



## Analytics

### Create value from experience

In every company – regardless of size or industry – a variety of market-relevant decisions must be made every day. Of course, marketing is not spared from the pressure to decide quickly and, above all, correctly. After all, the wrong decisions can have far-reaching consequences. Normally, existing data provides a valid basis for decision-making – as long as it can be evaluated in a targeted manner and meaningful conclusions can be drawn from the analysis results.

#### Benefit from data-driven analyses

With our proven analytics solutions, you can utilize the potential in your data. Our high-performance IT systems enable seamless linkage of all relevant touchpoints. In addition, you can implement segmentations in all digital and analog channels in real time and identify value-added target groups and measures. Use this knowledge to approach your customers in a targeted manner and sustainably strengthen customer loyalty. Get to know your customers from all perspectives and perform 360° customer profile analyses based on sound information. Develop tailor-made campaigns. Evaluate promotional activities across channels and adjust them accordingly. Exploit potential savings. And generate a decisive competitive edge.

#### Data-driven evaluations for powerful marketing campaigns

Utilize the hidden potential of your data with high-performance analytics solutions like “Adobe Analytics” and “Adobe Target.”

## Your benefits



- Data-driven: Combine analysis and campaign execution. Support your campaigns with tailored workflows.
- Comparable: Compare target and actual status of your marketing initiatives and objectives based on performance indicators. Optimize campaigns on the basis of concrete data.
- Seamless: Filter relevant information from linked data sources, media and channels. Implement the findings in targeted product offers, tailor-made promotions and a personalized customer approach.
- Customer-oriented: Increase conversion and customer satisfaction by improving your website's user guidance.





## Adobe Analytics: Meaningful analyses

The software solution for real time analyses and detailed, cross-channel segmentations supports you in identifying lucrative target groups. The tool offers the following analysis options:

- App analyses: Adobe Analytics displays all app usage analysis data on your desktop, smartphone or tablet. This gives you valuable information about the ROI of your mobile projects.
- Expanded segmentation: Adobe Analytics enables detailed processing of customer data and the creation of comprehensive segmentation analyses. This enables you to prepare personalized, relevant content for various target groups.
- Predictive marketing: Adobe Analytics analyses comprehensive data inventories and uncovers the most effective elements. This allows the most promising campaigns to be identified in advance.
- Real-time web analyses: Adobe Analytics allows you to immediately identify and react to trends. This way, you are able to focus on goal-oriented measures.

## Adobe Target: Targeted personalization

The personalization solution allows you to identify the target group content using intuitive tests and to provide customers with a unique customer experience with a personalized approach. The tool offers the following target options:

- A/B and multivariate tests: For uncomplicated implementation of A/B tests, Adobe Target has an intuitive user interface and integrated best practices. You can track how your web visitors react to content changes in real time, enabling you to make adjustments accordingly.
- Automated personalization: Based on intuitive visual workflows and self-learning algorithms, Adobe Target allows you to provide personalized content based on real-time data. Thus you can automate targeting while increasing conversion and lowering expenditure.
- App optimization: Adobe Target helps you draw transparent conclusions about your customers. Where are they located? What do they do? What do they want? This way, you are able to provide the right content at the right time on the right device.
- Recommendations: Adobe Target automates the recommendation process. You can propose customized content and products to your customers and monitor the impact of your recommendations.

## The most important information at a glance

### IT-based data linking enables

- the gathering of knowledge across channels
- targeted product offers
- tailor-made promotions
- a personalized customer approach

### data-based marketing optimization based on

- cross-channel campaign assessment
- results-based campaign adaptation

### Information-based decision-making based on

- information linked across sources
- need-based information processing
- optimal campaign workflows

You have questions, need information or a contact?  
Get in touch with us.

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