



Unlock the Power of Adobe Analytics

Cardinal Path helps organizations get the most value from Adobe Analytics (formerly Omniture Site Catalyst) with audit and implementation services.

Adobe Analytics, part of the Adobe Marketing Cloud, is an invaluable tool in tracking and measuring a website's performance. Setting up the implementation properly, with your performance needs in mind, is a critical first step towards achieving solid results.



Customization is key to Adobe Analytics success – make the most of it with Cardinal Path

If you have multiple facets of Adobe Analytics – such as Report Builder, Data Warehouse and AdHoc Analysis (Discover) – implemented to help enrich your marketing impact but don't feel as though you're making the most of the interactions with those tools, you are not alone.

In addition to being a rich, multi-featured and highly customizable tool, Adobe Analytics can add a level of complexity to your analytics deployment that will benefit from some expert guidance.

Cardinal Path's award-winning data analytics experts have Adobe-specific insights and skills to help you get the highest levels of performance and impact from Adobe Analytics. Whether through new implementations or re-implementation, implementation correction and/or enhancement of your existing configuration, Cardinal Path can optimize your experience for maximum marketing impact.

Take a look under the hood with Cardinal Path

A Cardinal Path Adobe Analytics implementation audit can ensure your implementation is not only deployed correctly, but is also aligned against your key business objectives. Our multi-pronged process includes:

- An in-depth discovery process resulting in an assessment of how your current configuration reflects the business requirements and Key Business Objectives of all your digital and related offline assets
- An analysis of your Key Performance Indicators alongside your configuration parameters to determine whether you are measuring the achievement of Key Business Objectives and other aspects of your business as effectively as possible
- Creating a solution design document detailing what recalibrations will be necessary to redeploy or enhance your Adobe Analytics implementation to satisfy your Key Business Objectives

Adobe Analytics has several options for variables.

Not only can variables can be set to capture whatever data you want, but they can also be stacked one on top of the other, providing a window into a sequence of events.

How much more can you be doing with your Adobe Analytics variables? Let Cardinal Path show you the potential.

How accountable is your web site?

Adobe Analytics is designed to provide marketers with actionable, real-time intelligence about online strategies and marketing initiatives, enabling them to measure and improve their return on investment.

But Adobe Analytics cannot fully deliver on that promise if the implementation is not accurately or adequately capturing essentials such as site paths to profitable conversions, where visitors navigate away from content and other critical metrics for measuring online marketing campaigns.

Worse, Adobe Analytics cannot help an organization acquire a full view of their website and overall online presence if there are other common implementation errors plaguing its effectiveness such as with:

- Tag Management Systems
- Coding and on-page scripting
- Third-party plug-ins
- Faulty deployment protocols
- Incorrectly configured reporting settings

Customizing Adobe Analytics services to suit your unique needs

Every Adobe Analytics implementation is unique, and every business needs its own set of functionality designed and optimized to help them keep track of different metrics and specific business goals. This means that expert custom coding and configuration are elevated from basic necessity to competitive advantage.

Whatever your level of need – quality assurance audits, enhancements, re-implementations, custom coding or development, data collection and analysis consulting or even technical support and knowledge transfer – Cardinal Path can help you make the most of Adobe Analytics.

Get started!

Let Cardinal Path take the mystery out of optimizing your Adobe Analytics software implementation to deliver immediate, customized results. Set your site up for success over the long-term by putting in place the right analytics implementation you need to unlock the value in your data.

We'll show you how. Contact us today:

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Adobe Analytics keeps all your website data for as long as you're a customer.

Cardinal Path can offer customized suggestions for how to conduct deep, long-term data mining to surface insights that can help your long-range planning.

Are you running Adobe Analytics in conjunction with Google Analytics?

Cardinal Path – also a leading global reseller of Google Analytics Premium – can ensure that all your analytics work side-by-side as efficiently as possible.

Cardinal Path is a premier digital data analytics 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.