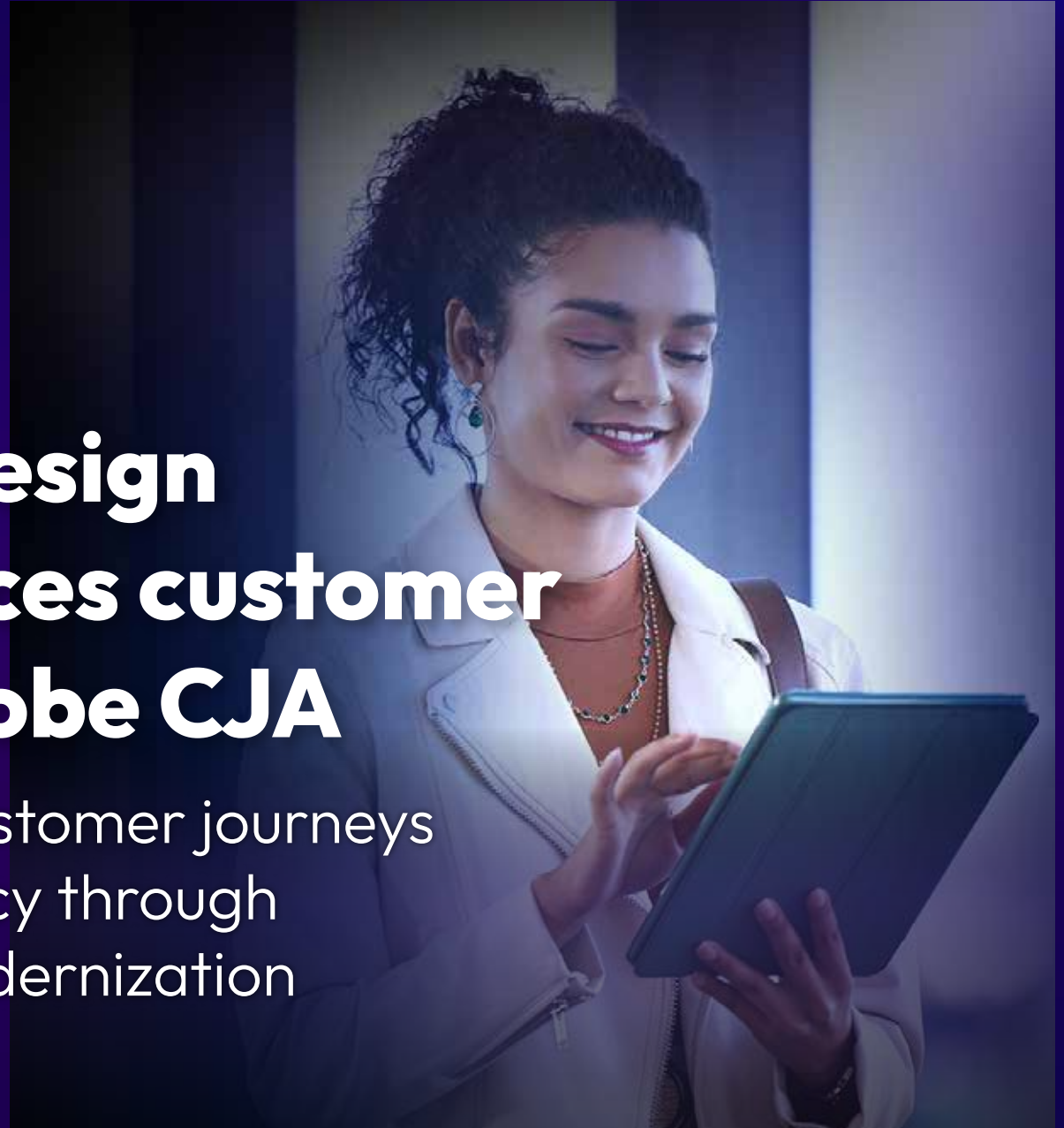




# **Creative-Tech design company enhances customer insights with Adobe CJA**

Enhancing visibility into customer journeys  
for better process efficiency through  
legacy analytics setup modernization



This company is a leading creative tech design organization based in the US. It provides design assets, technology, and expertise that help create beautiful, authentic, and impactful brands that customers engage with.

The organization faced several challenges with its digital analytics setup, which relied on Google Analytics and Heap Analytics. Firstly, there was a lack of visibility into customer journeys. The existing setup resulted in siloed data, making it difficult to obtain a unified view of customer interactions across different platforms, including their Enterprise Web & Desktop apps and B2C web domains.

Additionally, the company was still using a legacy Google Analytics setup that was not configured to track end-to-end user journeys. Concurrently, their Heap Analytics implementation lacked customization and did not meet the client's comprehensive business and reporting needs. With the discontinuation of Google's experimentation tool, "Optimize," which was still technically part of the organization's analytics suite, it was impossible to conduct any Experimentation and A/B Testing.

The company also grappled with inconsistency in user consent management across its range of products and analytics tools, leading to discrepancies in data capture and user preferences storage as per GDPR & CCPA privacy regulations. Because of tool limitations and how they were configured, there was little confidence in the accuracy of data captured in analytics, hindering the ability to perform comprehensive, cross-channel analysis and reporting.

To overcome the challenges, the company sought a partner to help replace the existing Google Analytics and Heap Analytics, aiming to understand its customer behavior better, optimize marketing strategies, and enhance user engagement across multiple digital touchpoints.

With a proven track record in implementing advanced analytics solutions such as Adobe CJA, Analytics, GA4, or Tealium and offering ongoing support and optimization, ensuring the analytics solution evolves with the client's needs, Brillio emerged as the ideal partner to spearhead the analytics transformation.

