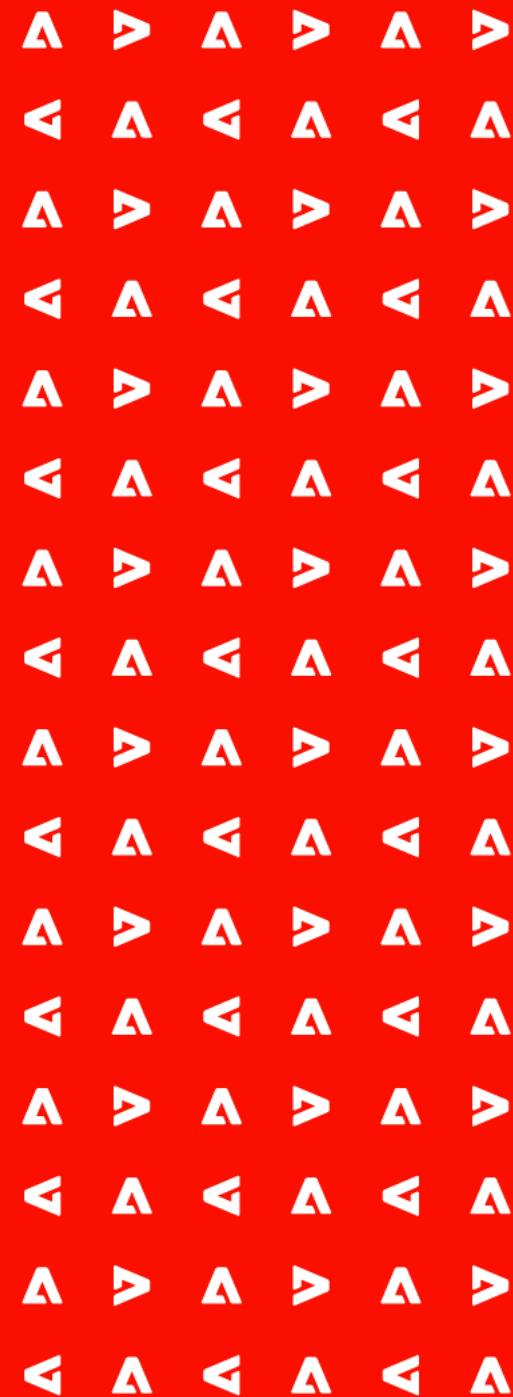




# What's New in Analytics: Spring 2020

Adobe Analytics





The Adobe Analytics 2020 Spring release reinforces Adobe's mission to be the ***core system of intelligence for the experience business***. Adobe's data and analytics solution delivers the ability for ***anyone in the enterprise*** to ***understand and optimize*** how their customers interact with their brand ***across all touchpoints*** in ***real time*** and at ***massive scale***

# MAY RELEASE



## ACROSS ALL TOUCHPOINTS

- Customer Journey Analytics Enhancements:
  - Global Availability
  - Support for AEP Sandboxes
- Video Analytics: Player State Tracking



