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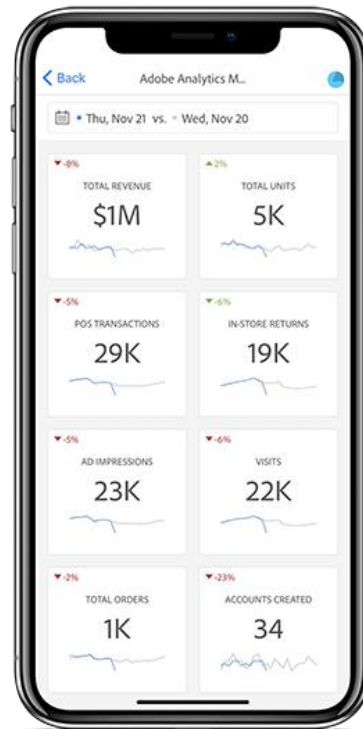
Adobe Introduces Mobile App for Adobe Analytics

Hong Kong — August 12, 2020 — Adobe (Nasdaq: ADBE) has introduced a mobile app for Adobe Analytics to provide senior business leaders with a real-time pulse on business health and customer behavior including interactive insights, customized to individual needs and accessible with just a few taps to help ensure that important decisions are backed by fresh data, not gut instinct.

Whether it is a large global brand, a specialty retailer, or a government agency, teams are struggling to equip senior leaders with useful data. With limited analyst resources, ad hoc requests cannot be fulfilled in a timely fashion, and teams rely instead on static dashboards with outdated or incomplete data. The lack of actionable insights is more problematic than ever, as organizations deal with a rapidly changing environment that requires fast decision-making.

With Adobe Experience Platform, the Adobe Analytics mobile app is the first-of-its-kind to deliver a comprehensive view of customer journeys, from web and mobile, to in-store signals and call centers. It empowers users to take immediate action on how they operate their business, and drives success in customer experience management (CXM).

With the Adobe Analytics mobile app, analysts and data scientists can curate specific experiences with pre-built "scorecards." Executives can get real-time access to standard metrics such as revenue, web traffic, or cart abandons. Analysts can also create more robust scorecards that blend different channels together to provide a deeper view into the overall customer journey.
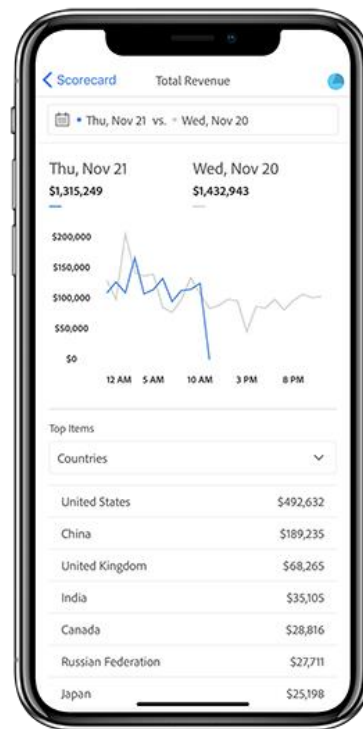
Consider an example in a retail setting: Analysts can provide executives with a view into how areas like social media, lifestyle apps and email marketing are driving people to its main eCommerce destination. This cross-channel analysis is made possible via Customer Journey Analytics on Adobe Experience Platform, and these insights can empower users to make important decisions in real-time.

Users of the mobile app can drill into any of the metrics contained within each "scorecard" and understand the context behind the numbers. The charts and graphs that the analyst team pulls together are interactive and can be closely inspected.

Additionally, AI powered features via Adobe Sensei (such as anomaly detection) are automatically applied to data in the app. Users can be alerted when there are unexpected spikes or dips in metrics that the business cares about.

The app is designed to be flexible for any use case, given that Adobe Analytics users span industries from retail and financial services, to government agencies and media. It will enable any organization to derive greater value from their analytics investment by expanding access to users that need it most.

Availability

The Adobe Analytics Mobile app is now available on iOS or Android. Please visit here to learn more about the app.

About Adobe Experience Cloud

Adobe is reimagining Customer Experience Management (CXM) with Adobe Experience Cloud, the industry's leading end-to-end solution for experience creation, marketing, advertising, analytics and commerce. Unlike legacy enterprise platforms with static, siloed customer profiles, Adobe Experience Cloud helps companies deliver consistent, continuous and compelling experiences across customer touchpoints and channels- all while accelerating business growth. Industry analysts have named Adobe a leader in over 20 major reports focused on experience-more than any other technology company.

About Adobe

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com/hk_en/.

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