# Aligning Business Requirements with Analytics Solutions

Brillio kicked off the project by thoroughly analyzing the company's existing digital analytics tools. They held discovery sessions with various teams—product analytics, product owners, marketing, and tech—to gather business requirements, pinpoint problem areas, and identify opportunities for improvement. From there, they established a standardized KPI framework to guide the implementation of a future-ready analytics solution.

The next step was to identify the most suitable analytics platform to meet the company's current and future analytics needs. After evaluating several options, Brillio narrowed it down to Adobe CJA, Google Analytics 4, and Heap Analytics for a detailed comparison. Ultimately, Adobe CJA was selected as the best fit for the client's requirements.

Brillio's approach to implementing the solution was both strategic and methodical. They started by working closely with key stakeholders across different teams to gain a deep understanding of the company's business goals and needs. Leveraging these insights, Brillio crafted a comprehensive tracking strategy, ensuring that Adobe Customer Journey Analytics (CJA) was set up to accurately capture detailed user interactions across all the client's products.

To ensure reliable data collection, Brillio meticulously designed a robust data layer that mapped out every critical data point within the client's digital ecosystem. This careful planning guaranteed that all necessary variables were captured, enabling precise reporting and in-depth analysis.

Simultaneously, Brillio implemented a cutting-edge, privacy-compliant solution in strict adherence to GDPR and CCPA regulations across US & EU regions the client operated in. They integrated advanced consent management systems to respect user preferences and maintain transparent and compliant data capture processes.

Finally, Brillio carried out rigorous testing and validation to guarantee the integrity of the tracking implementation. By automating quality assurance processes and conducting comprehensive audits, they ensured that the analytics setup was accurate and reliable, paving the way for a smooth global rollout of Adobe CJA across all client products.

The client's stakeholders were impressed by the exhaustive & quantifiable approach and selected Adobe CJA as their new analytics platform.

# Reducing Manual Effort with Python-Based Digital Analytics Accelerator

The validation of the data layer, analytics beacon calls, and the values captured during journey events were automated using Brillio's in-house Python-based Digital Analytics QA Accelerator. This automation reduced manual QA effort by 90% and helped fast-track the development process.

Following the initial assessment, the teams proceeded with a phased Adobe Customer Journey Analytics (CJA) deployment.

In the first phase, CJA was deployed across three of five platforms to test the solution in a controlled environment. This approach allowed for fine-tuning and adjustments based on initial feedback, ensuring optimal performance in the most critical enterprise environments.

During the second phase, the solution was gradually rolled out across the entire organization. This strategy ensured minimal disruption to business operations and allowed for iterative improvements.

Custom workspaces were created to enable the client to track the effectiveness of various marketing channels, leading to data-driven optimizations that improved overall campaign performance. Detailed visualizations of user journeys were developed, enabling the identification of key touchpoints. These workspaces provided insights into conversion paths, helping to identify critical steps in the customer journey. This enabled the client to enhance user experiences from initial interest to final purchase.



# Ensuring Data Accuracy and Ongoing Analytics Enhancement

Following the implementation, Brillio's team conducted extensive training sessions for the client teams, including Product Analytics, Marketing, and Product Owners, ensuring they were fully equipped to use Adobe CJA effectively.

Additionally, ongoing support was provided, along with the necessary resources, to address any data discrepancy issues, helped them create governance processes and ensure continuous improvement of the analytics setup.

Throughout the collaboration, Brillio worked closely with the Adobe Client Success team to stay updated on the latest offerings and enhancements of CJA.



# Reducing Costs and Streamlining Processes with Adobe CJA Integration

A future-ready and streamlined analytics solution was implemented for all five products and the desktop app, enabling user journeys across domains and devices to be stitched. This holistic view provided critical insights into customer behavior and interactions.

With a short deployment time, the client realized the benefits of Adobe CJA almost immediately, with actionable insights generated within weeks of implementation. This quick time to value allowed for rapid adjustments and improvements in marketing strategies and user engagement.

Operational efficiency was significantly enhanced as streamlined analytics processes reduced manual effort and operational costs. The company also reduced licensing and maintenance costs by consolidating multiple analytics tools into Adobe CJA, further optimizing its budget.

Improved data governance and compliance were achieved through robust security measures that protected sensitive data, enhancing trust and ensuring adherence to industry standards like GDPR and CCPA. The establishment of enhanced data governance processes improved the accuracy and reliability of analytics outputs and clarified roles and responsibilities within the analytics framework.

Enhanced data accuracy and insights led to better-informed business decisions, improved understanding of customer journeys and user behaviour, thereby ensuring a better customer experience, which resulted in increased revenue and profitability.

By analyzing user demographics and geographic distribution, the client was able to inform targeted marketing efforts and effectively optimize the customer journeys. Tracking device and browser preferences ensured that the website was optimized for performance and design, providing a consistent experience across platforms. Additionally, identifying browsing patterns and key drop-off points highlighted areas for improvement, enabling the company to refine its digital strategy and enhance user experience.



## ABOUT BRILLIO

Brillio is one of the fastest growing digital technology service providers and the partner of choice for many Fortune 1000 companies seeking to turn disruption into a competitive advantage through innovative digital adoption. We help clients harness the transformative potential of the four superpowers of technology: cloud computing, Internet of Things (IoT), artificial intelligence (AI) and mobility. Born digital in 2014, we apply our expertise in customer experience solutions, data analytics and AI, digital infrastructure and security, and platform and product engineering to help clients quickly innovate for growth, create digital products, build service platforms, and drive smarter, data-driven performance. With 17 locations across the U.S., the UK, Romania, Canada, Mexico, and India, our growing global workforce of nearly 6,000 Brillians blends the latest technology and design thinking with digital fluency to solve complex business problems and drive competitive differentiation for our clients. Brillio has been certified by Great Place to Work since 2021.



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