

Integrating Adobe Analytics with AEM Using Adobe Experience Platform Launch

HIGHLIGHTS



Customized the website
based on historical
behavior



Traced the origin of
the visitor's journey



Recognized the most
effective marketing channels
at generating revenue

THE CUSTOMER

The customer is a global organizational consulting firm headquartered in Los Angeles, California. The customer provides management consulting in designing organizational structures and helps companies hire the right talent.

THE CONTEXT

The customer was using Google Analytics to track their website users. However, the customer wanted to gather deeper insights into their customer journey so that they can improve their marketing techniques. They also personalize their website as per user information.

THE OBJECTIVES

The customer wanted to integrate Adobe Analytics instead of Google Analytics with their website. This would help them in tracking their user behavior and storing information automatically.

THE SOLUTION

We connected with the customer to understand their requirements and provided the following solutions:

- Worked closely with the customer's team to implement Adobe Analytics to capture deeper insights and advanced metrics to gauge the success of the website.
- Setup and installed different Adobe Analytics suites for staging and production environment of the customer's AEM websites.
- Customized campaign tracking and implemented marketing channel rules to ensure that stakeholders understand which campaigns are performing. This also helped in recognizing the contribution of each campaign to each lead.
- Designed and implemented the entire process with the view to stitch it together with the user journey/ behavior.
- Integrated Adobe Analytics and Adobe Target using the Adobe Launch Tag manager with AEM for reporting purposes.



THE OUTCOME

After the integration of Phase 1 deployment of Adobe launch, the customer could get more in-depth reports on their website's performance. The customer could also identify the browsers and devices that had been used to visit the site. Apart from tracking the number of visitors for their website, they could also filter out the unique visitors out of the total visitors. The customer could also calculate the total time visitors stayed on a single page or on the entire site, track the links they clicked on, and when they bounced off the website.