



From Reporting to Analysis to Action - Understanding Customer Context

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Adobe Analytics Cloud

Enables businesses to move from insights to action in real time by uniquely integrating audience as the core system of intelligence for the enterprise.

Activates data across all Adobe clouds.





Adobe Analytics Cloud

Modern Measurement
Contextual Insights
People Centric
Actionable Insights



Bi-Directional Integration

Flexible Data Retention Enforcement Policies

Automated Access Requests

Attribution IQ

Audience Explorer

Analysis Workspace enhancements

GDPR readiness

Profile Merge

Automated Delete Requests

Advertising analytics

Privacy Data Labeling Tool

Audience Manager + Data Science Workspace

Context-aware sessions



Adobe

MAKE IT AN EXPERIENCE