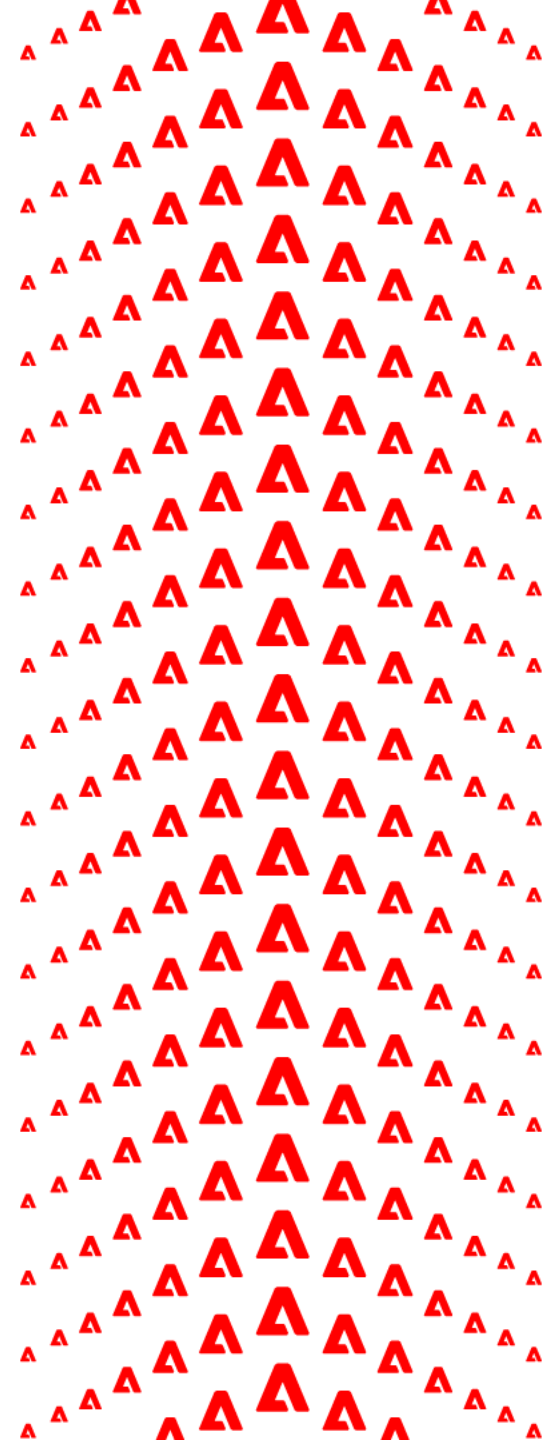
## ANYONE IN THE ENTERPRISE

- Adobe Analytics dashboards (mobile app)



## UNDERSTAND AND OPTIMIZE

- Experience Edge & Alloy JS



# JUNE RELEASE



## ACROSS ALL TOUCHPOINTS

- A4T in Analysis Workspace
- Customer Journey Analytics Enhancements:
  - Full XDM Support in Reporting



## ANYONE IN THE ENTERPRISE

- Analysis Workspace Enhancements: Quick Insights



## SYSTEM OF INTELLIGENCE

- Attribution IQ:
  - Algorithmic Attribution and Custom Lookback Windows
- Journey IQ: Cross-Device Analytics and Private Graph availability in EMEA and APAC



