Adobe Analytics

Adobe Analytics features powered by Adobe Sensei

A powerful suite of tools that deliver real-time customer intelligence.

Adobe Analytics is a powerful suite of tools that deliver not just data, but real-time customer intelligence that enables organizations to understand their customers, both in aggregate and individually.

Adobe Analytics derives its power from its unique combination of data, tools, and intelligence

Adobe Analytics can ingest data from a wide range of sources, representing any point of engagement with your customer.

From email responses to web metrics; from customer call center information to data from point-of-sale terminals. You can get a detailed, comprehensive view of the entire cycle of customer engagement from first touch to purchase and beyond, across all channels.

Adobe Analytics provides the Analysis Workspace, a robust, flexible canvas with a drag-and-drop interface for creating custom analysis projects.

It integrates with Experience Cloud solutions to surface insights and share tags, segments, data, triggers, and more.

Adobe Analytics' most insightful tools are powered by Adobe's machine learning and intelligence technology, Adobe Sensei.

Using Adobe Sensei, Adobe Analytics can intelligently analyze customers and audience segments to find meaningful differences, attribute conversion factors, and predict future behavior.

The intelligence Adobe Sensei adds into Adobe Analytics gives you the power to improve your customer experience in timely fashion, exceed customer expectations and build the value and customer loyalty essential to creating what we call the Experience Business. This survey of Adobe Analytics highlights features powered by **Adobe Sensei** and shows you how you can make best use of them in your business.

- **Anomaly Detection**
- **Contribution Analysis**
- **Intelligent Alerts**
- **Segment Compare**
- **Audience Clustering**
- **Propensity Scoring**
- **Algorithmic Attribution**

Anomaly Detection

One of the most challenging aspects of marketing is to identify new opportunities in a timely fashion: What elements of customer behavior reflect challenges to the customer experience? Which of those represent opportunities to solve customer problems, reinforce desired behavior, or capitalize on an emerging pattern? Anomaly Detection, powered by Adobe Sensei, offers a tool for answering just such questions.

Anomaly Detection, available in Analysis Workspace, uses machine learning to analyze customer behavior. Anomaly Detection monitors periods of past behavior and compares actualities with predictions to identify those instances where customer behavior is truly unusual, separating actual anomalies from random "noise". Because Anomaly Detection's algorithm works on all your data (channel, audience, time of day, season, behavior, and more) and allows you to examine behavior on different time scales (hourly, daily, weekly, monthly), it alerts you to the changes worth digging into to discover the root causes of unexpected customer behavior and make relevant changes to the customer experience.

Typical anomalies you might investigate include unusual spikes or drops in average order value, trial registrations, or video buffer

events: whatever surfaces from Anomaly Detection's complete contextual analysis. This is the true value of Anomaly Detection: you don't have to decide beforehand what anomalies to look for. Anomaly Detection finds them for you, so you can discover potential issues and opportunities you would never have known about had you been using manually driven analytical techniques.

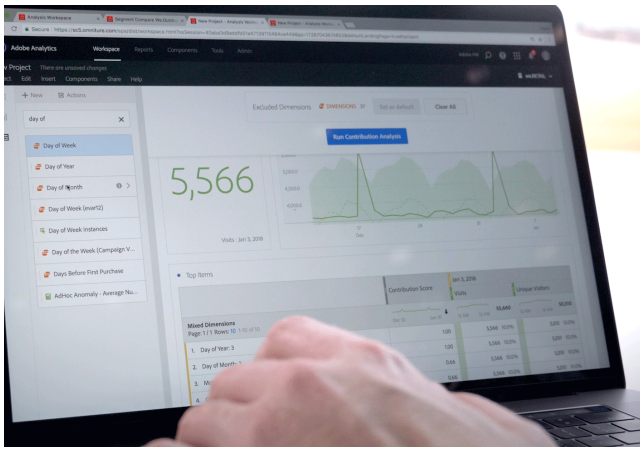
Find out more about Anomaly Detection in the Adobe Analytics documentation.

