Maritz**CX**

Adobe Integration

MaritzCX Integration for Adobe Analytics

Gain a more complete view of your customers' behaviors and attitudes

Your Adobe Analytics platform provides detailed data about what your customers do and how they act when they visit your website. But the MaritzCX integration for Adobe Analytics goes one step further—by adding an essential new layer of information that helps you understand the emotions, motivations, and attitudes that drive those actions.

This ability to combine behavioral and motivational data about your customers makes it possible to:

- **Create deeper, more meaningful insights** into the complete experience you're providing for your customers

- **Generate a wealth of actionable information** you can use to make ongoing improvements

- **Build stronger, more productive relationships** with your online customers that ultimately lead to increased sales

EXPERIENCE THE ADVANTAGES OF A FULLY INTEGRATED SURVEY SOLUTION

The MaritzCX Platform is a complete, advanced solution that's built specifically to integrate with your Adobe Analytics platform. With this convenient integration solution, you can:

- **Get up and running quickly.** Enabling surveys and defining site variables is a simple drag-and-drop process.

- **Take advantage of real-time data exchange.** Survey responses are sent to Adobe instantly.

- **Share data between platforms.** Site metrics and survey responses can live in both the Adobe Analytics and MaritzCX big data platform.

- **Perform advanced data mining.** Our advanced Spotlight data mining tool makes it possible to explore which events on your site have the largest impact on customer satisfaction and conversion, so you can focus and optimize your content and site development efforts.

Get a Complete Intercept Survey Solution with One Integrated Application
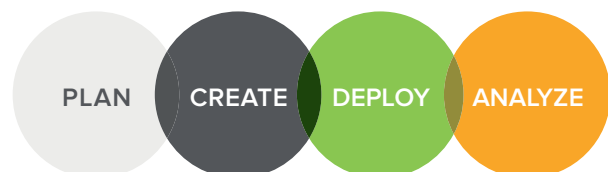
| PLAN	CREATE	DEPLOY	ANALYZE
Define who will receive the survey, where it will be placed, and when it should be served.	Build customized surveys that are perfectly integrated with your Adobe platform.	Deploy surveys at the right times in the right places.	Measure and act on results using Adobe Analytics, MaritzCX, or both.

INTEGRATING MARITZCX SURVEYS WITH YOUR ADOBE ANALYTICS SOLUTION

The MaritzCX Platform provides everything you need to plan, create, and deploy focused site surveys that collect targeted information about your customers' online attitudes and experiences. To push that data into your Adobe Analytics Suite, simply find the MaritzCX app in the Adobe Data Connector exchange and use the easy drag-and-drop wizard to complete the integration process.

EXTEND THE POWER OF MARITZCX TO EVERY PART OF YOUR BUSINESS INFRASTRUCTURE

MaritzCX brings fast, convenient survey integration to your Adobe Analytics platform. But it also allows you to extend these vital CX capabilities to other business applications and services—with a growing family of advanced integration applications, open APIs, and convenient file transfer tools:

INTEGRATION APPLICATIONS	PUBLISHED APIS	FILE TRANSFER TOOLS
• SalesForce	• Invitation Management	• Export CX data and upload it to other services and applications.
• Microsoft Dynamics	• Case Management	
• CFMC	• Reporting	
• Marketo	• Data Import	
• Tableau		
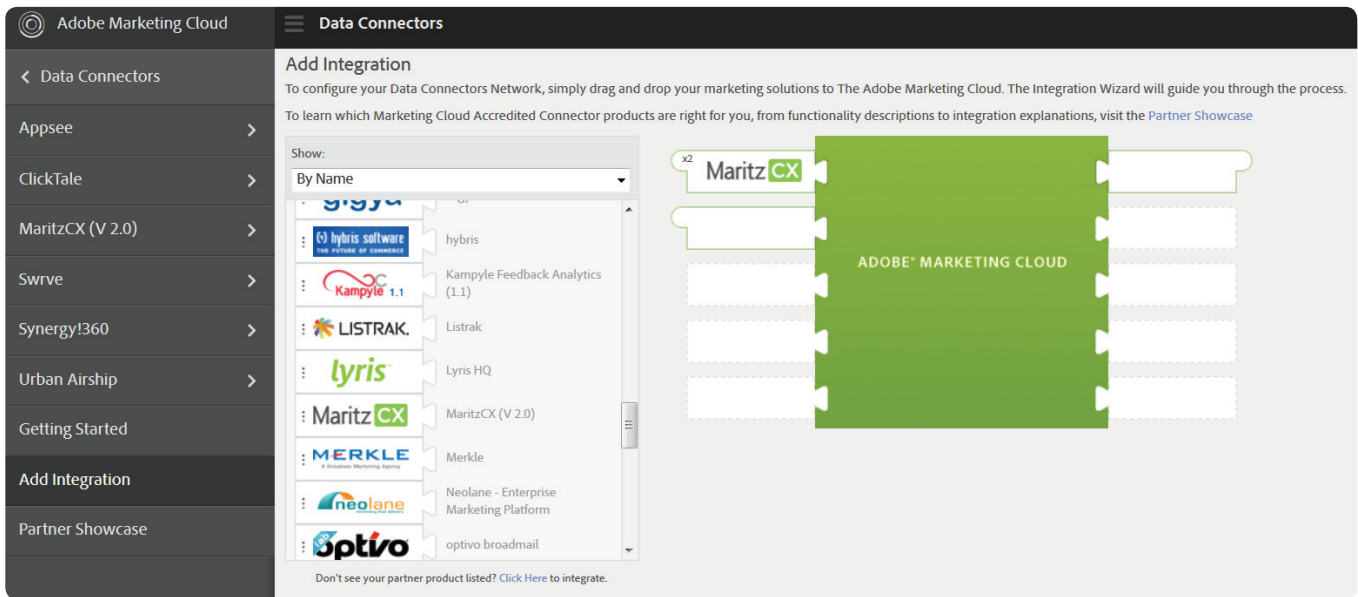
Enabling MaritzCX surveys and defining variables within the Adobe Analytics platform is a simple drag-and-drop process.

Add the Power of MaritzCX to Your Adobe Analytics Platform Today

To demo a product or to contact MaritzCX sales, call **385.695.2800**

MaritzCX believes organizations should be able to see, sense and act on the experiences and desires of every customer, at every touch point, as it happens. We help organizations increase customer retention, conversion and lifetime value by ingraining customer experience intelligence and action systems into the DNA of business operations. MaritzCX is the combination of the Allegiance award-winning CX platform and Maritz Research strategic consulting services. **For more information, visit www.maritzcx.com.**