## UNDERSTAND AND OPTIMIZE

- Bulk Ingestion API

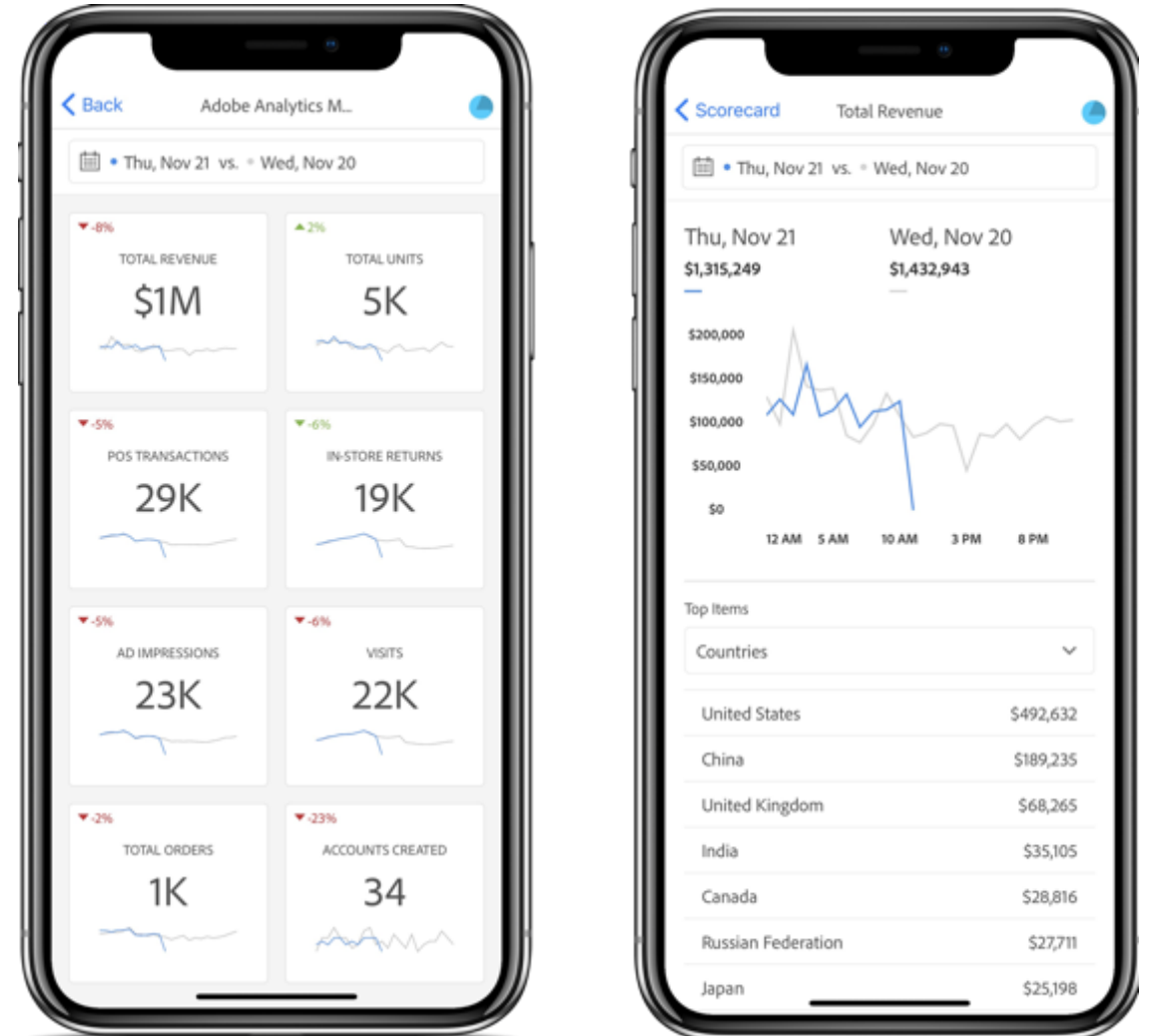


## BUSINESS BENEFITS

Adobe continues to deliver data democratization giving anyone in the enterprise the ability to rapidly access data and insights on-the-go to help inform strategic and operational decision-making.

## CAPABILITY DESCRIPTION

The new Adobe Analytics dashboards app gives self-service access to non-analyst business users and executives to view mobile-ready dashboards, quickly and easily perform breakdowns and apply segments to better understand business performance.

