![Adobe logo]

The fast path to understanding your customer journeys.

Four steps to a smooth deployment of Adobe Customer Journey Analytics.

According to research by Adobe and Forrester, companies that prioritize improving the customer experience grow 1.7x faster than those that don't. Before you can improve the customer experience, though, you must understand every stage of the customer journey, adapting your engagement strategies as you develop new insights along the way. And today's customer journeys are increasingly complex, often spanning multiple digital and in-person channels.

1.7x faster growth in companies that prioritize improving the customer experience.

Implementing Adobe Customer Journey Analytics is the fastest path to understanding cross-channel customer journeys and gaining actionable insights. Fortunately, deploying Customer Journey Analytics is a surprisingly simple and straightforward process, and Adobe can provide the support you need along the way.

Our straightforward implementation process.

Step 1. Choose your partner.

Practically speaking, your deployment partner should have extensive experience with digital analytics, preferably Adobe Analytics. This is because Customer Journey Analytics brings the best of what Adobe has been doing in digital analytics—interactive real-time analytics—to omnichannel data. It bridges the gap between marketing and business intelligence and represents a new solution category, not just a new analytics tool.

Any prospective partner, then, should understand how to connect offline data sources with online data sources, define data schemas, and stitch data together to resolve identities. They should also be well versed in server-side deployment and first-party data collection so that implementations are "future-proofed" against increasing privacy regulations and 2023's third-party cookie deprecation.

We're here to help.

If you need additional assistance deploying Adobe Customer Journey Analytics, reach out. Our Consulting Services team has:

- Earned a 5 out of 5 from Forrester Consulting in Adobe implementation services

- Delivered hundreds of Adobe Experience Platform engagements around the world

- Deployed more Adobe Customer Journey Analytics engagements than any other Partner
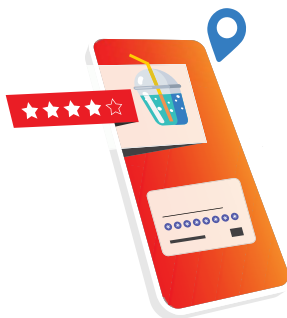
Step 2. Design a phased implementation.

Planning an implementation in phases can help you realize value quickly. And you can start uncovering insights with the potential to transform your customer experience as soon as Customer Journey Analytics goes live.

Phase 1: Plan to connect customer behavior to business outcomes.

Phase 1's main goal is to build a plan for mapping customer behaviors to meaningful business outcomes. For example, let's say you're a retailer with a mobile app and you primarily measure engagement metrics, such as clicks, daily logins, and the like. Your plan should provide a blueprint for connecting different patterns of app usage or non-usage—to business goals, such as products purchased in-app or through the website and repeat purchases.

At this stage, you will also want to select a customer identifier that will allow you to easily stitch together data from different channels. Examples include email addresses, account IDs, or customer IDs.

Overall, Phase 1 can take roughly two to four weeks.
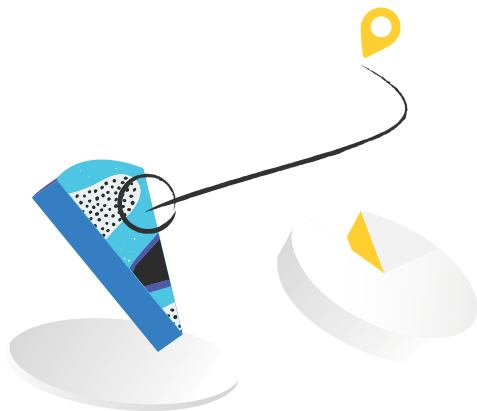
Phase 2: Plan to gain cross-channel journey insights.

The purpose of Phase 2 is to plan how you'll analyze customer data across all channels to uncover insights. The process typically involves identifying the individual customer interactions that make up each experience and determining how those experiences combine to create the customer journey.

For example, the typical customer might watch several videos and click on product pages during a visit to your website. And this website visit might be one of 10 or more experiences—such as interacting with a mobile app, connecting on social media, and visiting a store in person—that the customer has before deciding to buy.

Understanding how events and experiences sequence together will inform journey-based use cases and help you ask new questions for business optimization, not just channel optimization. For example, an omnichannel retailer could combine in-store kiosk/POS/BOPIS data with web and mobile app data and ask questions like these: Where do people redeem coupons? Is there a difference in basket size when they redeem them digitally versus in store? Which channel should I drive them toward?

Phase 2 can take roughly two to four weeks.

Phase 3: Start with your digital data.

While your customer journey may include offline channels like in-person stores and call centers, we recommend starting your deployment with digital data. Pre-existing data connectors and APIs can easily bring historical Adobe Analytics data and other digital behavior-based data sets into Customer Journey Analytics—no custom coding required.

