

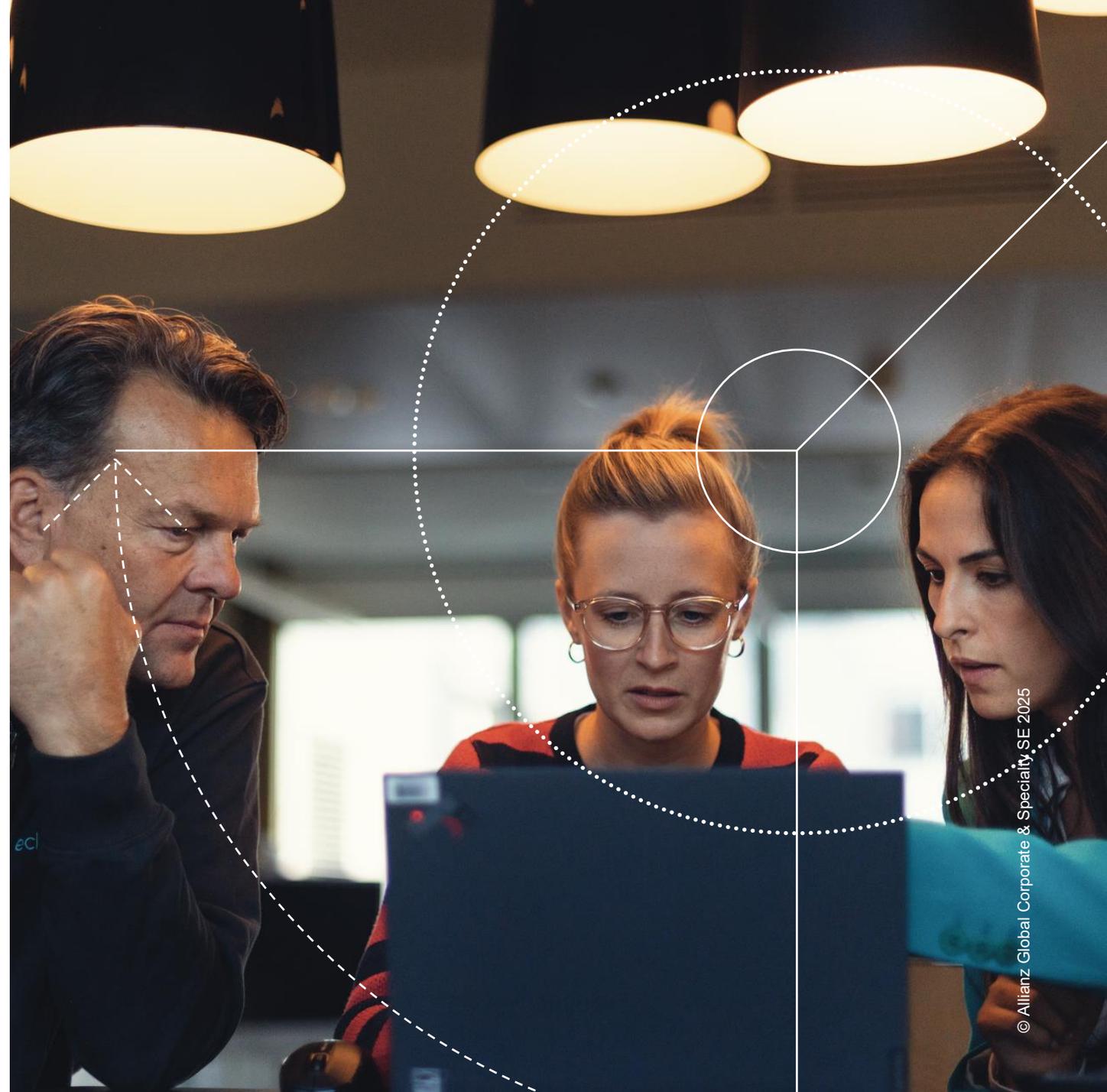


# Customer Journey Analytics Webcast

30th September 2025

CJA-Webcast  
AzTechnology | GSMD

Sept 2025



Slido.com  
Q&A Feedback  
#CJAWebcast



# Our plan for today



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01

Digital Marketer's  
Journey

02

Introduction to  
CJA

03

Features of  
CJA

04

Strategic fit  
of CJA

05

Decision Tree &  
Demo

06

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# User Journey Example : Motor Insurance Quote & Buy Website





### Introducing Richard

Head of Digital Marketing, who is responsible for defining and executing the digital strategy to drive customer acquisition, engagement, retention, and measurable business growth across different channels.



### His Observation

While reviewing some reports created in Customer Journey Analytics tool, he noticed a sudden drop of users on one of their website of motor insurance, which was impacting their overall conversion rate.

# Meet Richard

# Meet Sam



## Introducing Sam

A digital marketer at Allianz, driving policy conversions across CRM, mobile apps, and call centers, etc. (online & offline channels)



## His Approach

After Richard reaches out to him, he starts digging into the CJA dashboard in detail, trying to find the root cause of this conversion drop



## His analysis to try and connect the dots

He started looking for the data points to answer his questions...

What were the common exit points for users who didn't convert?

Was there a content or technical issue (e.g., slow load time or broken link) in the flow?

Did returning users behave differently than new ones?

Did users who reached the quote summary page still abandon the journey?

Were new campaign visitors bouncing earlier in the funnel?

Were mobile users facing more friction than desktop users?