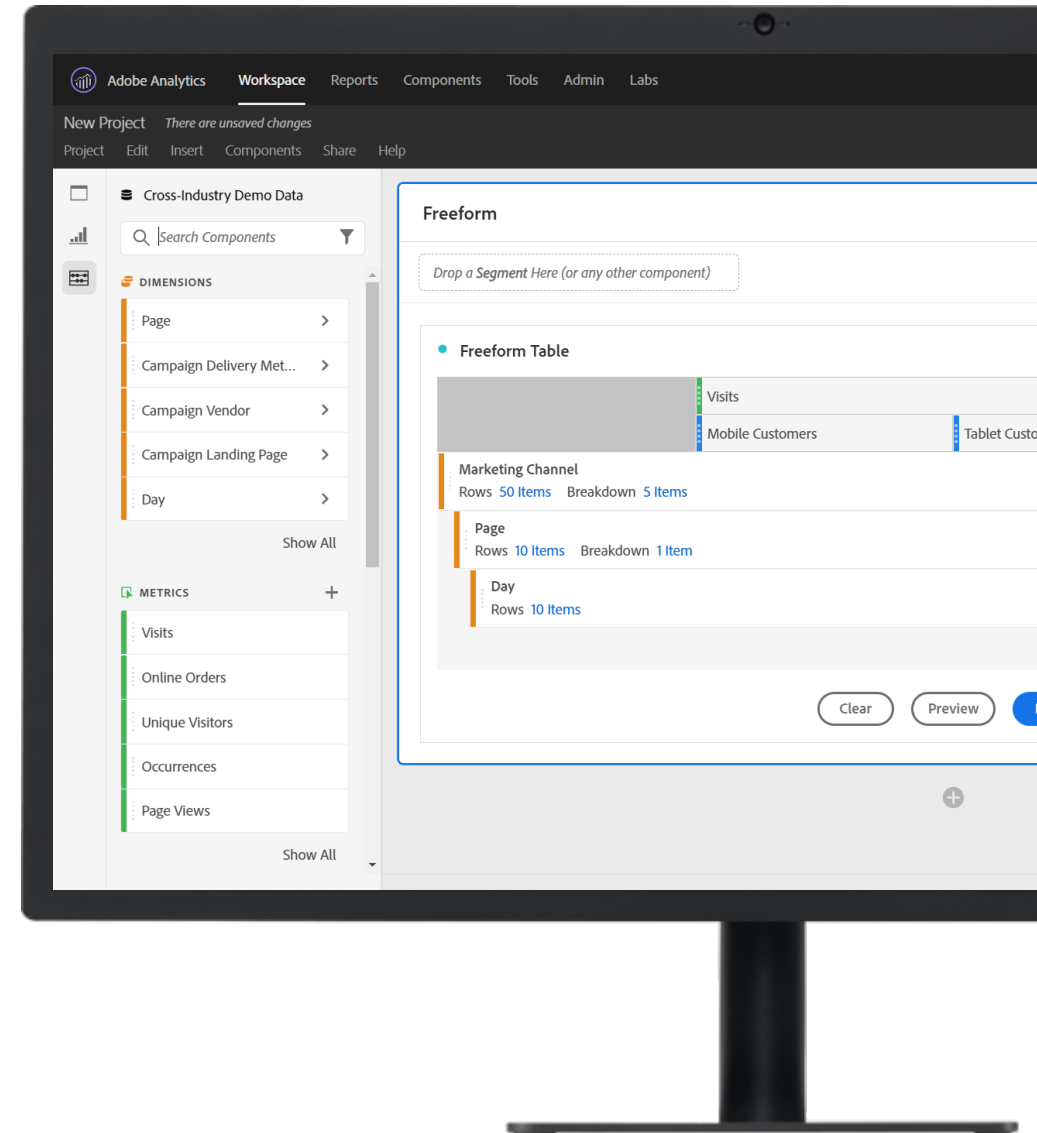


## BUSINESS BENEFITS

Analysis Workspace enhancements make it even easier for users to quickly gain insights and answers to critical business questions from large and varied data stores.

## CAPABILITY DESCRIPTION

Analysis Workspace is closing the "Ad hoc Analysis gap" and now includes Freeform Table Builder, multiple report suites within a single project, expanded export limitations and tools to help users tell better data stories.

