AXAMIT

ОБЗОР DIGITAL MARKETING ИНСТРУМЕНТОВ

ADOBE ANALYTICS

ADOBE CAMPAIGN

Спикер

Пузырин Николай Владимирович

- Образование: Гомельский государственный университет им. Франциска Скорины
- 15 лет работы в IT сфере
- Backend и frontend разработка
- Adobe Certified Expert - AEM 6 Architect
- AEM 6.0 – 6.4
- Adobe Campaign, Adobe Analytics, Adobe Target

CERTIFIED EXPERT
Adobe

Общий обзор Clouds
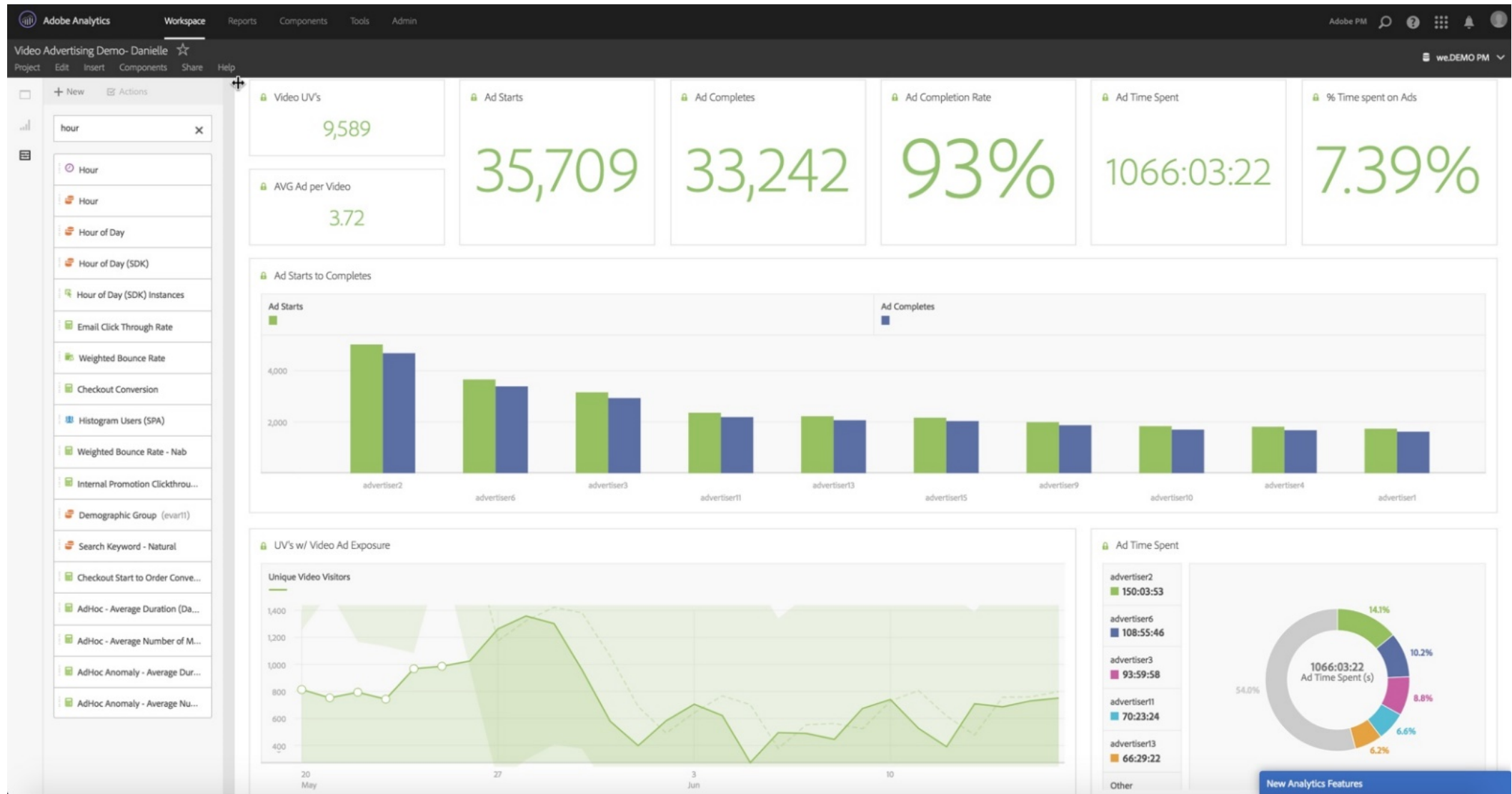
Adobe Creative Cloud

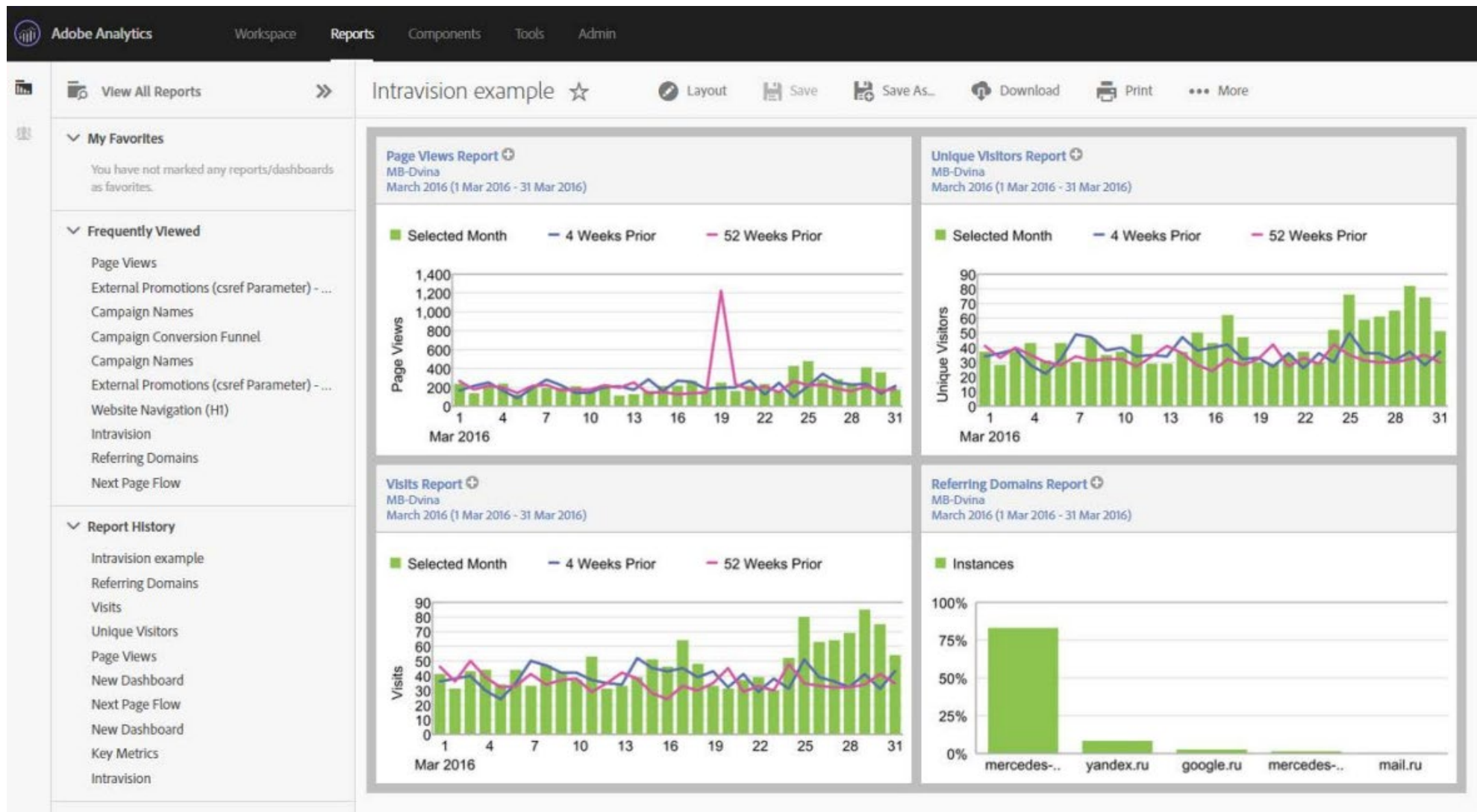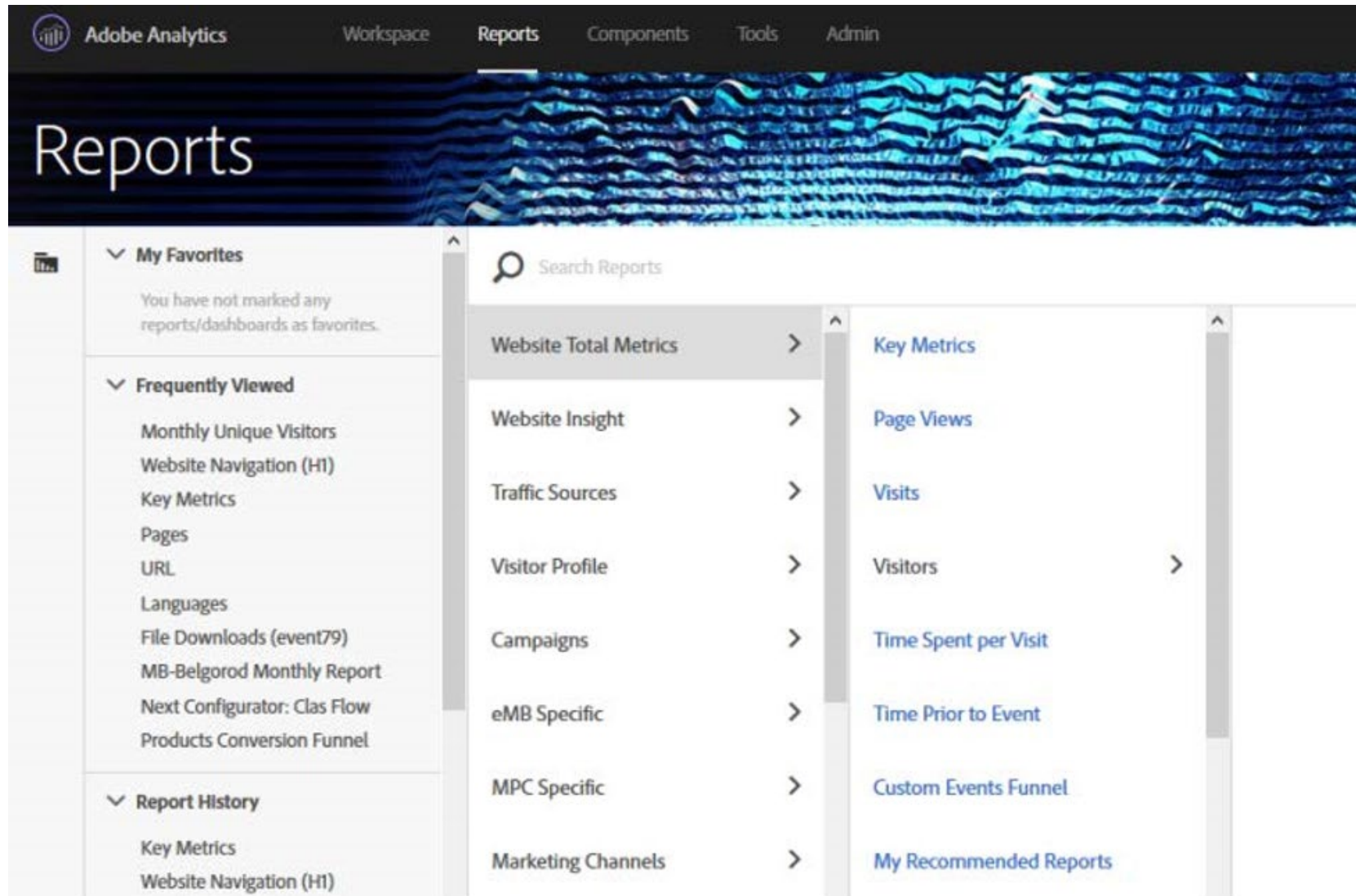# Adobe Documents Cloud

