



Adobe

# Start using data from every part of the journey



## Demystifying omnichannel analytics —a closer look.

Why an omnichannel analytics strategy is key to delivering seamless customer experiences.



Traditionally, companies have focused on collecting data from the digital arms of their customer journey. But for marketing and IT to create a fulfilling omnichannel experience, they need access to all omnichannel data.

Read [Demystifying Omnichannel Analytics — a Closer Look](#) to learn how to drive customer growth and revenue through an omnichannel analytics strategy.