Phase 3 can be completed in as little as one day.

Phase 4: Add data from your other important channels.

Once you've connected your digital data sources, it's time to bring in data from your other channels, which may reside in systems like your CRM or POS. Because you'll already have set up and keyed your customer ID schema (see Phase 2), the new data will instantly be connected and standardized for customer-level analysis. This means you can query this data in real time and get instant results without constantly creating custom SQL statements and IT tickets.

Analyzing the customer journey without Customer Journey Analytics.

Without deploying Customer Journey Analytics, analyzing customer data from multiple channels can be complex and time-consuming. It's a process that typically involves importing data into a warehouse, running lengthy SQL queries, building data cubes, and attaching the results to a visualization tool. And it can take weeks or even months to complete—not the seconds or minutes it takes with Customer Journey Analytics.
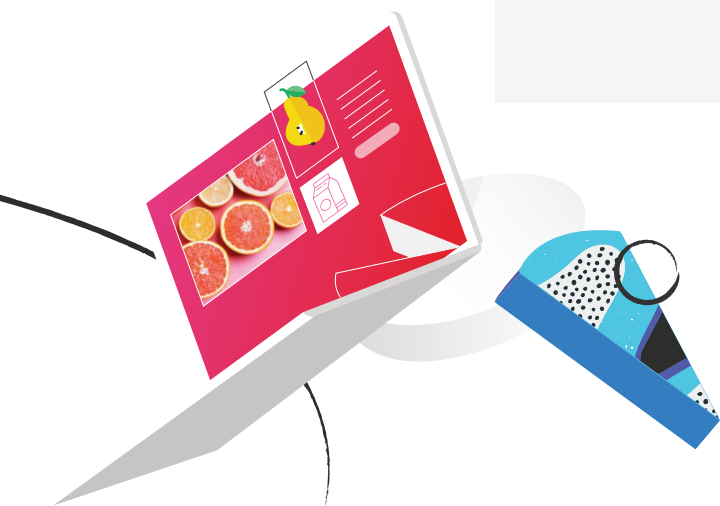
Step 3. Align internal teams.

Your next task will be to generate enthusiasm about the benefits of using Customer Journey Analytics. Marketing teams will need to understand how it will help them achieve key objectives such as increasing customer retention. And IT will want to know how it will help them spend less time on routine tasks like analyzing journey data and building custom reports.

Step 4. Deploy Customer Journey Analytics.

Once you've deployed Customer Journey Analytics, your teams will be able to get insights immediately. It may take your organization a bit longer to activate those insights, however. How long will depend on their organizational priorities, which systems will need to act upon information from Customer Journey Analytics, and how easy they are to connect.

Why Adobe Customer Journey Analytics?

We recognized there was a gap between digital analytics and business intelligence that was making it difficult for marketers to really understand their customers. We built this platform so our customers can get a 360-degree view of the omnichannel customer journey and easily uncover insights to activate personalized experiences. Customer Journey Analytics lets you:

Connect and standardize data from all your channels in Experience Platform for fast, non-destructive querying, analysis, and modeling

Visualize the entire customer journey using all your available data sets, helping you find solutions to pressing business issues in real time

Equip anyone in your company who's responsible for customer experiences to make data-driven decisions informed by a complete picture of cross-channel customer behavior

Provide mobile access to customer journey insights through the Customer Journey Analytics dashboards app

Publish audiences that you discover through Journey Analytics to Experience Platform profiles for activation in any channel with Real-Time CDP

> **"** In two minutes, I built a metric that showed us exactly which pages on our site were driving high volumes of calls to our call center. This was a multi-million-dollar user experience opportunity we'd never been able to see before.

Manager, web analytics
Adobe customer, financial services industry

How our customers are using Customer Journey Analytics.

Adobe customers are using Journey Analytics to streamline how they analyze customer journey data and find new ways to improve the customer experience. Examples include:

Connecting digital and call center data to find ways to reduce call center call volume

Stitching together online data with in-store pickups and returns to improve the customer experience and better understand the ROI of on-site campaigns

Analyzing large data sets that internal business intelligence systems are too slow to query

Combining 20 or more reports from multiple systems into a single integrated dashboard

Learn more.

[About Customer Journey Analytics](#)

[Request a demo](#)

Adobe Customer Journey Analytics

Adobe Customer Journey Analytics, a service built on Adobe Experience Platform, can break down, filter, and query years' worth of data and combine it from every channel into a single interface. Real-time, omnichannel analysis and visualization allow companies to make better decisions with a holistic view of their business and the context behind every customer action.

Sources

"The Business Impact of Investing in Experience," a Forrester Consulting Thought Leadership Spotlight commissioned by Adobe, June 2021.

"Forrester Wave Report," Forrester Consulting, 2020.