Adobe Experience Cloud

Adobe Analytics

AA панель отчетов - dashboard

Adobe Analytics

Сравнение GA и AA

GOOGLE ANALYTICS VS ADOBE ANALYTICS

Сравнение GA и AA

GOOGLE ANALYTICS   ADOBE ANALYTICS

Цена

Простота

Гибкость

Подключение

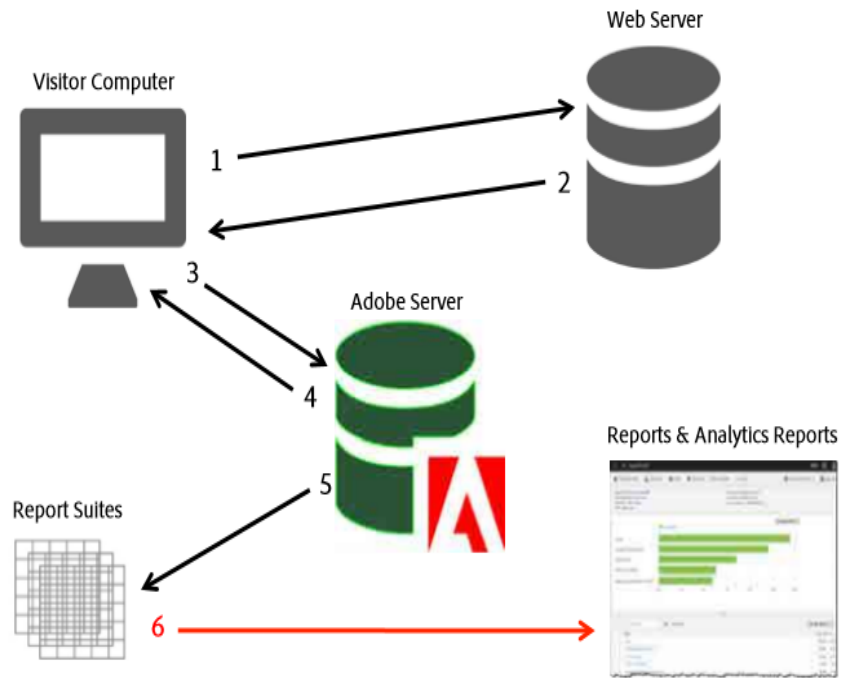В реальном времени

24/7

Интеграция с CRM

Интеграция с AdWords

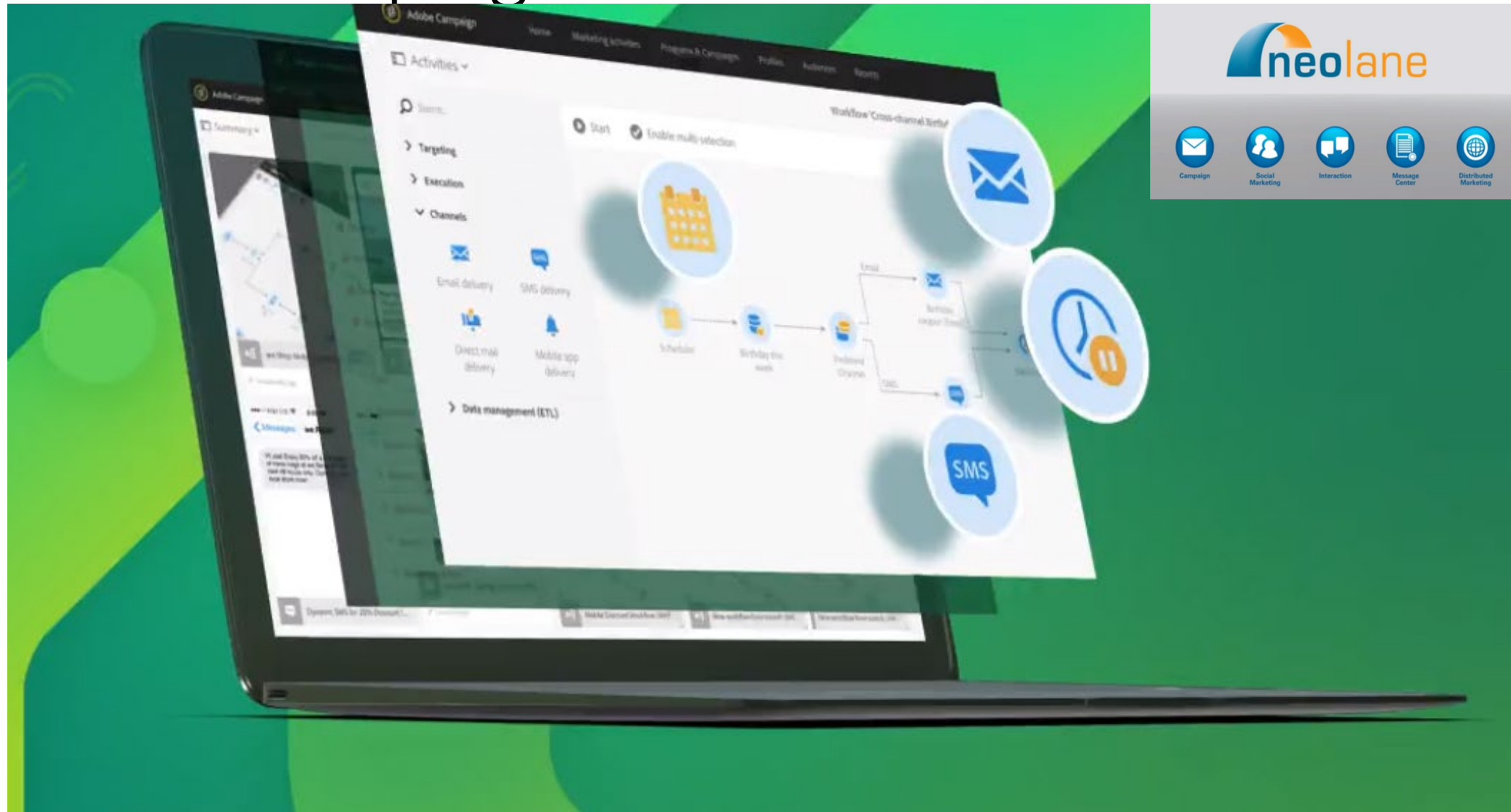Время хранения данных

Пользовательский путь

Adobe Campaign

Visitor Computer

Web Server

1
2
3
4

Adobe Server

5

Report Suites

Reports & Analytics Reports

6

```
<script language="JavaScript" type="text/javascript"
