection without the needs for professional consulting services.

```
{
  "companyContexts": [{
    "namespace": "imsOrgID",
    "value": "123456789@AdobeOrg"
  }],
  "users": [{
    "key": "David Smith",
    "action": ["access"], // Options: ["access", "delete"]
    "userIDs": [{
      "namespace": "email",
      "value": "dsmith@acme.com",
      "type": "standard"
    },
    {
      "namespace": "myCustomField",
      "value": "myCustomId_1234",
      "type": "unregistered"
    }
  ]
}]
}
```