

Adobe Analytics Premium

Turn customer interactions into actionable insights



Analytics is the foundation of marketing—it informs and guides the decisions and actions that drive revenue. Analyzing all customer behavioral data in one place allows marketers to take action on big data and make more customer-focused marketing decisions.

Business challenges

The number of marketing channels and points of interactions between customers and brands is increasing by the day. This growth is placing incredible pressure on marketers and analysts to discover new insights and turn them into innovative ways to reach customers. Yet professionals who want to take advantage of customer analytics struggle with a number of key challenges.

Predictive Intelligence

- Using advanced and predictive tools to identify high-value audience segments and provide more personalized experiences.
- Real-time insights on how visitors are interacting with your brand is necessary to allow for faster reactions and personalization.

360-degree Customer Analysis

- It is hard to identify behavior patterns and group visitor segments for targeted marketing efforts or site optimization.
- Mapping out the customer journey with the brand across both online and offline touchpoints is needed.

Cross-Channel Attribution

- Marketers have a cloudy view of understanding how sales leads and other business-growth indicators can be attributed to specific marketing efforts.
- Marketing resource allocation must be optimized across all of your advertising channels, such as: search, display, social, and email.

The solution

Adobe Analytics Premium addresses these challenges by enabling organizations to make customer-focused marketing decisions through informative visualizations, cross-channel capabilities, and a powerful predictive workflow.

Predictive Intelligence: Make forward looking decisions and enable data-driven responses to real-time customer activities

- Live stream—See what's happening right now with visitors to enable data-driven responses to actionable events with a real-time events fire hose.
- Impact Analysis—Understand the driving forces influencing your business anomalies.
- Propensity modeling—Score visitors on the likelihood of a specific variable occurring to reach the right targets and produce the best results.

360-degree customer analysis: Understand the entire customer journey across multiple channels and deliver more relevant and timely content to prospects and customers

- Audience enrichment—Tie together and enrich online traffic with offline interactions to track customer behavior across channels.
- Audience clustering—Intelligently categorize individuals into distinct, actionable personas based on similarities in product preference, geo-demographics, and behavioral attributes.
- Web-to-call-center optimization—Analyze all customer touchpoints and paths for higher touch servicing, lower call-center volume, and improved cross-sell opportunities.

Cross-channel attribution: Measure the true impact of your marketing campaigns and channels on customer acquisition

- Retroactive event processing—Understand your customers' behavior over a broad time span across multiple channels by tying their current behavior to their past web behavior.
- Fully correlated data set—Tie all your data together using unique customer identifiers that allow you to tie your online marketing efforts to offline sales.
- Algorithmic attribution—Leverage data science to assign conversion credit across all touchpoints preceding the conversion to understand your marketing efforts more easily.

Compare Adobe Analytics Versions

| Find the one that's right for you | Adobe Analytics | Adobe Analytics Premium |
|---|-----------------|-------------------------|
| Marketing Reports & Analytics | • | • |
| Ad Hoc Analysis | • | • |
| Data Workbench | | • |
| Advanced Segmentation | | |
| Unlimited real-time segmentation | • | • |
| Behavior visualizations | • | • |
| Online and offline personalized customer analysis | | • |
| Audience clustering | | • |
| Marketing Attribution | | |
| Online campaign and channel attribution | • | • |
| 360-degree customer view | | • |
| Retroactive event processing | | • |
| Out-of-the-box attribution models | | • |
| Mobile App Analytics | | |
| Data collection for mobile channels | • | • |
| Mobile app dashboards and reports | • | • |
| Geolocation analysis | • | • |
| Mobile engagement analysis | • | • |
| Mobile campaign analysis | • | • |
| Pathing analysis | • | • |
| Predictive Marketing | | |
| Anomaly detection | • | • |
| Correlation analysis | | • |
| Audience clustering | | • |
| Customer propensity modeling | | • |
| Decision trees | | • |
| Predictive Model Markup language (PMML) | | • |
| Real-Time Web Analytics | | |
| Real-time reports | • | • |
| Real-time APIs | • | • |
| Live stream (data firehose) | | • |
| Advanced Visualizations | | |
| Interactive visualizations | • | • |
| Dashboards and reports | • | • |
| Side-by-side reports | • | • |
| Visual querying | | • |
| Big Data | | |
| Comprehensive data ingestion | | • |
| Data pattern discovery | | • |
| On-demand data curation | • | • |
| Automated syndication | • | • |

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|--|---|---|
| Social Analytics | | |
| Comprehensive social insight | • | • |
| Facebook and Twitter analytics | • | • |
| Enriched audience optimization | | |
| Classifications | • | • |
| Integration of offline event level data | | • |
| Advanced audience discovery and measurement | | • |
| Audience activation and delivery | • | • |
| Customer Churn Analysis | | |
| Improved retention | • | • |
| Prioritized marketing | • | • |
| Propensity modeling | | • |
| Increased customer value | • | • |
| Report Builder | | |
| Custom reports | • | • |
| Scheduled reports | • | • |
| Multi-report suite access | • | • |
| Dynamic Tag Management | | |
| Tag management | • | • |
| Contextual experience management | • | • |
| Permission-based workflows | • | • |
| Rules-driven tag execution | • | • |
| Data distribution management | • | • |
| Data Connectors | | |
| Integrate data from third-party marketing applications | • | • |

Who uses Adobe Analytics Premium?

With Adobe Analytics Premium, you receive all the capabilities of Adobe Analytics Standard—marketing plus statistical modeling features and powerful predictive workflows to help you make more intelligent, forward-looking decisions. Adobe Analytics Premium lets users progress along the analytics maturity curve, giving analysts the ability to leverage data science to drive true customer analytics. Adobe Analytics Premium is ideal for the following types of customers.

- Enterprises with single or multiple data silos that have trouble quickly answering questions about combined online and offline data and need real-time, ad hoc analysis capabilities
- Organizations that have a lot of data about their customers, including a common customer identifier—an account number or loyalty card—such as retail, financial services, and travel and hospitality businesses
- Adobe Analytics Standard or former Adobe SiteCatalyst customers that want to combine data collected online with offline data sources (such as customer relationship management or customer spend data) into a single analysis infrastructure
- Digital marketing groups that want to facilitate targeting based on customer segments defined by online and offline data
- Departments that want to track customer behavior across channels—web, interactive voice response, call center—to reduce servicing costs and monetize and improve customer experiences
- Marketers looking to make more intelligent, forward-looking decisions based on statistical modeling

Adobe Professional Services for Adobe Analytics Premium

Adobe Analytics consultants have worked with numerous clients across all verticals to help build effective customer analytics programs. Adobe Consulting offers options ranging from specific packages targeted at quick wins to ongoing consulting for strategic guidance. Adobe Analytics consultants give you the flexibility to achieve your goals and optimize your technology investment.

For more information
www.adobe.com/solutions/digital-analytics.html



Adobe Systems Incorporated
 345 Park Avenue
 San Jose, CA 95110-2704
 USA
www.adobe.com

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