01 Early Form Abandonment

02 Poor Campaign Traffic Quality

03 Mid Journey Frustration

04 Summary Page Drop offs

05 Generic messaging for known users

06 Cross Sell Abandonment



01 Pathing + Web SDK

02 Channel Analysis

03 Pathing Analysis + Journey Flows

04 Audience Segment Comparison

05 CRM Data Integration

06 Segmentation + Attribution



## Outcome

CJA didn't just show Sam a drop — it showed him the “why”. He could see journeys in full, isolate friction points, and act fast. He turned a performance dip into a measurable win!

Yes, that's the power of  
**“Customer Journey Analytics”.**



# What is Customer Journey Analytics?

The screenshot displays the Adobe Customer Journey Analytics interface for a project named "Cross Industry Demo Data". The main view is the "Experimentation" section, which shows a summary of a concluded experiment. The experiment is titled "Landing page" and compares a control variant with two other variants: "A - Complete Shipping" and "B - Don't Forget". The "B - Don't Forget" variant is the winner, showing a 56.74% lift in revenue and 98.13% confidence.

**Experimentation Summary:**  
 Experiment: Landing page | Control variant: Control | Normalizing metric: People | Success metrics: Revenue  
 This experiment is conclusive.  
 Within the date range of Feb 1, 2022 - Feb 28, 2022, "B - Don't Forget" is the experiment winner with a conversion rate of 0.96%, which equates to a 56.74% lift over the control variant, at 98.13% confidence.

**Variants by Revenue Table:**

Variant	People	Revenue	Conversion rate (Revenue / People)	Lift	Confidence
Control	4,043,356	26,281.00	0.65%	0.00%	
A - Complete Shipping	4,016,297	27,003.00	0.67%	3.89%	
B - Don't Forget	4,055,523	38,933.00	0.96%	56.74%	

**Conversion rate trend for Revenue:**  
 Control | A - Complete Shipping | B - Don't Forget

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# Customer Journey Analytics : Powered by Adobe's CDP (AEP)

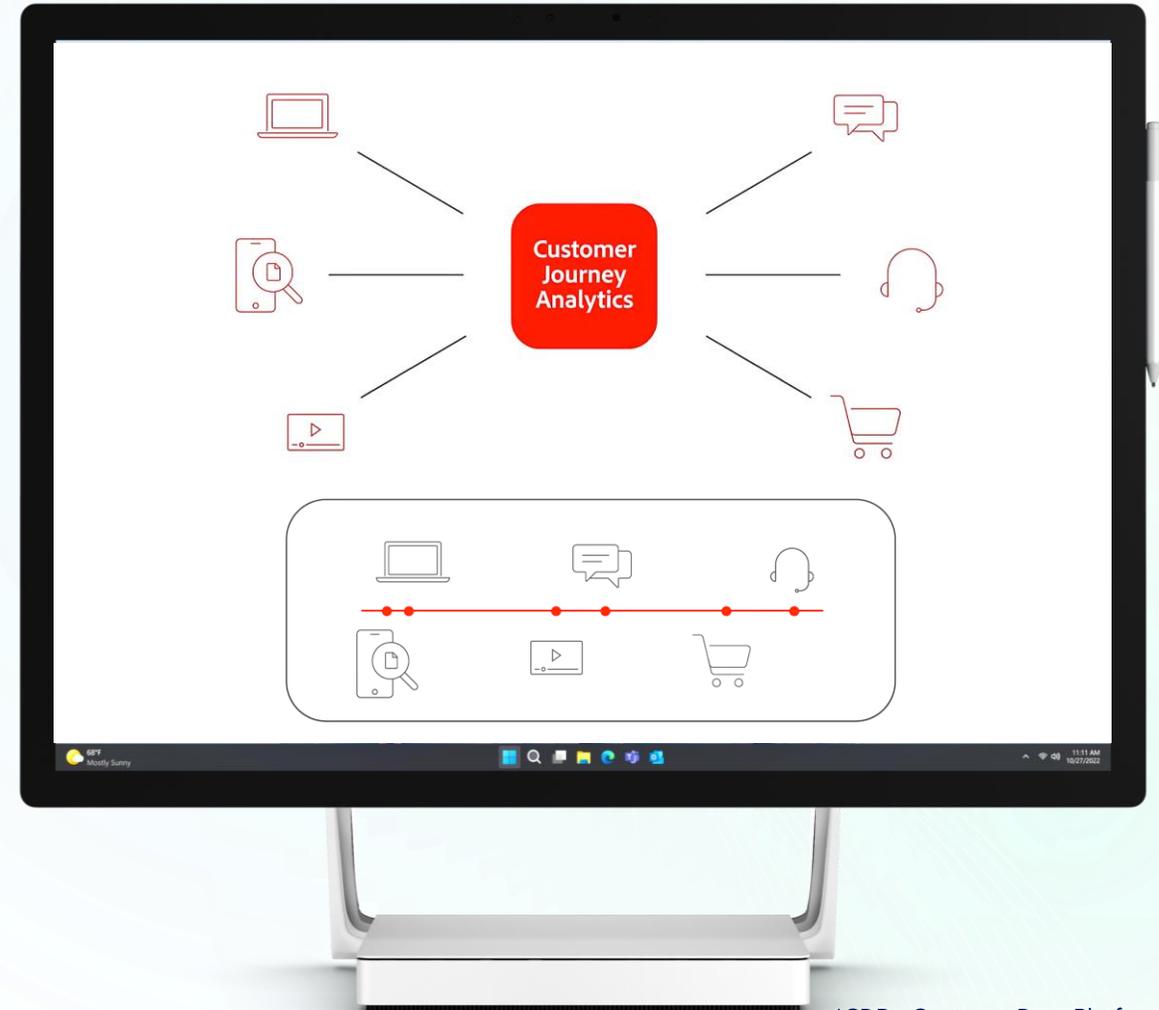
**CJA** is a real-time, visual workspace in Adobe CDP that tracks customer journeys across stages, highlights drop-offs, compares performance by channel, reveals actionable insights using unified profile data.

