



Buyer's guide

Customer analytics solution buyer's guide.

8 must-haves for your customer analytics technology.

 Behavioral insights



Streaming media



Mobile app

 Site visits

+34%

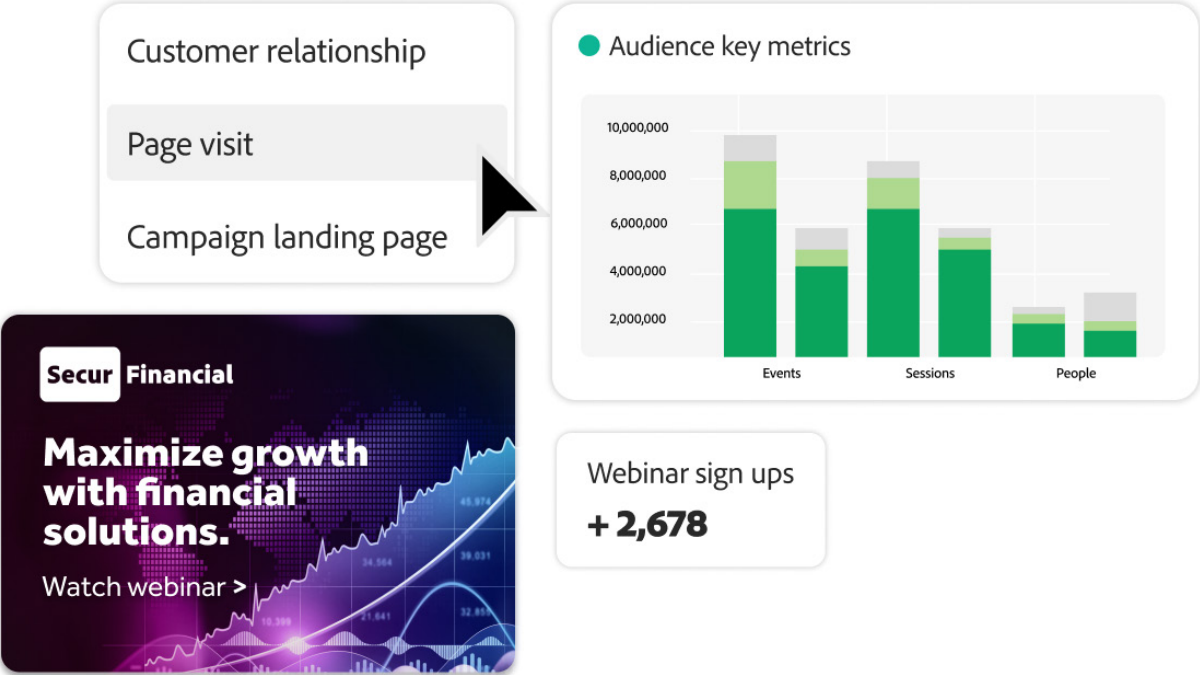
Secur Financial

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As customer expectations for personalization and privacy continue to grow, brands hoping to gain a competitive advantage must evolve their customer analytics strategy. Two of the most important components of a modern analytics strategy are building a unified view of the customer based on first-party data and developing a sequential view of the customer journey.

The convergence of multiple analytics categories — specifically marketing and product — underscores the need for brands to forge a comprehensive understanding of their customers. Of course, there are organizational and technical challenges to overcome along the way. Adobe Customer Journey Analytics, built on Adobe Experience Platform, is an ideal solution for addressing these challenges. It offers unparalleled cross-channel customer insights, efficient data management, advanced user-level reporting, guided analysis workflows, and secure sensitive-data handling, all while reducing IT overhead and democratizing data access.



The need for modernization.

To make good on their customers' expectations, brands need to understand their customers' intent, preferences, and behaviors across all channels. Brands also need the ability to rapidly transform cross-channel customer data into business actions that improve the customer experience — no small task.

Marketers, digital leaders, and product teams all want a unified view of each customer and their journey, but too often these teams operate in silos. Breaking down silos — with teams able to access, share, and act on omnichannel data from all analytics sources — is one of the first steps to operating at a competitive advantage. The primary obstacle to achieving this holistic view of the customer is technology.

Today's customer analytics solutions are not built to accommodate the critical initiatives for customer-centric organizations, including:

- Establishing a unified view of the customer based on sequential, person-based data
- Identifying customer insights throughout the journey to reduce friction and improve customer satisfaction
- Developing a compliant and privacy-safe data management strategy
- Deploying AI for rapid data analysis, management, content personalization, and journey orchestration

