Why your IT team should say "yes" to Adobe Customer Journey Analytics.

Adobe answers three frequently asked questions about deploying and running Customer Journey Analytics.

Adobe Customer Journey Analytics helps businesses with one of their biggest challenges— understanding complex customer journeys that look more like squiggles than straight lines. It lets them connect all the touchpoints customers interact with before and after they buy, and it helps them gauge each touchpoint's contribution to revenues. It also allows organizations to identify and remove friction from the shopping experience.

However, while Customer Journey Analytics is very appealing to business units, your IT teams may have some questions. Specifically, they may want to know how Customer Journey Analytics supports compliance with data privacy rules, how it will protect their sensitive customer data, and whether they will have to build custom apps and reports for it continually.

How does Adobe Customer Journey Analytics support compliance with data privacy rules?

Because Customer Journey Analytics is built on the Adobe Experience Platform, you benefit from its built-in compliance solutions. [Privacy Service](#) provides the tools you need to automatically monitor and respond to data access and delete requests under privacy regulations, including [CCPA](#) and [GDPR](#).

Plus, our [Data Governance](#) features let IT manage and control how data is being used across the entire organization by creating data usage policies and automatically enforcing them. What's more, Experience Platform integrates seamlessly with leading third-party consent management platforms (CMPs) such as OneTrust and Sourcepoint, among others.

How does Adobe Customer Journey Analytics ensure sensitive customer data is secure?

Customer Journey Analytics also relies on advanced security solutions from Adobe Experience Platform to safeguard customer data. These include:

- **Access control**—Role-based access control means that only authorized users can access data, preventing data leakage and ensuring compliance with privacy regulations. IT can manage permissions for users to access sandboxes and specific workflows—including data ingestion, data modeling, data management, profile management, identity management, and destinations—from a single centralized admin interface.

- **Encryption**—All data in transit between Customer Journey Analytics and any external component is conducted over secure, encrypted connections using HTTPS TLS v1.2. Data at rest is encrypted by the cloud service provider—and customer data at rest is isolated in single-tenant cloud instances.

- **Sandboxes**—Customer data is contained within sandboxes, or virtual partitions within a single instance of Experience Platform. These sandboxes are shared across Experience Platform services and applications, including Customer Journey Analytics. They provide operational and data isolation to support market, brand, or initiative-focused marketing and digital experience operations.

- **Event forwarding**—[With event forwarding](#), you can transform and enrich data and send it to any non-Adobe destination without adding third-party code to the client device, providing faster, more secure data collection and distribution.

Does building and customizing reports in Adobe Customer Journey Analytics require a lot of involvement from IT?

Customer Journey Analytics comes with features that allow business analysts to build meaningful reports without getting help from IT. First, Analysis Workspace is a flexible browser tool that lets non-technical users quickly build analyses and share insights. Using the drag-and-drop interface, they can create visualizations to bring data to life, curate datasets, and easily share and schedule projects.

Second, the Report Builder feature in Customer Journey Analytics lets business users join multiple data sources for cross-functional reporting and analysis. With Report Builder's simple and flexible drag-and-drop user interface, anyone can create complex data queries and custom reports from Customer Journey Analytics data, all within Excel.

With Report Builder for Customer Journey Analytics, business analysts can:

- Reference existing worksheet cells to get the perfect row order, date range, or filter

- Create custom dates using calendar, cell references, or date math

- Design their tables and visualizations with familiar Excel formatting tools

Take the next step.

Learn more about deploying and running Adobe Customer Journey Analytics:

Review the documentation

Request a demo