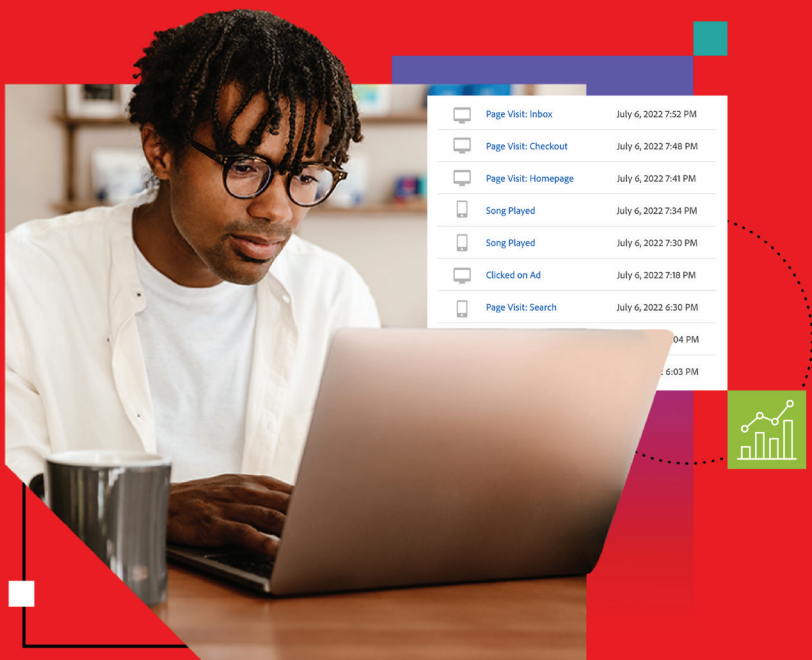




# Demystifying omnichannel analytics —a closer look.

Why an omnichannel analytics strategy is key  
to delivering seamless customer experiences.



Customers expect more from businesses than ever before. If you're sending them a marketing message, it better speak to their interests on a personal level—and come at the right time and place. If you're recommending a product or service, it should be something they've had their eye on—or even better, something they didn't realize they needed.

To deliver meaningful and engaging experiences to a large customer base in a scalable and efficient manner, you must have a deep understanding of your customers and be able to personalize your approach based on their unique needs. This requires three interconnected systems that form the foundation for successful customer experiences:



#### **A system of data**

that responsibly brings together first- and second-party customer data in real time to create comprehensive customer profiles ready for activation across the customer lifecycle—so you have a clear picture of who you're engaging with.



#### **A system of insights**

that leverages the power of artificial intelligence (AI) on top of cross-channel data for a complete view of the customer journey and a better understanding of the "why" behind customer behavior—so you can predict what customers might do next and interact with them in a more empathetic way.



#### **A system of engagement**

that acts on real-time data to orchestrate personalized journeys by using AI offer-decisioning and automation to deliver the most relevant content to your customers—so you can focus more on crafting experiences that inspire emotional connections and loyalty.

While each of these systems provides great value to brands when used on their own, it's what they can accomplish when used together that generates outsized returns. Collectively, these three systems empower your teams to know, understand, and intelligently engage with your customers like never before. And they should be at the heart of your customer experience strategy.

In this guide, we'll focus on the system of insights—specifically how omnichannel analytics acts as a force multiplier to create business impact.

“ By unifying our data, we started waking up to the fact that our customers' trust is an extraordinarily valuable asset. They were telling us exactly what they were looking for, and we needed to be more aligned with ways to help them.

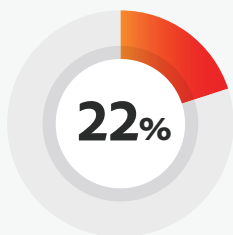
**Melanie Babcock**

Vice President of Integrated Media

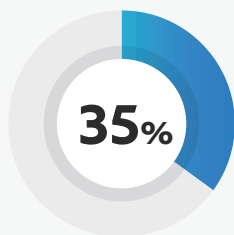
The Home Depot

# Understanding omnichannel analytics.

Digital data alone is no longer sufficient to manage the customer experience effectively. That's because the customer experience is inherently omnichannel. Brands may recognize the importance of integrated multichannel marketing strategies, but many fail to apply this same thinking when analyzing customer interactions. Companies need data from both physical and digital channels to get an accurate and up-to-date understanding of their customers' journeys.



