Customer Intelligence

Know your customers from every angle.

Watch the video

Read our guide *Experience Essentials: Data* to discover your next step for using data to improve customer experience success. Download the guide ›

All marketers face the challenge of truly understanding their customers — what they want, when they want it, and how. You need to know how individual customers interact with your brand — across channels — but data is often in silos, so piecing it together is nearly impossible. And even once you've compiled customer information, identifying actionable insights from multichannel data can be overwhelming.

Learn more about Customer intelligence ›

"All our backend digital analytics are done using Adobe products. It's really the foundation for all that we do in the digital space. Ultimately, we know that each fan has their own individual journey, so we've customized our content around those different segments and how they engage with the sport."

Travis Trembath, Vice President of Fan Engagement, PGA TOUR

Read the story

Leaderboard
Masters Tournament
LIVE NOW
FULL LEADERBOARD
Group Scorecard
Northern Trust Open
Full Play By Play

Customer insights start with customer intelligence.

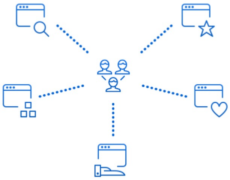
Batch and blast methods are no longer an option. Customers expect you to know who they are and what they're interested in. You need to know what

Adobe can help. Adobe Analytics lets you access and understand multichannel data by painting a clear picture of what's working in real time. It gives you a holistic view of every customer, and has powerful predictive models so you can know what your customers want even before they do.

Learn about Analytics

content individual customers respond to, what channels they use, and how you can most effectively target them. And with the competition just a click away, you need to be able to act in real time.

The more you know your audience, the better you connect.



You are gathering data, online and offline, but it's nearly impossible to stitch it all together. You have an audience, but your information is scattered and therefore incomplete. You need to be able to combine all your data in one place so you can identify your most valuable segments across every channel. And ideally, you would be able to understand and engage with customers on an individual basis in real time.

Adobe can help. Adobe Audience Manager helps you build unique audience profiles that you can use anywhere — web, social, search, and mobile. It lets you combine first-, second-, and third-party data in one place so you can get a complete view of individual customers. It also helps you discover new segments for smarter personalization — making it possible to identify and target your most valuable segments on any platform.

Learn about Audience Manager

All your campaign tools. All in one place.

Adobe Campaign

Customers are engaging with your brand across a variety of touchpoints. To make these moments matter, it's imperative to create personalized, real-time, custom engagements throughout their journey.

Adobe can help. Adobe Campaign is a set of solutions that help you personalize and deliver campaigns across all your online and offline channels. You can plan, launch, test, and manage your cross-channel campaigns from one place. It also gives you marketing automation so you can respond to actions in real time and increase your campaign's effectiveness.

Learn about Campaign

Keep up with your customers. They're on the move.

Adobe Analytics for Mobile

Customers have blurred the line between online and offline interactions. They expect a seamless experience no matter how they choose to connect. Marketers need to be able to tie together every interaction, from mobile to web to in-store.

Adobe can help. Adobe Analytics for mobile apps lets you keep all your analytics together. It helps you understand your mobile app users and connect their interactions back into your overall campaigns. You can also provide geolocation analytics and targeting based on GPS position and proximity to beacons.

Learn about Analytics for mobile

More informed than ever.

With the integration of Adobe's Experience Cloud and Microsoft Dynamics 365 CRM, you can see your customer's entire journey. The powerful Adobe Analytics + Power BI combination helps you bring your intelligence to an actionable level.

Learn about our partnership with Microsoft

A complete view of every customer. With a completely integrated solution.

Why Adobe?

Adobe Experience Cloud gives you all the tools you need to get the deepest insights into your customers, so you can build personalized campaigns and manage all your assets. With its 360-degree view of every customer, it can literally predict what your customers want, when they want it, and how. And because it's fully integrated, it makes all your data accessible so every interaction can benefit from all your insights.

Why Adobe.

In the past, to create such a unified digital marketing plan, you would need to cobble together a series of individual solutions. Today, Experience Cloud unifies all these marketing tools into one integrated solution. No one else offers such deep integration between analytics, data management, optimization, and personalization.

Let us show you how

We're the only Leader among Digital Intelligence Platforms.

See why we feel we're best positioned to move you from analytics to digital intelligence in the latest *Forrester Wave.*

Learn more

Let data drive your experiences.

No matter the industry, data enhances your ability to engage customers. See how various industries benefit from data-driven marketing.

Increase conversion rates with testing

Predict what your customers need

Define your audience

Increase conversion rates with testing ›

Predict what your customers need ›

Define your audience ›

Let's talk about what Adobe Experience Cloud can do for your business.

Request demo

› Use Cases › Customer Intelligence

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Change region

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