



# Integrating Adobe Analytics With Launch Using AEM for an Organizational Consulting Firm

## HIGHLIGHTS



Reduction in 'undefined' value discrepancy



Effective visitor behavior analysis



Complete view of the user journey

## THE CUSTOMER

The customer is a global organizational consulting firm. They help clients hire the right candidates and offer expert advice on maintaining a developing and motivated workforce. The customer also helps professionals with career advancement.

## THE CONTEXT

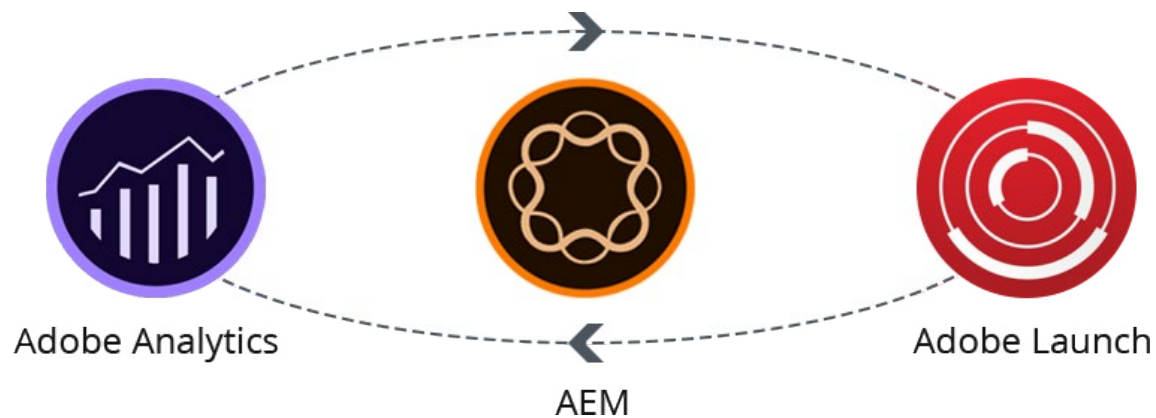
The customer did not have a basic or advanced setup done on Adobe Analytics. Therefore, they were unable to standardize digital experiences across properties. This meant that they were also unable to leverage Adobe Analytics to collect data effectively and analyze the user journey. In addition to this, the customer was using Google Analytics, and there were issues in data accuracy due to data sampling. Grazitti recommended them to leverage an enterprise analytics platform.

## THE OBJECTIVE

The customer wanted help integrating Adobe Analytics with Launch using Adobe Experience Manager. They wanted better transparency and visibility for effective visitor behavior analysis in Adobe Analytics. The customer also wanted to improve user experience by integrating Adobe Target with Adobe Analytics.

## THE SOLUTION

- Developed stronger insights into the customer's business requirements, KPI's, and ongoing data challenges
- Followed up with a thorough website audit
- Configured Adobe Analytics and Adobe Target from scratch with Adobe Launch
- Created and maintained a solution design document
- Used the document to configure Adobe Analytics via Adobe Launch
- Wrote complex code to capture specific user journeys
- Created and optimized staging, development, and production report suites
- Delivered actionable reporting to the customer



## THE OUTCOME

The customer has achieved complete transparency with regard to visitor engagement across different pages and sections of their website. They also have an improved page convention, enabling them to track pages, sections, form submissions, link clicks (along with positions), as well as transaction data. The customer now has a complete view of the user journey.