Contribution Analysis

Once Anomaly Detection has alerted you to an anomaly in customer behavior, your next challenge is finding out why it happened. One of the most frustrating aspects of traditional analytics is how long it takes (if one can at all) to find out why something happened, what caused it? Contribution Analysis powered by Adobe Sensei analyzes anomalies and identifies the contributing factors that cause them.

With Contribution Analysis, you no longer have to spend extensive amounts of time to manually dig through your data to find out what's causing an anomaly. Contribution Analysis does that deep dive for you. Contribution Analysis compares the anomalous behavior to other patterns in your analytics data and looks for other variables experiencing unexpected changes at or near the same time your anomaly occurred. It then compares those variables and ranks them in order of their likely impact on your anomaly, giving you the roadmap you need to discover the cause and begin your strategy to address the problem.

For example, Anomaly Detection may identify a sudden spike in sales for a minor product over the weekend, selling out the product and causing back orders and partial shipments. Contribution Analysis, searching all your data for correlations to



this spike, finds that many of these orders were purchased along with a major product on sale, promoted on your home page and through an email campaign. Discovering that correlation can help you anticipate the inventory needed for the next such sale and consider offering a bundle or other such promotions in the future.

Find out more about Contribution Analysis in the Adobe Analytics documentation.

Intelligent Alerts

Alerts are a core feature of many analytics tools, and they can be very useful for helping you find out in real time about unusual events. Manually configured alerts, however, can repeatedly notify you of the same threshold behaviors, leaving you wondering what's really worth an alert, or desensitized to your alerts just when a truly valuable alert comes.

Intelligent Alerts take a radically different approach; building on Anomaly Detection to alert you only to truly unusual patterns in your data. Powered by Adobe Sensei, Intelligent Alerts considers the entire context of your data: for example, it can take into account that this Monday is the start of an annual sale, and therefore compare Monday's data only to last year's sale data and not every Monday's data for the past year. With such a broad perspective, Intelligent Alerts can filter out irrelevant variances in customer behavior and only alert you to what's truly worthy of your attention.

Intelligent Alerts includes features that help you manage the information flow from alerts and act on them quickly. You can preview how often an alert will trigger, so you know in advance whether you'll get flooded with pings or not. You can also configure alerts to arrive via email or SMS, and alerts come with links to auto-generated Analysis Workspace projects that present you immediately with a detailed picture of what's going on. Alerts are also stackable, so rather than getting a bunch of alerts all generated by different anomalies related to the same event, you'll get one alert tracking all the anomalies at once.

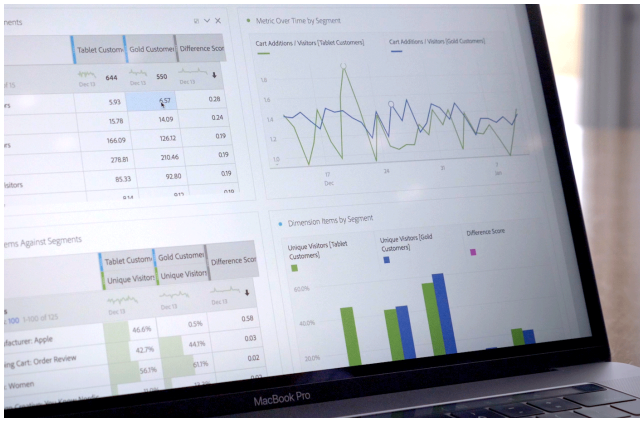
Find out more about Intelligent Alerts in the Adobe Analytics documentation.

Segment Compare

Properly defining and managing audience segments is one of the most challenging tasks in analytics. How can you tell whether your segments are well defined and capture valid, distinct audiences? What are the differences in behavior among your segments, and how might those differences translate into ways you can improve customer experience and grow your business?

Doing this kind of analysis with traditional metrics tools is tedious and time-consuming: not only can it take so long to identify significant differences in your segments that the opportunity to make adjustments based on your findings is lost; you can never be sure you haven't missed something simple and obvious that would enable you to dramatically improve your experience. Segment Compare, powered by Adobe Sensei, solves this problem with AI-driven automated segment analysis that looks over all metrics and dimensions captured in your analytical data, compares audience segments, and discovers differences that you can act on in timely fashion.