22% of senior executives are prioritizing merging online and offline data for a complete view of customers' engagement.



35% of sector-leading organizations are experts at maintaining a balance between insights obtained from data and algorithms and those obtained from human judgment, expertise, and experience. Among the lower performing organizations, only 11% are skilled at achieving this balance.

Source: Adobe

To be truly omnichannel, a company should be able to gather and analyze data from every customer touchpoint across marketing, product, and service channels, including web, mobile, app, email, CRM, loyalty, customer surveys, and in-store interactions. This provides a holistic view of the customer experience and is necessary for effective analytics.

“ It is important to us to provide a seamless experience whether a customer is completing a transaction in person, online, or on the mobile app.

**Kai Sakstrup**

Chief Strategy and Marketing Officer

U.S. Bank

With an omnichannel analytics strategy, you can combine data from different channels into one view to see how individual customers progress through their journey. This helps you identify any gaps in the customer experience so you can improve it.

Today, a lot of brands depend on inflexible processes and data teams to merge data from multiple channels. However, they struggle to unify customer identity and offer a comprehensive and chronological view of customer actions. With the right omnichannel approach, businesses get the true customer story—

how they behave, what they prefer, and what they need—as customers journey across channels. But it must be accessible and easy to use for everyone who needs it. A holistic journey view should be used by marketing teams, product teams, operations teams, and more to identify patterns, predict future behaviors, and create seamless, consistent, personalized experiences.

The best system of insights is one that allows all stakeholders to interact with and act on customer journey data from a single source of truth, create segments, apply attribution, and visualize conversion paths. As you unify and analyze data, optimize and activate experiences, and then measure performance, the insights gained feed back into the system, leading to a virtuous cycle of improved customer understanding and continuous optimization of the entire customer experience.

### **The Home Depot unifies the customer experience online and in stores.**

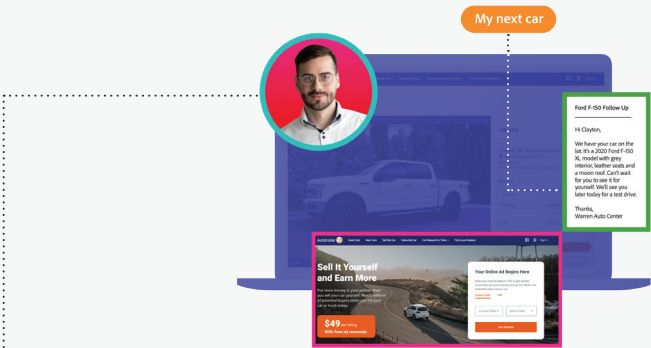


The Home Depot needed to create a seamless online and in-store experience for customers. The company gathered real-time customer data into unified profiles, combining data about online behavior with personal information to better understand what projects customers were working on and segment them into unique audiences. The Home Depot now uses artificial intelligence (AI) to build audience segments and push relevant experiences to customers within 24 hours. With omnichannel analytics, the marketing team can understand how customers engage with the brand and suggest the nearest store for customers to pick up products. Omnichannel analytics and unified profiles have helped The Home Depot increase personalized campaigns by 62% year over year, leading to happier customers and more successful marketing.

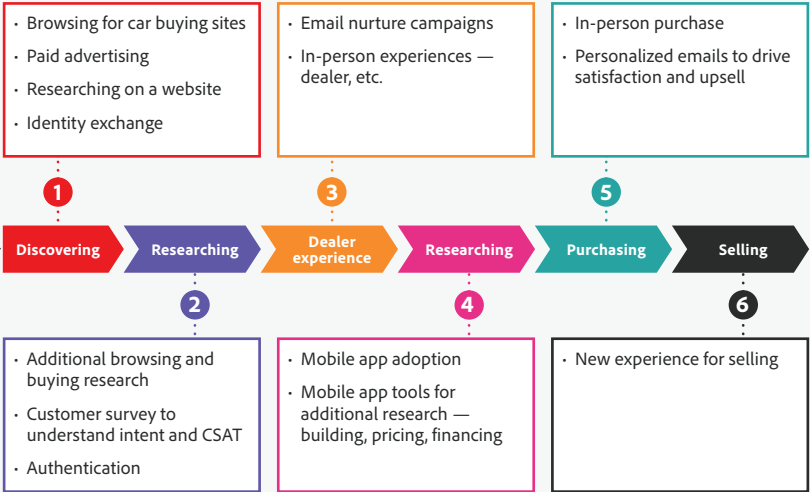
**55%**

55% of online orders are made by using buy online, pick up in store.

