Insight into Every Customer’s Journey

Today’s customer interacts with brands through a diverse mix of media platforms, devices and offline channels. From email to mobile apps to online video to in-store, consumers navigate a complex and non-linear journey on their way to their expected experience. The complex nature of the modern customer journey is a significant struggle for marketers who look to gain visibility and clarity from their marketing investments.

With experience as the new battleground for competitive differentiation, it’s imperative marketers are not only armed with the right data points, but also able to translate those data points into ROI.

Adobe’s cross-channel, customer journey attribution enables organizations to break down the customer journey and see how each customer interaction leads to the desired outcome. Through machine learning and advanced statistics, it reveals the impact of each customer interaction in driving success within the context of the new multi-facet customer experience.

Business Trends and Challenges

Several market drivers are putting pressure on how enterprises create and optimize their customer experiences.

- **More customer touchpoints** – The list of potential ways for a customer to interact with brands increases daily. Marketers are required to analyze web, email, mobile and offline customer interactions to get an accurate picture of the customer touchpoints leading to conversion.

- **Customer experience limited by poor insights** – According to a 2015 study from McKinsey, only 13% of companies feel strongly that they have identified their customers’ decision journeys and understand where to focus marketing, while nearly half cannot measure the critical stages of the consumer decision journey1.

- **Single-channel attribution models** – Organizations are struggling to deploy multi-channel and cross-device attribution leaving gaps in customer insights and channel effectiveness.

- **Difficulty getting past last click** – According to Forrester, only one in nine marketers use advanced attribution methods, and among those using attribution, 28% still use single click methods2.

“Shifting to an attribution model was the first step to mature analytics. In the past, sales representatives had relationships with the contact and controlled everything in the CRM system. Adobe Analytics helps us bridge the gap between marketing and sales to understand the impact of content, channels and campaigns on conversion.”

Chris Marin
Senior Principal, Digital Marketing Platform & Analytics CSC
Understanding the Journey-From Start to Finish

Organizations who use behavioral insights to understand the customer journey are generating more incremental revenue and outperforming their competition by as much as 85% in sales growth. These organizations have the necessary tools to acquire customer insights and deliver them to their marketing teams to optimize the customer experience. With increasing pressure to own the customer journey, marketers must understand all the touchpoints and their relative impact on the expected outcome.

Here’s a real scenario on how an Adobe Creative Cloud Photography customer interacted with Adobe's paid and owned channels at several touchpoints along the customer journey.

Day 1
A prospect sees an Adobe Photoshop paid banner ad on a favorite photography blog, and later visits Adobe.com for more information on Photoshop.

Day 2
No brand interaction

Day 3
The prospect searches “Lightroom” on Google, comes to the site organically, watches a product video, and signs up to receive special email offers.

Day 4
Adobe sends the prospect an email which includes a link to try the free Photoshop Express App. The prospect opens the email on a smartphone, downloads the app and launches it.

Day 5
The prospect searches “buy Photoshop” and clicks on an Adobe paid search ad. The prospect views different packages on Adobe.com and has some questions, but decides to wait until the following day.

Day 6
The prospect goes directly to Adobe.com and finds the contact number to speak with an Adobe sales rep. Following the conversation with the sales rep, the prospect decides to purchase the Photography bundle via Adobe.com.

To understand the entire customer journey, Adobe Analytics tracks all these customer touchpoints. After the sale takes place, Adobe Analytics can effectively tie all the events to the final purchase, connecting the online interactions with the offline sales call and the online purchase. Through machine learning and advanced statistics via Adobe Sensei, Adobe Analytics Attribution assigns attribution values across the different channels of the customer journey leading up to the conversion.

With a reduced reliance on consultants and data scientists, marketers and customer experience professionals can quickly source their own insights and take immediate action to optimize the marketing investments and customer touchpoints to deliver the ideal experience.
Adobe Analytics Attribution Models

With Adobe Analytics Attribution, marketers and analysts can attribute precise events within a single view of each customer and understand how each display ad, email send, and video view—basically every addressable marketing touchpoint—influences a customer success event. Individual events can be associated and grouped by customer and then organized by experience, such as web visits, store purchases, call center sessions, and more.