## Key Features -

- Unifies customer data from multiple sources
- Enables real-time, people-based analysis
- Turns fragmented journeys into cohesive stories
- Powers personalization & smarter decisions

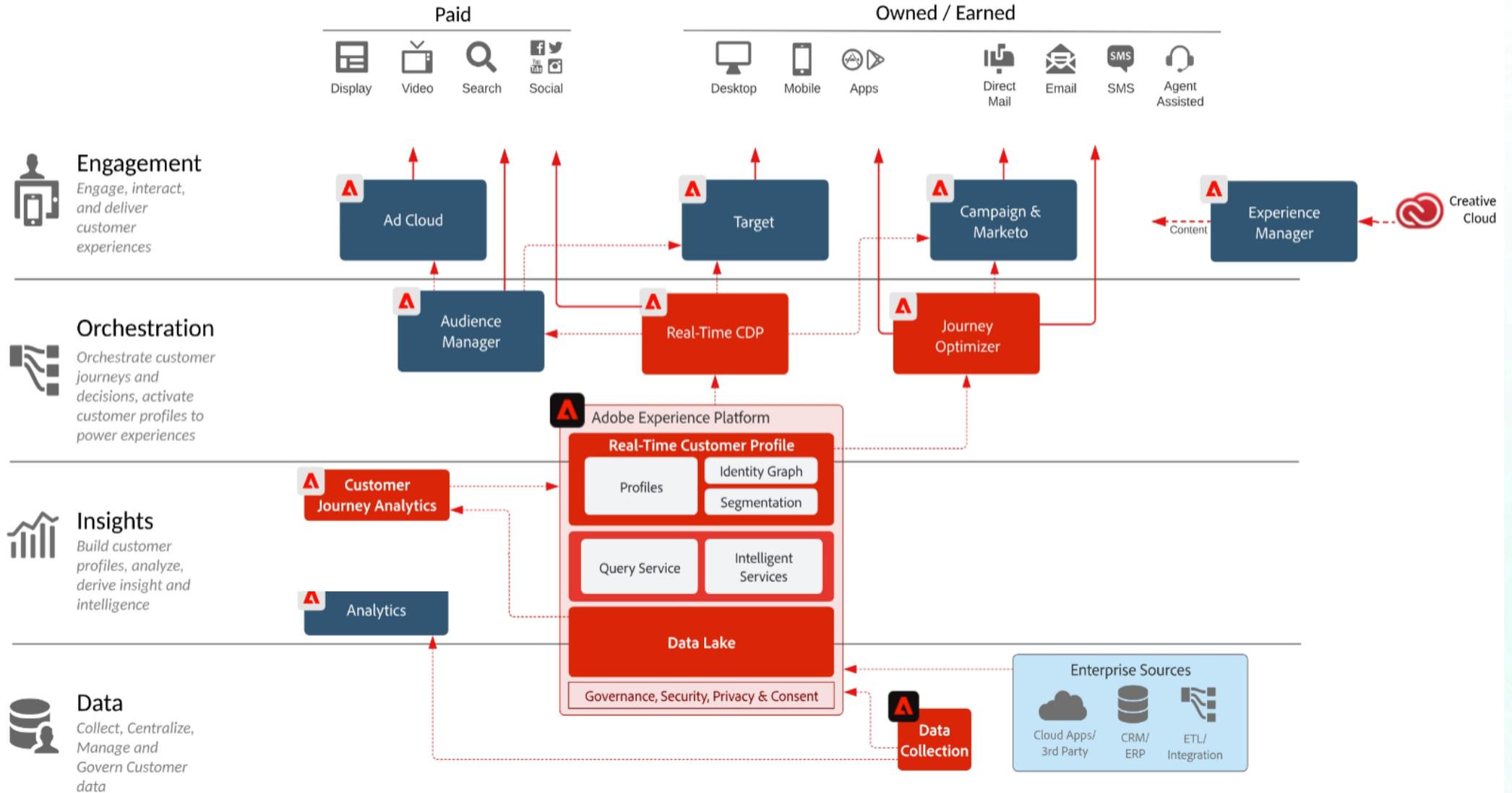
## Highlighting benefits are -

- Drive higher conversions
- Optimize Marketing Spend
- Faster, Smarter Decisions
- Cross-Channel Clarity

