

ADOBE ANALYTICS APP

DATA IS PARAMOUNT

The biggest challenge with modern marketing today is dealing with the scale and variety of customer, visitor, and prospect data. While this is an issue for any company, it can be orders of magnitude more difficult for large consumer-facing brands with big media budgets, significant website and app activity, and a vast number of customer transactions. They have:



Online activity data (behavioral or clickstream) from websites, apps, and devices collected by analytics tools like Adobe Analytics and Google Analytics 360



Marketing data about impressions, views, and clicks from Ad Servers like Google Marketing Platform and FlashTalking, and opens and clicks from email systems like ExactTarget and Marketo



Enterprise data from online sources like CRM, affiliates, and email, as well as offline sources like store purchases, call centers, and channel partners

Fortunately, these are the kinds of challenges where Syntasa really shines. The foundation of our platform is data, and we have deep experience with behavioral, advertising, and enterprise data sources.

The Syntasa Platform has pre-configured adapters to integrate data from marketing clouds such as Adobe, Google, and others. It validates your data, allows you to build your own Identity Graph (using your first-party data), and synthesizes them into a single view for each individual with visibility into their behavior (e.g., impressions, clicks, sessions, views, products, events, purchases, subscriptions, and cancellations).

The better your data, the more accurate your analytics, the more precise your decisions, and the more effective your actions.

ADOBE ANALYTICS APP

ADOBE ANALYTICS DATA

Syntasa's Adobe Analytics App enables organizations to quickly and easily bring their clickstream data from Adobe Analytics into their enterprise big data environment. This data is the most complex and most difficult to deal with – not only is there a high volume, but there are thousands of semi-structured data elements, and different levels of abstraction (sessions, views, products, and events).

The App connects to your Adobe Analytics account via API and automatically enriches the raw clickstream data from Adobe data feeds with your custom report suite configurations. Once deployed, it monitors for data accuracy, allows for configuration changes, adds Adobe and enterprise lookup data, creates a product string view, and performs any number of additional custom data transformations.

Our ID Graph recognizes relationships between sessions, views, products, and events and stitches the data at an individual level with a common schema.

DIY ALTERNATIVES

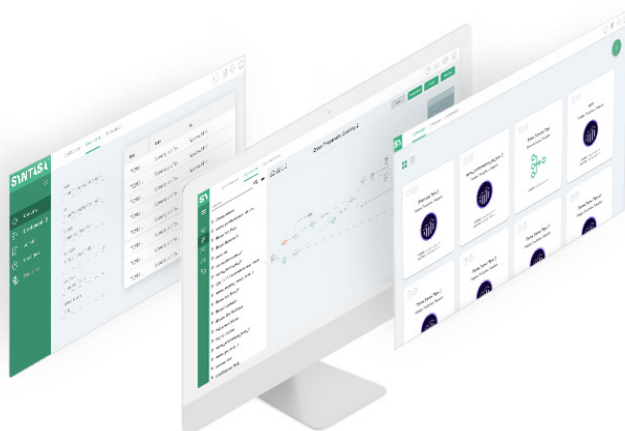
A global grocery retailer tried to build their own clickstream solution. They spent 11 months and hundreds of thousands of Pounds (£), but their home-grown code proved to be unstable, the data quality was poor, and the metrics did not match their web analytics reports – which eroded trust in their internal reporting tools. While they were able to execute their code manually, downstream systems failed when they put it into production.

Another company, a large media property, hired consultants to bring their clickstream data into their data lake. They spent over \$500K and have neither captured all the variables they need, nor reconciled the data at the individual level. Their reports do not match their web analytics reports, again eroding trust in their internal reporting. And they have not been able to advance their strategic goal of applying AI/ML techniques to their first-party behavioral data.

However, Syntasa's Adobe Analytics App provides a production pipeline with highly reliable and accurate data within 8 weeks.

WORKFLOW

The workflow for the Adobe Analytics Adapter provides data lineage, versioning, and documentation in the event that a configuration needs to be changed. It automatically incorporates custom variables, allows for schema changes, and checks for data accuracy via the Adobe Analytics API. When event enrichments and lookups have been integrated in the event table, the workflow provides the capability for custom aggregations at the customer, visitor, and session levels. Additionally, product strings can be broken down into individual rows, with all output data stored natively in your organization's private cloud.



