

ADOBE ANALYTICS ADAPTER

SYNTASA's Adobe Analytics Adapter enables organizations to quickly and easily bring their clickstream data into their enterprise big data environment. Previously, the disconnect between sensitive enterprise data and clickstream data has prevented organizations from building a complete view of their customers, as most enterprise data is too sensitive to be pushed to vendor clouds. SYNTASA removes that barrier and standardizes the Adobe Analytics data, allowing organizations to use their data however they wish.

USE CASES

- Join digital & enterprise data in own private cloud
- Consolidate report suites
- Use preferred querying methods
- Use preferred visualization tools and techniques
- Create custom aggregations
- Use data in open source machine learning workflows

BENEFITS

- 99.9% match rates vs Adobe Analytics
- All Adobe variables included
- Lookup data handler
- Product string handler
- Data quality and schema monitoring & alerting
- Fully automated processing
- Data stored in Parquet tables

WORKFLOW



The workflow for the Adobe Analytics Adapter provides great data lineage and documentation in the event that a configuration needs to be changed. Adobe APIs pull in the custom variables, monitor schema changes, and check for data accuracy. When the event enrichments and lookups have been integrated in the event table, the workflow provides the capability for custom aggregations at the customer, visitor and session levels. The product string can also be broken down into individual rows, with all output data stored in Parquet tables which can sit natively in your organization's private cloud.



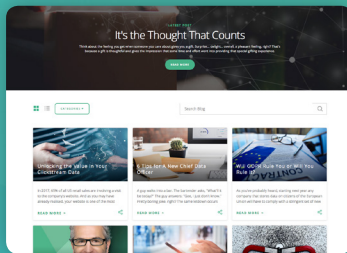
Read how Lenovo is utilizing AI Assisted Customer Analytics for algorithmic retargeting, saving enormous time and resources

[VIEW THE CASE STUDY](#)



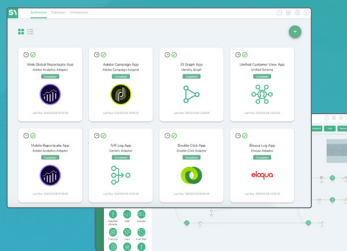
Watch how Sky unlocked the power of their marketing cloud

[SEE THE SKY STORY](#)



Discover the latest AI data trends and insights from our team

[CHECK OUT THE BLOG](#)



Eager to see what an AI Assisted, data-driven enterprise looks like in action?

[SCHEDULE A DEMO](#)

LET'S CONNECT

[syntasa.com](https://www.syntasa.com) | info@syntasa.com | [@SYNTASACO](https://twitter.com/SYNTASACO)
[linkedin.com/company/syntasa](https://www.linkedin.com/company/syntasa) | [facebook.com/syntasa](https://www.facebook.com/syntasa)

SYNTASA[®]