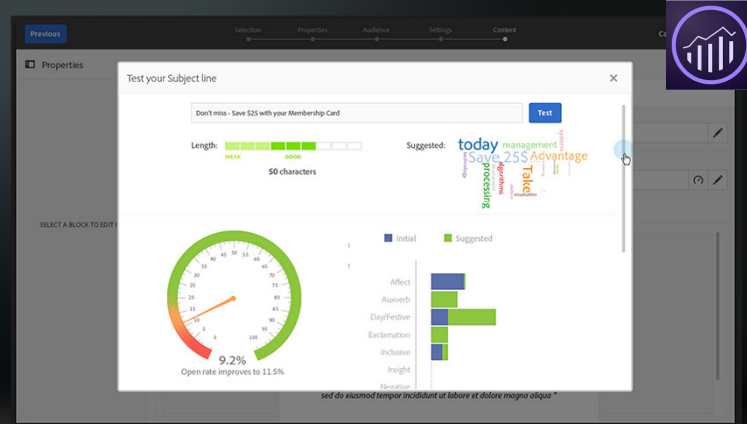# ADOBE ANALYTICS CAMPAIGN OPTIMIZATION

Overview

Many organizations struggle with the ability to optimize their campaigns and gain insight into customer interactions. Cardinal Path's campaign optimization solution enables deep analysis. Seeing what your customers are doing on your site, and benchmarking their behaviors against your specific goals and KPIs is one thing, *but knowing how they got to that point is another.*

How it works

Cardinal Path's Adobe Campaign Optimization solution provides you with the foundation you need in order to optimize effectively. We start by establishing a detailed tracking code taxonomy, which will set the standard for data collection and reporting. As campaigns are deployed, rigorous Data Validation testing is conducted to ensure the integrity of the data - which will bring you the most accurate marketing insights possible. Marketing Channels are configured to provide reporting on how your campaigns generate revenue, with a perspective of first and last-touch channel allocation.

Cardinal Path digs into the data using multiple strategies, starting with a segmentation analysis. We then run an analysis to evaluate what is driving traffic to your website, what is working (creative, keywords, banner size, ad types, etc.), what isn't working, and most importantly, *why*.

Key Capabilities

Accuracy

- Clean & accurate data collection
- Campaign taxonomies that translate into well-structured, meaningful reporting
- A governance plan to maintain data integrity and standardized reporting processes

Analysis

- Real-time performance insights based on conversion by marketing channel
- Deep analysis of campaign performance and behavioral analytics, with a focus on insights and actionable optimization recommendations
- Robust data integrations through data connectors with campaign management tools (DoubleClick, Kenshoo, etc.) to show you impressions, spend and on-site conversions side-by-side within Adobe

Activation

- 360-degree qualification and targeting
- Highly personalized remarketing tactics
- Strategies that respond to the cross-device, cross-channel consumer journey

With Adobe Analytics Campaign solutions from Cardinal Path, clients will receive clean, accurate data, along with web behavior tracking and profiling of customers. Insights extracted from our Campaign Optimization offering translate into timely, relevant, and incisive marketing messages.

Get started!

Why wait to put in place a foundation which will allow you to optimize your campaigns effectively. Get started today!

We'll show you how:

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- ✉️ **sales@cardinalpath.com**
- 🌐 **www.cardinalpath.com**

Cardinal Path is an award-winning digital data analytics and optimization consulting firm that works with the world's most prominent organizations to create, implement and action advanced analytics. Known for its industry leadership with tools such as the Online Analytics Maturity Model, a framework for assessing enterprise-wide analytics maturity, Cardinal Path comprises dedicated teams of award-winning analysts, statisticians, academics, developers, and many of the top minds in the digital marketing space. We help our clients unlock the value of their data, sharing all that we know and empowering people to make confident business decisions for sustainable growth.