You can also select any other segment to compare and see the results in both tables and graphs. Because the AI-powered algorithm searches through all metrics and dimensions automatically, it can find significant differences you didn't even



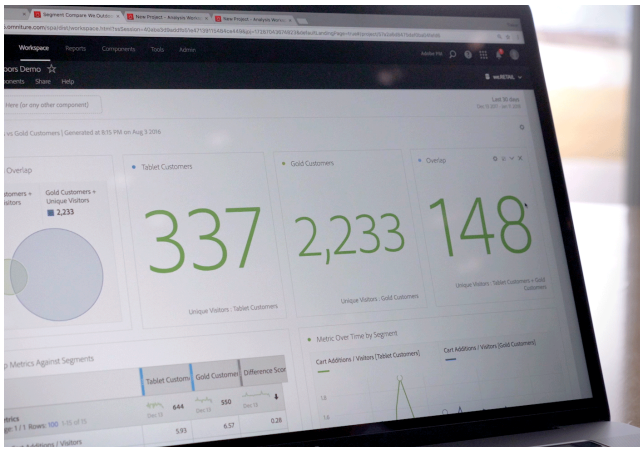
know to look for. You can define segments any way you want, on any dimension or metric at any granularity, and Segment Compare will reveal how that segment compares to any other segments you're interested in. With such AI-driven power at your command, you can derive intelligent insights and make improvements to your customer experience now, when it's needed—not days, weeks, or even months after the data's been captured.

Find out more about Segment Compare in the Adobe Analytics documentation.

Audience Clustering

The heart of audience analysis is identifying users with similar behaviors and traits, so you can group them for further analysis, or provide targeted offers and other customer experience adjustments that better serve their needs. In other analytics tools, it's often no better than educated guessing at what attributes matter. Audience Clustering powered by Adobe Sensei, however, provides precision grouping by giving you the tools to select dimensions on which to compare your users, and then intelligently defining audience clusters based on their behavior.

Audience Clustering uses machine learning to create dynamic audience clusters through a multi-pass analytical process that groups users around centers defined by behavior, repeating the process and re-centering the groups until an optimal grouping is achieved. Using the Cluster Builder, you select the dimensions you want to build clusters on, and Audience Clustering does the rest of the work. Thus, you can be sure that the audience clusters you get are ideally chosen. Once you've got the clusters, you can save



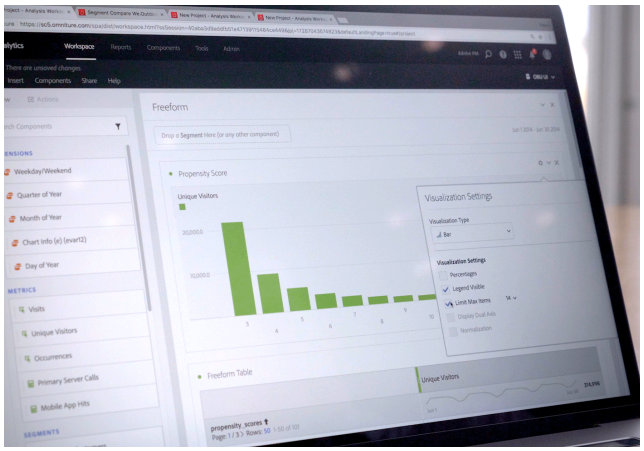
them for targeted analysis in the Cluster Explorer, define audience segments based on them, and use them as the basis for customer experience improvements, targeted offers, and more.

Find out more about Audience Clustering in the Adobe Analytics documentation.

Propensity Scoring

Customer experiences are all about inducing a desired action: respond to an email, visit your site, view a particular page or controlled asset, view your product catalog, select items for purchase, check out, repurchase or do anything else that helps achieve your business goals. It would be great to know which of your users are most likely to do these things: you could then focus your efforts on your most likely customers. But how can you find who they are?