# Today's customer journey spans multiple channels and can last months or even years.



Clayton is in the market for a new car and searching for the best options in his area.



Without omnichannel analytics, each interaction is a data signal the retailer receives, analyzes, and reacts to in isolation, further fragmenting the customer experience.

“ Instead of separating metrics from online and offline channels, we focused our attention on capturing everything, including website activity, in-store sales, call center volume, return volume, order cancellations, and much more, which now enables us to make the best decisions to improve the shopper experience across all touchpoints.

**Ranjeet Bhosale**

Vice President of Customer Marketing and Operations

The Home Depot

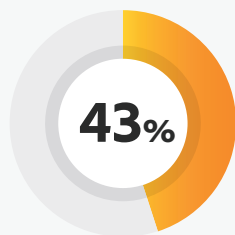
## Benefits of implementing an omnichannel analytics strategy.

The demand for improved data access is increasing rapidly across organizations. By using an omnichannel analytics strategy, every team can interactively explore and understand the customer journey across all touchpoints and provide a seamless, personalized experience. As more businesses adopt omnichannel analytics strategies, those that do not may struggle to keep up, losing market share to competitors who are able to provide a better customer experience, optimize their operations, and identify new opportunities for growth. Additionally, when analysis is done on a channel basis, optimizations, spend, and marketing decisions are also made on a channel basis. This approach provides a limited view and does not prioritize the customer, which can result in a poor customer experience.



43% of senior executives are prioritizing improving analytics capabilities to extract more actionable insights from customer data.

Source: Adobe



With an omnichannel analytics strategy, businesses get a 360-degree view of customers and journey paths so they can engage in a more personalized and targeted way. For example, with cross-channel data you can design targeted promotions or personalized messages to customers based on their purchase history, browsing behavior, in-person interactions, in-product activity, and social media activity. Any disruptions to a seamless experience can be caught as they happen or mitigated all together. You can see what digital experience may be prompting a call to the call center or a subscription service cancellation, for instance—or even better, get ahead of it.

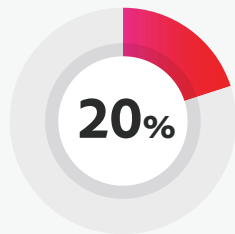
### **How cross-channel analysis improved the customer journey and reduced support calls.**

A major retail and commercial bank in the United Kingdom wanted to improve its understanding of the end-to-end customer journey across all customer channels and identify digital experiences that resulted in support calls. The bank analyzed data from eight different datasets, including web, mobile app, web chat, contact center, and CRM, to create a unified view of the customer journey and history. By analyzing customer journeys that spanned multiple channels, the company identified experiences that negatively impacted the customer experience and resulted in unnecessary calls. And by optimizing these experiences, the bank generated £2.82 million in potential sales from loan and mortgage applications and reduced annual support calls by 187K+. The company was able to achieve these results within a few hours of analysis.

Customer-buying patterns and preferences become easier to identify with omnichannel analytics as well. When businesses can pinpoint the most effective channels for driving sales and revenue, they can allocate their resources more efficiently, improving their overall return on investment. The same is true when it comes to understanding product usage. When product teams have visibility into how and where customers engage with an app, as well as how it fits into their overall journey, they can prioritize enhancements and create targeted lifecycle campaigns to increase usage and customer satisfaction.

Respondents at advanced insights-driven companies are over 8.5 times more likely than beginners to report at least 20% year-over-year revenue growth.

Source: Forrester



Omnichannel analytics can also help businesses track inventory levels across various channels and optimize their inventory management processes, thereby reducing stockouts and overstocks. When insights from multiple sources are consolidated in a single system, businesses are more likely to spot inefficiencies in their operations and see the best path forward to streamline their workflows, prevent supply chain bottlenecks, and improve their order fulfillment processes.