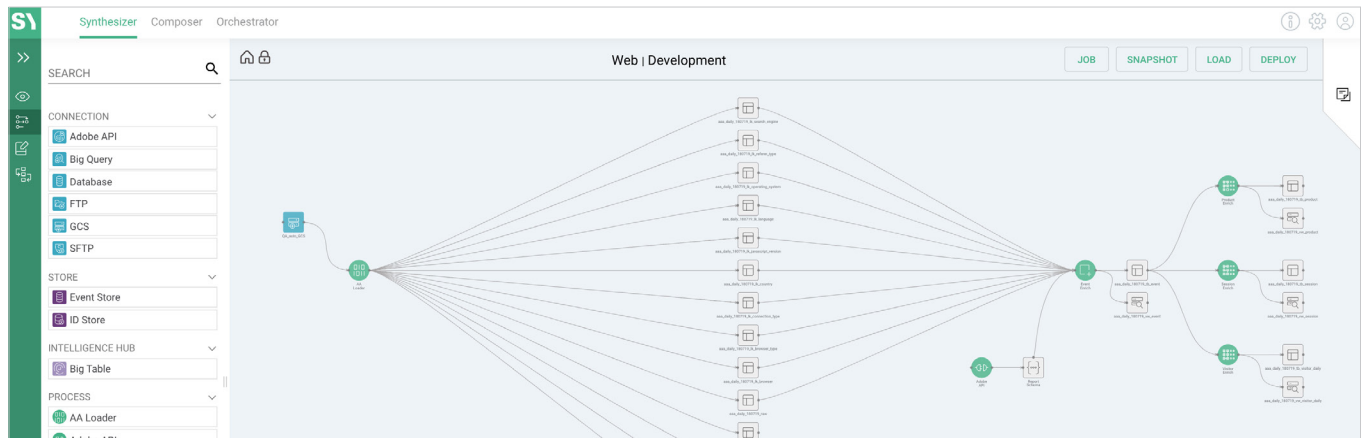
DATA USE CASES

- Bring rich clickstream data in to your big data environment
- Make data available to open-source data science workflows
- Join digital and enterprise data in your virtual private cloud
- Consolidate Adobe Analytics report suites
- Use preferred querying, reporting, and visualization tools
- Create custom aggregations and tables for broader business use

BENEFITS

- Your custom reports will match Adobe Analytics reports at 99.9%
- Handles all Adobe custom variables, events, and conversions (eVars)
- Data quality and schema monitoring & alerting
- Fully automated processing
- Lookup data and product and event string handlers
- Data stored in your big data environment

ADOBE ANALYTICS APP



THE SYNTASA PLATFORM

Syntasa's Adobe Analytics App is part of its Synthesizer product which provides the timely and accurate clickstream data that your business needs. As a fully integrated part of the Syntasa Platform, it is the foundation for better analytics, better decisions, and better actions. Syntasa Composer adds AI/ML capabilities and business rules, including an integrated data + data science pipeline and the ability to create rules and features, train models, and deploy rules and algorithms to production. Syntasa Orchestrator activates your decisions. It allows you to build lists for audience-driven activities, such as advertising, emails, and other messaging. And it provides a RESTful API for real-time activities, like on-site recommendations and personalization.

The Syntasa Platform uses the concept of Apps to improve reliability and efficiency, accelerate time-to-value, and provide a significant return on investment over home-grown solutions. Apps bring the best practices from decades of software development to AI Apps to avoid the anti-patterns cropping up in today's cloud platforms and AI. Using Apps, teams of business, digital analysts, data scientists, and data engineers can each develop and own their portion of the overall pipeline, while reusing the complementary work from other teams.

Additionally, the Syntasa Platform runs natively in your own private cloud, enabling you to keep your sensitive customer data inside your firewall, reclaim control of your data across your various marketing clouds, and leverage the power of recent technology advances in big data processing and AI/ML.

ADDITIONAL BUSINESS USE CASES

- The same data that helps you improve the accuracy of your analytics will also help you elevate the effectiveness of your marketing activities by leveraging Artificial Intelligence and Machine Learning.
- AI-Assisted Merchandising uses propensity modeling to create personalized on-site and in-app customer experiences, including recommended content, products, and bundles.
- Algorithmic Targeting can both minimize advertising media spend on visitors that are unlikely to convert and expand audiences that have been created with rules-based criteria.
- Journey Analytics shows the sequences of interactions for visitors who become customers and recommends journeys with the highest probability of conversion.
- Algorithmic Attribution uses advanced quantitative methods (e.g., Shapley Method and Markov models) to more accurately assess the effectiveness of your marketing activities, show how they compare with rule-based attribution, and recommend the most efficient mix of activities in the future.



"Syntasa has been really invaluable in speeding up our time to value by architecting our Adobe Analytics data and productionizing data science and machine learning modeling at scale, and in such a way that we can confidently pass that into production systems to drive the user experience."

Paula Bobbett
Head of Online Performance
at Dixons Carphone