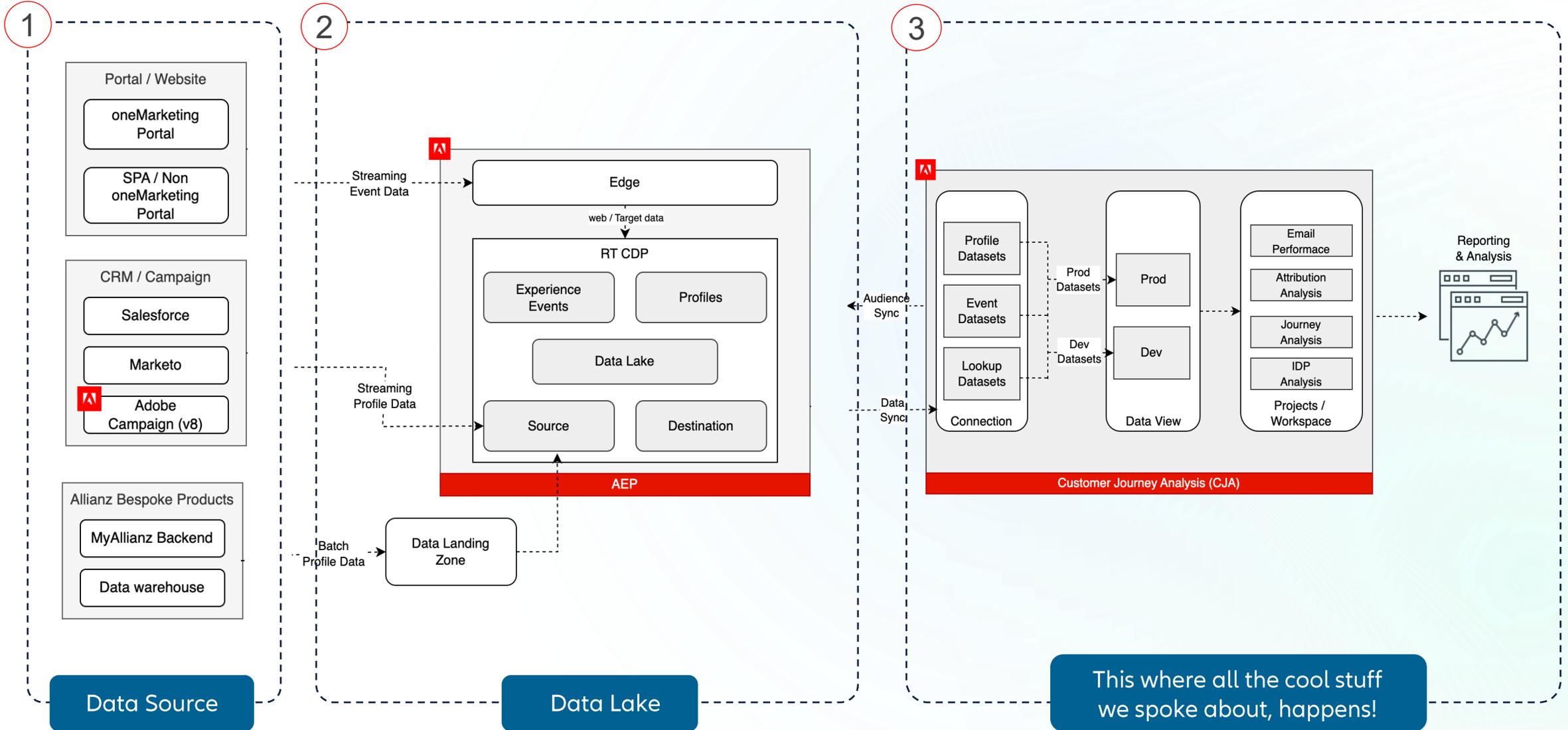


\*CDP – Customer Data Platform  
 \*AEP – Adobe Experience Platform  
 \*CJA – Customer Journey Analytics

# CJA : Inside Adobe's Digital Marketing Suite

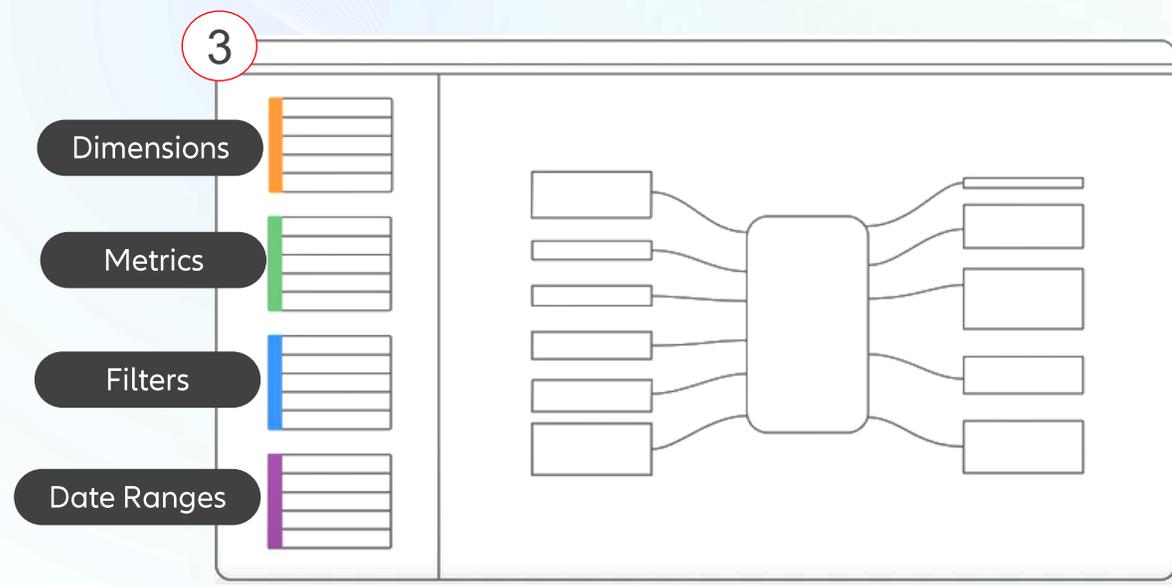
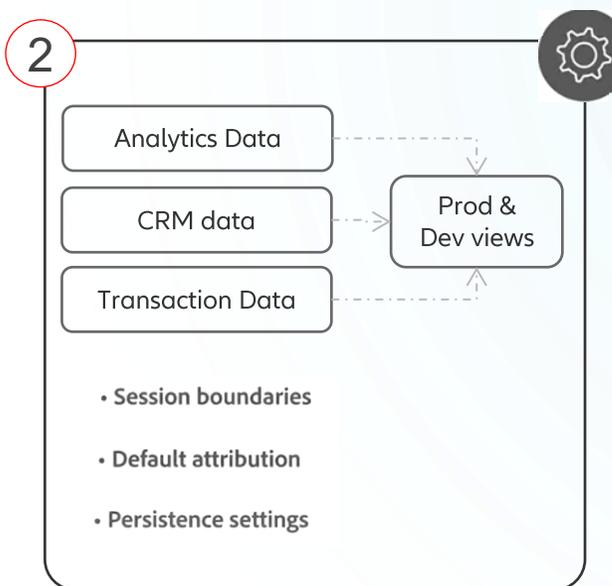
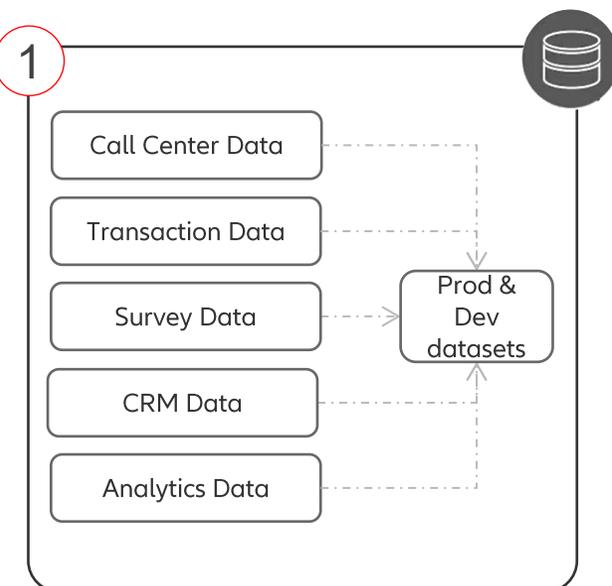
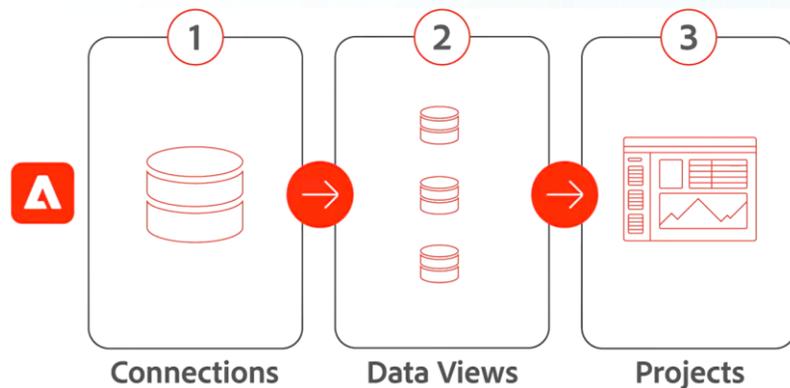


