

Alteryx + Adobe Experience Platform

Setup Instructions

The Alteryx Analytic Process Automation (APA) Platform and Adobe Experience Platform (AEP) solution unifies all your data sources and speeds up analytics, data science, and the automation of processes. This makes it easy for marketers, sellers, and business analysts – without specialized skillsets – to get deeper insights on customer segments, marketing campaigns, conversions, churn, pricing optimization, and more. Alteryx provides a drag-and-drop experience with over 260 automation building blocks to integrate and analyze all your customer and marketing data quickly.

The Alteryx APA Platform, used with data from AEP and other Adobe products including Adobe Analytics, Marketo, and any other data source, lets you automate marketing analytics to achieve accurate, fast, and data-driven outcomes. The Alteryx APA Platform is used by 1,000s of customers globally.

Experience Game-Changing Analytics for Marketing and Sales:

- Improve customer segmentation and personalization, campaign response, and marketing ROI
- Blend Adobe data with Salesforce.com, Marketo, clickstream, social, and any other data source in minutes
- Optimize omnichannel marketing and product assortment
- Uncover insights with easy-to-use analytics including response modeling and A/B testing

Get started by performing the following steps:

1. Go to the [Marketing Analytics Starter Kit for Adobe](#). (If you already have Alteryx Designer you can skip straight to the [Adobe District on Alteryx Gallery](#) to get just the Starter Kit or tools for Adobe Analytics or Marketo)

alteryx | The Trail of Solving

ELEVATE YOUR GAME IN MARKETING ANALYTICS

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MARKETING ANALYTICS STARTER KIT FOR ADOBE

Marketing is all about attracting, retaining, and building profitable relationships with your customers. But how do you know which customers to target, which campaigns to run, and which marketing programs to invest in? Jumpstart your marketing analytics with everything you need to perform Customer Acquisition Analysis, Customer Segmentation, Customer Sentiment Analysis, Lifetime Value Analysis, and Offer Responsiveness with Alteryx Marketing Starter Kits.

GET YOUR STARTER KIT

If you're a Student or Professor, [click here](#).

First Name Last Name

Phone Number Company

Email Address

Function Role

I could use some help with

Country

I focus on (select all that apply)

- Advanced Analytics
- BI + Visualization
- Data Discovery + Management
- Location Intelligence
- Data Personalization

I'd like to request a custom demo

I agree to receive communications from Alteryx

[DOWNLOAD NOW](#)

[Privacy Policy](#)

STARTER KIT FEATURES

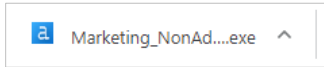
CUSTOMER SEGMENTATION

See an example of how a company can optimize customer messaging through segmentation of their customer base—with customer demographic and psychographic data analyzed to create unique customer segments for marketing.

