CUSTOMER ANALYTICS:
5 REASONS FREE ISN'T ALWAYS THE BEST OPTION

Research by London Research shows how companies using paid analytics tools are better equipped for customer intelligence than their peers who use only free software.*

1

Companies using paid analytics are **48%** more likely to say they get actionable insights.

To deliver great customer experiences, companies need to move beyond simple data collection and reporting that don't come with recommended paths of action to follow. Companies must ensure that their analytics platforms are giving them the kind of insights about their customers that they can do something with. The research shows that those with paid analytics technology are significantly more likely to get actionable insights from their analytics tools.

2

Companies using paid analytics are **77%** more likely to have a technology platform that automates actions from digital analytics insights.

As well as providing actionable insights, best-of-breed analytics solutions also let you automate marketing actions through integrations with other marketing and advertising technology platforms. According to London Research, companies relying only on free software are much less likely to benefit from the kind of automated messaging and communication that is possible when analytics are integrated with other tools, including email, marketing automation, personalisation, e-commerce, and content management systems.

3

Companies using paid analytics are **31%** more likely to say digital analytics provide a strong foundation for their customer experience initiatives.

Organisations with a more sophisticated approach to customer experience have recognised that their CX activities are underpinned by effective customer intelligence and analytics. Modern-day consumers expect first-class experiences and will go elsewhere if a brand isn't delivering. Meeting the expectations of customers in an age of almost constant connectivity is increasingly reliant on being able to harness data and insights about their behaviour and needs in real time.
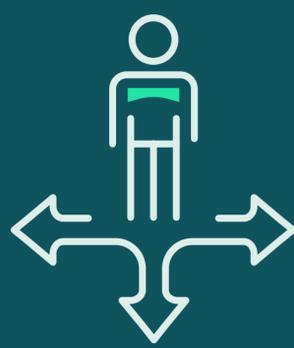
4

Companies using paid analytics are **94%** more likely to fully leverage customer intelligence to get maximum value from their paid media investment.

Too many brands are still spending large sums of money on paid media without tapping into customer analytics to increase their return on advertising spend, whether on paid search, social media or display advertising channels. Advertisers should be tapping into their customer analytics to ensure that they are getting the most from their marketing investment across paid media as well as earned and owned media. Best-of-breed analytics solutions include integrations with paid media tools, enabling offsite advertising intent to be combined with relevant on-site digital engagement data.

5

Companies using paid analytics are **40%** more likely to enrich their customer data using second- and third-party data.

Marketers should be striving to build as complete a picture of customer behaviour and attributes as possible, building on the first-party data that analytics platforms have historically focused on. Our customers are now using Adobe Analytics in conjunction with Adobe Audience Manager to get visibility on proprietary and externally sourced data in a single platform. Second-party data typically comes from partner organisations with complementary first-party data of their own, while third-party data might include household income and shopping propensity information.

Get the full report.

Download the Customer Analytics report to learn more about the benefits of paid analytics, and to evaluate your own organisation's customer intelligence maturity.

View report

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