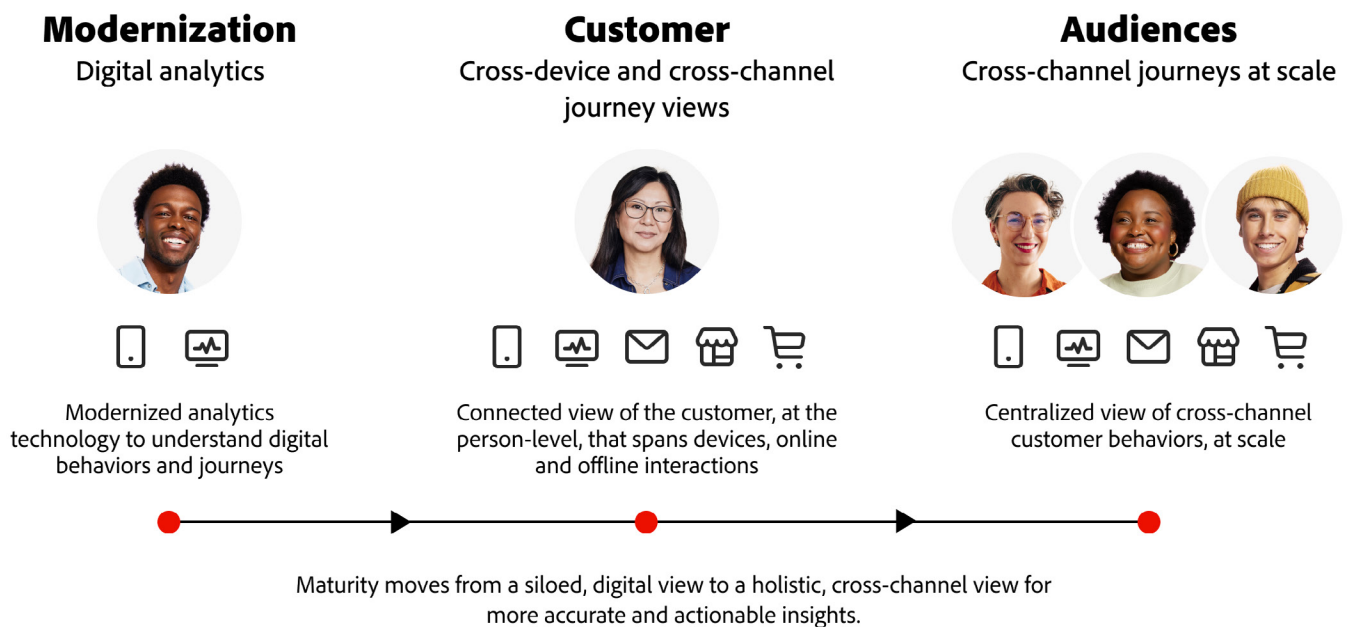
In many cases, brands rely on general-purpose business intelligence (BI) tools to address these initiatives, but these tools are not designed to provide such a comprehensive view of the customer's journey. Traditional BI tools also require significant data engineering and code-intensive skills to meet most organizations' modern analytical needs. The result is a gap in the analytics market with brands searching for a solution for streamlining their customer journey analysis workflows and improve their time-to-insight, both of which will result in improved business outcomes.

The customer analytics modernization roadmap.

Most organizations have some form of analytics service in place but are still not delivering enough value to their customers and their business. Let's look at a modernization roadmap to see how increasing your customer analytics capabilities and empowering your teams with a deeper understanding of your audiences and their cross-channel journeys can make a bigger impact.

Initially, most organizations depend on siloed digital analytics, leading to a fragmented view of the customer and their journey. To leverage their customer data for actionable insights, organizations must first adopt a person-based, journey-oriented perspective.

The next step is considering a robust customer analytics solution — like Customer Journey Analytics — that's built to perform cross-channel customer analysis. It addresses the limitations of Adobe Analytics and other customer analytics solutions by providing a more comprehensive, AI-assisted set of tools to understand the customer journey.



Additional Imperatives

- Ingestion and data capacity needs
- Enhanced privacy, security, and governance to maintain consumer trust
- Streaming media measurement
- Simplified analysis for non-analysts to self-serve

8 critical needs for customer analytics.

- 1. Comprehensive customer insights:** Brands often lack visibility into customer journeys across channels and devices, leading to unidentified friction points. Customer Journey Analytics allows you to ingest, unify, and visualize customer data sequentially from all touchpoints — digital and offline — without data science expertise. It helps you quickly discover insights to deliver seamless and personalized customer experiences.
- 2. Efficient data management:** Current data collection and processing efforts are cumbersome, prone to errors, and inflexible. Customer Journey Analytics provides modern data management capabilities such as dynamically modifying and correcting data post-collection, making data handling more efficient and reducing the operational burden on IT and analytics teams.
- 3. Flexible data analysis:** Organizations are currently restricted by the limitations of pre-defined data structures, hindering their ability to answer evolving business questions. Customer Journey Analytics allows you to modify data post-collection — adding new metrics or dimensions and modifying attribution windows or session windows.
- 4. Advanced user-level reporting:** With customers spending time on an increasing number of devices and channels, organizations face new challenges gathering accurate tracking and reporting. Customer Journey Analytics unifies data from multiple datasets (which often lack a consistent ID) and uses an identity graph to create a single ID for each customer, enabling comprehensive customer journey analysis.
- 5. Customer data protection:** Organizations face a critical need to safely manage and analyze sensitive data, like Personally Identifiable Information (PII) and Protected Health Information (PHI). A secure customer analytics platform like Customer Journey Analytics complies with regulatory standards, so you can unlock deep insights into customer behaviors while safeguarding user privacy.
- 6. Reduced IT and analytical overhead:** Business intelligence and analytics teams often spend significant time and resources on manual processes like data exporting and SQL querying, which is costly and inefficient. Customer Journey Analytics can automate these processes, freeing up resources for more strategic activities and reducing time-to-insight.
- 7. Decentralized data access:** Organizations that depend on specialized analytics teams can experience bottlenecks in decision-making processes. With Customer Journey Analytics, you can democratize data access through guided analysis views, empowering product and marketing teams to make informed decisions quickly and independently.
- 8. Integrated generative AI:** The use of generative AI to interpret vast amounts of customer data can significantly accelerate decision-making processes and uncover valuable insights. With embedded generative AI capabilities, Customer Journey Analytics transforms data analytics from a purely descriptive function to a predictive and prescriptive powerhouse, driving innovation, ROI, and other advantages.

