

Jan. 24, 2017

**Dentsu Isobar to Start Offering *Quick Win for Analytics*, a Service that Supports the Installation and Implementation of Adobe Analytics to Visualize Digital Customer Behavior Data**  
**Our second offering following *Quick Win for Digital Experience*, released last autumn! Focuses on customers from an analytics perspective and establishes/packages unique analytical measures to identify behavior on digital platforms!**

Dentsu Isobar Inc. (head office in Tsukiji, Chuo-ku in Tokyo; President & CEO: Hidetoshi Tokumaru. Herein referred to as Dentsu Isobar) will start offering *Quick Win for Analytics*, a service that supports the installation, implementation and leverage of the data management platform *Adobe Analytics* from *Adobe Marketing Cloud*, Adobe Systems Inc's digital marketing solution.

This new service follows the release of *Quick Win for Digital Experience* last year that enables the prompt installation of *Adobe Analytics*, assists with data acquisition, "the behavioral analysis of digital platform users\*", and establishes pivotal data measures. It clarifies areas to be measured within comprehensive behavioral processes from an offer's influx to conversion organized from the "customer's perspective", serving as an effective digital solution for data-based assessments of project and business performance.



1. Background

Interest in data obtainable from the digital platforms managed by businesses themselves is growing in the digital marketing field. Particular consideration and trial and error is given to how to visualize user

behavior – that is, changes in customer attitudes or feelings – as data, as well as how to leverage derived hypotheses to identify business issues and points for optimization. This is the reason why an increasing number of businesses are considering different ways to use their already installed digital analytics tools as well as installing new ones. Establishing measures and measurement methods with the "customer behavior in mind" is a critical factor that serves as the basis for analysis. In digital data analysis such as web analytics, the objective of such analytical work is often obtaining data via a wide range of measures. *Quick Win for Analytics* establishes measurement points by focusing on customers from an analytical perspective with the installation of the digital data analytics platform *Adobe Analytics*. This solution supports the prompt start of data obtainment and accumulation toward the deployment of analysis.

## 2. Service profile (the solutions it provides)

*Quick Win for Analytics* retains fundamental analytical functionality for web and mobile applications, organizing the approach to take to identify customer behavior via data. It reduces the steps needed in the installation of *Adobe Analytics* from defining requirements to planning and implementation via an installation package that establishes the data required for installation, a list of implementation measures, and SDR (Solution Design Reference) and implements *Adobe Analytics* via its DTM (Dynamic Tag Manager). It thereby enables prompt installation and initial data accumulation.

7 measurement points are established to enable analysis that identifies "customer behavior on digital platforms". The data tabulation results from these measures and cross analysis where necessary can then be leveraged to consider implementation measures to get insights and findings on customer behavior patterns and which segments (groups) a business's digital business deployment will be effective on, as well as to validate already implemented measures.

The data obtained and accumulated by this plan serves as the base for the data analysis of the business installing it, and its leverage strongly contributes in implementing solutions to enhance/deploy digital marketing activities such as MA and DMP. Thorough examination of this fundamental data will enable users to discover customer insights as well as to identify issues early on, thereby enabling businesses to efficiently invest their marketing budget.

The basis for digital marketing expansion is the establishment of analytical measures that are easy for marketers to understand as well as the ongoing accumulation of data. Businesses need to begin "acquiring appropriate data" as soon as possible.

### \*Digital platforms

The expression "digital platform" used in this release refers to the extent of users' digital activities across different devices such as PC/smartphones, as well as different usage environments such as websites/apps.

The basic package released this time is designed to measure websites, but can also be alternatively used to measure apps as an option.

For details about the service: See its URL

The service page is scheduled to open February 10<sup>th</sup>

Dentsu Isobar's website <http://www.dentsuisobar.com/>

### 3. Comments from Adobe

*"Following the first launch of Quick Win for Digital Experience last year which earned great popularity, we are pleased to offer a newly developed analytics digital solution for Adobe Marketing Cloud. Through this service, and Dentsu Isobar's expertise in supporting Adobe's digital marketing services, we seek to offer customers with an all-new, customized way to use Adobe Analytics that delivers the best digital experiences for customers."*

Hisamichi Kinomoto  
Vice President - Marketing HQ  
Adobe Systems Inc.

### Dentsu Isobar Company Profile:

- Company Name: Dentsu Isobar Inc.
- Head office location: Tsukiji Shochiku Bldg. 1-13-1 Tsukiji, Chuo-ku, Tokyo
- Established: Jan. 1, 2016  
Predecessor: Digital Palette Inc., established in Apr. 2001
- Operating capital: 400 million JPY
- Number of employees: 380
- Type of business: Digital solution services
- President & CEO / Hidetoshi Tokumaru

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For all inquiries pertaining to this matter:

Dentsu Isobar Inc. PR representative

[contact@dentsuisobar.com](mailto:contact@dentsuisobar.com)