scr="http://www.geometrixx.com/AppMeasurement.js"></script>
<script language="JavaScript" type="text/javascript"><!--

/* Traffic Variables */
s.pageName="Women:Fine Apparel:Red Dress"
s.channel="Women"
s.server="Geometrixx UK"
s.pageType=""
s.prop1="Fine Apparel"
s.prop2=""
s.prop3=""
s.prop4=""
s.prop5=""

/* Conversion Variables */
s.campaign=""
s.state=""
s.zip=""
s.events="prodView"
s.products=";101341"
s.purchaseID=""
s.eVar1=""
s.eVar2=""
s.eVar3=""
s.eVar4=""
s.eVar5=""

var s_code=s.t();if(s_code)document.write(s_code)//--></script>
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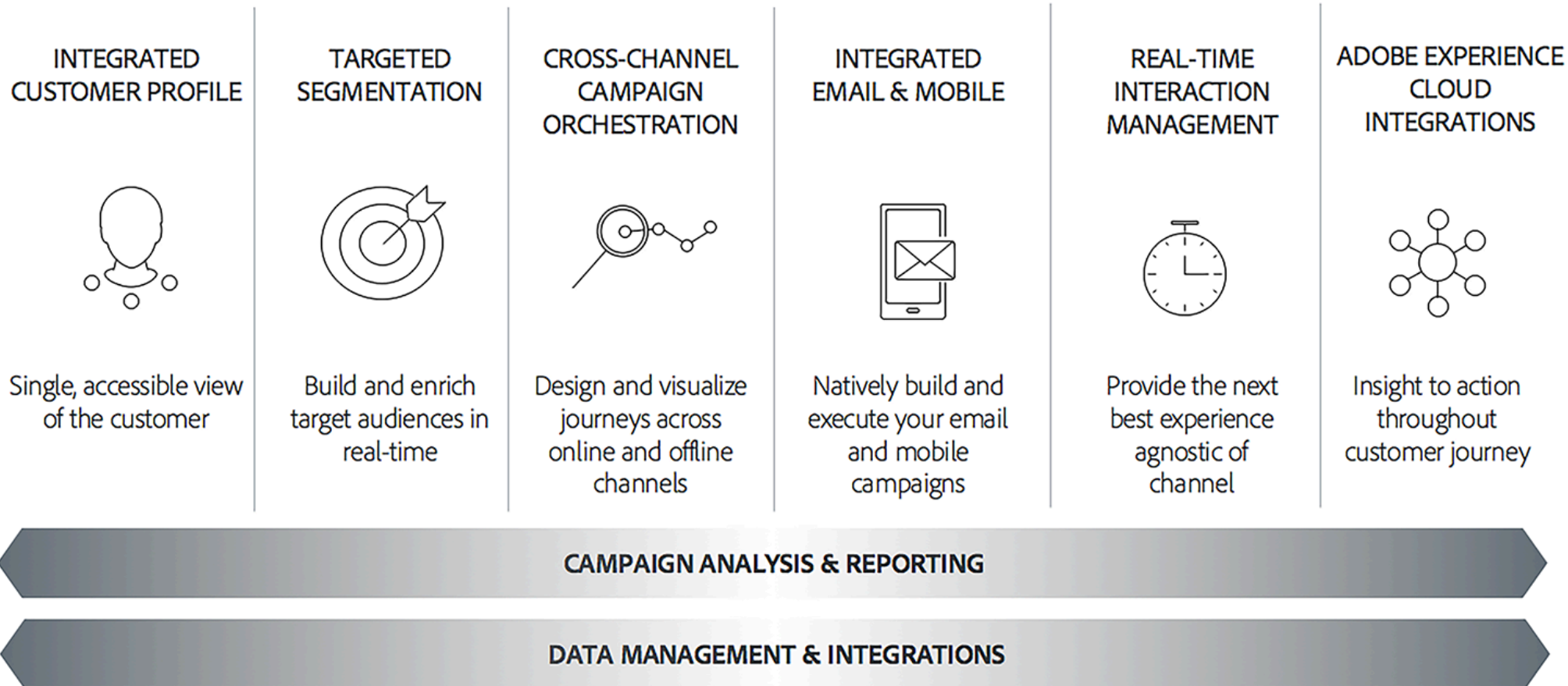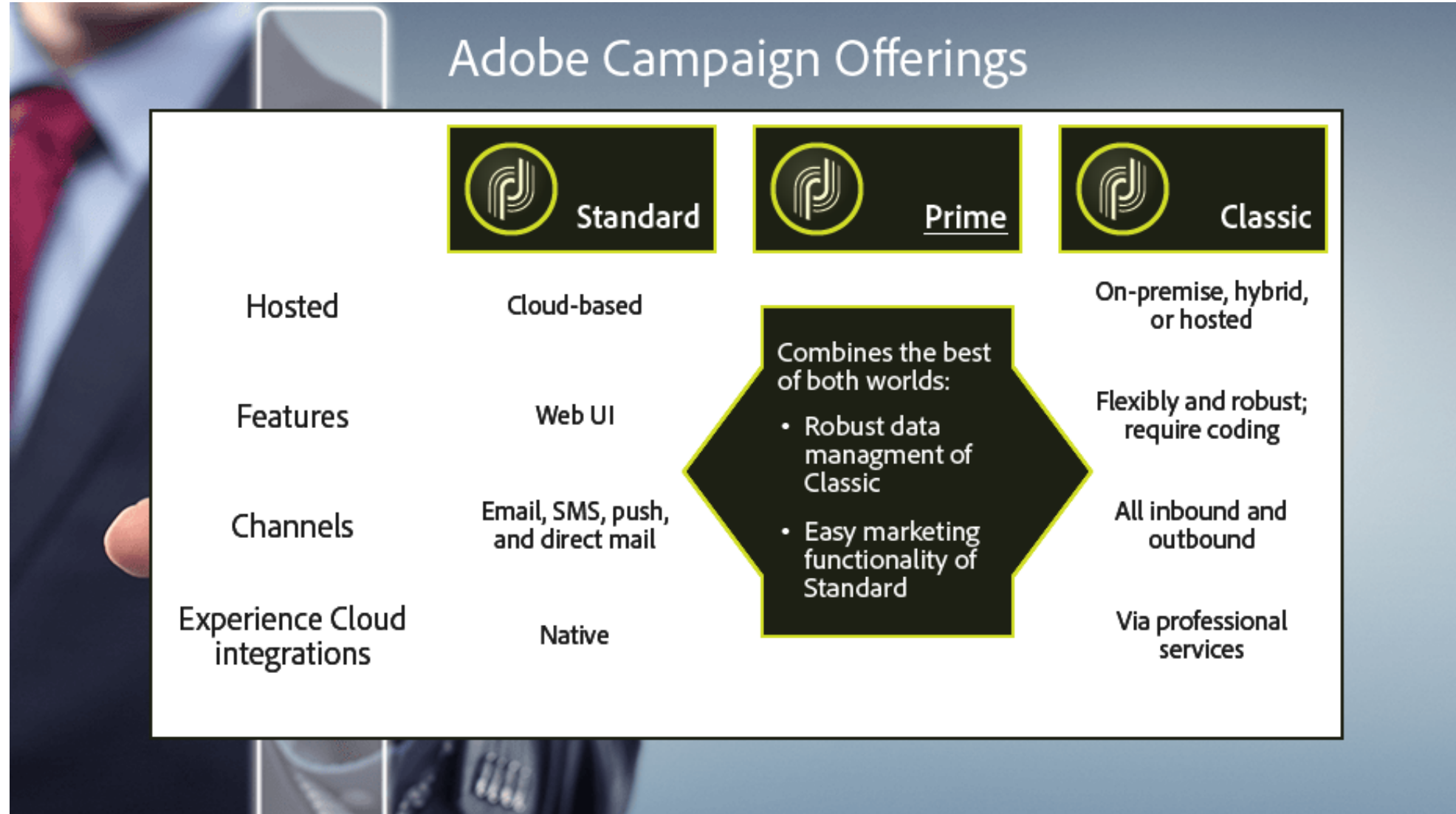
Adobe Campaign

Adobe Campaign

INTEGRATED CUSTOMER PROFILE	TARGETED SEGMENTATION	CROSS-CHANNEL CAMPAIGN ORCHESTRATION	INTEGRATED EMAIL & MOBILE	REAL-TIME INTERACTION MANAGEMENT	ADOBE EXPERIENCE CLOUD INTEGRATIONS
Single, accessible view of the customer	Build and enrich target audiences in real-time	Design and visualize journeys across online and offline channels	Natively build and execute your email and mobile campaigns	Provide the next best experience agnostic of channel	Insight to action throughout customer journey

CAMPAIGN ANALYSIS & REPORTING

DATA MANAGEMENT & INTEGRATIONS

Adobe Campaign

Adobe Campaign Offerings

	Standard	Prime	Classic
Hosted	Cloud-based		On-premise, hybrid, or hosted
Features	Web UI	Combines the best of both worlds: • Robust data managment of Classic • Easy marketing functionality of Standard	Flexibly and robust; require coding
Channels	Email, SMS, push, and direct mail		All inbound and outbound
Experience Cloud integrations	Native		Via professional services

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