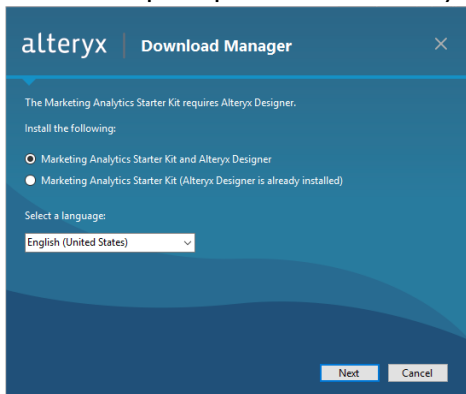
CUSTOMER ACQUISITION

2. Complete the Get Your Starter Kit form and click Download Now.

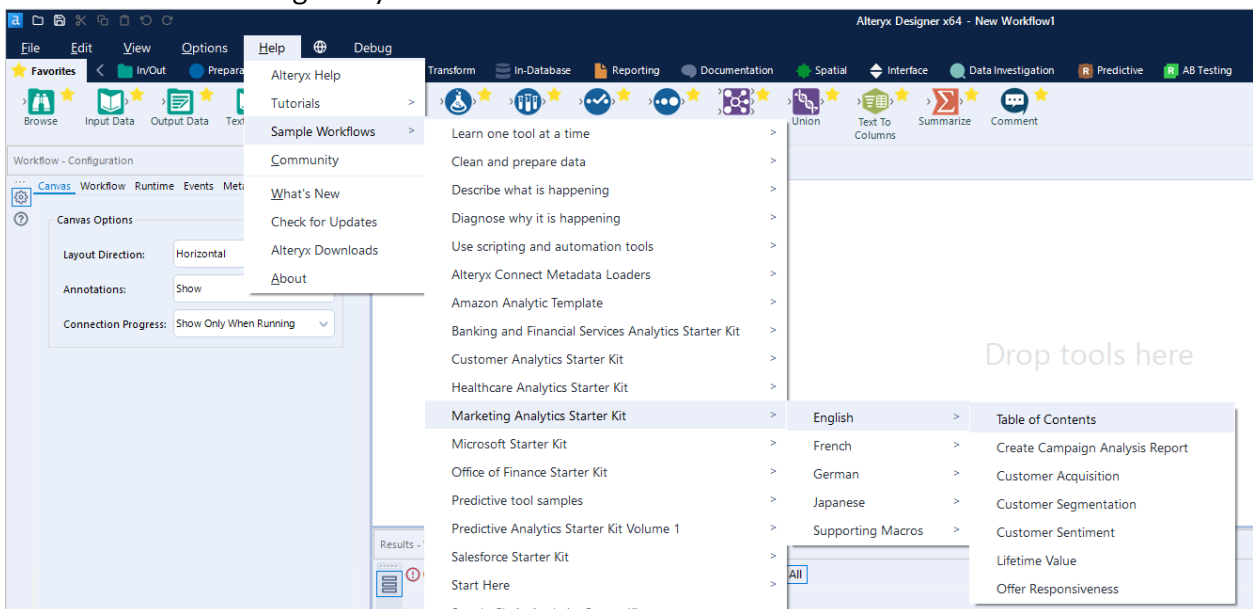
3. Open the downloaded Marketing_NonAdmin_x64.exe file.



4. Follow the prompts to install Alteryx Designer and the Marketing Analytics Starter Kit.



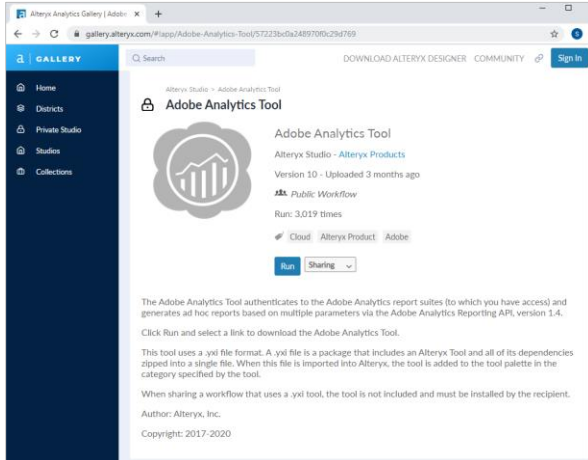
5. To view the Marketing Analytics Starter Kit samples, open Alteryx Designer and go to Help > Sample Workflows > Marketing Analytics Starter Kit.



Adobe Analytics tool for Alteryx Designer (Optional)