Key differentiators between Customer Journey Analytics and common customer analytics solutions.

When evaluating customer analytics solution vendors, we recommend seeking these capabilities and comparing them to your business needs.

Capability	Business value	Other analytics solution	Percent inbox
Customer dimensions	Offers unlimited dimensions, allowing for more comprehensive and flexible data analysis with numeric, text, objects, lists, or mixed values.	<input type="checkbox"/>	No limit
Unique values or data elements	Ensures there are no reporting and analysis limitations by allowing unlimited unique values or dimension items within a single dimension for more detailed and nuanced insights.	<input type="checkbox"/>	No limit
Customer attributes	Facilitates the integration of offline enterprise data to analyze the digital impact on revenue, such as sales funnel analysis, offline events or transactions, and customer loyalty program evaluations.	<input type="checkbox"/>	No limit
Data views	Enables alteration or removal of data without re-implementation. Allows manipulation of dimensions using substrings, creation of metrics from any value, and filtering of sub-events, all non-destructively.	<input type="checkbox"/>	✓
Derived fields	Allows for instant and retroactive application of complex data changes on-the-fly, supporting rule-based data manipulation and processing during report time without requiring data re-ingestion or rewriting.	<input type="checkbox"/>	✓
Intelligent captions	Automatically generates natural language insights by analyzing key trends and significant events in the data, enhancing data interpretation.	<input type="checkbox"/>	✓
Field-based stitching	Seamlessly combines device-specific data sets from both unauthenticated and authenticated sessions, with the ability to backfill historical data to known devices.	<input type="checkbox"/>	✓
Graph-based stitching	Goes beyond identity-based stitching based on a single data source by connecting all customer datasets based on any identity in the Adobe Experience Platform identity graph. Measures and understands audiences created in Adobe Real-Time Customer Data Platform or Adobe Journey Optimizer and develops a deeper understanding of customer behavior and preference to improve personalization.	<input type="checkbox"/>	✓
Time-series forecasting	Makes statistical predictions based on historical data, which can aid in planning, budgeting, risk management, resource allocation, and performance evaluation. Available in freeform tables and line graph visualizations, with customizable settings.	<input type="checkbox"/>	✓
Experimentation analysis	Evaluates the lift and confidence of any experiment using data from any source.	<input type="checkbox"/>	✓
Attribution models	Leverages cross-channel data and offers flexible attribution windows to deliver richer insights into complex customer journeys.	<input type="checkbox"/>	✓
Guided analysis workflows	Lets marketers, product managers, and analytics teams instantly understand their product experience and customer data.	<input type="checkbox"/>	✓
Data export capabilities	Provides support for millions of rows, multiple breakdowns, segmentations, calculated metrics, and powerful ad hoc and scheduled reporting.	<input type="checkbox"/>	✓
Ad hoc SQL query	Allows for ad-hoc SQL queries on data ingested into the Adobe Experience Platform data lake, facilitating exploration and validation.	<input type="checkbox"/>	✓
BI extension (via SQL)	Lets users query the same metrics and dimensions in Customer Journey Analytics within their preferred business intelligence tool.	<input type="checkbox"/>	✓

A customer analytics technology that meets all your needs — Adobe Customer Journey Analytics.

[Adobe Customer Journey Analytics](#) checks all the boxes for a modern customer analytics solution. It empowers organizations to shift to a first-party data strategy by connecting customer identities and interactions across channels, devices, and time. It combines data flexibility and governance with AI-driven insights and holistic analyses. And it delivers accessible and precise customer insights with the speed, scale, and efficiency organizations need to meet the growing demands of customer experience, comply with new data regulations, and stay ahead in an increasingly competitive market.

Learn more about how Adobe Customer Journey Analytics can help you understand your customers' journeys and meet them with incredible real-time experiences.

[Learn more](#)

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