

TOP 5 ATTRIBUTES FOR CUSTOMER ANALYTICS SUCCESS

Are you a leader or a laggard?

This infographic, based on research by Adobe and London Research, shows the five attributes most strongly correlated with customer intelligence maturity.*

1

Customer analytics leaders are **145%** more likely to have a complete view of all customer interactions with their brands.

In the age of customer experience, leading organisations ensure they have as much visibility as possible around how individual prospects and customers are engaging with them, across the full range of different touchpoints and devices. This capability is a cornerstone of customer intelligence, and it's something that can be achieved through the right marketing technology setup and integration of platforms.



2

Leaders are **205%** more likely to be using digital analytics technology to its full potential.

Those companies reaping the benefits of customer analytics are getting significantly more out of their digital analytics technology than those at lower levels of maturity. Organisations must work to ensure they are using the full range of functionality that best-of-breed analytics packages can now offer.



3

Leaders are **124%** more likely to be carrying out predictive and prescriptive analytics.

Driving real-time decisioning and triggering communication events to drive personal interaction with customers is not only possible but increasingly expected as a foundational component of a great customer experience.

Predictive and prescriptive analytics harness AI and machine learning, which enables companies to take insights from data to prescribe precise actions automatically through the marketing technology stack. For example, these actions could be personalisation, content management, audience segmentation, and allocation of ad spend.



4

Leaders are **141%** more likely to have the analysts and data scientists they need to make the most out of data.

Companies with a successful customer intelligence strategy are typically those that have analysts and data scientists to derive actionable insights from their analytics software and to frame the right kind of questions to fully capitalise on the increasingly sophisticated technology available. As well as the ability to manipulate vast amounts of data and solve complex problems, data scientists also need the commercial awareness to focus on areas that will have a tangible impact on the business.



5

Leaders are **86%** more likely to invest in the skills they need to get the most from their digital technology investment.

Core data skills are required to get the most value out of data and analytics software and to make sure the right type of processes and integrations are in place to translate customer intelligence into commercial benefits. For sustainable success, the use of analytics within an organisation needs to transcend the analytics department, so that it isn't confined to a silo within the business.



Get the full report.

Download the full report to help evaluate your own organisation's customer analytics maturity.

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* *Customer Analytics - The 20 Attributes that Lead to Business Success*, published by Adobe in partnership with London Research, is based on a survey of more than 1,800 global business professionals in 2018.

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