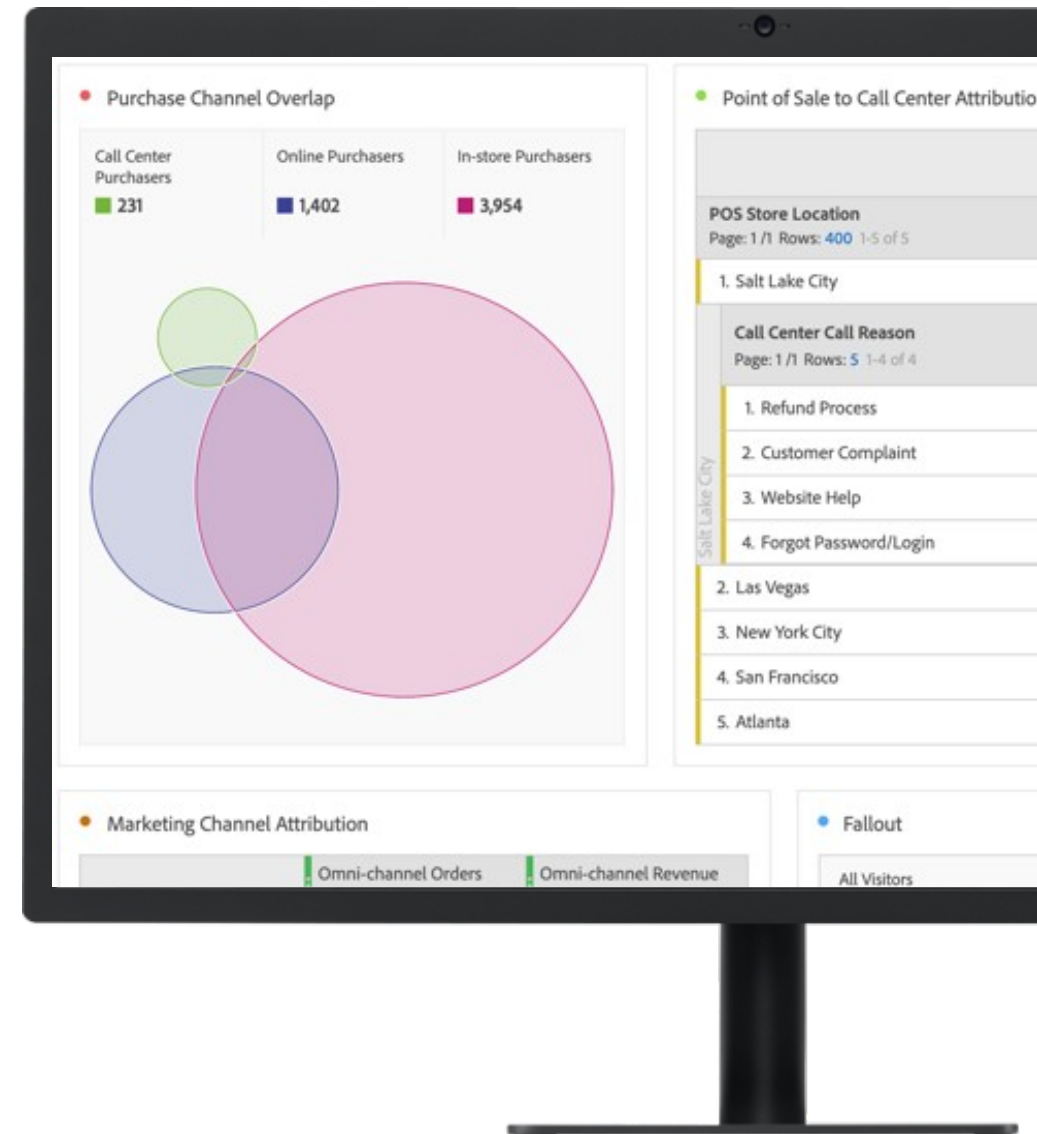


## BUSINESS BENEFITS

Customer Journey Analytics (CJA) delivers context and clarity to the complex multi-channel customer journey, providing actionable insight into how to remove pain points from the customer conversion process and deliver positive experiences in the moments that matter most.

## CAPABILITY DESCRIPTION

In the 2H 2020 CJA will be expanded to Japan, APAC and EMEA regions. Additional features are being added that enhance enterprise scale making CJA accessible to a wider audience, including enterprise-grade permissions and scheduled reporting.



## BUSINESS BENEFITS

Only Adobe allows media companies the ability to more effectively evaluate their video content performance to make decisions on how the user should experience their videos, which features are providing the most seamless experience, and keeping their viewers engaged and loyal based on player usage statistics to optimize their experience.

## CAPABILITY DESCRIPTION

Media publishers require a solution that captures all the user interactions and patterns as they engage with their video content. This feature provides a constant feedback loop to receive granular insights based on every view, e.g., a viewer that watches in full screen vs. minimized with their audio on or off to realize how engaged they are with the content.

### Player State Tracking Example



Stream #1



	Total Playback Time	CC OFF Counts	Total CC OFF
Stream #1	10 min	4 occurrences	6 m



## BUSINESS BENEFITS

Adobe unifies and centralizes data collection at scale, enabling experience businesses to send analytics data, retrieve audiences and return personalized experiences all within a single call, significantly reducing time to value.

## CAPABILITY DESCRIPTION

A consistent and easier way to deploy all Adobe solutions, customers can leverage Adobe's new SDKs and world-wide data collection network to stream event-level data to any first- or third-party destinations in real-time.

