Quantum Metric and Adobe Analytics

Visibility and Understanding of the Full Customer Journey

Leveraging Quantum Metric with Adobe Analytics allows you to go beyond understanding *what* happened across your digital channels to also capturing *why*--arming you with a complete picture of the customer journey. Discover opportunities to improve the digital experience by viewing which customers are falling out of the funnel or experiencing friction in real-time and calculating the impact that has on conversion and revenue. Quantum Metric's tagless capture integrates with Adobe Analytics to grab every click and mouse movement, giving you a clear lens into your customer's journey.

Benefits

Visibility into the Complete Cross-Platform Customer Journey

From a high-level aggregate view down to the singular details, examine the full experience and even view individual customer experiences with session replay.

Actionable and Prioritized Opportunities

Quantum Metric quantifies the impact of each issue and automatically maintains a prioritized list of opportunities for your team to address based on business goals.

Real-Time Behavior Detection and Alerting

With out of the box behavioral metrics, get alerted to where your customers are experiencing friction, why, and what to do next...
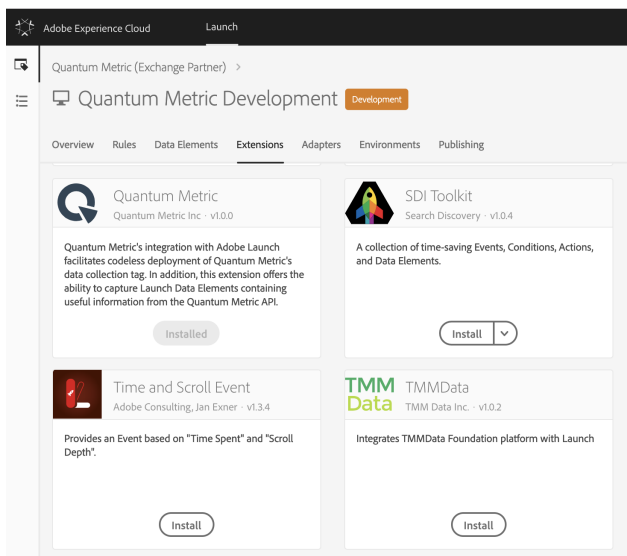
Democratization of Data

Use Quantum Metric with Adobe Analytics to easily promote cross-functional alignment by empowering every team to take action and measure improvement.
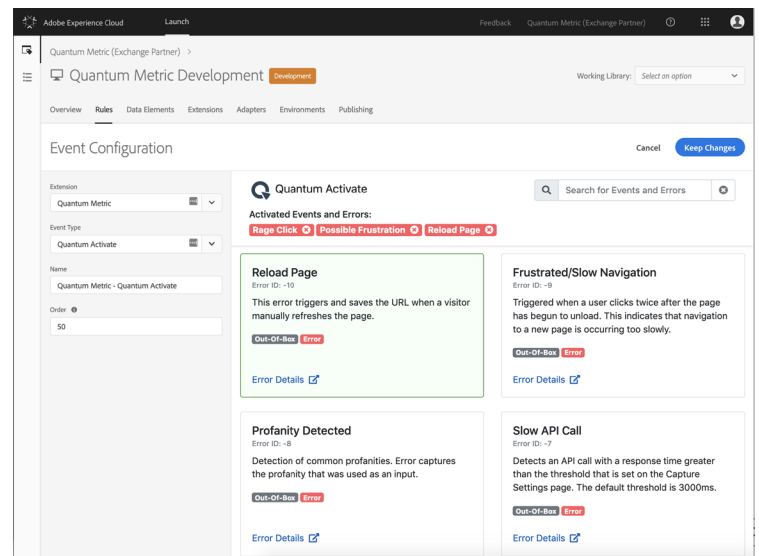
How

1 **Adobe Definitions Import:** Import relevant page and event level definitions using self-service javascript event wizard

2 **Replay link in Adobe UI:** Import QM session ID into Adobe and use to rebuild URL for session replay

Codeless deployment via Launch

Pass Quantum Metric's unique data as eVars in Adobe Analytics

About Quantum Metric

Quantum Metric is the Digital Experience Intelligence platform, driving unparalleled visibility into every customer interaction across all devices and delivering faster data-driven decisions. Built to automatically prioritize both technical and behavioral insights, the platform promotes enterprise digital transformation by empowering organizational CX alignment. Performance and security are the foundation of Quantum Metric, enabling customers to gain real-time user insights securely and at scale. For further information, visit www.quantummetric.com.