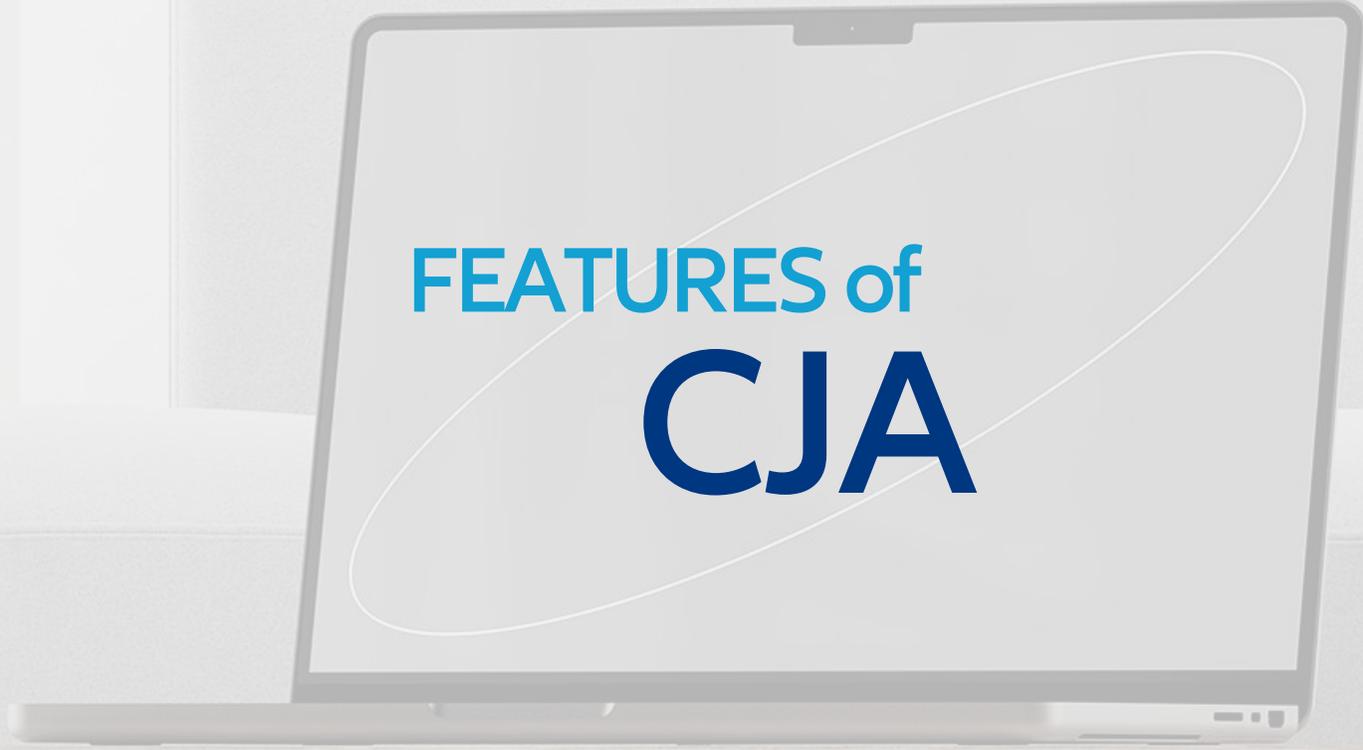
# CJA : Inside Adobe's Digital Marketing Suite



This where all the cool stuff we spoke about, happens!