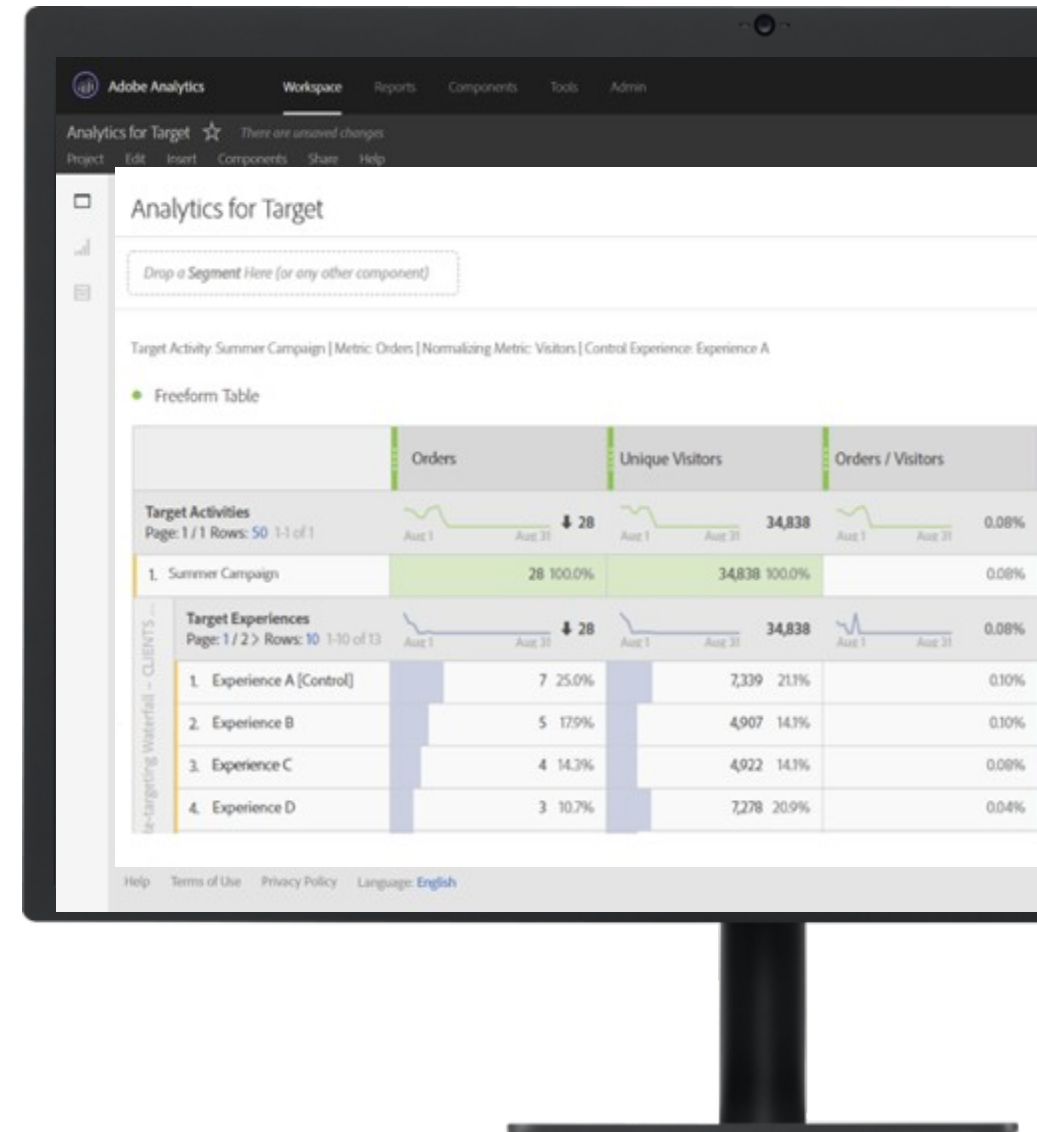


## BUSINESS BENEFITS

Brands will be able to fully validate the performance impact of their personalization efforts faster and more accurately than ever before. AA+AT creates a single source of customer intelligence data, eliminating the variance that typically occurs when combining analytics and personalization.

## CAPABILITY DESCRIPTION

Adobe enables customers to leverage powerful visualizations within Analysis Workspace to view activity impressions and activity conversion metrics that improve personalization and optimization efforts.



## BUSINESS BENEFITS

Adobe makes it easy for customers to quickly and easily upload current and historical server call data in batches opposed to line by line.

## CAPABILITY DESCRIPTION

The Analytics Bulk Ingestion API provides customers with a productized system that scales, handles errors, and addresses nuanced details of inserting current and historical data into Adobe Analytics.