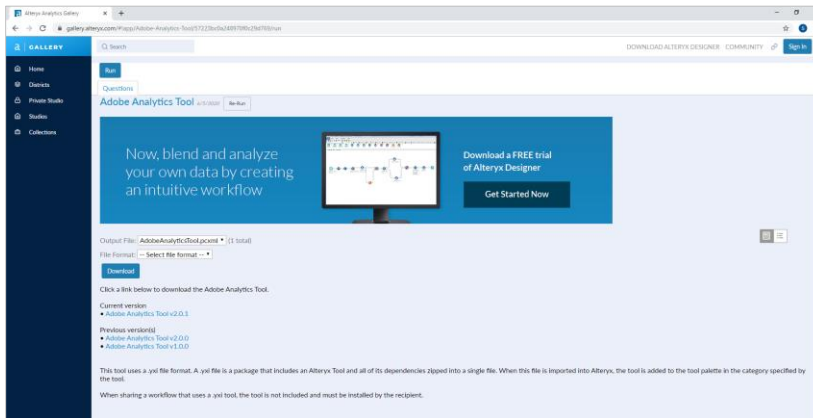
The Adobe Analytics tool authenticates to the Adobe Analytics report suites (to which you have access) and generates ad hoc reports based on multiple parameters via the Adobe Analytics Reporting API.

1. Go to the [Adobe Analytics Tool listing](#) on the Alteryx Gallery.

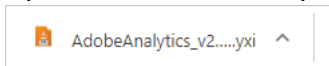


2. Click Run twice.

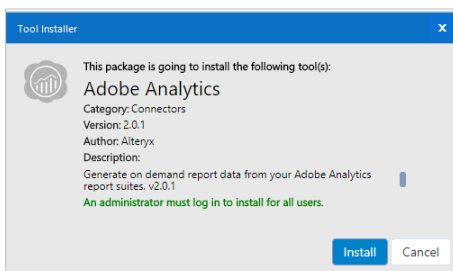
3. Select the most recent version link to download the Adobe Analytics tool.



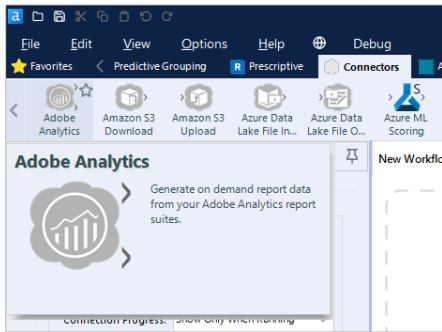
4. Open the downloaded .yxi file.



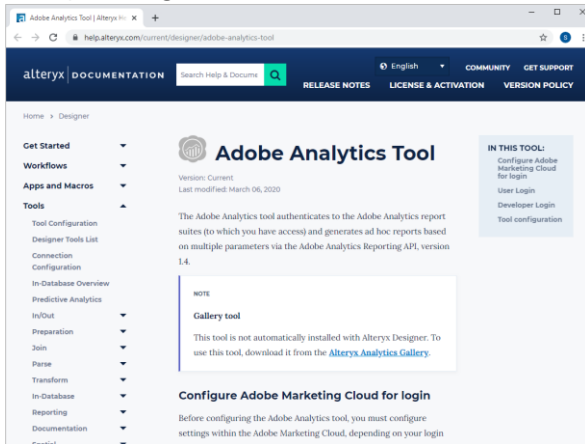
5. Click Install.



6. Adobe Analytics will show up in the tool palette within the Connectors category.



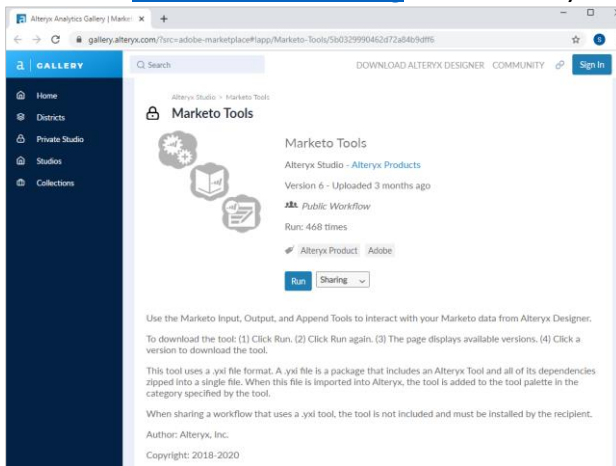
7. [Adobe Analytics tool help documentation](https://help.alteryx.com/current/designer/adobe-analytics-tool) provides instructions for using and configuring the tool within Alteryx Designer.