All events are ordered by time, presenting fast, multidimensional analysis on any level of data. With this information, marketers can leverage more advanced attribution models and tailor them specifically to the needs of the business, whether the company is in travel, retail, financial services, or other industries.

Adobe Analytics supports a variety of out-of-the-box models, including both algorithmic and rules-based options.

Adobe Analytics Algorithmic Attribution Model

Adobe Analytics’ algorithmic attribution model uses advanced statistics and machine learning to objectively determine the fractional impact of each marketing touch along a customer’s journey towards a success event. Using an econometric model with logistic regression, Adobe's algorithmic attribution lets you estimate the true incremental number of purchases that can be attributed to a given marketing channel by understanding the differences between converters vs. non-converters. Additionally, the algorithmic model can be used for analyzing non-revenue events such as understanding the role that web content has on driving revenue. As part of Adobe’s Data Workbench, the algorithmic attribution model automatically evaluates contributions to success across a window of time per channel, and then builds an attribution model based on your customers’ actual interaction patterns.

Adobe Analytics Rules-Based Attribution Models

Adobe Analytics rules-based attribution models enable you to quickly analyze attribution events and assign credit leading to a successful conversion. It moves beyond first and last click, including linear, latency (time decay), adjacency, and position-based models. The rules-based models go further by letting analysts explore reasons why certain campaigns were more impactful and how the combination of different campaigns and customer touchpoints led to a successful conversion. In the case of the Adobe Creative Cloud customer referenced above, the analyst might use the latency attribution model which analyzes touches based on how many days it averages before conversion. This model might reveal that when a display ad is viewed within seven days prior to a conversion, it should receive more credit. However, if the customer views the ad more than seven days prior, it has zero impact. This is important to understand when looking at the sequencing of ads and their impact on the conversion event.

Rules-Based Models

- **First and Last Touch**: Attributes 100% credit to the first or last paid, owned or earned marketing touchpoint.
- **Last Non-Direct Touch**: Ignores bookmarked/direct traffic attributing credit to the prior marketing touchpoint.
- **Linear (Even)**: Every marketing touchpoint within a defined time period receives an equal share of credit for the success event.
- **Latency (Time Decay)**: Based on exponential decay, the model attributes more credit to marketing touchpoints that occur nearest the time of conversion.
- **Adjacency**: Provides visibility into the marketing position relative to the success event, answering the question: is the marketing channel typically the 1st (closest), 5th, or 10th marketing channel interaction away from conversion.
- **Position-Based (U-shaped)**: The first touchpoint receives a set percent of credit for the conversion, the last touchpoint receives a set percent of credit for the conversion, and each remaining touchpoint receives an equal share of the remaining credit for the success event.
- **Custom**: Custom weighted models can built to attribute credit of a success event across any paid, owned or earned marketing touchpoints.
Key Features

- **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.
- **Retroactive event processing**—Understand your customers' behavior over a broad time span across multiple channels by tying their current behavior to their past digital behavior.
- **Out-of-the-box Analysis Workspaces** set up for attribution.

Business Questions Answered by Adobe Analytics Attribution

1. How do my digital marketing campaigns influence offline sales?
2. What is the true cost per sale?
3. What channels and tactics are most impactful in the customer journey leading to conversion?
4. Where should I invest my marketing budget to ensure I’m maximizing marketing’s ROI?
5. What customer touchpoints and messages are most important to drive a desired outcome?
6. How does display advertising and re-marketing impact the path to conversion?

Notes

- Adobe Analytics Attribution Add-On must be purchased as an Add-On to a core Analytics product (Foundation, Select, Prime, Ultimate).
- First-click, Last-Click and Linear attribution models are available with Foundation, Select, Prime and Ultimate.
- Adobe Analytics Attribution Add-On uses and makes available all capabilities of Adobe Analytics Data Workbench.
- Volume commitment for Attribution may differ from primary server call commitment.

References