



# Adobe + Conductor

Your next customer is searching. Be what they find.

Discover unique insights into customer intent that lead to compelling content, increased traffic, and higher organic marketing ROI with Conductor Searchlight and Adobe Analytics.

## Connect Customer Intent To Content ROI.

The Conductor Searchlight and Adobe Analytics integration gives you a complete view of your organic performance, providing insights around how to get more customers to your site and convert them more consistently once they're there.

The integration allows you to track and report custom metrics like page- and site-level traffic, conversions, and revenue data, all in the context of organic visibility and customer search intent.

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**Our Adobe and Conductor integration gives us a better and more comprehensive understanding of our online performance. Adobe gives us metrics like visits and page numbers, but it's Conductor that pulls that story together.**

Steven Bush  
VP Search Marketing  
Citibank

## The Conductor + Adobe Integration Comprehensive View:

Adobe Analytics shows performance metrics on your site:

-  Visits
-  Traffic
-  Conversions

Conductor Searchlight shows performance metrics before your customers reach your site:

-  Organic Search + Content Visibility
-  Customer Search Intent
-  Competitive Opportunities





With Adobe and Conductor powering your organic marketing strategy, you'll:

-  Understand content performance across personas and the buyer's journey, so you craft optimized content that converts.
-  Identify content gaps and align content initiatives throughout your entire organization.
-  Measure your content performance through the lens of key dimensions that your team already reports on.
-  Monitor and manage all your search efforts from a single platform solution and increase your visibility across the globe.
-  Make optimization a seamless step in your content creation process.

Conductor is an Adobe accredited partner, with more integrations to date than any other vendors in our industry. Using Adobe's secure API, we make it easy to connect Conductor Searchlight to the following Adobe Marketing Cloud solutions:



Analytics



Experience Manager

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Conductor has been an Adobe partner for the past six years. Our global integration gives marketers comprehensive insights about their web presence, combining Adobe's site performance data with Conductor's organic marketing insights. Our shared data guides marketers throughout the content creation process, from providing SEO recommendations in the Adobe Experience Manager to proving the ROI of content. The Adobe and Conductor integration is a powerful, vital part of an enterprise marketing stack.

John Mellor  
EVP, Digital Media  
Adobe



To learn more visit [Conductor.com](http://Conductor.com)