Grazitti Interactive®
Marketing for Digital Natives

Transforming User Experience for a Leading E-commerce Retailer with Adobe Analytics, Adobe Launch, and Adobe Target

THE CUSTOMER

The customer is a US-based eCommerce retailer giant selling multiple product lines. Being a key player among online retail platforms, they cater to a massive customer base. They have a vast marketplace where retailers can own their branded storefronts to scale their business operations.

THE CONTEXT

The customer was facing multiple challenges with their Adobe Analytics, Adobe Launch, and Adobe Target capabilities. They were facing issues in data accuracy, platform performance, and campaign effectiveness in their Adobe Experience Platform (AEP) setup. They needed fixes for data discrepancies, platform QA, code affecting link clicks, and video tracking. Additionally, they required adjustments to marketing channel rules and targeted tests in Adobe Target for optimization.

THE OBJECTIVE

The customer wanted to optimize their routine business operations with Adobe Analytics, Launch, and Target. They wanted to gain deep customer insights and use them to personalize user experience, deliver targeted promotions, and make data-driven decisions.

HIGHLIGHTS

100% tracking of User Touchpoints on the Website

85% Data Accuracy Achieved

2X Boost in User Engagement

Enhanced campaign attribution delivering efficient results

THE SOLUTION

AEP Web SDK Issue:
Team Grazitti conducted a comprehensive analysis of the AEP Web SDK issue, implemented necessary fixes to resolve the list property challenges and enhanced data accuracy.

Platform QA:
Our team analyzed the quality of the existing setup of the customer's Adobe Analytics and Launch system. This enabled them to identify and rectify configuration issues, ensuring a robust analytics foundation.

Custom Code for Link Clicks:
We also helped the customer optimize the custom code, address the link click CTA issue, and ensure accurate tracking of user interactions and engagement.

Video Tracking via Custom JS:
Our experts implemented tailored JavaScript solutions to effectively track video interactions across various platforms, including YouTube and other media sources.

Non-Marketing Channel Correction:
Marketing channel rules were meticulously reviewed and adjusted to eliminate discrepancies, therefore, ensuring that data attributed to the 'None' channel was appropriately categorized.

Adobe Target Test Activities:
We collaborated closely with the client to understand their goals and requirements. This analysis enabled us to learn that 3-4 test activities within Adobe Target should be created and deployed to enhance personalization and drive desired user actions.

THE OUTCOME

Our collaboration significantly enhanced the client's digital marketing performance and user engagement. We improved data accuracy in Adobe Analytics, optimized data collection through Launch configurations, and enhanced tracking, particularly for CTAs. Additionally, we implemented video tracking and ensured accurate data attribution, all leading to targeted tests in Adobe Target for improved conversion and user satisfaction.

REACH US AT

Website : www.grazitti.com
Email : info@grazitti.com

CALL US AT

USA : +1 650 585 6640
Australia : +61 451 827 272
Singapore : +61 451 827 272

Canada : +1 437 775 3972
India : +91 872 501 0536

Download Now