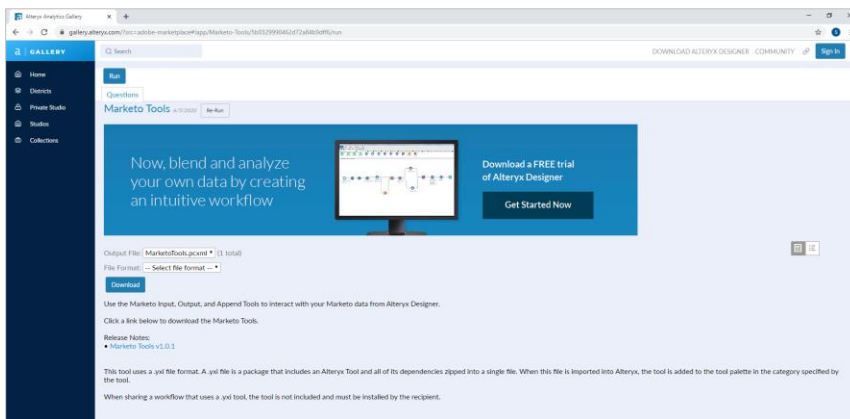
Marketo tools for Alteryx Designer (Optional)

The Marketo tools (i.e., Append, Input, and Output) provide access to your Marketo instance from within Alteryx. Using the Marketo APIs, you are able to read Marketo records, create and update leads, and append information to existing Marketo data.

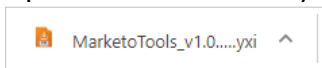
1. Go to the [Marketo Tools listing](#) on the Alteryx Gallery.



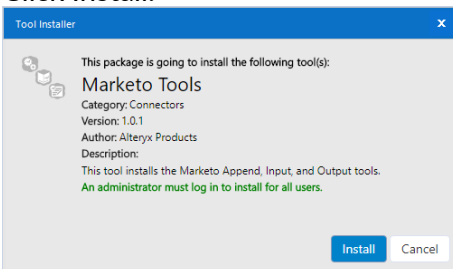
2. Click Run twice.
3. Select the most recent version link to download the Marketo tools.



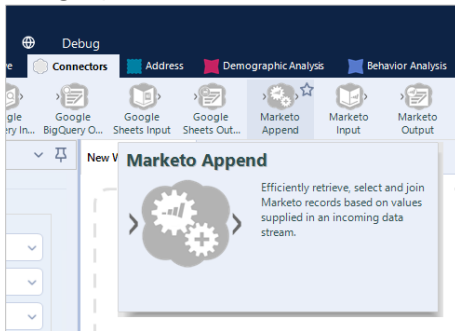
4. Open the downloaded yxi file.



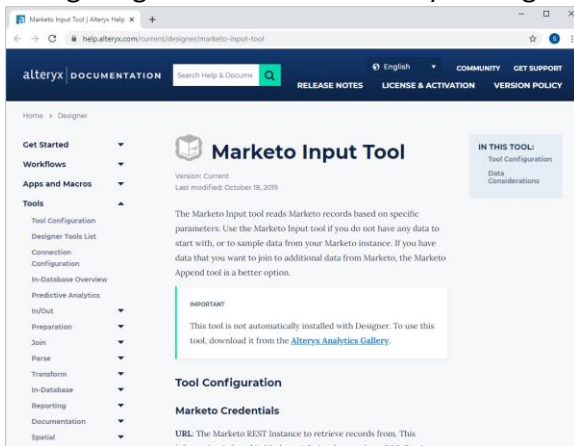
5. Click Install.



6. Marketo Append, Input, and Output tools will show up in the tool palette within the Connectors category.



7. Market [Input](#), [Output](#), and [Append](#) tool help documentation provides instructions for using and configuring the tools within Alteryx Designer.



Visit the [Adobe District](#) on the [Alteryx Gallery](#) to access additional solutions.