# How does CJA work? : Simplified





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# Features : The game changers

## Realtime Data Integration

- Aggregates data from multiple touchpoints
- Enables real-time personalization based on recent customer behavior

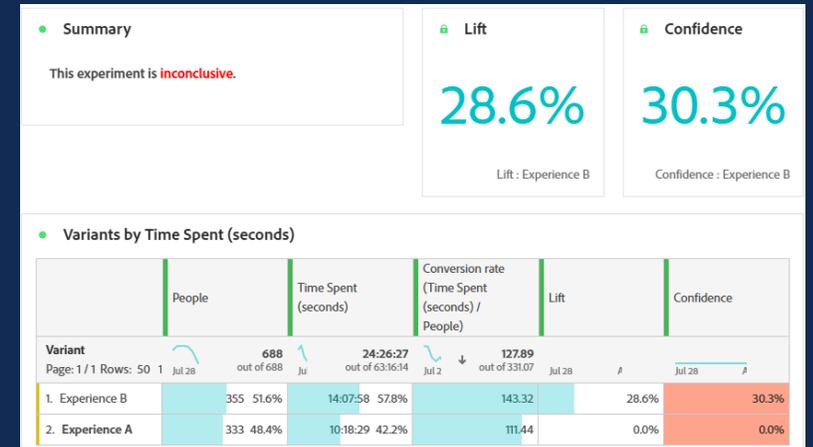


## Predictive Analytics

- Data Aggregation
- Pattern Identification
- Segmentation & Prediction
- Actionable Insights
- Continuous Learning

### Features :

- Data Connectors
- Pathing Analysis
- Predictive Segmentation & Scoring
- Real time Analytics



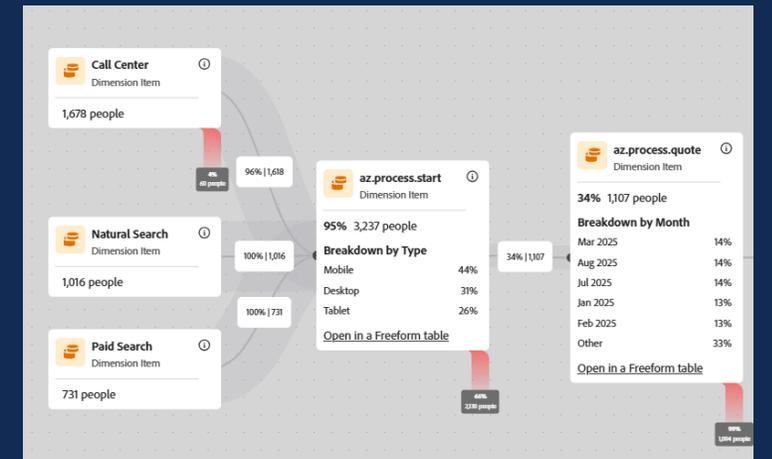
## Content Optimization

- Insights into content performance
- Enables continuous optimization of digital experiences for better engagement



## Journey Canvas

- Customer movement across channels (online & offline)
- Spot what's working and what's broken
- Identify drop offs or broken features
- Track key customer journey movements



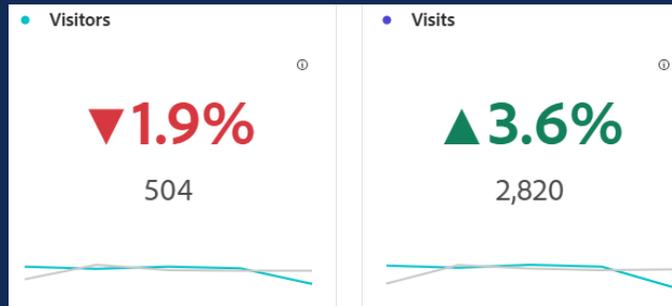
# Features : The game changers

## Segmentation & Audience Insights

- Audience Segmentation
- Hyper-targeted messaging
- Personalized content delivery

### Includes :

- Behavioral Data (Page visits, clicks, form submissions, etc.)
- Demographic data (Location, age, gender, etc.)
- Transactional Data (Purchase history, cart abandonment, etc.)
- Custom Variables (customer IDs, Loyalty program)



## Cross Channel Tracking & Attribution

- Link customer interactions to specific marketing efforts to identify which campaigns, channels or tactics drive conversions / sign up / revenue



## Cohort Analysis

- Groups customers by when they joined or took an action
- Tracks behavior, retention, and engagement over time
- Shows impact of campaigns or features on loyalty

Retention Analysis								
Retention								
Inclusion: Events >= 1, Process Start [RP] Return: Events >= 1, Process Success [RP]								
Cohort	Included	+1 Weeks	+2 Weeks	+3 Weeks	+4 Weeks	+5 Weeks	+6 Weeks	+7 Weeks
Average retention	436	1 0.3%	1 0.1%	1 0.1%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Jun 23 - Jun 29	975	1 0.1%	0	1 0.1%	0	0	0	0
Jun 30 - Jul 6	634	0	0	0	0	0	0	0
Jul 7 - Jul 13	444	0	0	0	0	0	0	1 0.2%
Jul 14 - Jul 20	397	0	0	1 0.3%	0	0	0	0
Jul 21 - Jul 27	446	1 0.2%	1 0.2%	1 0.2%	0	0	0	0
Jul 28 - Aug 3	498	3 0.6%	3 0.6%	0	1 0.2%	0	0	0
Aug 4 - Aug 10	347	2 0.6%	0	1 0.3%	0	0	0	0
Aug 11 - Aug 17	260	0	1 0.4%	0	0	0	0	0
Aug 18 - Aug 24	258	1 0.4%	1 0.4%	1 0.4%	0	0	0	0

## Intelligent Captions

- Gen AI natural language
- Automatically generates explanations for your data visualizations.

