# WITH ADOBE ANALYTICS, YOU CAN ANALYSE YOUR DATA ACROSS ALL CHANNELS AND THROUGHOUT THE ENTIRE CUSTOMER JOURNEY

## What Sets Adobe Analytics Apart?

→ Analysis of website traffic, mobile traffic and associated marketing campaigns

→ Real-time data processing

→ Creation of customised reports and dashboards

→ Seamless interaction and integration with other Adobe products

→ Suitable for companies of all sizes and from all industries

→ Server located in the EU; compliance with the GDPR

## dotSource Services



### ANALYSIS & CONCEPT CREATION

→ Definition of KPIs

→ Development of a KPI strategy and tracking concept

→ Establishment of personas and target groups

### INTEGRATION & IMPLEMENTATION

→ Set-up of Adobe Analytics

→ Tracking implementation

→ Creation of reports and dashboards

### SUPPORT & OPTIMISATION

→ Evaluation of KPIs

→ Specification of to-dos

→ Interfaces to BI tools

### TRAINING

→ Hands-on training

→ Documentation

## Our Adobe Analytics Service Packages

| PACKAGE | S | M | L |
|---------|---|---|---|
| Contents | ☑ Set-up of Adobe Analytics<br>☑ Hands-on training | ☑ S Package<br>☑ Four-hour remote work-shop with two dotSource experts (including prepa-ration to find and define KPIs for different channels)<br>☑ Documentation and presentation of the results | ☑ M Package<br>☑ Development of a tracking concept<br>☑ Implementation of all necessary tags, variables and triggers (from the developed concept)<br>☑ Up to three additional reports |
| Scope | ~ 40 hours | ~ 64 hours | ~ 200 hours |