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FOR IMMEDIATE RELEASE

New Adobe Attribution IQ Solution Helps Companies Better Grasp Consumer Behavior Across Multi-Pronged Communications Channels

Hong Kong — 4 July 2018 — Companies in Hong Kong looking to harness a range of communications technologies – including digital advertising, email and content marketing – for promotional campaigns can now utilize Attribution IQ in Adobe Analytics Cloud, a new solution that taps the power of data to fuel marketing strategy and creativity.

Attribution IQ allows brands to break from the reliance on first-touch and last-touch attribution to better meet the needs of understanding modern consumer behavior in Hong Kong.

Attribution IQ delivers a comprehensive set of ten analytic models to capture the different ways in which consumers are being influenced and is the only solution in the market that allows firms to dive deeper into the specific campaigns, products, or internal promotions. Additionally, it gives fair credit to the impact of channels like social and mobile while showing how this differs amongst different individuals, products, or creative campaigns.

“Companies that are facing the threat of declining foot traffic and digital competitors can now more intelligently increase marketing spend online and roll out new creative campaigns with appropriate justification to warrant their decisions,” said Trevor Paulsen, the Senior Product Manager for Adobe Analytics. “Through Attribution IQ, marketers can now see that paid and organic social (as an example) are actually driving customers of particular segments — such as young ladies and post 90s consumers — to revisit and complete online cart purchases where that was invisible to them before,” he said.

Attribution IQ will be available in Analysis Workspace within Adobe Analytics, enabling marketers to visualize the customer journey and all the points at which they interact with the brand. It builds on Adobe Analytics’ broad support for every channel, from desktop web, mobile and social, to voice analytics and the connected car.

Adobe’s Analysis Workspace has for a long time given brands the ability and flexibility to truly drill into their data. Instead of simply comparing display versus social ads for instance, users can now see how individual campaigns and even specific keywords performed using a rich set of attribution models. This further enhances the integration between Adobe Analytics Cloud and Adobe Advertising Cloud, helping brands make more informed decisions around planning and ad spend.

Attribution IQ in Analysis Workspace

With Attribution IQ, Adobe is delivering a flexible way for advertisers and marketers to show where they drove value, and move the entire organization beyond simple vanity metrics that ultimately paint an incomplete picture of the customer journey.

For more information, please read [Attribution IQ](#) blog and [Adobe Analytics Cloud](#) website.

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