### Intelligent captions: Line

**Anomaly:** "Conversion rate (Time Spent (seconds) / People) (Experience A)" has the most notable anomaly detected on **Aug 2nd**, where the value showed a **375.42%** difference compared to the expected value.

**Maximum value:** "Conversion rate (Time Spent (seconds) / People) (Experience A)" has the highest maximum value **418.3**, which occurred in **Aug 2nd** and was **▲ 307.49%** higher than its average **102.7**.

**Highest spike:** The highest number of "Conversion rate (Time Spent (seconds) / People) (Experience A)" between **Aug 1st** and **2nd** increased by **▲ 946.90%** from **40** to **418.3**.

**Lowest decline:** The number of "Conversion rate (Time Spent (seconds) / People) (Experience A)" was recorded between **Aug 2nd** and **3rd**, falling by **▼ 93.81%** from **418.3** to **25.9**.



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# Strategic Fit of CJA

Together we're ready!

# Contribution to the Growth Triathlon

## Growth Triathlon

OEs have ambition to grow net policy volume by winning new customers & cross selling



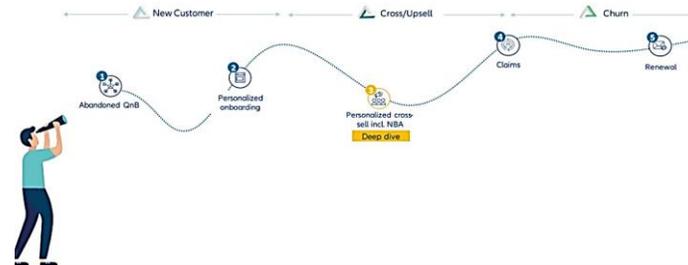
From: Managing a sales organization

To: Driving customer relations



## Customer Data Platform

CDP (Adobe Experience Platform) is the strategic enabler for smart growth as it supports various use cases throughout the customer journey



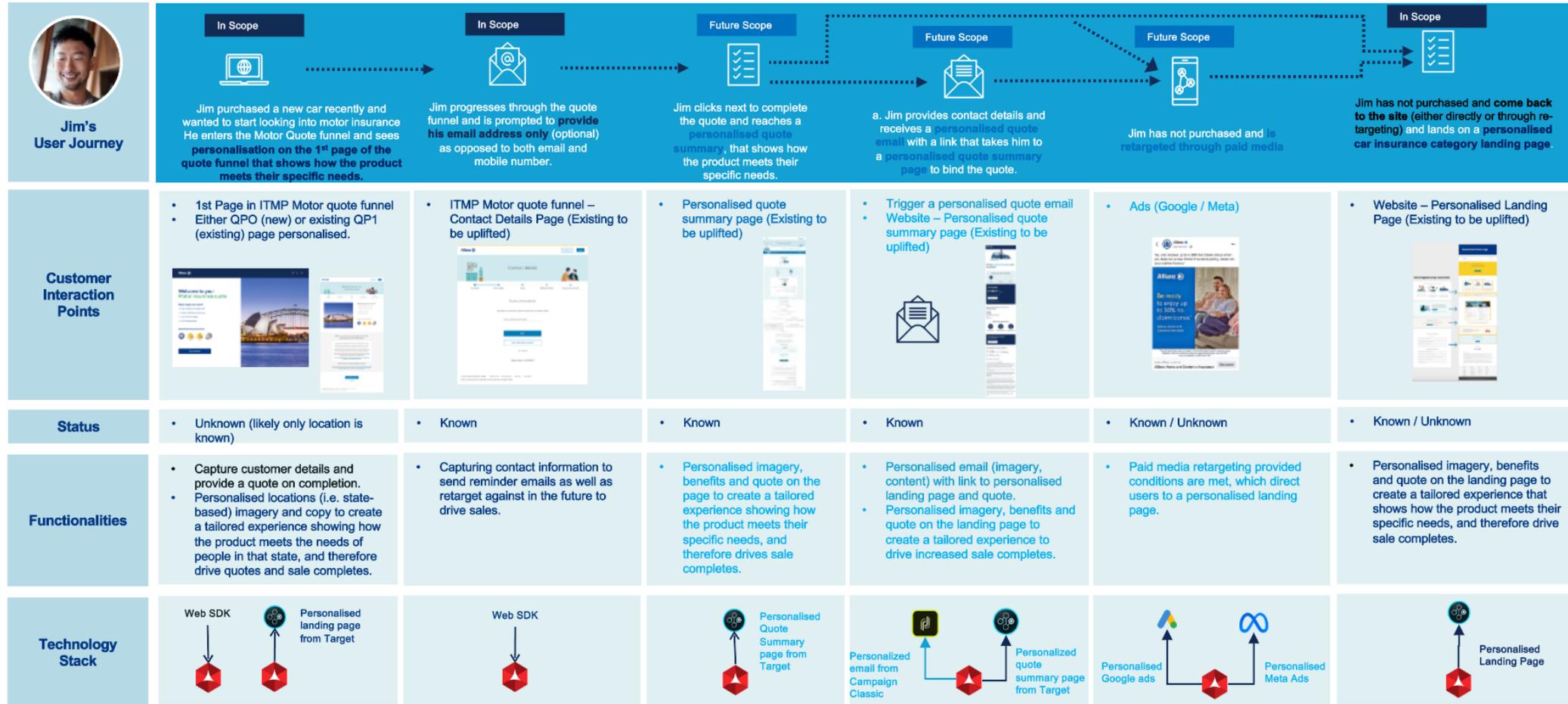
- ✓ Tailor – made campaigns
- ✓ Leads excellence
- ✓ Online services
- ✓ Targeted communication
- ✓ Renewal benefits
- ✓ Re-engaging customers