Propensity Scoring, powered by Adobe Sensei, goes beyond traditional audience segments and filtering to analyze customer behavior at full granularity, identifying hidden patterns that reveal clusters of similar users likely to perform the desired behavior. By looking across all dimensions to identify audience characteristics and behaviors that are most predictive of the action you're looking for, Propensity Scoring finds high-value customers for you and shows you just how you can tell who they are. The tool lets you work across all users (or defined subsets) for analysis, choose the dimensions on which you want focus, and select your target behavior. From there, it generates a propensity model that groups your users according to their propensity to reach the target.



Furthermore, this analysis reveals predictive factors, so you can identify from these propensities who's likely to convert and create targeted customer experiences to help them get there. This way, you can focus your business resources where they will produce the most value with your likeliest customers.

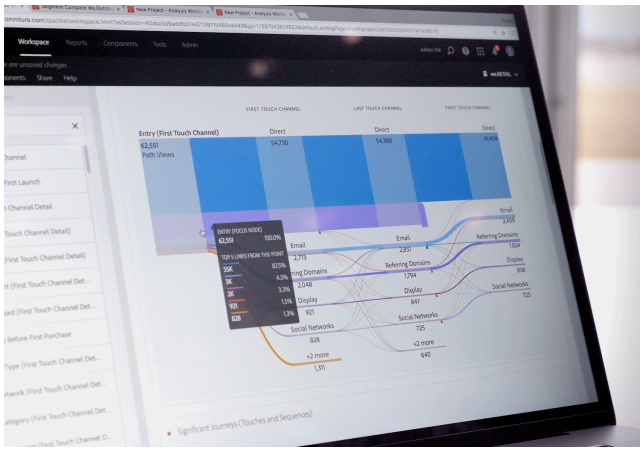
Find out more about Propensity Scoring in the Adobe Analytics documentation.

Algorithmic Attribution

Using segment comparisons, clustering, and propensity scoring, you're able to identify and target high-value customers, and successfully encourage conversion. Now your challenge is attribution: figuring out what aspects of the customer experience were most responsible for conversion, so you can identify your best-performing customer experience strategies. Algorithmic Attribution, powered by Adobe Sensei, can find that out for you.

Algorithmic Attribution uses machine learning to analyze your customer conversion pipeline and identify which parts of it were the biggest factors in that successful conversion. Using your customers' actual interaction patterns and working across all channels of customer touch points in specific windows of time, Algorithmic Attribution takes repeated passes over the data to assign weight to different touches and build an attribution model per channel that is based on your data and responsive to your market and internal protocols.

For example, a customer might convert after visiting your site from an organic search, signing up to receive emails, responding to a particular email offer, visiting the site again, and purchasing a product with an offer code. If you were using rules-based attribution, you might credit the organic search, the email signup, or the offer as the factor to which to attribute the conversion; but Algorithmic Attribution can look over all these touch points and score each of them on their contribution to the conversion event.



With Algorithmic Attribution, you can set the target event you want to analyze, the touch points you want to include in the analysis, channels for those touch points, the time windows for each channel, and any dimensional metrics you want to apply to the results. You can even set a revenue metric and Algorithmic Attribution will use its scoring model to assign proportional revenue across the channels, giving you a direct measure of each one's contribution to success. All your results are given in charts that allow you to see top performers and the factors that contributed to success.

Find out more about Algorithmic Attribution in the Adobe Analytics documentation.

Conclusion

Adobe Analytics offers a powerful toolset for deriving real-time intelligence from analytics to drive your business forward. The features of Adobe Analytics powered by Adobe Sensei show how much farther you can go with AI and machine learning. These features leverage that power to surface for you the "unknown unknowns": to derive insights that you might not be able to discover with conventional analytics tools. More importantly, AI-powered tools deliver results in time to act on your insights in a way that can impact the business or improve your customer experience. Adobe Sensei is a critical analysis tool to help you discover the factors that most impact your customers' behavior and use that knowledge to improve your customer experience. That's the potential offered by AI-driven analytics.