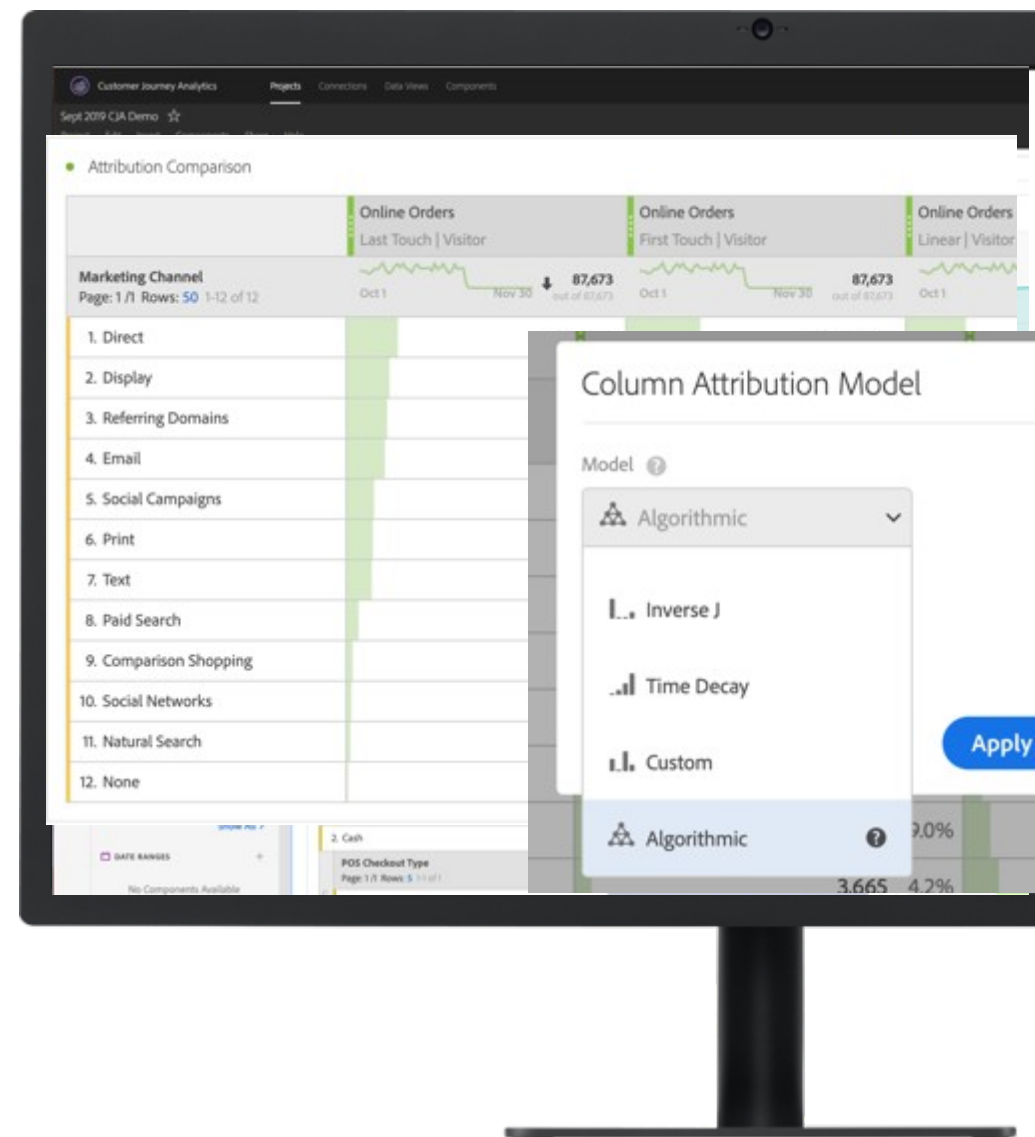
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  ]
}]
}
```

## BUSINESS BENEFITS

Only Adobe enables modern intelligence teams to understand how meaningful engagement takes place across the customer journey, removing human bias and intelligently identifying inflection points that lead customers to target outcomes, effectively optimizing marketing initiatives.

## CAPABILITY DESCRIPTION

Algorithmic Attribution provides a statistically based attribution model in Analysis Workspace that allows unlimited comparisons, breakdowns, segments and reporting line items as well as support in Attribution IQ for a custom, month-level look back window enabling customers to attribute conversions to marketing activities that occurred as far back as they want with no limits.



## BUSINESS BENEFITS

Adobe enables brands to deterministically connect behavioral data across different devices utilizing the Adobe device graph to combine device usage into a person-centric view and merge behavior from multiple devices into a single journey stream to understand how people move from touchpoint to touchpoint across devices.

## CAPABILITY DESCRIPTION

In 2H 2020, Cross-Device Analytics will become generally available in EMEA and APAC, integration with the enhanced private graph will ensure an up-to-date customer view across devices and volume limits will be increased for stitching.