### **How omnichannel analytics helped a financial services company.**

One of Adobe's financial services partners faced the challenge of understanding how customers were consuming their content online and how it translated into offline interactions with advisors. The company's data for online interactions, such as sign-ups and webinar attendance, were stored in a separate area from data for offline interactions with advisors, making it difficult to gain a comprehensive view of customer behavior. By implementing an omnichannel analytics strategy, the company could connect the data from online and offline interactions to identify which blog articles or advertisements ultimately led to the best leads for scheduling one-on-one sessions with advisors. This information helped the company optimize its marketing strategies and improve its overall conversion rates.



# How to build an omnichannel analytics strategy.

With all the channels and data sources to consider, it can be challenging to know where to start. Here are five key steps for building an effective omnichannel analytics strategy that can help you better understand your customers, optimize your operations, and drive growth:

1. Identify the channels, products, and touchpoints that your customers interact with across their journey.

## **PRO TIP**

Develop relationships with stakeholders such as product teams, sales teams, and marketers who are responsible for different aspects of the customer experience to understand where important data lives and gain access to it.

2. Ensure that your data is centralized, clean, and properly integrated to allow for comprehensive analysis across all channels.
3. Choose the right analytics tools and technologies that can handle the volume and complexity of data from multiple sources and specialized teams or divisions within your organization. Make sure the tech is properly integrated with activation and engagement systems so you can use the insights gained from your analytics to create targeted campaigns for the best customer experience.

## **PRO TIP**

Opt for a single, purpose-built platform with low-code or no-code solutions that can reduce your dependence on IT or business intelligence (BI) teams for accessing and analyzing data.

4. Set clear goals and KPIs that align with your business objectives and customer needs.
5. Continuously monitor and analyze your data to refine performance, uncover insights, and identify opportunities for growth.

# The future of omnichannel analytics—trends and predictions.

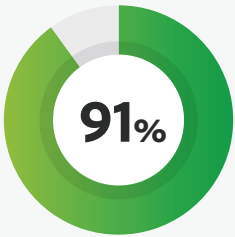
The future of customer insights lies in a complete view of the customer journey across all touchpoints and product interactions. All business users should have real-time access to this view as a single source of truth. By making these insights accessible and utilized across the organization, teams can provide the best and most consistent customer experiences regardless of their role in driving those experiences.

Adobe has been on the cutting-edge of digital transformation with solutions that drive experience-led growth, and we're all in on omnichannel analytics. The ability to gather data from multiple channels of communication and engagement—be it in marketing, service, product, or beyond—will become increasingly important as businesses seek to gain a more holistic understanding of their customers' behaviors and preferences. AI and machine learning (ML) technologies will play a crucial role in analyzing this data so that businesses can identify patterns and trends that would be difficult to discern through manual analysis.

The integration of offline and online data will be key to providing a more personalized and relevant experience across all touchpoints. To truly understand an individual's journey, businesses require a flexible and adaptable infrastructure capable of processing large volumes of data from multiple sources, while also accounting for customer identity to provide a comprehensive and sequential view.

91% of surveyed marketers acknowledged the importance of responding to insights at speed, but only 55% had slight or moderate confidence in their data analytics and insights.

Source: CMO Council and GSK



There is an opportunity for all experience creators to become analytics champions who can help their organization think outside the box and innovate with new insights. The only question is, will you be one of them?

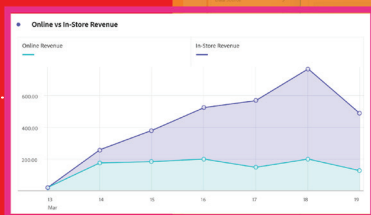
Click here to learn how you can connect data into a complete, seamless customer journey.

[Learn how](#)



# Empowering your business with Adobe solutions.

Adobe Customer Journey Analytics is a tool used by analysts and marketers to quickly find answers to critical business questions by combining data from online and offline channels into a journey-centric view. Powered by Adobe Experience Platform, Customer Journey Analytics provides a more flexible and open infrastructure for omnichannel analysis that enables real-time, interactive analysis of behavioral and trait-based data. Unlike other solutions, Customer Journey Analytics democratizes analysis, empowering anyone responsible for the customer experience to visualize complete customer journeys and surface insights in real time. With quick time to value, deep omnichannel insight generation, curated workflows, drag-and-drop UX, and precision segmentation powered by AI and ML, Customer Journey Analytics is designed to be easy to use for non-analysts.



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