



Today's webinar will be recorded, and we will share the recording and the presentation deck in the next few days.

We have time at the end to answer questions,  
please enter questions in the chat.



# Evolving Your Organization from Adobe Analytics to Customer Journey Analytics

April 24, 2024



# Presenters



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# Why Adobe Customer Journey Analytics?

**1**

“Adobe Analytics is too rigid with too many limits.”

**2**

“It’s really hard to get a customer-level view.”

**3**

“How do we translate insights into outcomes?”

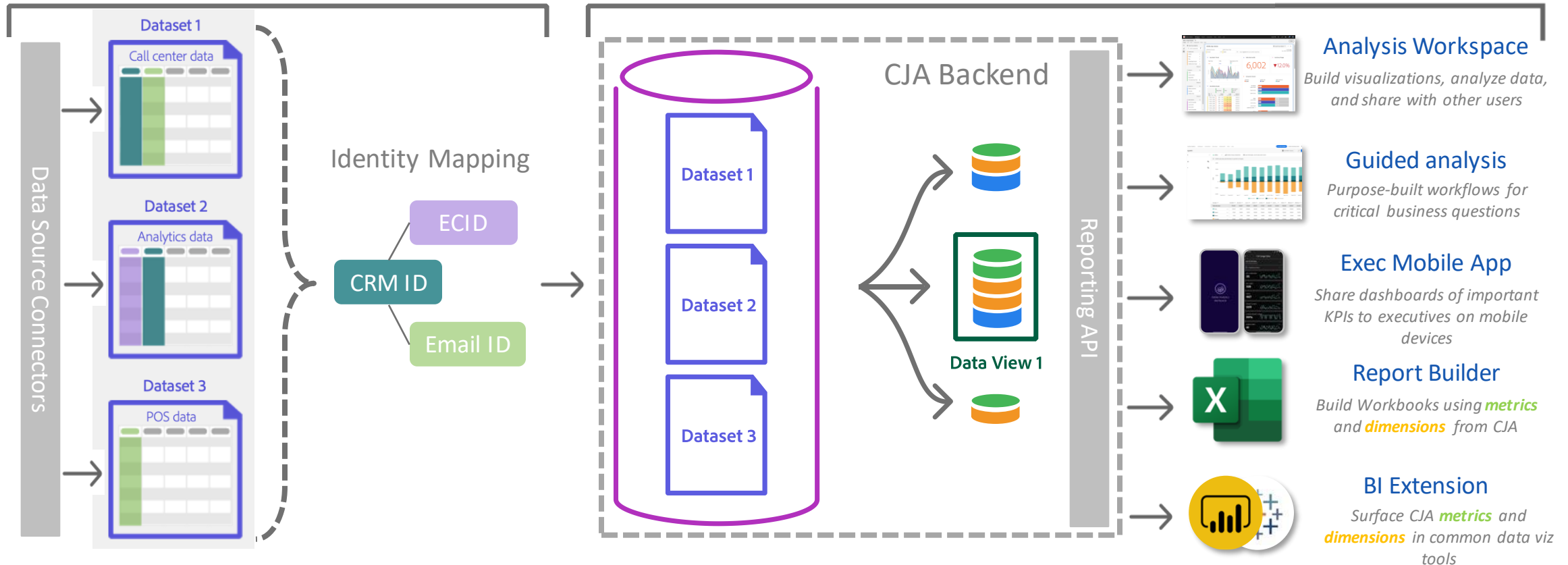
# What is CJA, and How Does It Work?

## Adobe Experience Platform

Set up and structure your datasets

## Customer Journey Analytics

Join and classify your data for rapid analysis, visualization, and reporting



### Datasets

Datasets have a schema, contain field groups and contain customer events, lookups, and profile data

### Identity

Cross-device and cross-channel identity mapping stitches datasets to create a unified customer view

### Connections

One or more AEP datasets to merge data together using stitched identities for analysis

### Data views

Use a connection to build multiple data views by turning fields into metrics, dimensions & filters.

### Data for every team

Multiple ways to consume data for every team that needs it, from executives, to analysts, to product teams

# Why is it hard to evolve from Adobe Analytics to CJA?

**1**

New data sets  
schemas,  
definitions, and  
options

**2**

Familiarizing your  
organization with  
AEP

**3**

Change  
management for  
large orgs



**Why did your organization  
want to evolve to CJA?**





**How did you  
define success?**







**How did you bucket  
the tasks required?**



**How did you think about  
timelines and resources?**

**How did you approach CJA  
within the larger data  
landscape at your company?**



**Can you share a few practical  
tips for moving to CJA?**



**Analytics platform value can be hard to measure. If an executive asked you how CJA provided value to the company, how would you describe the business impact?**



# Key Takeaways: CJA & Organizational Maturity

# Key Takeaways

**1**

Understand XDM schema and how to model data with field groups

**2**

Make an investment in training and communication; always lead with why

**3**

Define your company's MVP and don't try to accomplish everything up front

# Additional Resources

## Hear More About Expedia's Experience with CJA

Mapping Out the Entire Customer Journey with CJA  
*Featuring Erika Ulmer*

[Watch On-Demand](#)

## Stay on Track with a Data Transformation Checklist

Data Doomsday: A Checklist to Survive the Next Gen of Analytics  
*Featuring Jake Winter*

[Watch On-Demand](#)

## Review Additional Considerations for CJA

What to Expect When Migrating to Adobe CJA  
*Author: Jake Winter*

[Read Blog](#)





**Questions?**