## Customer Journey Analytics

CJA is the tracking and visualization tool to help monitor how the CDP use case implementations are paying off

# Allianz Australia is already leveraging the benefits of CJA...



Allianz Australia's CDP use case of personalized motor quote & buy journey for winning new customers



Johanna's attention to detail and Raghav's pragmatism gave us the right combination of skills to get this over the line. I was also thankful that the Adobe consultants were able to give us clarity without too much of a delay.



**Harini Bharadwaj**

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Over the past two months, the team's persistence in resolving the CJA Experiment Panel issue has been remarkable. From implementing interim solutions with Adobe to identifying configuration gaps ahead of time, their efforts removed a critical blocker to measuring personalization journeys.

Thanks to this work, we secured results in May–June and now have a final resolution in place—an impact that will carry through the rest of the Personalization Project.

Australia Project Team





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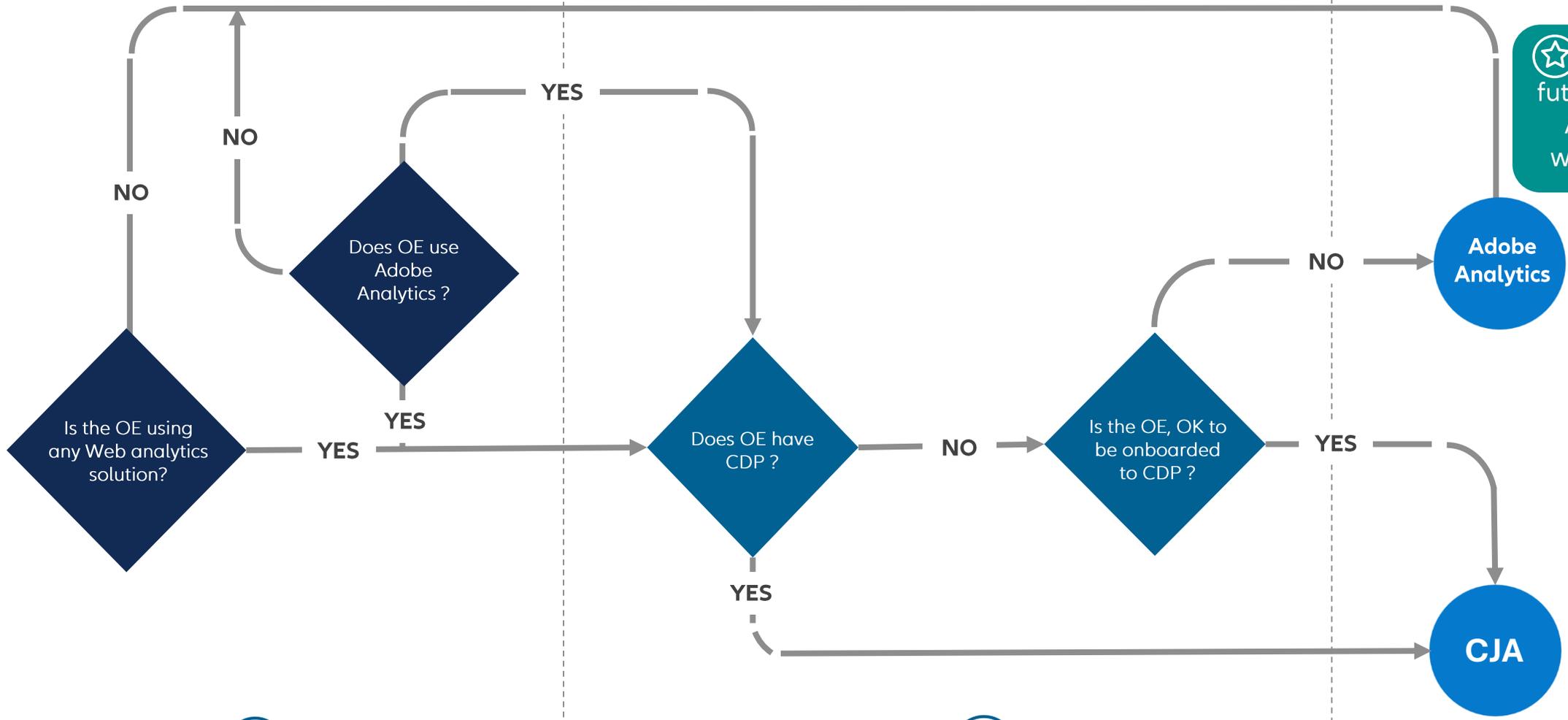
So, what's next?

**THE DECISION  
IS YOURS!**

CJA Webcast | 05 Decision Tree



★ Suggest the future ready Adobe Analytics using webSDK tracking



Assessing Current Analytics Usage

Evaluate CDP Capabilities & Optimize Ad Spending

Final Decision

Live Demo :

# Features of CJA



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# Interested?

## Reach out to us!



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Thank  
You!